BIKING BOROUGH STUDY
LONDON BOROUGH OF CROYDON

Final Report

July 2010

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Biking Borough Study
London Borough of Croydon

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

In December 2009 Transport for London (TfL) offered a limited number of 'Biking Borough' grants to outer London Boroughs. The grants were for consultancy work to help boroughs shape their cycling strategy to assist in achieving the Mayor's 400% increase in cycling by 2026.

"The idea behind Biking Boroughs is to promote cycling in an integrated way across boroughs, particularly in Outer London. This means encouraging cycling through improvements in infrastructure, in combination with smarter travel initiatives such as promotion, training and behavioural change programmes. It also means working with partners such as the police, healthcare providers, schools and workplaces across the borough to ensure a consistent and integrated approach. Working with partners will be crucial to the success of the Biking Borough programme, as will strong political commitment." Cycling Revolution: London, TfL, May 2010.

The Cycling Star Alliance was commissioned by London Borough of Croydon to deliver the Croydon Biking Borough strategy project. The project team comprised of Alliance members Mayer Brown, Forster and London Cycling Campaign with support from Transport Initiatives. For ease of reference and understanding this report has been clearly defined into 8 sections which are intended to be read both collectively and as individual topic focused documents. The key findings and recommendations of these sections are summarised as follows.

CYCLING IN CROYDON

Analysis of current levels of cycling in Croydon and a review of potential cyclable journeys in the borough has determined that:

- A very large section of the population in Croydon has never cycled (63%). In addition, of those who do currently cycle only around 20% are regular cyclists (at least once a week), a low proportion. This should be balanced against the very high proportion of cyclists who only use a bike around once a year (61%).
- Regular cycling appears to be highest among the youngest age band (5-19). All other age bands show similar characteristics, apart from the over 60s who have a very low level of cycling overall.

- Cycling in Croydon is mainly used for very short trips with 65% of trips below 2km and 20% between 2km and 5km. This is a noticeably higher proportion of shorter trips than in London overall. The proportion of cyclists in Croydon making longer trips (over 8km/5 miles) is lower than that in London – 6% compared to 9%.
- The level of potential cycle trips is in the highest quartile of Outer London boroughs, highlighting the high level of potential for cycling in Croydon.

WARD ANALYSIS

Croydon is a borough of extremes. It is the largest London borough with a population of 330,000 of whom 82,000, almost 25%, are under the age of 18. It is ethnically and socio-economically very diverse. 36% of its residents are from black and minority ethnic (BME) communities but in some northern wards that percentage is higher. It has some wards with low levels of disadvantage and others which are amongst the most deprived in England.

A review and analysis of the available research data has concluded that the greatest potential for increasing cycling in the borough is in the northern wards of Broad Green, Selhurst, Thornton Heath and South Norwood, Croydon Metropolitan Centre and Purley town centre. The northern wards in particular have a young Black and Minority Ethnic BME population which is forecast to grow significantly over the next 5-10 years.

CURRENT BOROUGH INITIATIVES

The Council is currently in the process of preparing a series of documents aimed at shaping and informing the development of the borough. These documents are:

- Local Development Framework (LDF)
- Core Strategy
- Borough Transport Strategy
- Croydon Centre Transport Strategy

These strategic borough documents list transport specific and development planning objectives that could not be achieved without encouraging more people to cycle on a regular basis. It is recommended that the borough makes best use of its status as a Biking Borough to ensure that these objectives are conveyed throughout all borough initiatives and especially those that are linked to transport and planning.

CYCLE HUB ANALYSIS

TfL's Cycling Revolution: London report identifies a cycle hub as "where potential for a shift to cycling is greatest and resources can be targeted". Owing to the scale and diversity of the Borough three potential cycle hubs have been identified. These include two location specific hubs and one function specific hub which individually have the greatest potential increasing and promoting cycling for three main types of typical journey; journeys to work, journeys to shops and journeys to school. These three hubs are:

- East Croydon Station Cycle Hub
- Purley Town Centre Cycle Hub
- LB Croydon Schools Cycle Hub

A hub auditing process has been recommended to provide a consistent format for reviewing and determining the needs of cyclists throughout the borough and should be considered as an essential element of all current and future development initiatives such as masterplans and transport interchange improvement schemes.

INITIATIVES

A series of infrastructure, behaviour, partnership and political initiatives have been identified and evidenced with pan London, national and where applicable European interventions aimed at overcoming the barriers to cycling identified in this report. It is recommended that a consultation process is held to prioritise interventions against impact, cost and timescales. This stakeholder engagement will also provide the opportunity to obtain wide spread buy in to the delivery of and decision process behind selected initiatives.

FUNDING

Since the implementation of the Local Implementation Plan (LIP) there is no specific funding for cycling. Excluding funding for Major Schemes (Formally ABS) and Maintenance programmes, funding is provided by TfL under the headings of:

- Smarter Travel
- Area based schemes
- Corridors and neighbourhoods

The amount allocated by TfL for these programmes is determined by formula for each borough. The three funding areas provide greater flexibility allowing the borough to align cycling initiatives with wider initiatives within these programmes. The broad lists of initiatives identified in Section 5 have been listed within this highlighting which of the main LIP funded programmes would be applicable.

EVALUATION

In order to determine the success of the Biking Borough project it is important to assess “outcomes” (e.g. level of cycling) rather than concentrating on “outputs” (e.g. length of cycle new lanes). Experience has shown that there is no straightforward relationship between outputs and outcomes. A combination of cycle count data (to demonstrate increases in cycling) and attitudinal surveys (to show a more positive attitude to cycling) has been proposed. This will provide the core of the evaluation process.

It is recommended that a detailed Cycle Monitoring Strategy is developed in order to provide a coordinated approach to monitoring of cycling. This should set out how data from a variety of sources can be used to measure progress against the indicators set out in Section 7. The Strategy should also consider how funding identified in Section 6 can be provided for increased monitoring in the future.

RECOMMENDATIONS

Based on obtained cycle count data this report has found that should levels of cycling in Croydon continue to increase on the current trend cycling numbers would increase to a level of over 250% of the 2000 level by 2026 i.e. around 2½ times. While this is by no means an insignificant increase, it is well below the target in the Mayor's target of a 400% increase by that year. This implies that simply to continue doing "more of the same" will not lead to a sufficiently rapid growth in cycling to meet the Mayor's target.

The recommendations made within each section of report are intended to provide a holistic methodology for increasing levels of cycling in Croydon and to ensure that the Mayor's target of a 400% increase in cycling can be achieved by 2026.

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CYCLING IN CROYDON

1.0 CYCLING IN CROYDON

1.1 Background

1.2 This section sets out information on the current levels of cycling in Croydon, followed by a review of potential cyclable journeys to give an assessment of what types of journey might be suitable for initiatives to increase cycling.

1.3 While the information concentrates on cycling in Croydon it also compares figures for Croydon to London as a whole. Where possible the situation in Croydon is compared to similar Outer London boroughs.

1.4 It makes use of key data on existing and potential cycling in Croydon, including:

- Analysis of existing TfL data material as set out in the Brief including London Travel Demand Survey (LTDS) data, cycle counts etc
- Other available information on cycling in Croydon including counts, modal split, purpose, distance and attitudes

1.5 TfL documents reviewed include the following:

- Cycling in London report 2008
- Attitudes to Cycling report 2009
- Travel in London Report 2009
- Delivering Benefits of Cycling in Outer London 2010

1.6 Key points from the Attitudes to Cycling Study are set as follows:

1. People are most likely to take up cycling if they:

- Are aware of the benefits of cycling and buy into it (i.e. the benefits outweigh the downsides compared to the competitive set; fit with values and beliefs)
- Have the knowledge and skills to cycle safely
- Are prompted or encouraged to cycle / cycle more

2. The overall appeal of cycling remains the same, but is less appealing among adults than walking, taking the train or Tube, or driving. Among children, cycling is the second most appealing mode of transport after walking.
3. Although less appealing than other modes of transport, adults see numerous attractions to cycling.
4. However, there are a number of significant downsides to cycling. Traffic makes people afraid of cycling, but people are less likely than a year ago to consider cycling a stressful and unpleasant experience. Such concerns put non-cyclists off cycling in the future.
5. The proportion of Londoners who cycle remains broadly similar, though cyclists appear to be cycling more in both winter and summer months. Adults cycle primarily to get fit/fitter and to save money.
6. Cyclists consistently adopted a more positive outlook [to cycling] than non-cyclists.
7. Adult cyclists are more likely to be men than women, white than from BAME communities, under 55 years and from more affluent backgrounds than less affluent ones.
8. Adults and children alike make more short trips than longer trips by bike (i.e. within a three mile radius of home).
9. Adults cycle to get somewhere, e.g. the shops, college or work. Children are more likely to cycle for exercise or leisure reasons.
10. Cyclists feel safer cycling in the day than at night, in their local area than in London as a whole, and on quieter roads than busy ones.
11. Many adults and children who cycle are actively considering cycling more in the future. Adults say they would cycle rather than take the car, Tube, or bus in future.
12. A minority of non-cyclists are thinking about cycling in the future. Many say they have taken active steps towards taking up cycling, e.g. buying a bike, fixing a bike, or investing in getting one. They tend to be under 55 years. However, many Londoners say cycling is not for them.
13. Overall, many people buy into cycling and its benefits. However, the downsides (e.g. concerns about traffic) may well continue to outweigh the benefits (e.g. getting fit/fitter and saving money). While there is much interest in taking up

cycling or cycling more, such good intentions may not translate into action without a significant prompt to change behaviour.

1.7 Other points of interest from the Attitude Survey are noted below (NB Croydon is in Outer South):

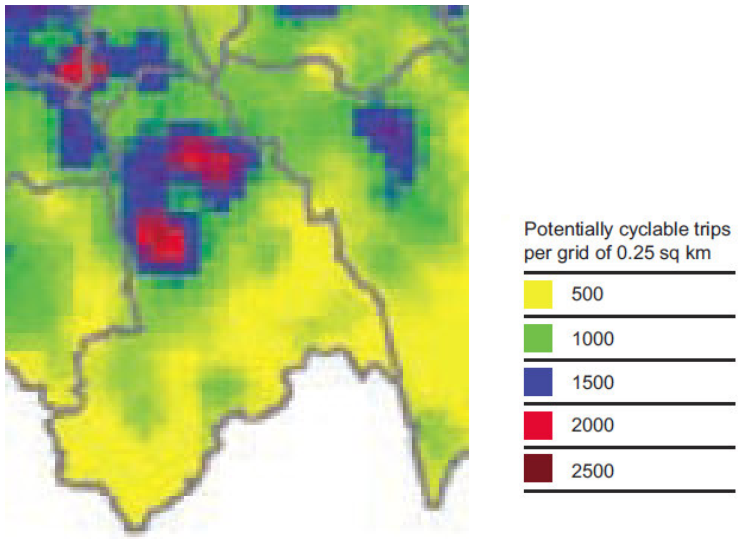
- Those living in Inner North London are more likely than those living in Outer London – particularly **Outer South** and Outer West London - to agree that, *'Cycling is the fastest way to travel for short journeys'.*
- **Outer London** residents are more likely than Inner London residents to agree that *'Cycling is a family activity'.* Agreement with this statement is particularly high among residents of Outer East, **Outer South** and Outer West boroughs and notably more so than in Inner North London.
- Residents of **Outer South** and Outer West areas are more likely than residents of Inner North and Outer North London to agree that, *'My local area is good for cycling'*.
- Residents of Outer East and **Outer South** areas are more likely than residents of Central and Outer West areas to agree that, *'Cycling is not for me'.*
- Residents of Inner London and Outer East London are more likely than residents of **Outer South** London to agree that, *'Cycling is a safe way of getting about'.*
- Residents of Outer North and **Outer South** London are more likely than residents of Outer West London to "*have not considered taking up cycling in the year ahead"*.
- Outer East, **Outer South** and Outer West residents are more likely than Inner London residents to say that they are "*quite likely to take up cycling in the next twelve months"*.

1.8 Delivering the benefits of cycling in Outer London

1.9 This London-wide research noted that the level of residents of Croydon that cycle at least twice a week is among the lowest quartile in London (>5%), lower than the neighbouring boroughs to the west.

1.10 However the level of potential cycle trips was in the highest quartile of Outer London boroughs, highlighting the high level of potential for cycling in Croydon.

1.11 A plan of the borough is shown below highlighting the areas with the highest potential for cycling. This issue is discussed in more detail below.



Above: Figure 1.0 Plan of cycling potential in Croydon, TfL

1.12 Analysis of existing cycling data in London Travel Demand Survey (LTDS)

1.13 This analysis is based upon data from the LTDS 2005/08, which is an annual sample survey of 8,000 randomly selected households in London and the surrounding area. The survey is carried out face to face and includes a one-day travel diary to collect data on London residents' travel patterns. The data have been expanded to represent the household population of Greater London.

1.14 The survey has been carried out on a continuous basis since 2005; all data presented here relates to the period 2005 to 2008. Trips have been aggregated over the 3 years.

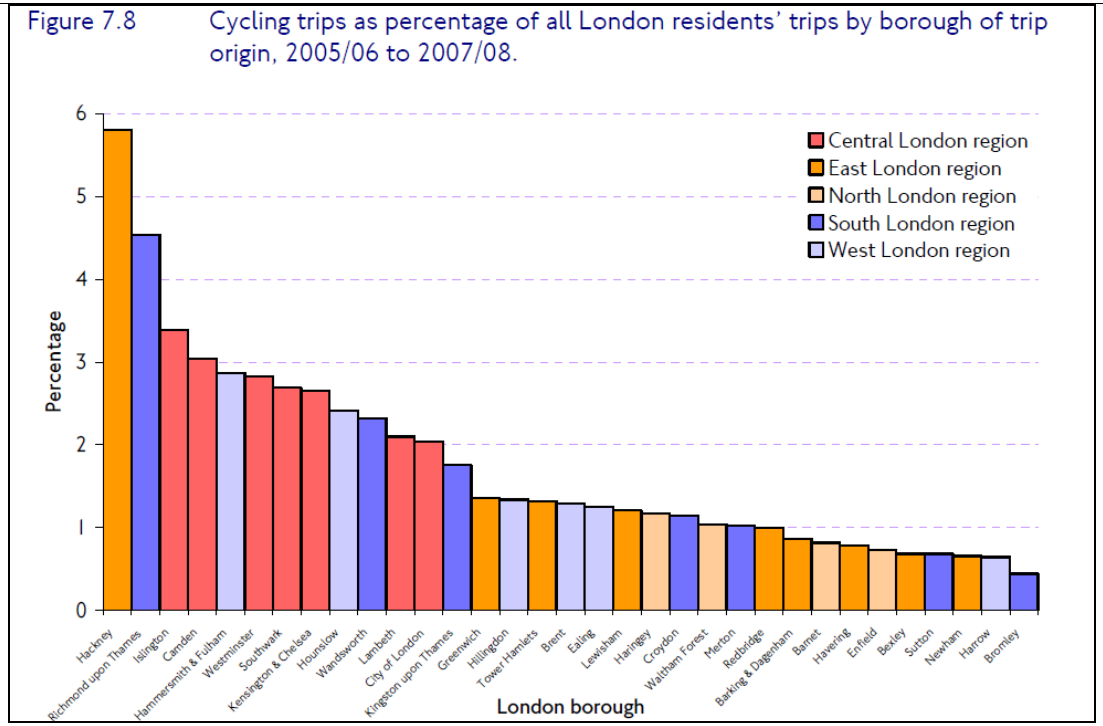
1.15 Note that due to the relatively small mode share of cycling, analysis tends to be based on small unweighted samples and should therefore be treated with appropriate caution. Of the overall number of 1,654 cycle trips used in the analysis, only 43 were in Croydon.

1.16 Table 1.1 shows that the level of cycling by Croydon residents is low at **1.13%** of all trips, around two-thirds of the mode share and rate of trips in London as a whole **(1.66%).** It has a similar level of cycling to most Outer London boroughs and Outer East London as a region (see below). However it does have a noticeably higher level than its Outer London neighbours – the mode share for cycling in Bexley and Sutton is 0.74%, and in Bromley it is 0.35%, the lowest in London.

Area	Population in 2007/8	Cycle trips in 2005/8	Trips by all modes	Cycle trip rate per person	Cycle mode share
Croydon	308,549	8,849	784864	0.029	1.13%
London total	6,989,442	307,627	18,501,973	0.044	1.66%

Above: Table 1.0 Cycling in Croydon & London, 2005/08

Figure 7.8 Cycling trips as percentage of all London residents' trips by borough of trip origin, 2005/06 to 2007/08.



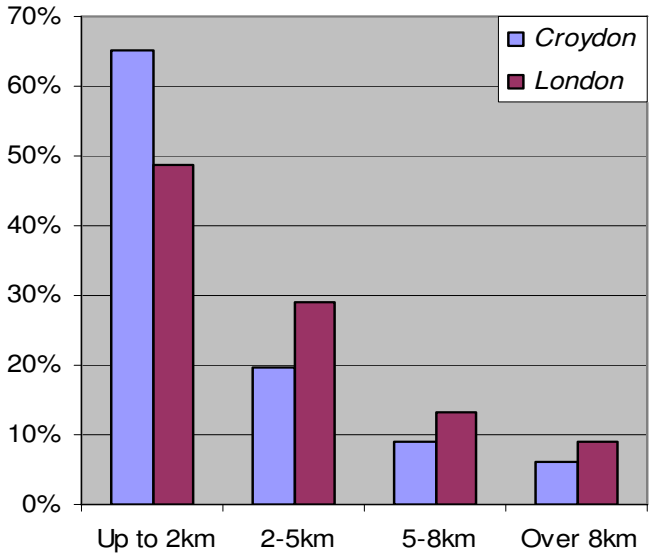
Above: Figure 2.0 Cycling in London, 2005/08 (from "Travel in London", 2009)

1.17 Household access to bicycles is lower in Croydon than the London average of 30%, with only 17.5% of all households having access to a bicycle. The proportion of people living in a household with access to a bicycle is also much lower (23.7% compared to the London average of 38%). This can be contrasted with Bexley where a higher level of access to bicycles (38%) leads to a lower level of cycling.

1.18 Cycling in Croydon is mainly used for very short trips with 65% of trips below 2km and 20% between 2km and 5km. This is a noticeably higher proportion of shorter trips than in London overall. The proportion of cyclists in Croydon making longer trips (over 8km/5 miles) is lower than that in London – 6% compared to 9%.

Proportion of cycle trips by length	Cycle trips	Cycle trips up to 2km		Cycle trips up to 5km		Cycle trips up to 8km	
		Number	%	Number	%	Number	%
Croydon	4,695	5767	65%	7516	85%	8315	94%
London total	307,627	149666	49%	239419	78%	280181	91%

Above: Table 2.0 Cycle trip lengths in Croydon & London, 2005/08



Above: Figure 3.0 Comparison of cycle trip lengths in Croydon & London, 2005/08

1.19 A very large section of the population in Croydon has never cycled (63%). In addition, of those who do currently cycle only around 20% are regular cyclists (at least once a week), a low proportion. This should be balanced against the very high proportion of cyclists who only use a bike around once a year (61%).

1.20 This implies there is a significant amount of potential for residents who have not cycled for some time being encouraged to start again.

Number of people by frequency of cycling	**Number of people (over 3 years)**	**% of those surveyed**	**% of cyclists**
High *(>3 days/week)*	24,223	3%	8%
Medium *(1-2 days/week)*	34,631	4%	12%
Low *(at least once a month)*	55,117	7%	19%
Very Low *(at least once a year)*	175,505	23%	61%
Not at all	486,018	63%	
Total (excl. missing)	775,494		

Above: Table 3.0 Cycling frequency in Croydon, 2005/08

1.21 Regular cycling appears to be highest among the youngest age band (5-19). All other age bands show similar characteristics, apart from the over 60s who have a very low level of cycling overall.

Frequency of cycling in each age band	High / Medium	Low	Very Low	Never
5 to 19	15%	18%	20%	47%
20 to 29	2%	4%	26%	68%
30 to 39	5%	5%	22%	68%
40 to 49	8%	4%	22%	66%
50 to 59	6%	4%	22%	68%
60 plus	2%	-	27%	72%
All	**7%**	6%	23%	64%

Above: Table 4.0 Cycling frequency by age band in Croydon, 2005/08

1.22 Regular cycling in Croydon is higher among men than women, with a greater proportion of women not cycling at all.

Frequency of cycling by gender	High / Medium	Low	Very Low	Never
Men	9%	8%	21%	62%
Women	5%	5%	25%	66%

Above: Table 5.0 Cycling frequency by gender in Croydon, 2005/08

1.23 Most ethnic groups show roughly similar levels of cycling. However it is noticeable that a higher proportion of members of Asian groups have never cycled (70%). A greater proportion of the “other and mixed” groups cycle regularly, but as these form a small proportion of the overall population (just 6%) the actual levels are very low.

Frequency of cycling by ethnic group	High / Medium	Low	Very Low	Never
White	6%	5%	25%	64%
Other and mixed	10%	13%	27%	51%
Asian	8%	4%	18%	70%
Black	7%	9%	20%	63%

Above: Table 6.0 Cycling frequency by ethnic group in Croydon, 2005/08

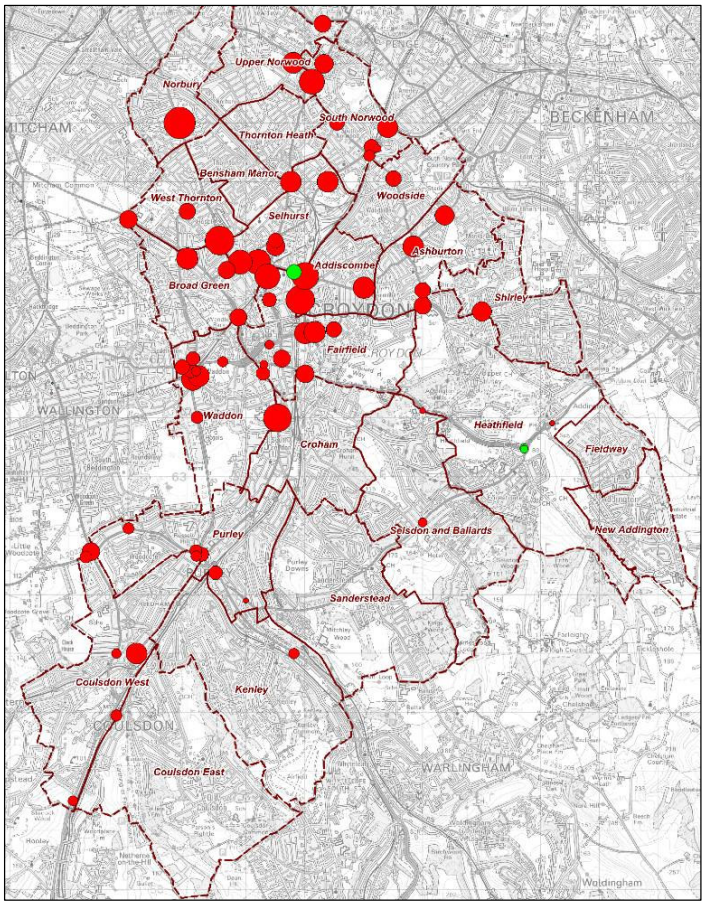
1.24 Unlike most other areas, regular cycling is highest in the middle income band (elsewhere it is highest in the high income band). Also among this age band is a lower proportion of very infrequent cyclists and a higher proportion of those who never cycle.

Frequency of cycling by income (% of income band)	High / Medium	Low	Very Low	Never
Low Income (£0-20K)	4%	6%	25%	65%
Middle Income (£20-50K)	8%	4%	16%	72%
High Income (>£50K)	5%	5%	24%	66%

Above: Table 7.0 Cycling frequency by income group in Croydon, 2005/08

1.25 Analysis of existing cycling – DfT manual counts

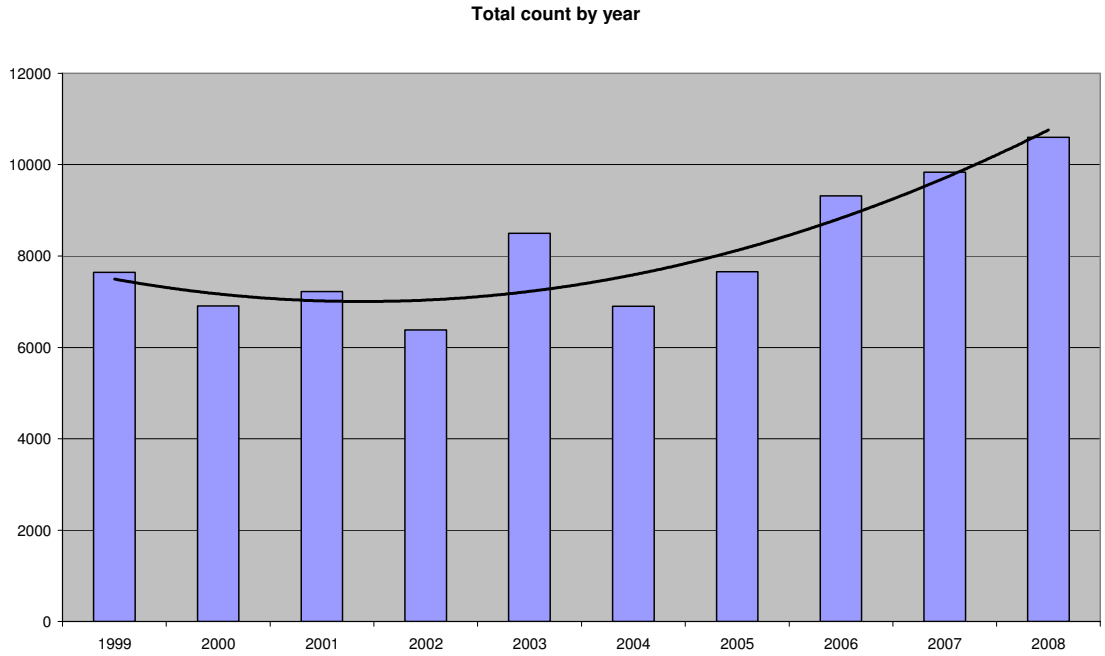
1.26 The DfT carries out annual manual counts of cyclists across London. Counts are carried out at 66 sites in Croydon. Details of the locations and annual daily averages (2005-2008) details are shown below. Also shown are 3 TfL automatic cycle counters in Croydon, discussed below.



Left: Figure 4.0 Locations of Traffic counts in Croydon, 2005/08

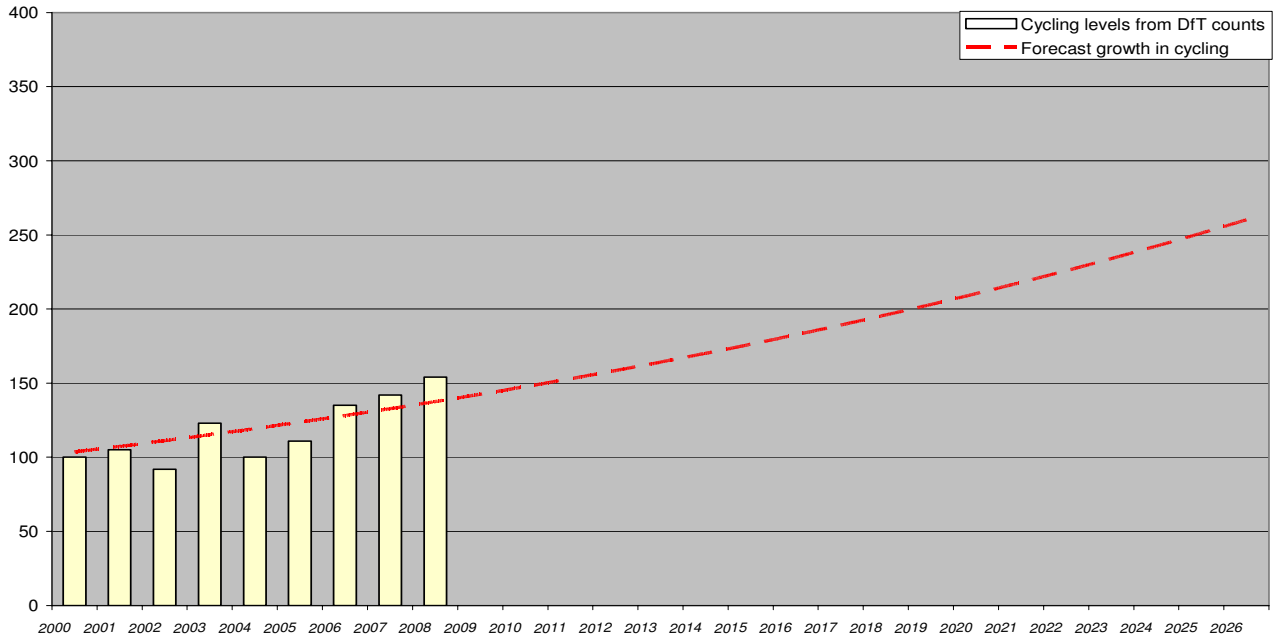
1.27 In general the levels of cycling in Croydon are lower than those in inner London (though similar to other Outer London boroughs). The highest daily flows recorded were around 500.

1.28 A chart of the DfT counts over the 10 years 1999-2008 is shown below. While cycling levels dropped towards the middle of the decade they have been gradually rising again, with an increase of around 40% between 2000 and 2008.



Above: Figure 5.0 DfT cycling counts in Croydon, 1999/08

1.29 An extrapolation of the trend shown by the DfT counts (with 2000 at 100) is shown below. Cycling levels would increase based on this trend, to a level of over 250% of the 2000 level by 2026 i.e. around 2½ times. While this is by no means an insignificant increase, it is well below the target in the MTS of a 400% increase by that year. This implies that simply to continue doing "more of the same" will not lead to a sufficiently rapid growth in cycling to meet the Mayor's target.



Above: Figure 6.0 Extrapolated cycle count in Croydon, 2000/26

1.30 Analysis of existing cycling – TfL automatic counts

1.31 TfL operates a network of 100 Automatic Traffic Counters monitoring cycling at 86 locations across locations. Three of these sites are in Croydon, at two locations which are shown on the plan above (see also table below).

1016	Gravel Hill eastbound	Borough Priority Road Network
1022	Gravel Hill westbound	Borough Priority Road Network (opened in 2009)
1054	Lower Addiscombe Road (A222)	Borough Priority Road Network

Above: Table 8.0 TfL automatic cycle count sites

1.32 Photos and notes on these sites are given below. All three sites are poorly located, especially those on Gravel Hill, and hence are unlikely to give representative figures.

1016 Gravel Hill Eastbound
Counter on segregated cycle track
Average daily counts
2007 – 52
2008 – 32
No data for 2009

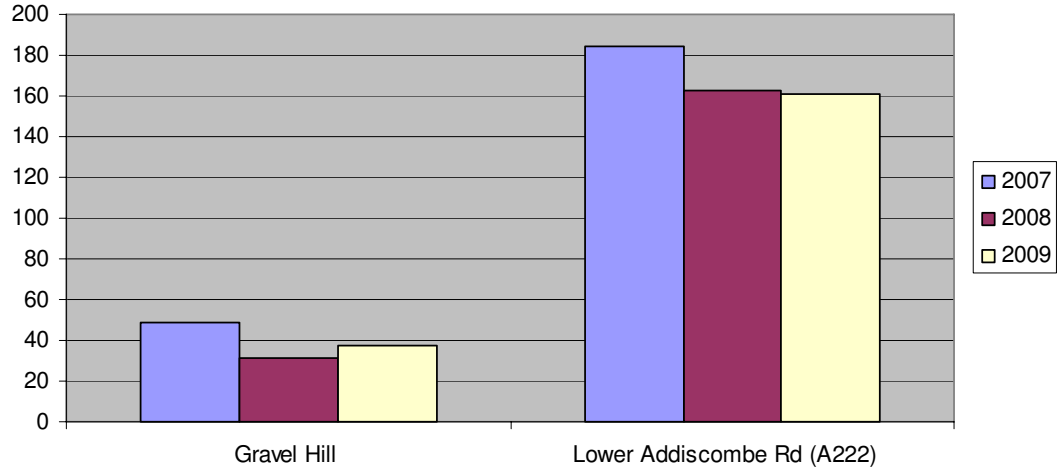
1022 Gravel Hill Westbound
Counter on narrow shared use footway
Average daily count
2009 – 37 (v low)

1054 Lower Addiscombe Road (A222)
Counters in road verges with no cycle lane (west of advisory cycle lanes)
Average daily counts
2007 – 160
2008 – 141
2009 – 140

1.33 In general, there are concerns that the existing ACCs operated by TfL are limited to main routes (TLRN or BPRN). While these contribute to an understanding of cycle flows within London as a whole, there are insufficient counters in any one borough to provide overall data on cycling in the borough. This is even more so when assessing cycling levels in a local area within a borough, as many shorter cycling trips will not be picked up.

1.34 There does not appear to be any other traffic data available on cycling in Croydon, such as monitoring carried out by the council.

1.35 Counts from the two TfL sites operating over the last 3 years are given below. Flows have remained relatively static during this time. As the DfT counts (and London-wide counts) have increased during this period, it seems likely that these counters sites are not picking up cycle flows that are representative of cycling in the borough as a whole.



Above: Figure 7.0 Data from TfL automatic cycle count sites

1.36 Census data

1.37 The most accurate data on local levels of cycling is provided by the national census. However the most recent census was in 2001 and so the figures are likely to have changed significantly.

1.38 Analysis of potentially cyclable trips

1.39 An analysis was supplied by TfL of potentially cyclable trips in Croydon. It seeks to quantify the nature and extent of the potential for cycling by identifying trips made from the LTDS three year dataset 2005/8, which are currently made by other modes and assessing whether they could potentially be cycled.

1.40 The first stage was to identify all trips not already walked or cycled. Next, trips that might not reasonably be cycled were excluded. This included: trips made by young children, elderly and disabled people; trips longer than 8km or which would take

at least 20% more time if cycled; trips made at night; and trips made with heavy or bulky goods. It also excluded cycle trips made by non-London residents.

1.41 This analysis did not draw any conclusions about whether or not potentially cyclable trips could or would in practise transfer to cycling. Many aspects of trips and the people making them are unknown – and previous studies saw around 40% of people say that cycling is simply "not for them" (eg TfL Attitudes to Cycling Surveys). These results should therefore be seen as providing a maximum potential for cycling and to indicate suitable locations, trips and population groups for further analysis. It is however important to note that this analysis does not consider natural barriers to cycling such as topography, a barrier to cycling that is particularly relevant to the south of the borough.

1.42 The proportion of trips than might be made by bicycle (36%) is marginally higher in Croydon than in London as a whole (35%). This is higher than the proportions in Bexley (22%) and Bromley (32%). Indeed Croydon is one of the top five Outer London boroughs for potential cycleable trips.

Area	All trips by mechanised modes	Potentially cyclable trips	Proportion of trips by mechanised modes that are potentially cyclable	Proportion of London-wide total potentially cyclable trips
Croydon	591,567	210,730	36%	4.9%
London total	12,390,422	4,325,207	35%	100%

Above: Table 9.0 potential cycleable trips in Croydon

1.43 Contrary to existing trips, the proportions of potential cycling trips that are very short (less than 2km) and short (2-5km) are similar to London as a whole. In general the breakdown of potential trips by length is almost identical to the London average.

	Potentially cyclable trips up to 2km		Potentially cyclable trips (2km - 5km)		Potentially cyclable trips (5km - 8km)		All potentially cyclable trips
	Number	**Percentage**	**Number**	**Percentage**	**Number**	**Percentage**	
Croydon	**84,648**	**40%**	**85,918**	**41%**	**40,163**	**19%**	**210,730**
London total	1,681,323	39%	1,784,619	41%	859,265	20%	4,325,207

Above: Table 10.0. Potential cycleable trips by distance

1.44 Most potential cycle trips starting in Croydon end in the borough but a significant number finish in neighbouring boroughs. The highest proportions of potential trips out of the borough are northwards to Lambeth, westwards to Sutton and eastwards to Bromley. A small number of potential trips are also likely to Lewisham, Southwark, Wandsworth and Merton but none of these destinations have more than 2% of potential trips.

Croydon	Lambeth	Bromley	Sutton	Other (London)	Outside Greater London)
77.7%	6.3%	4.7%	5.3%	5.0%	1.0%

Above: Table 11.0 % of destinations for trips starting in Croydon

1.45 Most potential cycle trips are for shopping, leisure and personal business, but at a significantly lower level than for London as a whole. More potential trips in Croydon are for education than for London.

Area	Work		Education		Shopping, Leisure & Personal Business		Other	
	Number	%	Number	%	Number	%	Number	%
Croydon	46,000	22%	56,000	27%	82,000	39%	27,000	13%
London total	1,051,000	24%	774,000	18%	2,039,000	47%	457,000	11%

Above: Table 12.0 Potential trips by purpose

1.46 Most potential cycle trips are currently made by car, with the proportion higher in Croydon than in London as a whole. In addition, a significant proportion of cyclable trips in Croydon are made by bus with a smaller number by tram.

1.47 A negligible number of cyclable trips in Croydon are currently made by underground, motorcycle and taxi.

Cyclable trips by mode	Car		Bus / Coach		Tram		Rail	
	No.	%	No.	%	No.	%	No.	%
Croydon	149,000	73%	50,100	24%	5,300	3%	2,500	1%
London total	2,760,000	64%	1,139,000	26%	*	*	62,000	1%

* Figures for London show bus, coach and tram combined

Above: Table 13.0 Potential trip by current mode

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LONDON BOROUGH OF CROYDON

WARD ANALYSIS

2.0 WARD ANALYSIS

2.1 Audience analysis

2.2 As the Croydon Draft Transport strategy sets out, despite a fairly comprehensive cycle network in the Borough, the mode share for cycling is no more than 1.5% in every ward for work and non-work related trips. The trend for a low cycle mode share is true also for school trips. While 37% of school trips are undertaken on foot, only 1% cycle. It would appear that the population do not currently consider cycling a viable option for travel.

2.3 Travel by bicycle in Croydon is uncommon for any trip purpose, even for leisure purposes. While the cycle network requires some improvement, network coverage is across the Borough is generally good. Therefore it seems likely there are other issues than infrastructure that has kept cycling at a low level in the Borough. As outlined in Section 1, in Croydon people either have a bike and use it, or have never cycled (63% of Croydon residents). This trend is more marked amongst different population groups with 77% of the Indian and Asian populations never having cycled, compared with 63% of Black residents.

2.4 However whilst Croydon is currently in the lowest quartile of cycling, it does have amongst the highest potential to change behaviour. The London travel demand survey (LTDS) shows that some of the greatest numbers of potentially new cycleable trips (journeys less than 5 miles in length and currently undertaken by car or public transport) in outer London are in Croydon, where some key pockets of potential exist.

2.5 The LTDS provides us with an analysis of the ‘rational’ potential for cycling. The areas within Croydon identified by the LTDS as having the highest cycling potential are in an arc of wards in the north of the borough which broadly encompass Waddon, Broad Green, Selhurst, Thornton Heath and South Norwood, Croham and Fairfield.

2.6 We cross referenced the LTDS data with the available MOSAIC data segmentation for firstly driver types (more detail in Appendix A).When it became available we analysed the MOSAIC segmentation data for cycling (more detail in Appendix B). This data enables us to start to understand the ‘‘attitudinal’ potential for cycling based on the audience segments’ relationship

to different forms of transport. Using the two data sets together enables us to consider potential audience targets, their attitudes towards cycling and where they live.

2.7 MOSAIC profiling

2.8 This analysis starts to identify which groups of people might be most likely to make a shift; they are what Cycling England terms the *maybe* cyclists.

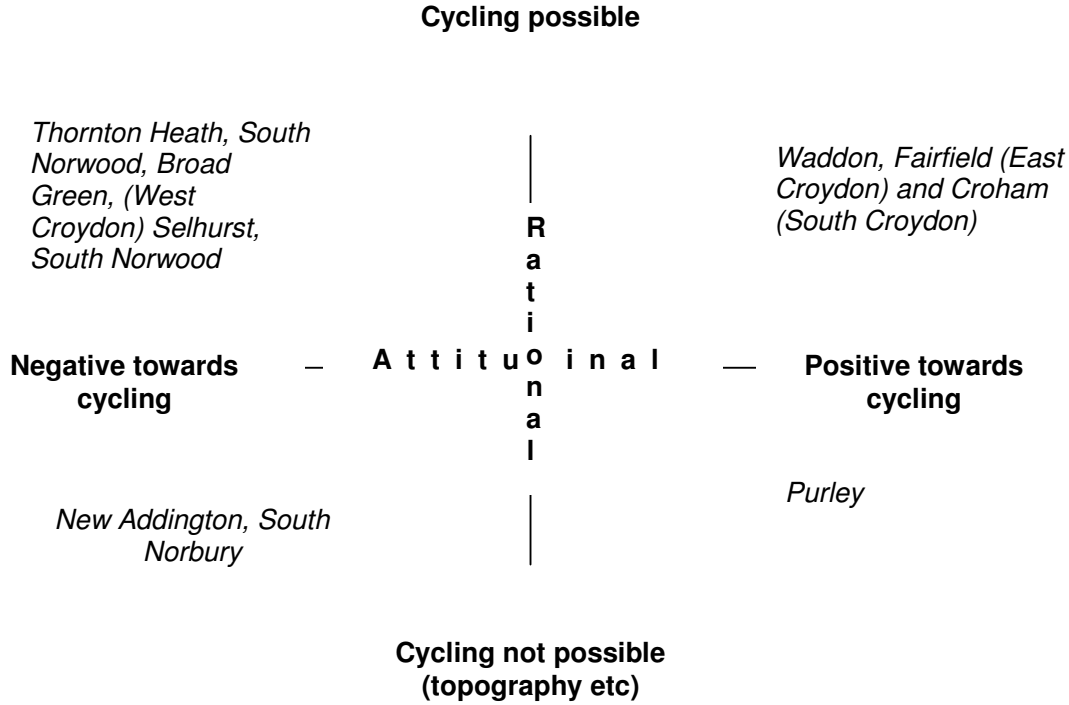
2.9 Based on the MOSAIC driving segmentation we were able to make informed assumptions about Croydon residents relationship to cycling:

Audience 'type'	**Mosaic segmentation - driving**	**Where they live**
Happy drivers	Committed to car	New Addington; South Norbury pocket
Guilty drivers	Dissatisfied drivers	Across the Borough
Non drivers who want to drive	Aspire to drive	Thornton Heath, South Norwood, Broad Green, (West Croydon) Selhurst,
Happy with public transport and cycling	Car Free Lifestyle	Waddon, Fairfield, Croham

Above: Table 14.0 MOSAIC segmentation breakdown 2010

2.10 So the problem statement we need to address in this strategy is '*why people in Croydon aren't cycling whether or not they have access to a car'.*

2.11 We have analysed the available data and have cross referenced the 'emotional' and 'rational' responses to cycling and have started to identify key wards to potentially focus on:



2.12 Finding the right target audiences is the essential starting point for cost-effective behaviour change and we need to ask 'which people can be motivated to cycle?' Based on the LTDS data and available MOSAIC driver segmentation data we can identify groups of people and areas where there is a greater potential for cycling.

2.13 Our initial recommendations were to focus attention on the areas in the top 2 quartiles:

Group 1 Non drivers who want to drive	Aspire to drive	Thornton Heath, South Norwood, Broad Green, (West Croydon) Selhurst
Group 2 Happy with public transport and cycling	Car Free Lifestyle	Waddon, Fairfield (East Croydon) and Croham (South Croydon)

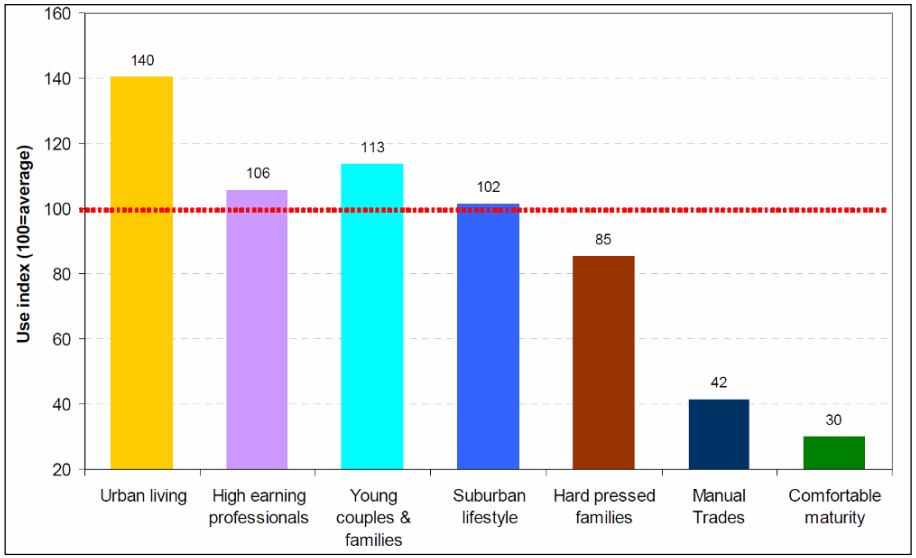
Above: Table 15.0 MOSAIC target market by location 2010

2.14 Following our completion of this top level analysis, TfL supplied the MOSAIC cycling segmentation data for London which describes the people most likely to cycle and so helps to understand the potential for cycling in a particular area. We used the London wide data to develop a Borough wide analysis of the MOSAIC data for Croydon (Figure 11.0 MOSAIC Cycling ' index of propensity' 2010)

2.15 MOSAIC cycling segmentation data shows the potential for people to switch to cycling. This builds on the previous work on segmentation of the population into groups based on their attitude to driving/car ownership.

2.16 The MOSAIC cycling segmentation report for TfL (March 2010), states that: *'Londoners fall into a range of categories in terms of their likelihood to cycle: it is not nearly as simple as dividing people into cyclists and non-cyclists. … while there is a significant group who are extremely unlikely to cycle, these 'rejectors' are in fact a minority and the majority of people have the potential to cycle'.*

2.17 The chart below show the relative propensity to cycle for each identified audience segment compared to the London average. This means that, for example, someone in the *Urban living* segment is 4.6 times as likely to be a cyclist as someone in the *Comfortable maturity* segment (140/30). It also means that a postcode area classified as *Urban living* can be expected to generate 4.6 times as many cycling trips as a *Comfortable maturity* postcode area of a similar population.



Above: Figure 8.0 MOSAIC Cycling Segmentation propensity to cycle breakdown 2010

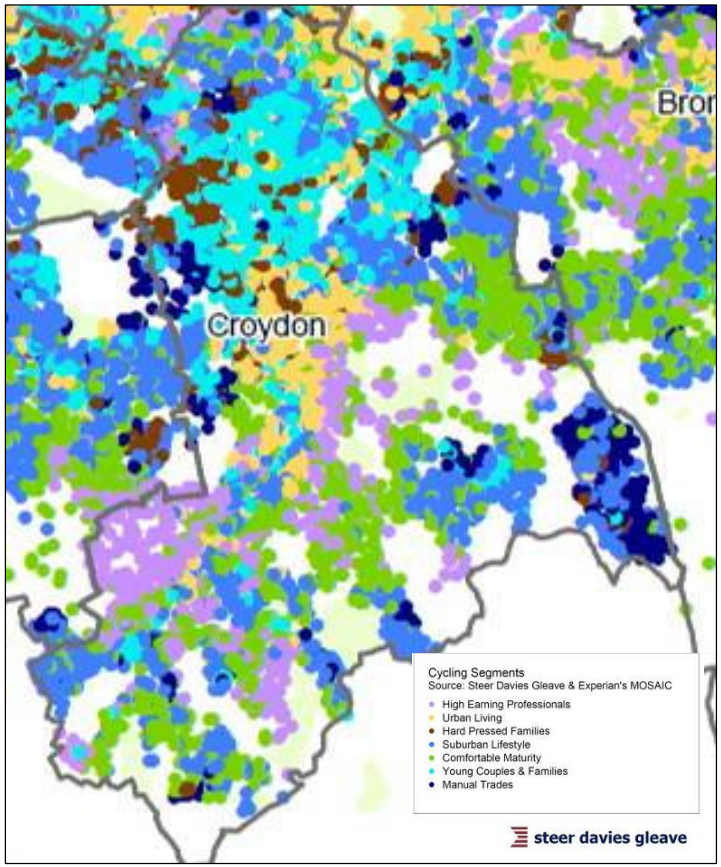
2.18 This analysis shows that there are concentrations of people with a higher propensity to cycle in Croydon. They are classified as 'Urban Living', 'High Earning Professionals' and 'Young Couples and Families'. Their geographic location and demographic characteristics broadly supports our earlier analysis. The one significant addition is Purley, due to the population characteristics of Purley town centre combined with the availability of existing investment through the Purley regeneration project. This consists of public realm improvements and a gyratory review, which could support a strategy to increase cycling. However it is worth noting that the greatest potential for cycling exists around the town centre but the ward level data (below) covers the whole ward.

MOSAIC driver categorisation	Wards – MOSAIC car driver / LTDS	MOSAIC cycling categorisaton	Wards – MOSAIC cycling segmentation
Aspire to drive	Thornton Heath, South Norwood, Broad Green, (West Croydon) Selhurst	Young couples and families	Thornton Heath, South Norwood, Broad Green, (West Croydon) Selhurst, **Woodside, Norwood**
Car Free Lifestyle	Waddon, Fairfield (East Croydon) and Croham (South Croydon)	Urban Living High Earning Professionals	Waddon, Fairfield (East Croydon) and Croham (South Croydon), **Purley**

Above: Table 16.0 MOSAIC driver segmentation and cycling categorisation by ward location 2010

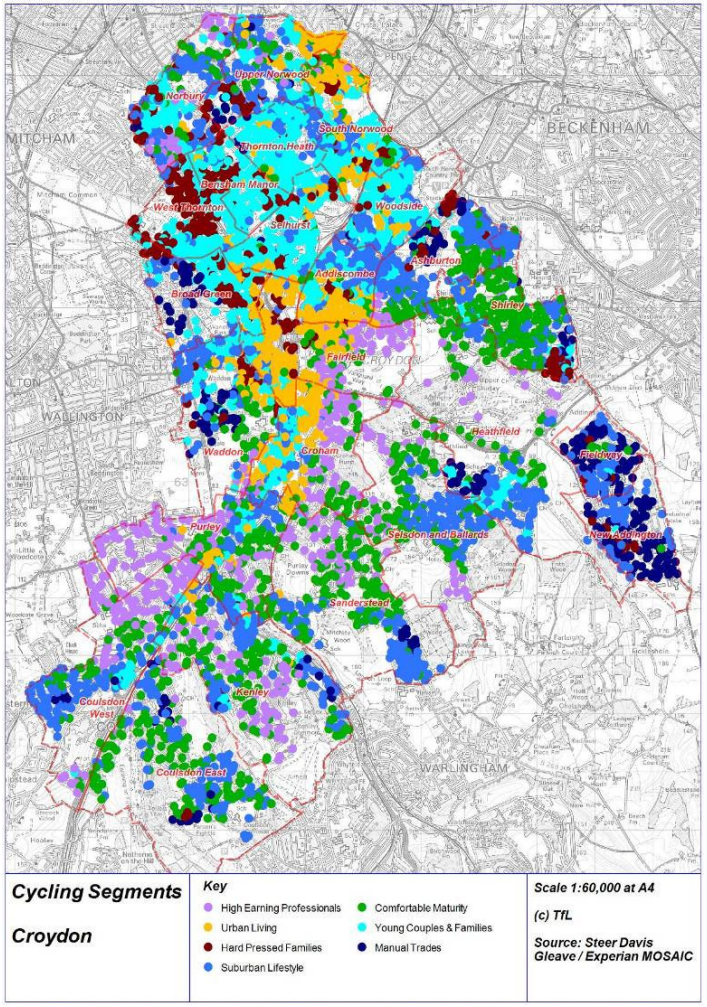
2.19 The report emphasises that "even amongst those audience segments which have the greatest potential to cycle, actual current conversion is low. This means that it makes sense to target … pro-cycling segments, which can be expected to be the easier to convert than those with a lower propensity."

2.20 The map below of the market segmentation in Croydon shows that the borough is roughly split into two; with the segments more likely to cycle being higher in the north and west of the borough.



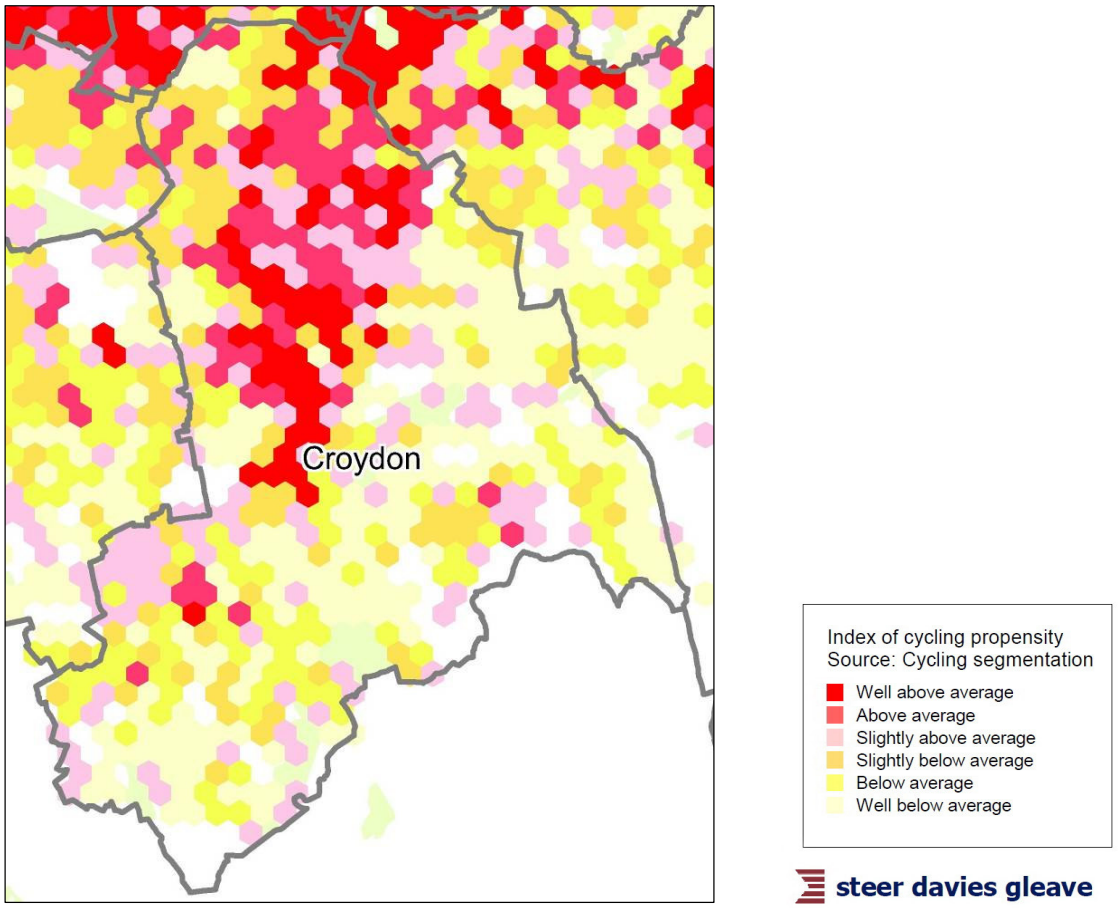
Above: Figure 9.0 MOSAIC cycling segmentation by location 2010

2.21 We have re-plotted the data against a ward map. This shows that the "Urban living" segment, with the highest potential for cycling, is concentrated in the Croham, Fairfield, Waddon and Addiscombe wards, with smaller concentrations in South Norwood and Purley.



Left: Figure 10.0 MOSAIC Cycling Segmentation by ward 2010

2.22 The MOSAIC data was further analysed taking into account population levels to give an 'index of cycling propensity'. This is shown below.



Above: Figure 11.0 MOSAIC Cycling 'index of propensity' 2010

2.23 Again, the areas with highest propensity to cycle can be seen to lie around a band running north from the Croydon Metropolitan Centre/East Croydon to Norwood, with a small 'hot-spot' in Purley.

2.24 On the basis of the cycling market segmentation these areas would therefore form the most suitable areas in which to promote cycling.

2.25 Who lives in these areas?

2.26 Croydon – overview

2.27 Croydon is a borough of extremes. It is the largest London borough with a population of 330,000 of whom 82,000, almost 25%, are under the age of 18. It is ethnically and socio-economically very diverse. 36% of its residents are from black and minority ethnic (BME) communities but in some northern wards that percentage is higher. It has some wards with low levels of disadvantage and others which are amongst the most deprived in England. Croydon has good rail, tram and road links, more than 120 parks and open spaces and is home to more than 20 'blue-chip' companies.

General trends across all target wards
▪ More women than men ▪ Health is slightly worse than the Croydon average ▪ Lower level of owner occupied housing (with the exception of Thornton Heath) compared with Croydon average ▪ Higher level of private rented accommodation than Croydon average (with exception of Waddon) ▪ In general, population density is highest in the northern wards although even these have localised areas of relatively low residential population density - Broad Green, Thornton Heath and Selhurst have high population densities ▪ Population growth over next 5 year is likely to emanate from the northern Borough wards (high BME populations) – exception is Selhurst, Thornton Heath and Norwood which are forecast for net population reductions – likely because of current housing density ▪ Current public transport networks are complementary to population density ▪ Car ownership in the Borough is highest in southern wards while in the northern wards 30 per cent of the population or more do not have access to a car - related to socio-economic factors but also access to public transport

Above: Table 17.0 Croydon demographic overview 2010

2.28 Group 1 Aspire to drive / Young couples and families

Wards	Characteristics
Broad Green	*Ethnicity* ▪ Double the average Indian population and high Pakistani population, higher black Caribbean = ethnically diverse *Health* ▪ Lower % with good health compared with Croydon ▪ Higher than Croydon average with limiting long term illness *Economically active* ▪ Lowest percentage economically active and highest percentage unemployed of our target wards ▪ Fewer owning own houses, more renting through private landlords, high council house tenure *Tenure* ▪ Higher level of local authority landlords than Croydon average *Household type* ▪ Unlike other places in the borough where there will be increases in the number of older people, population projections suggest that the number of children and young people will increase by 16% ▪ Proportionally more children and young people and people of working age than the Croydon average. It also has the smallest proportion of older people out of all wards in Croydon
Selhurst	*Ethnicity* ▪ Higher than Croydon average Indian population, higher than average white and black Carribean, black African *Health* ▪ Lower % with good health compared with Croydon average ▪ Higher than Croydon average with limiting long term illness *Economically active* ▪ Low qualifications ▪ Higher percentage unemployed than Croydon average *Tenure* ▪ Higher level of local authority landlords than Croydon average

Wards	Characteristics
	House hold type • Average number of children but school-aged White British population has substantially declined since 2003; Black groups have remained fairly constant; there have been increases across other ethnic groups
South Norwood	*Ethnicity* ▪ Young professionals, mixed, urban = don't drive because haven't reached the right lifestage? ▪ Ethnically diverse: higher than Croydon average Indian, white and black Caribbean, black African *Health* ▪ Marginally lower % with good health than the Croydon average *Economically active* ▪ Lower % with no qualifications, higher with qualifications, likely to own own house ▪ Higher percentage unemployed than Croydon average *Tenure* ▪ Lower % owner occupied, lower level of local authority landlords, higher level of private landlords *Household type* ▪ Greater proportion of children and young people ▪ School-aged population is even more diverse with over 50% of children coming from Minority Ethnic backgrounds
Thornton Heath	*Ethnicity* ▪ Lower % Indian, more than double Croydon average black Caribbean population, more than double black African – high ethnic population *Health* ▪ Marginally lower % with good health than the Croydon average *Economically active* ▪ Lower level of qualifications ▪ Higher percentage unemployed than Croydon average *Tenure* ▪ Lower % owner occupied, lower level of local authority landlords, higher level of private landlords *Household type*

Wards	Characteristics
	▪ Average number of children but the change amongst school-aged children (5-16) indicates an increasingly diverse place. Black Caribbean children are now the largest ethnic group of children in the ward, whilst in the last five years, White British children have gone from being the largest to the third largest group behind Black African children

Above: Table 18.0 MOSAIC Groups 1 demographic by ward 2010

2.29 Group 2 Car Free Lifestyle / High Earning Professionals / Urban Living

Wards	Characteristics
Waddon	*Ethnicity* ▪ White British higher than Croydon average *Health* ▪ Higher than Croydon average with limiting long term illness *Economically active* ▪ Higher percentage of population are economically active compared with Croydon average and compared with other wards; lowest percentage unemployed *Tenure* ▪ Higher level of local authority landlords than Croydon average *Household type* ▪ Marginally older then the Croydon average, with a slightly larger proportion of older people and slightly fewer children and young people but projected that the population of Waddon will include a larger proportion of children and young people in the longer-term. This differs from the overall borough-wide pattern.
Croham	*Ethnicity* ▪ Croham is less ethnically diverse than the borough average: 18% are from a 'Black and Minority Ethnic' (BME) background compared to 30% in Croydon *Health* ▪ Good health higher than Croydon average *Economically active* ▪ Higher percentage of population are economically active compared with Croydon average and lower than

Wards	Characteristics
	average percentage unemployed *Tenure* ▪ Above Croydon average owner occupation, well below average local authority landlords, higher than Croydon average private landlords *Household type* ▪ Third largest proportion of working age people out of all wards in Croydon, with significantly less children and young people than the borough average of 26%
Fairfield	*Ethnicity* ▪ Ethnically diverse: similar to the Croydon average with 61% White British background and high percentage of Indians *Health* ▪ Good health higher than Croydon average *Economically active* ▪ Higher percentage of population are economically active compared with Croydon average and higher than average percentage unemployed ▪ Significantly more managers and professionals living in the ward compared to Croydon and less people in the lower skilled professions *Tenure* ▪ Projected increase in the population of Fairfield ward – a growth of over 15,000, or almost double the current ward population as major housing development will take place in Croydon Town Centre *Household type* ▪ Older than the Croydon average, with lower proportions of children and young people and higher proportions of people both working age and older people
Purley	*Ethnicity* ▪ The population of Purley is less ethnically diverse than Croydon: 26% are from a Minority Ethnic background compared to 36% across the borough. *Health* ▪ Good health, higher than Croydon average *Economically active*

Wards	Characteristics
	▪ Purley is highly affluent ▪ Educational attainment is higher in the ward than it is across Croydon ▪ Slightly lower percentage of population are economically active compared with Croydon average and lower than average percentage unemployed *Tenure* ▪ Higher than average owner occupation and lower than average renting from local authority or private landlords *Household type* *Projected to be a* decrease in the proportion of working age people, but there will be an increase in the proportion in older people aged over 60 and children and young people under 19

Above: Table 19.0 MOSAIC Groups 2 demographic by ward 2010

2.30 Conclusion

2.31 Our review and analysis of the available research data has concluded that the greatest potential for increasing cycling in the borough is in the northern wards, Croydon Metropolitan Centre and Purley town centre. The northern wards in particular have a young Black and Minority Ethnic BME population which is forecast to grow significantly over the next 5-10 years.

2.32 Having established the key target group/s and where they live we need to understand:

- Where do they travel to and why – work and where, school, what jobs do they do?
- What are the barriers to cycling?
- What are the motivations/benefits of cycling for them?

2.33 As seen in Section 1.0 the highest potential for cycling by trip type, based on current trends, are to educational establishments .This supports the ward level analysis which shows that some of the greatest potential for cycling is in the northern wards which have a greater proportion of children and young people (5 - 21years). It is worth noting that this group is

projected to become increasingly ethnically diverse with the highest population growth amongst young people from black and minority ethnic backgrounds.

2.34 In view of the high and growing proportion of young people in the northern wards it would seem logical to recommend a strategy that focuses on encouraging cycling via schools which is an approach that has worked successfully in other areas in the country, notably the Cycle Towns. However the concern within the Council school travel planning team is that the road infrastructure doesn't support cycling and whilst *'they don't discourage cycling, they don't actively encourage it'.* There is also concern about the 'street cred' of cycling especially amongst secondary school age children. However the council team would support a schools cycling strategy and if one is pursued they recommend that it focuses on secondary level because of safety concerns. However there is the issue that many children from northern wards go via bus to school in the south of the borough, plus certain schools in the north are scheduled to close. However it is our view that it is worth exploring the potential for a schools cycling strategy based on:

- The SMOTS audit which could work towards Bikeability grading of local streets to allow schools to promote cycling trips
- A 'do one part of the journey by bike' approach
- A champion schools strategy to showcase role model schools across the borough – facilitating peer to peer learning and playing on healthy inter-schools competition
- Focus on secondary schools - those in northern wards that are closing or re-branding offer an opportunity to promote cycling as part of wider changes to the school

2.35 Recommendations

2.36 To increase levels of cycling we need to understand the specific barriers and motivators to cycling among young people from BME communities in the area as well as the wider target groups (Urban Living, High Earning Professionals).

2.37 To achieve this it is recommended that a social marketing process is applied which can be developed to deliver behaviour change. The process follows four simple steps to understand the audience, then develop and deliver an intervention to reach them.

2.38 **Scoping:** In order to develop a full understanding of audience attitudes, a review of all research and insight already held within the borough will be required. The key objective of this stage is to pattern all available information into actionable insight.

2.39 This data could then be mapped into an initial audience segmentation, which will enable the borough to target the most effective interventions at the right groups.

2.40 At this point further analysis of the SMOTS research, existing school travel plans, policies and practice and geographic location would be required to make a decision on whether a schools-focused strategy is a viable approach.

2.41 **Primary Research:** A primary research programme would be required in order to build the borough's understanding of each of these segments however this would depend on the amount and depth of information already available.

2.42 **Barriers and Exchange model:** It is recommended to map out each audience segments' barriers to the behaviour we want to see them adopt.

2.43 **Methods mix:** Following on from this an examination of communications routes aligned with recommendations for the best intervention methods to reach the target audience groups would be required. These may include service change, communications and marketing, stakeholder engagement and peer to peer communications.

BIKING BOROUGH STUDY
LONDON BOROUGH OF CROYDON

CURRENT BOROUGH INITIATIVES

3.0 CURRENT BOROUGH INITIATIVES

3.1 The London Borough of Croydon is currently in the process of preparing a series of documents aimed at shaping and informing the development of the borough. These documents are:

- Local Development Framework (LDF)
- Core Strategy
- Borough Transport Strategy
- Croydon Centre Transport Strategy

3.2 It is understood that the Core Strategy, Borough and Croydon Centre Transport Strategies will be providing the evidence base for the LDF's recommendations with this Biking Borough report sitting parallel to the Borough Transport Strategy.

3.3 Core Strategy

3.4 Croydon are currently in the process of preparing the borough Core Strategy – a spatial 20 year vision and delivery plan for Croydon. It is understood that the Core Strategy will be finalised in January 2011.

3.5 The Core Strategy divides the borough into four geographical areas:

1. North (Crystal Palace & Upper Norwood, Norbury, South Norwood & Woodside, Thornton Heath)
2. Croydon Metropolitan Centre (CMC) & Environs (CMC, Addiscombe, South Croydon, Waddon, Broad Green & Selhurst)
3. South (Coulsdon & Purley)
4. East (Shirley, Addington, Selsdon, Sanderstead, Kenley & Old Coulsdon)

3.6 The Core Strategy outlines three spatial objectives that specifically relate to cycling and transport:

- Spatial Objective 7: Improve accessibility, connectivity, sustainability and ease of movement to, from and within the borough.
- Spatial Objective 8: Ensure the responsible use of land and natural resources to mitigate and adapt to climate change.
- Spatial Objective 9: Increase access to green space and nature, whilst protecting and enhancing biodiversity.

3.7 The Core Strategy makes a series of suggestions to achieve these objectives which either explicitly refer to cycling or could not be achieved without increasing the number of people cycling within the borough, for example:

- Create a transport network that can cope with the increased demands of people in additional homes or jobs
- Make it easier for people to walk and cycle
- Improve bus operations and smooth traffic flow
- Encourage cycling through an improved cycle network, cycle hire schemes at leisure facilities and allowing cycles on more trams and trains
- Improve pedestrian and cycle environment and access west of Croydon Metropolitan Centre and from Broad Green

3.8 The Core Strategy recommends a dual approach in order to create a transport network that can cope with the movement demands of existing and future residents, workers, visitors and those travelling through the borough:

1. New infrastructure provision and network improvements, especially in the medium to long term. Those that include or could benefit by increasing cycling are:
   b. Improved interchange facilities and pedestrian links to West Croydon Station
   c. Increased capacity and a new pedestrian bridge to the northern end of East Croydon Station
   d. Other station enhancements at East Croydon Station
   e. Junction improvements, particularly around the CMC, Fiveways and Purley
   f. Safer and more traffic free routes to transport interchanges and parks

2. Smarter Travel (improvements to travel choice, information and awareness) in the short to medium term. Those that include or could benefit by increasing cycling are:

a. Greater focus on travel planning
b. Review of car parking in the borough
c. Review of school transport provision
e. Complete Connect2 and Greenway cycle routes
j. Promote local schemes and new ways of delivering goods and services

3.9 Borough Transport Strategy

3.10 The Borough Transport Strategy recognises the important role that cycling plays in addressing climate change, personal health issues, population growth and congestion on existing transport networks, especially road, rail and tram systems.

3.11 Through stakeholder engagement and an assessment of the issues affecting cycling provision within the Borough the transport strategy suggests the following aspirations for Croydon:

- Safe and traffic free routes to parks and open spaces to encourage the uptake of cycling
- Cycle highways providing more continuous sections of cycle lane and direct connections to the
- Metropolitan centre from surrounding areas
- Good leisure routes to and within green and open spaces
- A network of maintenance and repair shops that are convenient to access
- Secure and sheltered cycle parking at East and West Croydon stations with integrated maintenance and repair services (i.e. the introduction of cycle hubs)
- Secure and sheltered cycle parking at other key locations within the Metropolitan centre and across the Borough such as the Mayday University hospital, Selhurst Park, local retail centre's and parks
- A cycle hire scheme focused on the leisure market to giving people the opportunity to 'taste' cycling again by providing a safe environment without the financial and storage troubles of cycle ownership.
- Training schemes to ensure children have good road skills and for adults confidence building courses to improve road and cycle maintenance skills
- Greater numbers of children cycling to school

- Resolve the difficulties associated with topography in certain parts of the Borough by allowing cycles on trains

3.12 Croydon Centre Transport Strategy

3.13 The Croydon Centre Transport Strategy will be due for completion in July 2010. The Biking Borough report should provide direct input to this.

3.14 The objectives of the CMC Strategy are:

- To support the emerging CMC Master Plan Proposals
- To provide evidence for the LDF Core Strategy
- Act as stage 1 of a two stage process to produce the transport assessment for the OAPF

3.15 Infrastructure Initiatives

3.16 CMC Masterplans

3.17 The Borough has commissioned the preparation of five masterplans in order to gain an understanding of what is required to transform CMC into a world class city centre. The details of these masterplans are as follows:

3.18 Wellesley Road

3.19 The stated objectives of the Wellesley Road masterplan are to:

- Enliven Wellesley Road / Park Lane with new uses and new activities
- Make Croydon an attractive place to live and invest; a place with unique character and identity
- Improve Croydon's environmental performance with special focus on public transport, walking and cycling
- Transform the existing 'urban motorway' into an exemplary urban space

3.20 East Croydon

3.21 The stated objectives of the East Croydon masterplan are to:

- Create an exciting new city quarter – Croydon's front door
- A world class train station and transport interchange
- Well connected high quality public realm
- Coordinate proposals by Network Rail, Stanhope Schroders and Menta to ensure coherent and integrated development

3.22 West Croydon

3.23 The stated objectives of the West Croydon masterplan are to:

- A new door way to Croydon with an improved station and transport interchange
- Love the good things about West Croydon
- Better integration and links to the town centre
- Inclusive high quality public realm and more space for pedestrians
- Coordinated high quality built environment that complements the town centre and residential areas

3.24 College Green

3.25 The stated objectives of the College Green masterplan are to:

- High quality, well designed built environment with mixed uses forming a southern gateway to the town centre
- Vibrant, sustainable destination for living, learning and culture
- World class public realm providing a platform for active uses and performance
- Reinvented cultural offer of Fairfield Halls, with improved relationship with College Green

3.26 Mid Croydon

3.27 The stated objectives of the Mid Croydon masterplan are to:

- A high quality built environment and a mix of uses that transform perceptions, complement existing assets and contribute to the wider mix of CMC
- Seamless integration with Croydon's wider transport network and green infrastructure
- A range of high quality public spaces from the large and civic to the intimate
- A welcoming pedestrian experience benefiting the civic heart of a major metropolitan centre
- Low carbon development that leads the way in terms of environmental sustainability

3.28 Opportunity Area Planning Framework

3.29 The Borough Core Strategy identifies that 19,000 new homes and 15,000 new jobs will be created within the Borough by 2031. Of these new homes 10,000 are shown to be within CMC together with 7,500 of the proposed new jobs. The purpose of the OAPF will be to show how these homes and jobs can be delivered along side complementary improvements to facilities and services. The Borough recognises that improvements to transport and public realm will be central to this approach and will be working with the LDA, TfL and other sub-regional agencies in order to achieve this.

3.30 Connect 2 Croydon Park Links

3.31 Funded by the Big Lottery, Section 106 and TfL Walking and Greenways Connect 2 will create a network of green trails making it easier for people to walk and cycle to work, to the shops, to school and to green spaces. This will be done by the creation of new routes, better road crossings and the improvement of existing routes connecting Wandle Park to Lloyd Park through Croydon Town Centre, with an additional link to South Norwood County Park. Connect 2 is due for completion in 2013.

3.32 South East London Greenways

3.33 South East London Greenways will create a network of cycling and walking routes linking open spaces and quiet streets across the London Boroughs of Bexley, Bromley and Croydon. The Croydon elements of the network will provide routes to, through and between:

- Norbury and West Croydon Station via Thornton Heath
- South Norwood and Selhurst
- Connect 2
- Lloyd Park and Addington
- Coombe Road / Coombe Lane / Gravel Hill
- South Croydon
- Between South Croydon and LB Sutton
- Between Park Hill and Old Couldson
- Riddlesdown Road
- Between Lloyd Park and Selsdon
- Outer borough connections between Old Coulsdon and Addington

3.34 Purley Town Centre

3.35 Purley town centre has been identified as suffering from congestion and pedestrian severance problems created by the A23 corridor. Initiatives are currently being developed which address these problems to create a more accessible and attractive environment. The Purley regeneration project consists of public realm improvements and a gyratory review.

3.36 East London Line

3.37 TfL's extension of the East London Line to West Croydon and Norwood Junction Stations is due for completion in June 2010. The East London Line will form part of the London Overground network and will connect 20 of London's 33 boroughs with one in five Londoners living within 15 minutes walk of an Overground Station. The Borough's Core Strategy recognises that West

Croydon Station has poor interchange facilities and links to the main retail and employment areas within CMC. The Core Strategy highlights that the East London Line extension will require these accessibility issues to be addressed.

3.38 Tramlink

3.39 The Borough Transport Strategy highlights the potential expansion of the Tramlink network to Crystal Palace, Sutton, Bromley, New Addington, Purley, Streatham and Brixton along with the introduction of a north – south route aimed at reducing congestion in Purley and Coulsdon town centres and a connection to the M25 and Gatwick Airport. The Mayor's Transport Strategy includes a £54m investment in maintenance, renewals, upgrades and capacity enhancement of the Tramlink network up to 2015 and investigation of the feasibility of providing additional capacity and extensions to the network but not to be implemented before 2020. The Borough Transport Strategy suggests that permitting the use of cycles on trams in the southern parts of the borough could overcome the topographic barriers in these areas and encourage an increase in cycling.

3.40 Smarter Travel Initiatives

3.41 Cycle Training

3.42 Cycle training in the borough is currently provided under contract by CI.com. It is understood that this contract provides 2 hours of free cycle training for adults and Bikeability throughout all wards and schools.

3.43 School Travel Plans

3.44 It is understood that 138 of 152 schools within the borough have a School Travel Plan.

3.45 Station Travel Plans

3.46 Southern Railway has commissioned 30 Station Travel Plans (STPs) as part of the commitments in its recently renewed franchise, running from September 2009 to July 2015. This also includes the provision of 1500 new cycle parking spaces at its stations.

3.47 The STPs are being carried out for Southern by MVA Consultancy, and include site audits to assess station access requirements and review existing sustainable transport infrastructure. The final STPs will comprise deliverable action plan measures, a communications strategy, proposals for obtaining third party funding towards delivery and advice on how the travel plan will integrate with Southern's own policies and business plans. The process started in January 2010 and although the STPs are not yet finalised, Southern has given agreement for the limited use of relevant research findings in this document. The other detailed comments on the stations have been drawn up separately for this report.

3.48 There are five STPs in LB Croydon. These are listed below in order of passenger numbers at the stations.

- East Croydon
- Purley
- Norbury
- Thornton Heath
- Coulsdon South

3.49 At part of their work for Southern, MVA carried out audits at these stations and also carried out surveys of both rail users and non-rail users. Brief excerpts from their reports are reproduced below where credited. The survey of non rail users was common to all stations and found:

- Over half of respondents felt that accessing the station was 'important' or 'very important' in terms of their reason for not using rail
- Significant proportions of non rail users would consider walking (19%), using a taxi (17%) or car sharing (15%) for their journeys to/from the station
- Almost 1 in 10 non rail users would consider cycling to/from the station
- Over three quarters of the non rail users surveyed lived within 3 miles of a station
- Priority for walking and cycling was a safe and secure environment around the station

3.50 The survey of rail users found that in general for those walking or cycling, the priority was a safe and secure environment around the station, including secure cycle parking.

3.51 East Croydon

3.52 This station is an important station in the centre of the Croydon Metropolitan centre, although it is away from the town centre itself. It has a wide range of services round the clock both locally and regionally, to central London, Milton Keynes, Gatwick Airport, Brighton and the South Coast. It is an important transport interchange with buses and trams. There is level access to all platforms, via ramps.

3.53 Although LCN routes runs along George Street/Addiscombe Road and Dingwall Road, access by bike to the station itself is poor. Routes to the station are significantly affected by the tram lines and stop which requires cyclists to dismount to reach the main station entrance and the cycle parking nearby.

3.54 Cycle signing is also very poor, with confusing signage to destinations away from the station. Access to cycle parking is signed via the taxi entrance off Cherry Orchard Road.

3.55 Cycle parking is provided in a number of locations, including 20 spaces in two shelters to the west of the main entrance on George Street. There are also 20 uncovered spaces on the south side of George Street either side of the cycle gap in the closure of College Road. A cycle shed further away provides covered and lit parking. There is also cycle parking in the Fairfield Halls car park.

3.56 MVA's survey of rail users for Southern found that:

- 25% of station users travelled less than 1km to the station and a further 36% travelled between 1-3km
- Journey time and convenience are biggest factors in mode choice for journey to the station

3.57 Purley

3.58 This is a busy local station to the south of the Croydon Metropolitan centre. It has a wide range of services both locally and sub-regionally, to central London, Gatwick Airport, Redhill and Horsham. Step free access is available to all platforms via lifts and a subway.

3.59 Access by bike is very poor due to the busy town centre gyratory. Cycle signing is also of low quality.

3.60 There are 20 covered cycle parking spaces, which are generally filled close to capacity.

3.61 MVA's survey of rail users for Southern found that:

- Over half of respondents (60%) walked to the station, although more than a quarter travelled to the station by car (driver, car share or car drop off)
- 57% of station users travelled less than 1km to the station and a further 36% travelled between 1-3km
- Journey time and convenience are biggest factors in mode choice for journey to the station
- 20% 'very' or 'fairly' dissatisfied with extent / quality of pedestrian routes to / from the station

3.62 Norbury

3.63 This is a busy local station in the north of the borough. It has a reasonable range of services both locally and sub-regionally, to central London, Sutton, Epsom and Caterham.

3.64 Access by bike from the surrounding area is from London Road, which has limited cycle provision as well as bus lanes. There is a second entrance on Norbury Avenue, an LCN route, which has some cycle lanes and signage.

3.65 There is a shelter at the London Road entrance with capacity for 8 cycles which is lit and covered by CCTV. However the access to the station from London Road is pedestrianised and cycling does not appear to be permitted. Access by cycle from London Road is further restricted by guardrail, which means that cyclists must walk a fair distance to reach cycle parking (or

cycle illegally along the footway and access path). There are also some uncovered stands in the vicinity of the station on Norbury Avenue and London Road.

3.66 There is no apparent cycle signing to/from the station.

3.67 MVA's survey of rail users for Southern found that:

- Nobody cycled to the station (in the survey sample);
- 66% of station users travelled less than 1km to the station and a further 29% travelled between 1 – 3km;
- Journey time and convenience are biggest factors in mode choice for journey to the station

3.68 Thornton Heath

3.69 This station is a fairly busy local station in the north of the borough. It has a limited range of services both locally and sub-regionally, to central London, Gatwick Airport, Brighton and the south coast.

3.70 Access by bike is poor, with no dedicated cycle provision on the road network approaching the station. There are LCN routes along Brook Road and Melfort Road, with destination signing to local centres such as Norbury.

3.71 There are two cycle parking locations: outside the entrance (10 spaces) with a further 6 spaces outside the nearby supermarket. This cycle parking at the entrance is poorly managed, with encroachment by car parking and the neighbouring florists.

3.72 MVA's survey of rail users for Southern found that:

- Nearly three quarters of respondents walked to the station and 17% travelled by bus/coach/tram
- 87% of station users travelled less than 1km to the station and a further 11% travelled between 1-3km
- Journey time and convenience are biggest factors in mode choice for journey to the station

3.73 Coulsdon South

3.74 This is a small station in the far south of the borough. It has a limited range of services both locally and sub-regionally, to central London, East Croydon, Gatwick Airport, and Horsham. Step free access is only available to Platform 1.

3.75 There are 2 shelters providing 40 covered and lit cycle parking spaces, outside the main entrance. However access to the cycle parking is poor due to vehicles parked on the access ramp.

3.76 MVA's survey of rail users found that:

- Over half (57%) of respondents walked to the station but 31% travelled by a car based mode (alone, car-share or drop off)
- 91% of station users are within 3km of the station
- Journey time and convenience are biggest factors in mode choice for journey to the station

3.77 Recommendations

3.78 The strategic borough documents list transport specific and development planning objectives that could not be achieved without encouraging more people to cycle on a regular basis. It is recommended that the borough makes best use of its status as a Biking Borough to ensure that these objectives are conveyed throughout all borough initiatives and especially those that are transport and planning led.

3.79 The following headline recommendations are made to ensure that the needs of cyclists are fully considered within all active infrastructure initiatives:

- The implementation of all measures identified by the Croydon Cycling Campaign listed in Appendix C. Where possible these schemes should be integrated with all LIP funded initiatives and private developments through planning contributions such as S.106
- A cycle accessibility review of Croydon Metropolitan Centre masterplans to ensure continuity for cyclists throughout all metropolitan centre proposals. This review has been considered in further detail in Section 4.0

- A review of the Croydon Town Centre and East Croydon Station Cycle Parking Strategy Study (Mayer Brown, June 2005) to consider the physical changes to permeability, infrastructure and trip generators bought about by the Croydon Metropolitan Centre masterplans
- A cycle hire scoping study to complement the accessibility and cycle parking reviews

BIKING BOROUGH STUDY
LONDON BOROUGH OF CROYDON

CYCLING HUB ANALYSIS

4.0 CYCLING HUB ANALYSIS

4.1 What is a Cycle Hub?

4.2 TfL's Cycling Revolution: London report identifies a cycle hub as "where potential for a shift to cycling is greatest and resources can be targeted". The report goes on to explain that hubs will create "beacons of cycling excellence" and "act as catalysts for change in these areas". TfL identify town centres and bus, rail and Tube stations as possible hub locations. When applied to Croydon a number of potential hub locations and or functions could be considered with the following options discussed with Borough Officers:

- A town centre
- A train station or transport interchange
- A network of parks and open spaces
- A network of community facilities
- A network of education facilities such as schools, colleges and libraries
- A network of workplaces
- A network of leisure facilities

4.3 In accordance with TfL's guidance the Borough has identified a series of potential cycle hub locations that make best use of existing Borough initiatives to ensure the most efficient use of all identified and potential resources and funding.

4.4 Owing to the scale and diversity of the Borough three potential cycle hubs have been identified. These include two location specific hubs and one function specific hub which individually have the greatest potential increasing and promoting cycling for three main types of typical journey; journeys to work, journeys to shops and journeys to school. These three hubs are considered to be the most significant catalysts for change within the borough which will form the blueprint for the development of additional hubs across the borough in future years. These three hubs are:

- East Croydon Station Cycle Hub
- Purley Town Centre Cycle Hub
- LB Croydon Schools Cycle Hub

4.5 Opportunity

East Croydon Station Cycle Hub

The East Croydon Station Masterplan forms one of five masterplans within the Croydon Metropolitan Centre. The masterplan's vision for East Croydon Station is to create a landmark urban quarter, a world class railway station, an efficient transport interchange and a well connected and high quality public realm. The masterplan recognises that the station is currently at capacity and as the third busiest interchange on the National Rail network and the busiest station in Britain outside Central London, the development of the Croydon Metropolitan Centre will be constrained by its current form and operation and therefore significant intervention will be required to meet the objectives of the masterplan and accommodate the station's growing demand.

Purley Town Centre Cycle Hub

The Borough is currently developing four principal initiatives that will contribute to the regeneration of Purley town centre:

- A major LIP funded public realm improvements project focused on making the high street more pedestrian and cycle friendly.
- A review of the town centre gyratory system in line with TfL objectives.
- The redevelopment of the Purley Hospital site with a significant mixed use development including a healthcare facility, housing and retail.
- The potential redevelopment of the Purley Pool site subject to developer discussion and agreement.

LB Croydon Schools Cycle Hub

It is understood that a number of secondary schools in the northern wards of the borough are shortly to be developed and re-branded. The opportunity exists to identify one of these schools as

a Borough champion setting the standard for numbers of pupils cycling to school and facilities provided within the school to cater for cyclists. This "cycling school" would then provide best practice case studies for schools across the Borough.

4.6 Potential for cycling attitude change in population

East Croydon Station Cycle Hub

- Station Travel Plan data
- Existing cycle parking numbers

Purley Town Centre Cycle Hub

- Station Travel Plan data
- Existing traffic count data
- Cycle parking audit

LB Croydon Schools Cycle Hub

There are 145 schools in the Borough with the proportion being:

- 93 primary schools
- 52 secondary schools

As indicated in Section 1.0 of this report regular cycling in the Borough appears to be highest amongst the youngest age band (5 – 19). This section also identifies that 27% of all trips for education have the potential to be cycled.

4.7 Proposals & Recommendations

East Croydon Station Cycle Hub

The East Croydon Station Masterplan is due for completion in June 2010. The masterplan will contain a series of proposals aimed at improving access to and facilities within the station for cyclists. Facilities currently under consideration are:

- A purpose built bicycle parking facility
- A bicycle repair facility

- A new pedestrian and cycle bridge improving east-west connectivity across the station
- Improved connectivity between the station and wider area

Based on best practice from major European train stations and emerging proposals for major British train stations (e.g. Leeds) it is suggested that the potential to create a landmark station cycle facility at East Croydon Station is fully exploited as part of the East Croydon Station Masterplan. Suggested measures to be considered at the station are:

- 24hr secure and staffed high density cycle parking provision with a strategy for expansion to meet increased demand in future years. It is suggested that an initial facility should cater for 2.5% of all journeys to the station being by bicycle (equivalent to around 1,250 spaces) with the aspiration of 5% of journeys being by bicycle (2,500 spaces)
- Direct platform access for cyclists so to reduce congestion in ticket halls and foyers.
- Maintenance, retail, shower and changing facilities for cyclists
- A bicycle hire facility

Further suggested measures around the station are:

- Legible, step free, direct, safe and comfortable routes to the station facilities from the surrounding areas making best use of existing and proposed cycle networks
- Improved signing from the station to key nearby destinations
- Mapping at the station showing the surrounding highways network assessed by cycle skills levels (see reference to CSNA in section 4.10 below)

Purley Town Centre Cycle Hub

The following interventions are suggested to transform Purley Town Centre into a beacon of cycling excellence:

- The removal of the town centre gyratory system and reintroduction of two-way traffic based on best practice from London town centre locations such as Brixton and Shoreditch.
- The introduction of 20mph streets throughout the town centre.
- Filtered permeability to provide priority to cyclists on key routes in and out of the town centre.

- Clear, attractive and consistent way finding measures based on TfL's Legible London project.
- Cycle parking at all major access points to the town centre ensuring that cyclists within the town centre are no more than 50m away from a parking place at any time as specified in TfL's London Cycle Design Standards.

Improvements at Purley station should be delivered in line with the developing Station Travel Plan. Suggested measures to be considered at and around the station are:

- Increased high quality cycle parking. An initial facility should cater for 2.5% of all journeys to the station being by bicycle (equivalent to around 150 spaces) with the aspiration of 5% of journeys being by bicycle (300 spaces)
- Improved step free, direct, safe and comfortable links between the station and the Town Centre
- Improved signing from the station to key nearby destinations
- Mapping at the station showing the surrounding highways network assessed by cycle skills levels (see reference to CSNA in section 4.10 below)

In order to inform and guide future development within and surrounding Purley town centre it is suggested that the needs of cyclists should be considered at the following generic locations. Whilst not exhaustive developers and planners should consider facilities such as cycle parking, signposting and cycle friendly highway infrastructure at the following:

- Doctors and dentists
- Medical centres, clinics and hospitals
- Cycle shops
- Major shopping areas
- Smaller shopping areas
- Bus stops
- Churches, mosques and other religious buildings
- Office areas
- Post offices and sorting offices

- Job centres
- Trading parks
- Pubs & restaurants
- Colleges
- Libraries
- Fitness centres and swimming pools
- Parks
- Community centres
- Housing estates

LB Croydon Schools Cycle Hub

In order to guide and inform the development of Cycling Champion Schools within Croydon it is recommended that a Cycling Strategy be prepared for an identified pilot school. This strategy would follow on from the School Travel Plan and focus on the provision and promotion of cycle trips to and from school.

Included in the strategy would be a baseline figure for cycle trips to school and annual targets for increases to be based on measures and programmes such as:

- Cycle training to Bikeability Level 2 (Primary schools) and Level 3 (Secondary schools)
- Cycle incentive schemes
- Cycle ownership / loan schemes
- Safe routes to schools assessments
- Led ride programmes
- Cycle facilities such as parking and training

Based on best practice from other Outer London Boroughs a full audit of the network surrounding each school (or cluster of schools) should be carried out. This should include the CSNA process (see section 4.10 below) to assess the cycle skill level needed to access the school, plus a schedule of cycling assets including signage. This can then be used as the basis for a gap analysis to determine key

"missing links", as well as inconsistent direction and other signing.

4.8 Borough wide recommendations

4.9 It is envisaged that the development of these hubs will form the blueprint for creating additional hubs across the borough. To create this blueprint it is recommended that an audit of each hub location is undertaken to identify a network of safe and attractive cycle routes that complement existing mapped networks such as the LCN+ and Greenways. This audit would be based on the outcome of a public consultation / engagement exercise and on street review of conditions for cycling and would identify a series of short, medium and long term proposals aimed at contributing to a 400% increase in cycling by 2026.

4.10 The audit could also include the CSNA (Cycle Skills Network Audit) process as well as a schedule of cycling assets including signage. This could be used as the basis for a gap analysis to determine any key "missing links", as well as inconsistent direction and other signing. A CSNA has been carried out in a number of London Boroughs, notably Ealing (see Figure 14.0 below). It classifies all the roads in an area by the Bikeability (National Cycle Training Standard) level of ability needed for cyclists to ride on them in relative safety. The audit usually reveals that many of the roads in an area are accessible to cyclists with Level 2 Bikeability skills (normally achieved in Years 5 or 6 of primary school), but that many key routes require Level 3 skills even where they form part of the cycle network.

Above: Figure 14.0 Cycle skill based mapping, West London Academy, LB Ealing

4.11 Low-cost / high-impact schemes should be considered as priority schemes and could include measures such as:

- Filtered permeability measures such as ensuring all streets are two-way for cycling
- 20mph limits and zones
- Wayfinding and legibility measures
- Cycle parking

4.11 The hub auditing process will provide a consistent format for reviewing and determining the needs of cyclist throughout the borough and should be considered as an essential element of all current and future development initiatives such as masterplans and transport interchange improvement schemes.

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INITIATIVES

5.0 INITIATIVES

5.1 The initiatives listed below are not ranked by recommendation. In lieu of the opportunity to hold consultation with key stakeholders: schools, businesses, NHS, cycling groups and within the borough council we have presented a comprehensive list of initiatives from which measures can be selected. It is our recommendation that a consultation process is held to prioritise interventions against impact, cost and timescales. The stakeholder engagement will also provide the opportunity to obtain wide spread buy in to the delivery of and decision process behind selected initiatives.

5.2 The initiatives listed are not borough location specific but we draw your attention to Appendix C: specific infrastructure improvements by ward identified by the Croydon Cycling Campaign which should be included in any stakeholder engagement.

5.3 The initiatives are collated from best practice data from Cycling Star Alliance review of the promotion of cycling by both traffic engineering and social marketing methods and TfL Smarter Travel reports. .

5.4 For ease we have presented the initiatives under four headings:

- Infrastructure
- Behaviour
- Partnerships
- Political

5.5 The initiatives have been evidenced with pan London, national and where applicable European interventions. The initiatives are marked against which of the barriers to cycling that they overcome.

5.6 Initiatives for the Promotion of Cycling – Infrastructure

Infrastructure Solution			Attitudinal					Physical			Delivery		
	Description	Evidence	Fear of traffic	Convenience of car	Concerns over look and feel of cycling	Lack of flexibility / spontaneity	Unfamiliar journeys	High traffic speeds	Lack of cycle parking / facilities	Severance	Lack of political support	Lack of funding	Lack of trained / experienced staff
Traffic calming / speed management	Speed humps (sinusoidal 'wave form')	Most effective speed control - PACTS	Y					Y					
	Advanced Stop lines	To signal the emphasis on encouraging cycling in town, Brighton installed advanced stop lines at all 29 traffic-light controlled junctions within a 3 month period.	Y										
	20 MPH zones	Kingston, Islington	Y					Y					
	Cycle activated traffic signals	Brighton & Hove demonstration town	Y							Y			
	Interactive cycle counters	Brighton & Hove demonstration town		Y							Y		
Parking	Cycle parking / facilities at convenient and safe locations	City, Hackney, Network Rail		Y		Y	Y		Y				

	Residential cycle parking - lockers, stands	Ealing -Trimetals lockers, Hackney 'Home Bike Park'		Y		Y			Y				
	Innovative parking- cycle hoops, temporary cycle parking	Lambeth, Camden		Y		Y			Y				
	Cycle parking at major interchanges	Finsbury Park, Surbiton.		Y		Y			Y				
Increase permeability through infrastructure	Dropped kerbs, cycle gaps, one way to two way streets	Sutton, City of london		Y						Y			
Improved wayfinding / signposting	Signposts with time and distance	LCN+, Aylesbury Gemstone routes, London Cycle guides	Y	Y			Y	Y		Y			
	On street mapping	Legible London project, TfL Cycle Hire maps	Y										
Severance crossings		Hounslow Bedfont road railway bridge, Sustrans Connect 2 - LBTH, Southwark, Paddington, Havering		Y		Y				Y			
	Wheeling channels on bridges	Leighton Buzzard, Cycling England, Horsham, Hove		Y		Y				Y			
Cycle Hire		Central London- Zone 1, SWT Waterloo		Y		Y							
Removal of cycle restrictions	Cycling permissible in Pedestrian zones	Sutton	Y	Y		Y		Y					
	Cycling permissible in both directions on one way streets	Ealing, Hackney, Watford, City of London, Islington	Y	Y		Y							
	No Entry Except Cycles	RBK&C	Y	Y		Y							
	Parks / Paths / PRW	Considerate cycling in all Southwark parks											

Public artwork		Sustrans- community engagement; Brighton, high 16-24 year old population so cycling has been linked to cultural events												
Cycle paths	Segregated cycle paths	Darlington's allowed cycling through its new 'pedestrian heart' and Lancaster's created a link to the university. In Darlington seven radial cycling routes have been installed through quiet streets, green spaces and off-road.	Y	Y		Y								
	Shared use paths	Exeter, Royal Parks, Hackney,	Y	Y		Y								
Controlled Car parking Zones (CPZs)		Islington		Y										
Cycling on / at public transport	East London Line extension.			Y			Y	Y						
	Tramlink extension			Y			Y	Y						
Road network	Town centre gyratory removal	Shoreditch, Aldgate, Brixton, Haringey												
	Area wide access reviews	Brixton and Nunhead												
Cross and pan borough linkage	Completion of the LCN+ / the development of a network of strategic routes in conjunction with neighbouring boroughs linking major destinations.		Y	Y		Y	Y	Y						

Development Planning	S106 coordination	Southwark	Y	Y		Y		Y	Y	Y				

Above: Table 20.0 Infrastructure initiatives

5.7 Initiatives for the Promotion of Cycling – Smarter Travel

Smarter Travel Solution			**Attitudinal**					**Physical**			**Delivery**		
	Description	**Evidence**	**Fear of traffic**	**Convenience of car**	**Concerns over look and feel of cycling**	**Lack of flexibility / spontaneity**	**Unfamiliar journeys**	**High traffic speeds**	**Lack of cycle parking / facilities**	**Severance**	**Lack of political support**	**Lack of funding**	**Lack of trained / experienced staff**
Targeted cycle training	Child Training - Bikeabilty	Bromley, Ealing, plus all six original Cycle Demonstration Towns (CDT) - Aylesbury, Brighton and Hove, Darlington, Exeter, Derby (every school took part in Bikeability plus infants programme - "Scootability"), Lancaster	Y		Y								
	University	Exeter, Lancaster	Y	Y	Y	Y	Y				Y		
	Adult training	All six original CDTs plus Westminster, Cycle Exeter (over 50's)	Y	Y	Y								
	Family	Ealing, Darlington	Y	Y	Y	Y							
	Women	Cycle Exeter, Darlington	Y	Y	Y	Y							
	Ethnic Minority Groups	Tower Hamlets, Leicester											

Travel Planning	School Travel Plans / school-focused programmes	All six original CDTs plus Cycle Exeter 's 'Beauty and the Bike' campaign targeting teenage girls	Y	Y	Y	Y			Y			Y	
	Workplace Travel Planning	All six Cycling Demonstration Towns - successes in Exeter - working with major employers including EDF, Post Office, Police		Y	Y	Y	Y		Y				
	Area Based Travel Planning	Uxbridge town centre		Y	Y	Y	Y		Y		Y		
	Personalised Travel Planning	Worcester sustainable demonstration town, Sustrans Travel Smart, Brighton - Personalised Travel Planning targeted neighbourhoods as their local cycle infrastructure was improved, and provided information and incentives to cycle, including adult training	Y	Y	Y	Y	Y						

Promotion	Promoting cycle routes and quieter routes to novice cyclists	Richmond Cycle buddy scheme; Aylesbury Cycle Town's 'Gemstone' routes (formed the core of their marketing plan - highly visible, colour-coded routes using quiet roads and current infrastructure were developed, with times rather than distance); Exeter 18 mile Exe Estuary route for both leisure and commuting; Lancaster and Morecambe linked by the greenway off-road cycle route plus the construction of the Millennium Bridge – a pedestrian and cycle bridge crossing the river – created an attractive uninterrupted route between the towns, as an alternative to an extremely congested traffic route, Waltham Forest quiet routes	Y			Y	Y	Y					
	Awareness campaigns - car free day, media campaigns	All six original cycling demonstration towns plus Sutton, Bristol and Shrewsbury Cycle Town	Y	Y	Y	Y	Y				Y		
	Working with local press/media	All Cycling Demonstration Towns plus Sutton, Worcester		Y	Y	Y	Y				Y		
	Building on London-wide marketing campaigns	TfL- catch up with the bicycle	Y										

	Publicising cycle journey planners/ maps	TfL - journey planner; Aylesbury Cycle Town - route-specific maps were produced and distributed to houses adjacent to each relevant route		Y		Y	Y	Y		Y			
	Changing perceptions – Cyclicious	Hounslow Richmond, Sutton			Y	Y							
Events / Activities	Led rides	LCC Bike Tubes, Cycle Fridays, LCC Skyride led rides, women and children targeted rides, architecture rides	Y				Y						
	Public engagement events	Sutton, all CDTs	Y	Y	Y								
	Buddy cycling	Ealing, Richmond	Y	Y	Y	Y	Y	Y					
	Challenges	Woking, Swindon workplace cycle challenges		Y	Y								
	Cycle awards												
	Loyalty schemes	Elmbridge Xcel leisure centre, NHS points for health- Manchester											
	Maintenance workshops	Ealing, Sutton										Y	Y
	Dr Bikes	Ealing, Sutton										Y	Y
	Try out sessions	Tower Hamlets, Merton		Y									
	Mapping cycle parking	Camden cycling campaign, Southwark		Y		Y	Y		Y				
	Cycle loans	Merton, Ealing											
	Market research	Exeter, TfL LTDS & Near Market for Cycling											
Engaging local employers		Hounslow- GSK, Sky		Y	Y	Y	Y						
Community cycling	Mental Health	Candi cycle -	Y				Y						
	Disability		Y				Y						

projects	Social inclusion	CCFfL	Y				Y						
	Health	Pedal4Health as in LB Sutton	Y				Y						
	Youth	Bike it	Y				Y						
	Sport	Bromley Big Foot Go ride projects											
	Re-education units												
	Age related	Agewell on Wells-Hammersmith & Fulham, Camden, Westminster	Y										
	Community Cycling - Agewell, faith groups, BAME, youth groups, health and recovery		Y										

Above: Table 21.0 Smarter Travel initiatives

5.8 Initiatives for the Promotion of Cycling – Partnerships

Political Solution			**Attitudinal**					**Physical**			**Delivery**		
	Description	**Evidence**	**Fear of traffic**	**Convenience of car**	**Concerns over look and feel of cycling**	**Lack of flexibility / spontaneity**	**Unfamiliar journeys**	**High traffic speeds**	**Lack of cycle parking / facilities**	**Severance**	**Lack of political support**	**Lack of funding**	**Lack of trained / experienced staff**
Improved evaluation and monitoring		Cycling England - TfL									Y		Y

Cycling champions for the borough		Camden, GLA, RBKC									Y		
Borough leading way in Travel Planning											Y		
Integration across LIP funding		Islington LIP report										Y	
Utilise s106 and Community Infrastructure Levy		City of London, LBTH Aldgate						Y	Y	Y		Y	
Mainstreaming cycling across borough council		Hackney										Y	Y
Auditing to improve performance and educate staff													Y
LTP-		land use policy										Y	
		capital investment programmes										Y	
		cycling and public transport interchange										Y	
		safe routes to school										Y	
Active engagement - Councillors, MPs		"Movers & Shakers" as in Wandsworth and Redbridge										Y	

Above: Table 22.0 Partnership initiatives

5.9 Initiatives for the Promotion of Cycling – Political

	Description	Evidence	Fear of traffic	Convenience of car	Concerns over look and feel of cycling	Lack of flexibility / spontaneity	Unfamiliar journeys	High traffic speeds	Lack of cycle parking / facilities	Severance	Lack of political support	Lack of funding	Lack of trained / experienced staff
Using support available through other organisations													Y
Events	Mass participation events	Skyrides, Tour of Britain, Smithfield Nocturne	Y		Y		Y					Y	Y
Supermarkets		Waitrose cycle trailers, parking		Y		Y	Y						
Employees /BIDs		Golden Mile, Better Bankside		Y		Y	Y						
Local cycling campaign		LCC, CTC										Y	Y
Recycle a bike schemes - police, council		Kingston, Merton Police										Y	
Community Cycling - Agewell, faith groups, BAME, youth groups,		Hackney, Rochdale, Agewell, HAGA	Y		Y								Y

health and recovery													
Police cycle security tagging		Met & Tower Hamlets										Y	Y
PCT Health promotion prescription cycling		Tower Hamlets cycling on prescriptions, Healthy London week											
Trip generators		Olympics Active Spectator Strategy, Tottenham FC, Southampton FC, Hospitals, Schools		Y									
Transport hubs		Surbiton station		Y									
Cycle hire at key venues- hotels, conferences		EU conference Stamford Bridge, Go Pedal		Y									
Media interactive events		Olympics Active Spectator Strategy,											
Cyclist/ HGV driver awareness education		Lambeth, Met Police, CoL	Y										
Cycle enforcement schemes		Westminster, City of London, Merton											
Crime show roadshows		Brighton & Hove cycle theft initiative											
School interventions		Bike IT Havering, CCFfL- Kingston	Y		Y	Y							

Above: Table 23.0 Political initiatives

BIKING BOROUGH STUDY
LONDON BOROUGH OF CROYDON

FUNDING

6.0 FUNDING

6.1 Since the implementation of the Local Implementation Plan (LIP) there is no specific funding for cycling. Excluding funding for the Major Schemes (Formally ABS) and Maintenance programmes, funding is provided by TfL under the headings of:

- Smarter Travel
- Area based schemes
- Corridors and neighbourhoods

6.2 The amount allocated by TfL for these programmes is determined by formula for each borough. The three funding areas provide greater flexibility allowing the borough to align cycling initiatives with wider initiatives within these programmes. Alignment with:

- Local Development Framework (LDF)
- Core Strategy
- Borough Transport Strategy
- Croydon Centre Transport Strategy
- Leisure strategy

6.3 LIP2 is the overarching policy document which supports annual bidding over a three year programme. The LIP2 policy document is currently being prepared for completion by December 2010. This will consist of:

- An objectives plan (by end of May)
- A delivery plan (by October)
- A monitoring plan (from October)

6.4 Increasing cycling on the political agenda is key to prioritising schemes to promote and increase cycling. The current funding allocation is £3.8m across the borough with £2.25m earmarked for the Purley public realm project and £550K for Smarter Travel.

6.5 The broad lists of initiatives identified in Section 5 have been listed below highlighting which of the main LIP funded programmes would be applicable.

Infrastructure Solution		**LIP Funding**			
	Description	**Smarter Travel**	**Area based schemes**	**Corridors & Neighbourhoods**	**Maintenance**
Traffic calming / speed management	Speed humps (sinusoidal 'wave form')				
	Advanced stop lines				
	20 MPH zones			Y	
	Cycle activated traffic signs			Y	
	Interactive cycle counters			Y	
Parking	Cycle parking / facilities at convenient and safe locations	Y	Y	Y	Y
	Residential cycle parking - lockers, stands		Y	Y	
	Innovative parking- cycle hoops, temporary cycle parking		Y	Y	
	Cycle parking at major interchanges				
Increase permeability through infrastructure	Dropped kerbs, cycle gaps, one way to two way streets		Y	Y	
Improved way finding / signposting	Signposts with time and distance	Y	Y	Y	
	On street mapping	Y	Y	Y	
Severance crossings				Y	Y
	Wheeling channels on bridges			Y	Y
Cycle Hire			Y	Y	
Removal of cycle restrictions	Cycling permissible in Pedestrian zones		Y	Y	

	Cycling permissible in both directions on one way streets		Y	Y	
	No Entry Except Cycles		Y	Y	
	Parks / Paths / PRW		Y	Y	Y
Public artwork			Y		
Cycle paths	Segregated cycle paths		Y	Y	
	Shared use paths				
Controlled Car parking Zones (CPZs)			Y	Y	
Cycling on / at public transport	East London Line extension.				
	Tramlink extension				
Road network	Town centre gyratory removal		Y	Y	Y
	Area wide access reviews				
Cross and pan borough linkage	Completion of the LCN+ / the development of a network of strategic routes in conjunction with neighbouring boroughs linking major destinations.		Y	Y	
Development Planning	S106 coordination		Y	Y	

Above: Table 24.0 Alignment of Infrastructure initiatives to LIP funding

Smarter Travel Solution		**LIP Funding**			
	Description	**Smarter Travel**	**Area based schemes**	**Corridors & Neighbourhoods**	**Maintenance**
Targeted cycle training	Child Training - Bikeability	Y			
	University				

		Adult training	Y			
		Family	Y	Y		
		Women				
		Ethnic Minority Groups				
	Travel Planning	School Travel Plans / school-focused programmes	Y			
		Workplace Travel Planning	Y			
		Area Based Travel Planning				
		Personalised Travel Planning	Y			
	Promotion	Promoting cycle routes and quieter routes to novice cyclists	Y			
		Awareness campaigns - car free day, media campaigns	Y	Y		
		Working with local press/media	Y	Y		
		Building on London-wide marketing campaigns	Y	Y		
		Publicising cycle journey planners/ maps	Y	Y		
		Changing perceptions – Cyclicious	Y			
	Events / Activities	Led rides	Y	Y		
		Public engagement events	Y	Y		
		Buddy cycling	Y			
		Challenges	Y			
		Cycle awards				
		Loyalty schemes	Y			
		Maintenance workshops	Y			
		Dr Bikes				
		Try out sessions	Y	Y		
		Mapping cycle parking	Y			
		Cycle loans				
		Market research	Y			
	Engaging local employers		Y			
	Community cycling projects	Mental Health	Y			
		Disability	Y			
		Social inclusion	Y			
		Health	Y			
		Youth	Y			

	Sport				
	Re-education units	Y			
	Age related	Y			
	Community Cycling - Agewell, faith groups, BAME, youth groups, health and recovery	Y			

Above: Table 25.0 Alignment of Smarter travel initiatives to LIP funding

Political Solution		**LIP Funding**			
	Description	**Smarter Travel**	**Area based schemes**	**Corridors & Neighbourhoods**	**Maintenance**
Improved evaluation and monitoring		Y	Y	Y	Y
Cycling champions for the borough					
Borough leading way in Travel Planning		Y			
Integration across LIP funding		Y	Y	Y	Y
Utilise s106 and Community Infrastructure Levy		Y	Y	Y	Y
Mainstreaming cycling across borough council					
Auditing to improve performance and educate staff		Y	Y	Y	Y
LTP-	land use policy				
	capital investment programmes		Y	Y	
	cycling and public transport interchange		Y	Y	Y
	safe routes to school				
Active engagement - Councillors, MPs	“Movers & Shakers” as in Wandsworth and Redbridge				

Above: Table 26.0 Alignment of Political initiatives to LIP funding

Partnership Solution		**LIP Funding**			
	Description	**Smarter Travel**	**Area based schemes**	**Corridors & Neighbourhoods**	**Maintenance**
Using support available through other organisations					
Events	Mass participation events	Y			
Supermarkets					
Employees /BIDs					
Local cycling campaign					
Recycle a bike schemes - police, council		Y			
Community Cycling - Agewell, faith groups, BAME, youth groups, health and recovery		Y			
Police cycle security tagging		Y			
PCT Health promotion prescription cycling		Y			
Trip generators					
Transport hubs			Y	Y	Y
Cycle hire at key venues- hotels, conferences		Y			
Media interactive events		Y			
Cyclist/ HGV driver awareness education		Y			
Cycle enforcement schemes		Y			

Crime show road shows		Y			
School interventions		Y			

Above: Table 27.0 Alignment of Political initiatives to LIP funding

BIKING BOROUGH STUDY
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EVALUATION

7.0 EVALUATION

7.1 Indicators

7.2 In order to determine the success of the Biking Borough project it is important to assess "outcomes" (e.g. level of cycling) rather than concentrating on "outputs" (e.g. length of cycle new lanes). Experience has shown that there is no straightforward relationship between outputs and outcomes.

7.3 Before considering how this can be done the range of indicators to be assessed must be defined. A proposed set is contained in Table 28.0 below.

7.4 A combination of cycle count data (to demonstrate increases in cycling) and attitudinal surveys (to show a more positive attitude to cycling) is proposed. This will provide the core of the evaluation process. To obtain a more rounded and complete picture of the success of Croydon as a Biking Borough we suggest a range of further indicators.

Indicator	**Source(s)**	***Notes***
A1. Level of cycling (cycle flow)	Existing and new TfL and/or LB Croydon automatic cycle counters, New manual counts, Existing (annual) DfT manual counts	*Data should be analysed annually to identify trends. Should be based on combination of E-W screenlines and cordons around hubs. Needs to fit in with Transport Strategy monitoring proposals.*
A2. Level of cycling (LTDS)	TfL	*Provides in- depth data on cycling frequency, cycle ownership, age & gender of cyclists etc.*
B. Qualitative data on attitudes to cycling	Questionnaire surveys / residents' surveys	*Ensure appropriate range of questions are included.*
C. Level of cycling (parked cycles)	Quarterly counts at key destinations	*Destinations should include a range of trip end types e.g. interchange, leisure*

D. Modal share – cycling to school	School hands-up survey / iTRACE / school travel census data /	*Ensure at least all secondary schools are covered.*
E. Modal share – cycling to work	Workplace travel plans / iTRACE	*Use iTRACE as far as possible and include all major employers*
F. Level of cycle theft	Metropolitan Police	*Rate of cycle theft should take into account changes in the level of cycling.*
G. Level of cycle casualties	LB Croydon / Metropolitan Police	*Reported level of minor accidents is much lower than the real incidence*
H. Success of individual projects	Questionnaires focused on specific schemes / smarter choice initiatives	

Above: Table 28.0 Monitoring Indicators

7.5 Outcome Targets

Indicator	**Target**	***Notes***
A1. Level of cycling – Cycle flow	i. Borough-wide cycling level of 400% of 2000 level by 2026 ii. Stretched borough-wide target – 500% level of 2000 level by 2026 iii. Higher targets for Cycling Hubs of 500% of 2000 level by 2021	*NB MTS target is 400% of 2000 level by 2026*
A2. Level of cycling – LTDS		
B. Qualitative data on attitudes to cycling	Improved attitudes to cycling by both cyclists and non-cyclists	
C. Level of cycling (parked cycles)	As A	
D. Modal share – cycling to school	As A	
E. Modal share – cycling to work	Increase by 2011 census to 2% Increase by 2021 census to 5%	*2001 level was 1.03%*
F. Level of cycle theft	i. No increase in rate of cycle theft ii. Stretched target – no increase in actual	*NB rate adjusted for changes in the level of*

	levels of cycle theft	*cycling*
G. Level of cycle casualties	i. No increase in rate of cycle casualties ii. Stretched target – no increase in real levels of cycle casualties	*NB rate adjusted for changes in the level of cycling*
H. Success of individual projects		

Above: Table 29.0 Outcome Targets

7.6 Monitoring

7.7 A considerable amount of work has been carried out in recent years on ways of monitoring cycling. In particular Cycling England has concentrated on developing cycle monitoring in the Cycle Towns established over the past 6 years. Until recently however accurate monitoring of cycling in the UK has been the exception, with few local authorities gathering reliable data. While this is partly due to the low level of priority given to cycling, the limited amount of practical guidance is also a factor. Although DfT guidance recommends a more standardised form of cycle monitoring, techniques still differ widely between authorities inside and outside London.

7.8 Points to note are:

- The high cost of the required level of manual counts rules them out as the main method of cycle monitoring
- Robust monitoring of cycling levels requires the use of Automatic Cycle Counters (ACCs)
- There is no guidance on the optimum number of counters to provide accurate data for different sizes and types of authorities or areas
- The level of ACC provision varies widely between local authorities
- The level of ACCs operated by TfL is insufficient to measure trends at the borough level

- The levels of monitoring in a range of local authorities including the 6 original cycle towns (shown with *) are shown in the table below.

Authority/town	Population (2001 census)	No. of ACCs (2008)	Counters / million population (2008)
Exeter *	110,000	27	245
Lancaster *	95,000	23	242
Aylesbury *	60,000	12	200
Darlington *	98,000	14	143
Derby *	240,000	15	63
Nottingham City Council (unitary)	267,000	15	56
Brighton & Hove *	243,000	13	53
Gloucestershire County Council	565,000	25	44
Essex County Council	1,311,000	54	41
Hampshire County Council	1,240,000	46	37
Portsmouth City Council (unitary)	187,000	7	37
Oxfordshire County Council	605,000	20	33

Above: Table 30.0 Monitoring by Authority

7.9 The level of provision in the 6 CDTs is higher than most other areas (although these include larger shire counties with much lower population densities).

7.10 Location and operation of Automatic Cycle Counters

7.11 The location of counters depends on many factors, e.g. the pattern of cycle movements, whether cyclists are channelled and whether there are alternatives. Counters also need to be distributed between locations with a range of cycle flows, preferably High (250-1000 cyclists/day) and Medium (100-250/day). Sites with fewer than 100 cyclists a day should not be used as they are unlikely to be as responsive to changes in the cycling, though of course a site with a low flow currently may experience a significant increase in the future.

7.12 Location and operation of Automatic Cycle Counters

7.13 The precise location of counters should address the following:

- Sites with medium – high cycle flows, or where this might occur in the future
- Ability to differentiate cycle traffic from motor vehicle traffic
- Points where cyclists are channelled

7.14 A combination of induction loop and radar detectors provides the best mix to detect cycling in most circumstances, including in mixed traffic. Counters must monitor the entire road or path space used by cyclists. For example, on segregated shared-use paths they must cover both pedestrian and cycle sides.

7.15 The process does not conclude with installation of ACCs. Accurate data processing and analysis is important with regular summary reports to relevant officers to ensure that problems are addressed promptly.

7.16 All sites should be visited regularly (at least every six months) to ensure they are fully operational, and any counters giving inconsistent data should be investigated as soon as possible. If counters are powered by batteries rather than by mains or solar power then this visit can coincide with battery replacement.

7.17 Occasionally counters are made redundant or bypassed by development with no provision made for monitoring cycle flow on new route alignments. Developments affecting ACC sites must therefore include provision of a replacement in planning conditions or funded by a S106 agreement (or other planning funding).

7.18 Cycle Monitoring Strategy

7.19 We recommend that a detailed Cycle Monitoring Strategy should be developed In order to provide a coordinated approach to monitoring of cycling. This should set out how data from a variety of sources can be used to measure progress against the

indicators set out above. The Strategy should also consider how funding can be provided for increased monitoring in the future.

7.20 An annual Cycle Monitoring Report should be produced following development of the Strategy, containing information on all indicators. This would provide regular updates on progress on encouraging cycling. Although this could be incorporated into an overall Traffic Data report the focus on cycling should not be lost to ensure deliver of the overall Biking Borough programme.

7.21 An outline of the suggested areas to be covered by the Cycle Monitoring Strategy is set out below:

Cycling Levels

- A network of 20-25 automatic cycle counters (ACCs) should be installed across the Borough as part of the Biking Borough programme, and the existing 3 TfL monitoring sites should be reviewed to assess their suitability for inclusion
- ACCs could be managed by the Borough or TfL – this would be subject to negotiation
- ACCs should be installed and operated according to best practice guidance, for example with annual manual calibration counts being carried out
- New ACCs should be located in cordons around the proposed cycle hubs at East Croydon and Purley
- ACCs should also form two E-W screenlines to provide an indication of cyclists travelling north-south across the borough
- Quarterly 12 hour manual cycle counts should also be considered at additional locations to complement the ACCs
- LTDS data should also be included in the Monitoring Plan to give qualitative data and allow comparisons to be made against other boroughs and Outer London/London-wide averages

Cycle Parking

- Quarterly counts of parked bikes at key destinations should be carried out
- Key locations are hospitals, town centres, rail and Tramlink stations (especially East Croydon station)

Attitudes to Cycling

- The most cost-effective way to collect information on cycling would be to include questions in a wider residents' survey. Suggested questions include:
- Reasons for cycling / not cycling
- Intentions for forthcoming year i.e. intention to cycle more
- Incentives/reasons that would encourage starting to cycle or increased cycling
- Existing attitudes to healthy / sustainable living
- Attitudes towards cyclists by non-cyclists
- Awareness of cycling projects forming part of the Biking Borough programme
- An alternatively would be a dedicated and more detailed cycle attitude survey
- Questions should be aligned with existing research into cycling in London such as TfL's 'Attitudes to Cycling'

Cycle Theft

- Include data on cycle thefts in Croydon obtained from Metropolitan Police
- Analysis should include trends, location of theft hotspots, seasonal variations etc.

Safety

- Accident rates and sites should be investigated to ensure that any accident hotspots or trends are identified

Projects

- All individual projects should include provision for evaluation to determine their level of success and contribution to the overall Biking Borough programme.

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RECOMMENDATIONS

8.0 RECOMMENDATIONS

8.1 The research data highlights a number of attitudinal, physical and delivery issues.

8.2 The following presents a summary of recommendations made within each section of this Biking Borough report. As highlighted in Section 1 an extrapolation of the trend shown by the DfT counts (with 2000 at 100) shows that if cycling levels were to increase based on this trend, an increase of over 250% of the 2000 level would be achieved by 2026 i.e. around 2½ times. While this is by no means an insignificant increase, it is well below the target in the MTS of a 400% increase by that year. This implies that simply to continue doing "more of the same" will not lead to a sufficiently rapid growth in cycling to meet the Mayor's target. Therefore the recommendations made within each section of report are intended to provide a holistic methodology for increasing levels of cycling in Croydon and to ensure that the Mayor's target of a 400% increase in cycling can be achieved by 2026.

8.3 To align with TfL's funding programmes and their recent Delivering the Benefits of Cycling in Outer London report these recommendations have been grouped under the following headings; Smarter Travel, Infrastructure, Partnership Working & Political Commitment.

8.4 Smarter Travel

8.5 Our review and analysis of the available research data has concluded that the greatest potential for increasing cycling in the borough is in the northern wards, Croydon Metropolitan Centre and Purley town centre. The northern wards in particular have a young Black and Minority Ethnic BME population which is forecast to grow significantly over the next 5-10 years.

8.6 Having established the key target group/s and where they live the borough will need to understand:

- Where do they travel to and why – work and where, school, what jobs do they do?
- What are their barriers to cycling?

- What are the motivations/benefits of cycling for them?

8.7 To increase levels of cycling in line with the Mayor's target it is crucial that the borough gains an understand of the specific barriers and motivators to cycling among young people from BME communities in the area as well as the wider target groups (Urban Living, High Earning Professionals).

8.8 To achieve this it is recommended that a social marketing process is applied which can be developed to deliver behaviour change. The process follows four simple steps to understand the audience, then develop and deliver an intervention to reach them.

8.9 **Scoping:** In order to develop a full understanding of audience attitudes, a review of all research and insight already held within the borough will be required. The key objective of this stage is to pattern all available information into actionable insight.

8.10 This data could then be mapped into an initial audience segmentation, which will enable the borough to target the most effective interventions at the right groups.

8.11 At this point further analysis of the SMOTS research, existing school travel plans, policies and practice and geographic location would be required to make a decision on whether a schools-focused strategy is a viable approach.

8.12 **Primary Research:** A primary research programme would be required in order to build the borough's understanding of each of these segments however this would depend on the amount and depth of information already available.

8.13 **Barriers and Exchange model:** It is recommended to map out each audience segments' barriers to the behaviour we want to see them adopt.

8.14 **Methods mix:** Following on from this an examination of communications routes aligned with recommendations for the best intervention methods to reach the target audience groups would be required. These may include service change, communications and marketing, stakeholder engagement and peer to peer communications.

8.15 Infrastructure

8.16 The strategic borough documents list transport specific and development planning objectives that could not be achieved without encouraging more people to cycle on a regular basis. It is recommended that the borough makes best use of its status as a Biking Borough to ensure that these objectives are conveyed throughout all borough initiatives and especially those that are transport and planning led.

8.17 The following headline recommendations are made to ensure that the needs of cyclists are fully considered within all active infrastructure initiatives:

- The implementation of all measures identified by the Croydon Cycling Campaign listed in Appendix C. Where possible these schemes should be integrated with all LIP funded initiatives and private developments through planning contributions such as S.106
- A cycle accessibility review of Croydon Metropolitan Centre masterplans to ensure continuity for cyclists throughout all metropolitan centre proposals.
- A review of the Croydon Town Centre and East Croydon Station Cycle Parking Strategy Study (Mayer Brown, June 2005) to consider the physical changes to permeability, infrastructure and trip generators bought about by the Croydon Metropolitan Centre masterplans.
- A cycle hire scoping study to complement the accessibility and cycle parking reviews

8.18 Further to this it is envisaged that the development of the identified Cycle Hubs form the blueprint for creating additional hubs across the borough. To create this blueprint it is recommended that an audit of each hub location is undertaken to identify a network of safe and attractive cycle routes that complement existing mapped networks such as the LCN+ and Greenways. This audit would be based on the outcome of a public consultation / engagement exercise and on street review of conditions for cycling and would identify a series of short, medium and long term proposals aimed at contributing to a 400% increase in cycling by 2026. Low cost – high impact schemes should be considered as priority schemes and could include measures such as:

- Filtered permeability measures such as two way cycling streets
- 20mph limits and zones
- Wayfinging and legibility measures
- Cycle parking

8.19 It is intended that the hub auditing process will provide a consistent format for reviewing and determining the needs of cyclists throughout the borough and should be considered as an essential element of all current and future development initiatives such as masterplans and transport interchange improvement schemes.

8.20 Partnership Working & Political Commitment

8.21 A series of Infrastructure, Behaviour, Partnership and Political initiatives is listed within Section 5 of this report. The initiatives listed have not ranked by recommendation in lieu of the opportunity to hold consultation with key stakeholders: committee members ward members, schools, businesses, NHS, cycling groups and other interested parties.

8.22 It is our recommendation that a consultation process is held to prioritise interventions against impact, cost and timescales. The stakeholder engagement will also provide the opportunity to obtain wide spread buy in to the delivery of and decision process behind selected initiatives.

8.23 Evaluation

8.24 In order to determine the success of the Biking Borough project it is important to assess “outcomes” (e.g. level of cycling) rather than concentrating on “outputs” (e.g. length of cycle new lanes). Experience has shown that there is no straightforward relationship between outputs and outcomes. A combination of cycle count data (to demonstrate increases in cycling) and attitudinal surveys (to show a more positive attitude to cycling) has been proposed. This will provide the core of the evaluation process.

8.25 It is recommended that a detailed Cycle Monitoring Strategy should be developed In order to provide a coordinated approach to monitoring of cycling. This should set out how data from a variety of sources can be used to measure progress against the indicators set out above. The Strategy should also consider how funding can be provided for increased monitoring in the future.

8.26 An annual Cycle Monitoring Report should be produced following development of the Strategy, containing information on all indicators. This would provide regular updates on progress on encouraging cycling. Although this could be incorporated into an overall Traffic Data report the focus on cycling should not be lost to ensure deliver of the overall Biking Borough programme. An outline of the suggested areas to be covered by the Cycle Monitoring Strategy has been set out in Section 7 of this report.

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APPENDIX A
MOSAIC DRIVER MARKET SEGMENTATION

TfL commissioned market segmentation based on the attitude to driving. This segmentation was based on the Driver Typologies developed by Jillian Anable of Aberdeen University. The segments are shown in the table below, followed by a plan showing their distribution within Croydon.

Segment	Dominant Driver Typology	Attitude to cycling	Short description
Environmentally Aware	Aspiring Environmentalists	☺ ☺	Well educated and hence aware of environmental issues. This has not always yet fed through to their behaviour but nevertheless, they are above average users of rail and cycle modes, and are the most likely to agree that *"Being environmentally responsible is important to me".*
Dissatisfied Drivers	Malcontented Motorists	☹	Dissatisfied drivers use their cars a lot but don't enjoy doing so - the statement which typifies their viewpoint is "*I drive because it's convenient and not because I enjoy it".* This segment is the most numerous within outer London, though much less prevalent in inner London.
Care Free Car	Car Complacents	☹ ☹	This is the segment with the greatest car usage and lowest bus usage! They are still somewhat in denial about environmental issues and many of them believe that *"Environmental threats such as global warming have been exaggerated".* This view is perhaps a post-rationalisation of their love of the car and the freedom it gives them.
Committed to Car	Die Hard Drivers	☹ ☹ ☹	A typical viewpoint amongst this group is *"People should be allowed to use their cars as much as they like, even if it causes damage to the environment"*. This is the segment least likely to want to reduce their car use or to support environmental taxes.
Car Free Lifestyle	Car Sceptics	☺ ☺ ☺	These Londoners have chosen to live without relying on car and, even if they own a car, use it relatively infrequently preferring to travel by public transport, foot and cycle. They are the most likely to agree that *"I would be willing to pay higher taxes on car use if I knew the revenue would be used to support public transport".*
Aspire to drive	Reluctant Riders	😐	Those in the Aspire to Drive segment have low car ownership, largely because they can't afford to run a car. Hence there is a risk that they could move into one of the car dependent segments.

Above: MOSAIC Driver Segmentation breakdown 2010

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APPENDIX B
MOSAIC CYCLING MARKET SEGMENTATION

TfL has commissioned a market segmentation system showing the potential for people to switch to cycling. This builds on their previous work on segmentation of the population into groups based on their attitude to driving/car ownership. It used data derived from Experian's MOSAIC profiling.

Market segmentation is concerned with grouping together the diverse range of people who use services to understand their current travel behaviour and the likelihood and triggers for maintaining or changing their travel behaviour in the future.

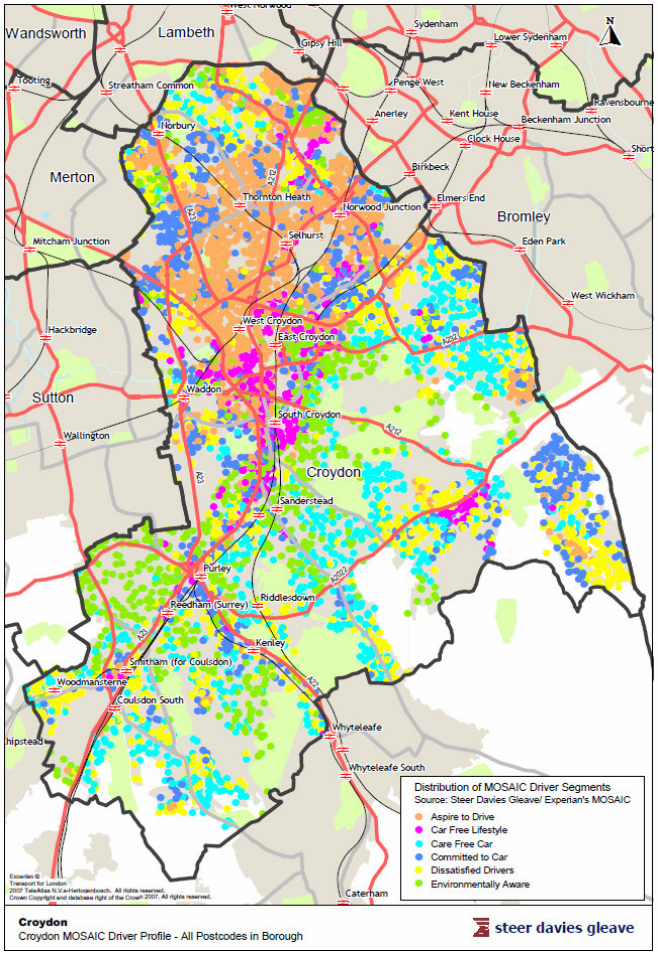
The MOSAIC cycling segmentation was developed for TfL by Steer Davis Gleave as an aid to cycling policy development, planning, implementation and evaluation. The segmentation helps to understand the potential for cycling in a particular area and the nature of the people living there. This can be used in the Biking Borough study to help inform which specific policy interventions are likely to be the most effective and in which locations.

Over London as a whole, two-thirds of the population falls into broadly positive groups and a third into harder to interest segments. The report considers that only 14% are in groups which might be characterised as rejecting cycling. Older age is felt to be one of the key reasons for rejection, along with attitudinal factors.

Seven groups were identified on the basis of a variety of social, economic and demographic factors. These are set out in the table below, with their level of cycling and income shown in the following figure.

Segment	% South region / London population	Description *(MOSAIC Cycling Segmentation, 2010)*
Urban living	25% / 23%	•Prime target for cycling, particularly cycling for a purpose. •Tend to be quite young, well educated and reasonably well-off. •Busy lifestyles and usually live close to town / city centres. •Many choose to live without a car.
High earning professionals	12% / 15%	•Well educated and affluent, with many working in large multinationals. •Tend to use personal rather than public transport •Men in this segment are a good prospect for cycling to work but women present more of a challenge
Young couples & families	12% / 17%	•Fair prospects for cycling due to low car ownership •Prime age for cycling •Many have young children who are likely to be exposed to cycling initiatives at school •Finances are likely to be tight •Ethnic background not necessarily aligned with a cycling culture.
Suburban lifestyle	24% / 17%	•Around average income •Heavily reliant on cars (in part as a consequence of living away from town centres •Men in this segment are far more likely than women •to be interested in cycling • Cycling tor leisure is as likely as cycling for purpose.
Hard pressed families	7% / 21%	•Lower than average income •Poor attitudes to cycling •Ethnic background is also a possible factor (a majority of this segment is non-white) •Those that live in inner city flats and tower blocks (a significant proportion) could also have problems with bike storage
Manual trades	6% / 5%	•One of the least attractive prospects for cycling, largely due to a social influence which seems to be linked with the manual occupations which dominate in this segment. •Generally very negative attitudes to cycling •Unlike most other segments, men from it are hardly more likely to cycle than women
Comfortable maturity	14% / 8%	•Around average income •Low scope for cycling partly due to age although a third are under 35 •Tend to be reasonably well off, with some time available •Live in more suburban areas near parkland, with potential for off-road leisure cycling.

Above: MOSAIC Cycling Segmentation breakdown 2010



Above: MOSAIC Driver Segmentation breakdown by location 2010

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APPENDIX C

CROYDON CYCLING CAMPAIGN LIST OF IDENTIFIED IMPROVEMENTS BY WARD

Ward	Category of action required	Description	Comments
Addiscombe	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	'Dickenson's Lane' footpath, which runs btw Tennison Rd and end of Dickenson's Lane (road), and then continues across Woodside Green, along Stroud Rd, across Stroud Rd bridge and along another footpath alongside Ashburton Park to Lower Addiscombe Rd	Convert footpath sections to shared-use and needs highlighting on TfL cycle maps
Addiscombe	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Path btw Cherry Orchard Rd and Oval Rd (next to Oval primary school - trip generator)	Convert to shared-use and highlight on TfL cycle maps
Addiscombe	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing path btw Canning Rd and Havelock Rd, then use Mulberry Lane and another path btw Outram Rd and Ashburton Rd	Convert both paths to shared-use and highlight on TfL cycle maps
Ashburton	<-- on-road cycle routes	Alternative route from Woodside Green is along Cloister Gardens and Cleaverholme Close (which has a barrier across it at Spring Lane end to stop motor vehicles)	Can continue on footpath on other side of Spring Lane to end of St. Luke's Close and on to SNCP or Elmer's End…only change is to make short footpath shared-use
Ashburton	<-- on-road cycle routes	After getting from Blackhorse Lane tramstop to Ashburton Park and crossing the park, emerging to cross Spring Lane on a zebra crossing, the Connect 2 route will follow existing roads (Longhurst Rd, Stocksbury Rd, etc.) through an estate before getting to existing shared-use path and crossing tramlines at Arena tramstop to get into SNCP	Awkward barriers on SNCP side of tram tracks could do with being removed !

Ashburton	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths in Ashburton Park	Convert to shared-use and highlight on TfL cycle maps
Ashburton	<-- paths in parks/green spaces to be converted/designated as shared-use	Footpath through Long Lane Wood	Convert to shared-use and highlight on TfL cycle maps
Ashburton	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths (x3) across Ashburton Playing Fields	Convert to shared-use and highlight on TfL cycle maps
Ashburton	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths around Addiscombe Recreation Ground	Convert to shared-use and highlight on TfL cycle maps
Ashburton	<-- Specific cycle-only or shared-use infrastructure	Access rd btw Primrose Lane and end of Shirley Oaks Rd blocked off for motor vehicles	Improve signing and add to cycle maps
Ashburton	require some work to be achieved	From Blackhorse Lane tramstop, proposal is to cross tram tracks and have path going up to Ashburton Park, as part of Sustrans' Connect 2 route (btw Wandle Park and SNCP)	There is space for this path but it needs building……
Bensham Manor	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Paths between Pitt Rd, end of Lion Rd and Atlee Close (around Ecclesbourne primary schools - trip generators)	Remove locked gates and make paths shared-use and highlight on TfL cycle maps
Bensham Manor	<-- on-road cycle routes	Existing yellow (recommended) route on TfL cycle maps using Pitt Rd, Pawsons Rd, Mayo Rd and Princess Rd	Links 2 LCN routes between Kynaston Ave and The Crescent
Bensham Manor	<-- on-road cycle routes	On-road route between Thornton Heath and Norbury	This route partly uses LCN/LCN+ roads
Bensham Manor	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths around Thornton Heath Recreation Ground	Convert to shared-use and highlight on TfL cycle maps
Broad Green	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Tarmac footpath called "Church Alley"	Convert to shared-use and highlight on TfL cycle maps
Broad Green	<-- footpaths/pedestrian-only routes to be converted/designated as	There is a circuitous footpath from the end of Commerce Way	Convert to shared-use and highlight on TfL cycle maps

	shared-use	to Richmond Rd/Green	
Broad Green	<-- on-road cycle routes	On-road route btw Wandle Park and London Rd along Westfield Rd, Pitlake (under Roman Way), Clarendon Rd & Derby Rd	Improve signing; traffic-calming of commercial vehicles in Pitlake (road) going to/from LBC dump in Factory Lane
Broad Green	<-- on-road cycle routes	Existing on/off-road cycle route on other side of railway line, along Ruskin Rd and Waddon New Rd	No real changes needed !
Broad Green	<-- on-road cycle routes	Green LCN+ route on map goes round inadvisable Newgate/Hogarth Cres junction	Existing LCN route goes right and immediately Left at end of St. James Park into Kidderminster Rd, then left into Stanton Rd and right into Oakfield Rd. I prefer continuing along Kidderminster Rd and turning left into London Rd there as it is a quieter junction than the Oakfield Rd one
Broad Green	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths in Wandle Park	Convert to shared-use and highlight on TfL cycle maps
Broad Green	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac path across Canterbury Rec Ground	Convert to shared-use and highlight on TfL cycle maps
Broad Green	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths around Waddon Ponds (park)	Convert to shared-use and highlight on TfL cycle maps
Broad Green	<-- paths in parks/green spaces to be converted/designated as shared-use	Addiscombe Railway Park (Phase 2 opens on Sat 13 March 2010 !) between end of East India Way and Blackhorse Lane tramstop	Needs highlighting on TfL cycle maps

Broad Green	<-- Specific cycle-only or shared-use infrastructure	Existing tarmac path btw Ampere Way and Waddon Marsh tramstops, which (unnecessarily) crosses tracks twice between these adjacent tram stops	Remove signs saying "path is not dedicated to the public"; try to avoid crossing tracks except at tram STOPS (!); also try to extend tramside path to LBC boundary at Therapia Lane tramstop (and ultimately all the way to Wimbledon stn <-- in LB of Merton!?!)
Broad Green	<-- Specific cycle-only or shared-use infrastructure	s.106 funding from the Barrett's residential development on Purley Way (called New South Quarter, I think ?) has built a tramside path from Waddon Marsh tram stop for about 100m towards Wandle Park tramstop…..	They haven't completed the development or the path all the way to Wandle Park and they have concreted in a barrier across the path at the Waddon Marsh tramstop to stop people using it (which has been there since at least 1 Jan 2009 !)
Broad Green	<-- Specific cycle-only or shared-use infrastructure	Existing cycle route btw Reeves' Corner and Lower Church St, which goes UNDER Roman Way	Improve signing, and improve road surfacing at Reeves Corner
Broad Green	<-- Specific cycle-only or shared-use infrastructure	St. John's Rd to Croydon Parish Church	Convert pedestrian crossing of Roman Way to a toucan crossing (this has already been requested for years and years….!)
Broad Green	<-- Specific cycle-only or shared-use infrastructure	You can see the two ends of Therapia Lane leaving Mitcham Rd (LB of Croydon) and Beddington Lane (LB of Sutton); there is an existing recommended route which joins up the two ends….	Sign/publicise route better and try to keep it clear of broken glass (mainly in LB of Sutton… and they DO have a refuse depot at the end of their half of Therapia Lane !)

Coulsdon East	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing path (called Canons Hill) from end of Canons' Hill (road) to Old Lodge Lane (opposite school)	Already highlighted on TfL cycle maps, but could do with surface improvement, so it can be used in more than just the driest summer weather
Coulsdon East	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called Waterhouse Lane) btw Caterham Drive and Hayes Lane	Already highlighted on TfL cycle maps, but could do with surface improvement, so it can be used in more than just the driest summer weather
Coulsdon East	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Path from end of Chaldon Way along bottom of Happy Valley to Magazine Rd and to Caterham-on-the-Hill (south from end of Magazine Rd is in Surrey)	Convert to shared-use and highlight on TfL cycle maps
Coulsdon East	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing path from N end of Caterham Drive to Old Lodge Lane	Convert to shared-use and highlight on TfL cycle maps
Coulsdon East	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw Coulsdon Rd (B2030) and Stites Hill Rd	Convert to shared-use and highlight on TfL cycle maps
Coulsdon East	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw Stites Hill Rd and S end of Caterham Drive	Convert to shared-use and highlight on TfL cycle maps
Coulsdon East	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw Stites Hill Rd and Hayes Lane	Convert to shared-use and highlight on TfL cycle maps
Coulsdon East	<-- on-road cycle routes	'Ditches Lane' - technically a bridleway(?), but is a tarmac road btw Marlpit Lane and Chaldon Church and goes up Farthing Down - good views from here	Already a yellow (recommended) route, but continue marking beyond London-Surrey boundary
Coulsdon West	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	'The Bridleway' between the end of Meadow Hill and Grove Lane at Clock House	Route is already highlighted on TfL cycle maps (another rare bridleway INCLUDED on TfL cycle maps !)

Coulsdon West	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing route from "end" of Rickman Hill Rd to Hollymead Rd	Highlight on TfL cycle maps
Coulsdon West	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Barrington Rd !	Barrington Rd is a 'paper road'; in reality it's a narrow footpath, but with evidence of having off-road 4WD vehicles trying to use it/widen it/churn up the mud !
Coulsdon West	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Tarmac footpath btw Meadow Hill and Grove Wood Hill (runs along the side of recreation ground)	Convert to shared-use and highlight on TfL cycle maps
Coulsdon West	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Tarmac footpath btw Woodmansterne Rd and Woodman Rd, crossing railway on footbridge (with no steps)	Convert to shared-use and highlight on TfL cycle maps
Coulsdon West	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw end of Woodlands Grove and W end of Chipstead Close	Convert to shared-use and highlight on TfL cycle maps
Coulsdon West	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw Highwold and Rickman Hill Rd	Convert to shared-use and highlight on TfL cycle maps
Coulsdon West	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from Woodfield Rd (opp top end of Starrock Rd) to Starrock Farm (in Surrey CC)	Convert to shared-use and highlight on TfL cycle maps
Coulsdon West	<-- on-road cycle routes	"On-road" route btw junction of A2022 and A237 (mini-roundabout junc) and bridleway at end of Meadow Hill	Woodcote Park Ave is unsurfaced road btw junction with Barrington Rd and Meadow Hill

Coulsdon West	require some work to be achieved	Old access roads to/from/around Cane Hill asylum site (top road from Portnalls Rd to ' The Postern' [house] is rough track, but rest are tarmac roads, currently covered in mud from demolition contractors' vehicles - new residential development due to be built on part of site!)	Ensure all roads/paths are retained after housing development is built and they are highlighted on TfL cycle maps
Croham	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called 'Old Fox Path') between Sanderstead Rd and Essenden Rd	Add to cycle maps and highlight as a bridleway
Croham	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called 'Bridle Rd') btw Croham Manor Rd and Upper Selsdon Rd	Highlight on TfL cycle maps
Croham	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (mainly access rd to lock-up garages) between Coombe Rd and Croham Rd	Highlight on TfL cycle maps
Croham	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Access road to lock-up garages between Binfield Rd and Castlemaine Ave	Highlight on TfL cycle maps
Croham	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called Pilgrims Way) btw Melville Ave and Croham Rd, running behind Old Palace Girls School (trip generator)	Highlight on TfL cycle maps
Croham	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway called "Conduit Lane" between Coombe Rd and Croham Rd (first bit from Coombe Rd is tarmac)	Highlight on TfL cycle maps
Croham	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath across Croham Hurst, from Upper Selsdon Rd to Croham Manor Rd near junction with Bankside	Convert to shared-use and highlight on TfL cycle maps
Croham	<-- footpaths/pedestrian-only routes to be converted/designated as	Existing footpath from Upper Selsdon Rd to Croham Hurst Golf	Convert to shared-use and highlight on TfL cycle maps

	shared-use	Club entrance	
Croham	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath from Croham Manor Rd crossing Harewood Rd and going to Normanton Rd (next to church)	Convert to shared-use and highlight on TfL cycle maps
Croham	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from Hurst Rd to Campden Rd, crossing 4 roads and a footbridge (with steps) at Spencer Road Halt (a railway station which was closed in 1915 as a WW1 wartime economy measure, and never re-opened !)	Convert to shared-use and highlight on TfL cycle maps
Croham	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Path from Beech Copse to Spencer Rd, with zig-zag barrier behind sports club and then (flat) bridge over railway. (Diversion to avoid footbridge with steps in line above !)	Convert to shared-use and highlight on TfL cycle maps
Croham	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths at South Croydon Recreation Ground	Convert to shared-use and highlight on TfL cycle maps
Fairfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	From the water tower at the top of Park Hill park, there is a bridleway to the top of Water Tower Hill, which leads down to Coombe Rd	Needs highlighting on TfL cycle maps
Fairfield	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Subway under St. James Rd btw Bridge Place (off Gloucester Rd) and Lamberts Place	Convert to shared-use and highlight on TfL cycle maps

Fairfield	<-- on-road cycle routes	Existing route on E side of Roman Way goes along shared-use pavement by parish church, Howley Rd (westbound), Cranmer Rd (eastbound), Church Rd, Scarbrook Rd, Wandle Rd and Whitgift St (eastbound), Scarbrook Rd (westbound) to get to/from High St	Improve signing
Fairfield	<-- on-road cycle routes	Obvious North-South route through Croydon is London Rd, North End, High St, South End and Brighton Rd	This was the old main road straight through Croydon; North End is mostly closed to motor vehicles now, making it safer than the A23 Purley Way and the Wellesley Rd racetrack
Fairfield	<-- on-road cycle routes	Use Woburn Rd (road closed to motor vehicles at Wellesley Rd end), Tavistock Rd, Bedford Park, Bedford Place, Lansdowne Rd to get to another proposed Network Rail/TfL bridge over the railway near East Croydon stn	Some definite plans and a construction timetable would be nice !
Fairfield	<-- on-road cycle routes	Chatsworth Rd is a useful flat road, parallel to Park Lane but much quieter	Difficult to turn RIGHT onto A232 at Barclay Rd end…legally at least.
Fairfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Path from end of Deepdene Ave to end of Lloyd Park Ave	Convert to official shared-use and highlight on TfL cycle maps
Fairfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Path from allotments across northern edge of Lloyd Park to end of Mapledale Ave	Convert to official shared-use and highlight on TfL cycle maps

Fairfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Path from path across northern edge of Lloyd Park (see line above), across Lloyd Park, around "Coombe Park", past 'Winwood' (house) to Coombe Farm access rd	Convert to official shared-use and highlight on TfL cycle maps
Fairfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Path from end of Mapledale Ave to Oaks Lane	Convert to official shared-use and highlight on TfL cycle maps
Fairfield	<-- Specific cycle-only or shared-use infrastructure	New shared-use path btw Coombe Rd and South Croydon stn	Highlight on TfL cycle maps (path is too new to be on current maps !)
Fairfield	require some work to be achieved	Aspirational route from E side of Roman Way, along Church Rd and Drummond Rd, crossing Frith Rd to get up to North End (and Croydon shops)	Requires one-way system for intimidating motorists to be dismantled, or at least for cycling contraflow lanes to be created
Fairfield	require some work to be achieved	At the top of Derby Rd, cyclists could cross London Rd and go into West Croydon stn car park rd. Network Rail/TfL have plans for a pedestrian/cycle bridge across the railway at West Croydon stn (but we're not holding our breath !)	Some definite plans and a construction timetable would be nice !
Fairfield	require some work to be achieved	If the bridge in the line above ever appears, there is a vehicle access rd off Station Rd, which goes behind an office building and comes out to Wellesley Rd, near a ped crossing and opposite a secondary school (trip generator)	Could use ped crossing to cross Wellesley Rd just to the north (about 20m) of here, if converted to a toucan crossing

Fairfield	require some work to be achieved	Convert both Bedford Park (currently one-way eastbound) and Sydenham Rd (currently one-way westbound to Wellesley Rd)) back to two-way traffic to reduce traffic speeds	
Fairfield	require some work to be achieved	The Fairfield Roundabout/Park Lane Gyratory junction is a problem (large junction, full of speeding, aggressive motorised traffic !)	LB of Croydon seem to have some sort of plan for a surface crossing between Queen's Gardens and the Fairfield Halls, but I'll believe it if/when we ever see it !
Fairfield	require some work to be achieved	From East Croydon stn, follow Altyre Rd, R into Hazeldean Rd, L to follow path behind Croydon Courts building to Fairfield Rd, cross A232 at crossing, tarmac paths through Park Hill Park, exit left to end of Chichester Rd, follow Chichester Rd to end, R into Park Hill Rise, S/O into Deepdene Ave and S/O along path next to allotments to Lloyd Park.	This is a day-time Connect 2 route from Central Croydon to Lloyd Park. Park Hill park is locked at night so see below for alternative (24/7) route. Crossing of A232 needs converting to a toucan crossing. Tarmac paths in Park Hill park need converting to shared-use, as does path from end of Deepdene Ave into Lloyd Park.
Fairfield	require some work to be achieved	After crossing A232 on (toucan) crossing, follow Fairfield Path to Stanhope Rd, L into The Avenue, R into Cotelands, L into Chichester Rd and then follow route as above to Lloyd Park.	This is an alternative route to above, especially for use when Park Hill park is closed (at night)
Fairfield	require some work to be achieved	From the top of Park Hill park, it is also possible to go down the Coombe Cliff access road to Coombe Rd.	This is more useful if people are crossing Coombe Rd and going along the off-road path to South Croydon stn.
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle	Unadopted bridleway path from corner of Westway to end of	Path needs to be adopted by LBC and added to the base

	maps	Farm Drive	AtoZ map and to the cycle maps
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Bridleway path, called 'Bridle Way' btw top of Spout Hill and end of Inchwood (road) in LB of Bromley	Already included on TfL cycle maps
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway from Forestdale bridleway junction to Addington Rd (continuation of bridleway through Littleheath Wood - mentioned earlier)	Highlight on TfL cycle maps
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called 'Yew Tree Way') btw Forestdale bridleway junction and nearly(!) to Featherbed Lane	Highlight on TfL cycle maps
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (very steep !) btw Forestdale bridleway junction and Courtwood Lane	Highlight on TfL cycle maps
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Unofficial path across grass (cuts off corner) btw roundabout at bottom of Gravel Hill to Featherbed Lane	Highlight on TfL cycle maps
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing tarmac path from Addington Court NEW Golf Course car park entrance to Farleigh Dean Crescent	Some signs say it's a footpath, others say it's a bridleway, others say 'No horses' …?!
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	VERY, VERY steep bridleway btw North Downs Rd and Featherbed Lane	Highlight on TfL cycle maps
Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Non-tarmac bridleway btw Farleigh Dean Crescent and Featherbed Lane (opp Pear Tree Farm Cottage)	Fiendish barriers at Farleigh Dean Cres end need removing for cyclists

Heathfield	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway btw Featherbed Lane (at Pear Tree Farm Cottage) and Farleigh Court Rd (at Little Farleigh Green) (in Surrey)	Highlight on TfL cycle maps
Heathfield	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing tarmac footpath (formerly a 'Cycle Track') parallel to Lodge Lane btw King Henry's Drive roundabout and Addington Village tramstop	Convert to shared-use and highlight on TfL cycle maps
Heathfield	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath from A2022 up E side of New Addington estate (boundary path, just on Croydon side of boundary with LB of Bromley, and former Surrey-Kent boundary path)	Convert to shared-use and highlight on TfL cycle maps
Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Oaks Lane (part path-part road) btw Oaks Rd and Upper Shirley Rd, passing Coombe Farm, Oaks Farm, Shirley Park Golf Course and houses at Upper Shirley Rd end (beyond locked gate !)	Convert to official shared-use, remove / un-padlock gate at end of tarmac bit of Oaks Lane, and highlight on TfL cycle maps
Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac section of Oaks Farm access road	Dashed line on maps doesn't suggest that this is a tarmac road !
Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac path/pavement between A212 Coombe Rd/Coombe Lane and tram tracks	Cycling currently not allowed on this path, which in common with other footpaths/shared-use paths in the area (eg on Gravel Hill and Spout Hill) is steeper than the parallel road ! Ideally should be converted to shared-use, so cyclists can see if they can get UP the hill. Path is narrow, but with ~3 pedestrians per day, it's wide

			enough !
Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Gravel path on northern side of tram tracks btw Coombe Lane tramstop and Oaks Rd. Path is steep, with loose surface, but can be managed on a mountain bike	Sign route and highlight it on TfL cycle maps
Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Gravel path across top of Addington Hills btw Coombe Lane tramstop and Shirley Hills Rd, providing an alternative route to speeding traffic on Shirley Hills Rd.	Convert to shared-use and highlight on TfL cycle maps
Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	[Bishops Walk: I'm sure there must be a route along the ridge between the top of Gravel Hill and the top of Spout Hill, but you currently have to go downhill and back up again. A route would start along the flat part of Bishops Walk at the Shirley Hill Rd end.....but I haven't found a route yet !]	Not a fixed route yet !
Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Existing tarmac path from end of Sandpits Rd around Shirley High School playing fields to Shirley Church Rd.	Path is uneven because tree roots have broken up surface; imrpvoe surface and convert to shared-use

Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths in Miller's Pond (park)	Notice at park entrance says cycling is already allowed here, so it just needs adding to cycle maps
Heathfield	<-- paths in parks/green spaces to be converted/designated as shared-use	Earth paths in Spring Park Wood	Convert to shared-use and highlight on TfL cycle maps
Heathfield	<-- Specific cycle-only or shared-use infrastructure	Existing off-main road cycle route on N side of Gravel Hill, on mixture of footpath/shared-use path, access road to houses in Gravel Hill	Already included on TfL cycle maps
Heathfield	<-- Specific cycle-only or shared-use infrastructure	Continuation of cycle route up/down Gravel Hill on shared-used pavement beside Kent Gate Way (A2022) and then goes to end of Addington Village Rd and along that road	Already included on TfL cycle maps
Heathfield	<-- Specific cycle-only or shared-use infrastructure	Existing route along Addington Village Rd, then on shared-use path (sheltered by trees) to Croydon-Bromley boundary and further shared-use path (exposed to wind) in LB of Bromley to bottom of Corkscrew Hill	Already included on TfL cycle maps
Heathfield	<-- Specific cycle-only or shared-use infrastructure	Existing (rarely-used) footpath btw rondabout at bottom of Gravel Hill and Addington Village tramstop	Cycling is currently banned on this empty path, but s106 funding from the National Grid Cable Tunnel project currently blocking the path on the E side of Kent Gate Way should widen the path when they've finished ?!
Heathfield	<-- Specific cycle-only or shared-use infrastructure	Route from boundary path (in line above) up green space through centre of New Addington estate to Milne Park	Path is tarmac in places, unofficial in places, blocked by a fence….needs completing

Heathfield	require some work to be achieved	Tarmac paths with 3 ends (one at Farnborough Ave on Monks Hill estate, one at Gravel Hill tram stop, and one at Selsdon Park Rd [steps at this end !]	Convert to shared-use and highlight on TfL cycle maps
Heathfield	require some work to be achieved	Path/road from end of Bishops Walk, through gate and past Addington Palace and along golf course access road to Gravel Hill	Highlight on TfL cycle maps
Kenley	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Track called 'Hawkhirst Rd', from end of Hawkhirst Rd (ageing, steep tarmac road) to edge of Kenley Aerodrome	Highlight on TfL cycle maps
Kenley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing path from Pondfield Rd down to Old Lodge Lane	Convert to shared-use and highlight on TfL cycle maps
Kenley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Path btw end of Golf Rd and (top) end of Stumps Lane	Convert to shared-use and highlight on TfL cycle maps
Kenley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	From Mosslea Rd (opp end of Hillcrest Rd), 'Stumps Lane' footbridge across railway has ramps (NO STEPS) to get across to Godstone Rd (A22)	Convert to shared-use and highlight on TfL cycle maps
Kenley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Route from end of Kenley Lane to Welcomes Rd	Convert to shared-use and highlight on TfL cycle maps
Kenley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw Little Roke Rd and Oaks Rd, crossing railway on bridge with RAMPS, ie. NO steps)	Convert to shared-use and highlight on TfL cycle maps
Kenley	<-- paths in parks/green spaces to be converted/designated as shared-use	Other useful paths around Kenley Common	Convert to shared-use and highlight on TfL cycle maps

Kenley	<-- Specific cycle-only or shared-use infrastructure	Tarmac paths/roads/runways around Kenley Aerodrome (MoD-owned, but already used by dog walkers and Gliding club on Saturdays and families cycling on Sunday mornings	Highlight on TfL cycle maps
Kenley	require some work to be achieved	Path from Fairbairn parallel to railway, passing the end of Wilmot Rd, crossing the Caterham branch and going to Foxley Hill Rd	Parts of this path are still available, but other parts are blocked by COLAS Rail training depot……try to revive them for public use ?!

New Addington	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing tarmac footpath btw Godric Crescent and roundabout on Queen Elizabeth's Drive	Convert to shared-use and highlight on TfL cycle maps
New Addington	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing tarmac footpath btw Windham Ave and Calley Down Crescent	Convert to shared-use and highlight on TfL cycle maps
New Addington	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing tarmac footpath from junction of Queen Elizabeth's Drive and Arnhem Drive to Hares Bank	Convert to shared-use and highlight on TfL cycle maps
New Addington	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing tarmac footpath from Arnhem Drive to Hares Bank via end of Leveret Close	Convert to shared-use and highlight on TfL cycle maps
New Addington	require some work to be achieved	Road from boundary footpath along E side of New Addington estate to Layhams Rd (access rd to sports ground car park) (in LB of Bromley)	Highlight on TfL cycle maps

Norbury	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing unmade section of Gibsons Hill	Surface is very bumpy; could do with surface improvement; and needs highlighting on TfL cycle maps
Norbury	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from end of Pollards Hill North to Pollards Cres	Convert to shared-use and highlight on TfL cycle maps
Norbury	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from end of Forrest Gardens to end of Walden Gardens	Convert to shared-use and highlight on TfL cycle maps
Norbury	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from end of Arnulls Rd, across both arms of Ryecroft Rd, and onto Streatham Common (in LB of Lambeth)	Very wide "footpath"; should be converted to shared-use and highlighted on TfL cycle maps
Norbury	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Copgate Path, from Gibsons Hill to Streatham Common South (LB of Lambeth)	Very wide "footpath"; should be converted to shared-use and highlighted on TfL cycle maps
Norbury	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths across Norbury Park	Convert to shared-use and highlight on TfL cycle maps
Purley	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway btw Highfield Rd and Russell Hill, passing schools (trip generators)	Highlight on TfL cycle maps
Purley	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called "Coldharbour Lane") btw Highfield Rd and Purley Cross Gyratory junction at bottom of Russell Hill Rd, passing secondary school (trip generator)	Highlight on TfL cycle maps
Purley	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway from end of Edgehill Rd to Haling Grove	Very unusually, this bridleway is already included on the cycle maps
Purley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw Haling Grove and Haling Park Rd (crossing St. Augustine's Ave)	Convert to shared-use and highlight on TfL cycle maps

Purley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing access rd/path (called 'Avon Path') btw Brighton Rd and Avondale Rd (steps at Avondale Rd end)	Convert to shared-use; provide wheeling ramp beside steps and highlight on TfL cycle maps
Purley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath from South Croydon Rec Ground to Purley Oaks stn, (flat) subway under stn and to Norman Ave	Convert to shared-use and highlight on TfL cycle maps
Purley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw end of Promenade de Verdun and Silver Lane (near Woodcote village green)	Convert to shared-use and highlight on TfL cycle maps
Purley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing path from end of Birch Lane to end of Farm Drive	Convert to shared-use and highlight on TfL cycle maps (I only found this because it seemed to be marked on the maps so I went to see what was there !)
Purley	<-- on-road cycle routes	Route on quiet roads (Green Lane, Peaks Hill & Highfield Rd to cross Purley Way (A23) at traffic lights at top of hill	Route is already mostly highlighted on TfL cycle maps (except route on maps follows Hillcrest Rd which has full road-width speed humps, whereas Highfield Rd has easier to avoid speed cushions

Purley	<-- paths in parks/green spaces to be converted/designated as shared-use	Existing tarmac path across Purley Way playing fields from Waddon Way (used to be a continuation of Violet Lane !), which follows an avenue of trees (so suface of path is broken up by tree roots !). At the end of the dashed line section, the tarmac ends and a well-worn path continues across the playing fields to the summit of Purley Way (at the Edgehill Rd junction). There is also a tarmac path out to Pampisford Rd (opp. St. Augustine's Ave junc) and alongside St Giles' special school	Highlight on TfL cycle maps, improve surface of path
Purley	require some work to be achieved	Existing access rd (mainly to lock-up garages) called 'Haling Down Passage', which runs parallel to Brighton Rd, but has a number of breaks in it, where it has probably been illegally blocked(?)	Make route continuous, and highlight on TfL cycle maps
Sanderstead	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway from end of Riddlesdown Rd to Godstone Rd	Another rare bridleway which is already on TfL cycle maps
Sanderstead	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway btw Dunmail Drive and corner of Tithepit Shaw Lane	Convert to shared-use and highlight WHOLE ROUTE on TfL cycle maps (London-Surrey boundary is partway along this route !)
Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath drops down from Purley Downs Rd, goes under the railway and emerges on Purley Bury Close	Convert to shared-use and highlight on TfL cycle maps

Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Path from Sanderstead Rd to end of Hook Hill	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Path from end of East Hill to West Hill	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Path from Downs Court Rd to Riddlesdown Rd (bridleway section)	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw Dunmail Drive (opp Riddlesdown school) and Grisedale Gardens	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Dunmail Drive (existing 'permissive' footpath) btw Riddlesdown School and bottom of Mitchley Hill	Convert to shared-use to 'legalise' existing highlight on TfL cycle maps
Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw corner of Tithepit Shaw Lane and Limpsfield Rd (next to Attwood primary school)	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath btw Limpsfield Rd and Blenheim Gardens (next to Sanderstead shops)	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath from end of Lime Meadow Ave into Kings Wood	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths at Purley Beeches	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- paths in parks/green spaces to be converted/designated as shared-use	Paths in Sanderstead Plantation	Convert to shared-use and highlight on TfL cycle maps
Sanderstead	<-- paths in parks/green spaces to be converted/designated as shared-use	Existing path through Kings Wood btw Kingswood Way and Orchard Rd	Already highlighted on TfL cycle maps (although they do keep changing exactly WHICH path through wood they highlight !)

Sanderstead	require some work to be achieved	Path/route marked on maps and starts from junction of Riddlesdown Rd and Mitchley Ave with access road to garages, but gets narrower and comes out in someone's back garden, never reaching Riddlesdown Ave as marked on the map.	Clarify WHY route no longer exists and see if it can be revived
Sanderstead	require some work to be achieved	Existing track from Selsdon Park Hotel access rd to back of sheltered housing next to Sanderstead church	Track needs reviving from here to the end of Sanderstead Court Ave, and whole route needs highlighting on TfL cycle maps
Selhurst	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath going from Newgate junction (steps at this end) to Gloucester Rd (parallel to railway line), crossing Sydenham Rd	Provide wheeling ramp at Newgate junction end and convert to shared-use and needs highlighting on TfL cycle maps
Selhurst	<-- on-road cycle routes	Whole length of Holmesdale Rd, which passes Crystal Palace FC's ground (Selhurst Park) - trip generator (if they manage to avoid going bust !?!)	Convert subway under railway line (near Whitehorse Rd) to shared-use and highlight on TfL cycle maps
Selhurst	<-- paths in parks/green spaces to be converted/designated as shared-use	New shared-use path through Heavers Meadow between Selhurst Rd and Tennison Rd	Needs highlighting on TfL cycle maps
Selsdon & Ballards	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway called "Ballards Farm Rd" between Croham Rd and Ballards Way	Highlight on TfL cycle maps
Selsdon & Ballards	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway btw Croham Valley Rd and Addington Rd (through Littleheath Wood)	Highlight on TfL cycle maps

Selsdon & Ballards	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Kingswood Way/Kingswood Lane - existing bridleway btw sections of tarmac residential road (Use Kersey Drive at Selsdon end to avoid turn in/out of Kingswood Way at bottom of steep hill !)	Kingswood Way/Lane is highlighted for its whole length to Surrey boundary, but only as a yellow recommended route. It should be highlighted as a bridleway for most of its length, and Kersey Drive should be highlighted instead/as well as the northern section of Kingswood Way
Selsdon & Ballards	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway btw Kingswood Lane and Old Farleigh Rd (on Farleigh Common) - in Surrey	Highlight on TfL cycle maps
Selsdon & Ballards	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called 'Baker Boy Lane') btw end of Courtwood Lane and Old Farleigh Rd (in Surrey)	Highlight on TfL cycle maps
Selsdon & Ballards	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath between Littleheath Rd and Croham Valley Rd	Convert to shared-use and highlight on TfL cycle maps
Selsdon & Ballards	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath btw end of Croham Valley Rd and Edgecoombe on Monk's Hill estate (zig-zag barriers at steeper Croham Valley Rd end)	Convert to shared-use; and preferably remove zig-zag barriers
Selsdon & Ballards	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath/Bridleway (depends which signs/maps you look at !) btw Foxearth Rd and Addington Rd (shops)	Convert to shared-use and highlight on TfL cycle maps
Selsdon & Ballards	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Wide "Vale Border' footpath btw Old Farleigh Rd and Forestdale bridleway junction	Convert to shared-use and highlight on TfL cycle maps
Selsdon & Ballards	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths around Selsdon Recreation Ground	Convert to shared-use and highlight on TfL cycle maps

Selsdon & Ballards	require some work to be achieved	Selsdon Park Hotel access rd btw Addington Rd (opp Upper Selsdon Rd junction) to Old Farleigh Rd	Remove barrier or provide diversion around it to stop rat-running motor vehicles from using this route to avoid congestion at Selsdon crossroads
Selsdon & Ballards	require some work to be achieved	Path from end of Riesco Drive past Heathfield Farm…..path seems to go all the way to Broadcoombe (road), but it doesn't any more; it just goes to 3 locked gates to fields (I think the old "road" went along the E side of the RH field, but has been blocked off.	Revive this route
Selsdon & Ballards	require some work to be achieved	Track from end of Beech Way to bridleway (in line above) near Mossyhill Shaw (in Surrey)	Track is currently blocked at end of Beech Way !
Shirley	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Bridleway path from Broom Rd to Palace View (parallel to Bridle Rd)	Highlight on TfL cycle maps
Shirley	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Continuation of Bridle Rd is Sustrans' NCR21 route to top of Spout Hill	Already included on TfL cycle maps
Shirley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Tarmac path from Oak Ave (LB of Croydon) to Copse Ave (LB of Bromley)	Convert to shared-use and highlight on TfL cycle maps
Shirley	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath between Palace View and Shrublands Ave	Convert to shared-use and highlight on TfL cycle maps
Shirley	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac path from end of Glenthorne Ave to end of Woodmere Ave (around Shirley Oaks hospital)	Convert to shared-use, provide dropped kerbs at both ends, and highlight on TfL cycle maps

South Norwood	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Stambourne Woodland Walk - Path through woods down from Church Rd to Auckland Rd	Near end of tarmac cul-de-sac from Church Rd, path goes downhill from LHS of road through ancient emergency access gates to reach Auckland Rd; convert to shared-use and highlight on TfL cycle maps
South Norwood	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from South Norwood Hill to end of High View Close	Convert to shared-use and highlight on TfL cycle maps
South Norwood	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath section of Love Lane, from road end of Love Lane to subway under railway line to Cambridge Rd (LB of Bromley)	Convert to shared-use and highlight on TfL cycle maps
South Norwood	<-- paths in parks/green spaces to be converted/designated as shared-use	Existing tarmac path through South Norwood Recreation Ground between Tennison Rd and end of Cargreen Rd	Convert to shared-use and highlight on TfL cycle maps
South Norwood	<-- paths in parks/green spaces to be converted/designated as shared-use	Paths within Grangewood Park (park on a steep hill !)	Convert to shared-use and highlight on TfL cycle maps
South Norwood	<-- paths in parks/green spaces to be converted/designated as shared-use	Path through Beaulieu Heights, from South Norwood Hill down to Auckland Rd	Convert to shared-use; and preferably find way of removing occasional steps at Auckland Rd end
South Norwood	<-- paths in parks/green spaces to be converted/designated as shared-use	Path from Auckland Rd (opp. Cypress Rd) to T-junction of paths in South Norwood Lake playing fields	Path goes through woodland; convert to shared-use and highlight on TfL cycle maps
South Norwood	<-- paths in parks/green spaces to be converted/designated as shared-use	Path from corner of Maberley & Sylvan Rds past South Norwood Lake to corner of Woodvale Ave and Avenue Rd	Existing shared-use path, which needs highlighting on TfL maps
Thornton Heath	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Alleyway/path between Norbury Rd and Mersham Rd via Hythe Rd	Clear fly-tipping rubbish , convert to shared-use and highlight on TfL cycle maps

Thornton Heath	<-- paths in parks/green spaces to be converted/designated as shared-use	Shared-use path between Ladbrook Rd and end of Parry Rd through Whitehorse Meadow (park)	Existing shared-use path, which needs highlighting on TfL maps
Upper Norwood	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Tarmac path from College Green to Highfield Hill	Convert to shared-use and highlight on TfL cycle maps
Upper Norwood	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from end of Dale Park Rd through allotments to Ingram Rd	Convert to shared-use and highlight on TfL cycle maps
Upper Norwood	<-- on-road cycle routes	Long, suggested on-road route from Thornton Heath to Crystal Palace/Upper Norwood	At top of Bedwardine Rd, there is a barrier which cycle can go around to get into Haynes Lane (but it's steep here !)
Upper Norwood	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths across recreation ground	Convert to shared-use and highlight on TfL cycle maps
Upper Norwood	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths through Biggin Wood	Convert to shared-use and highlight on TfL cycle maps
Upper Norwood	<-- paths in parks/green spaces to be converted/designated as shared-use	Footpath through woods in grounds of old Beulah Spa from top of Spa Hill to Grange Rd	Also spur to bottom of the steep part of Spa Hill; convert both to shared-use and highlight on TfL cycle maps
Upper Norwood	require some work to be achieved	Crystal Palace 'triangle'	Controversially converted to clockwise one-way system; should be converted back to two-way, esp. for cycles
Upper Norwood	require some work to be achieved	Inside Crystal Palace 'triangle'	Routes have been suggested across/within the triangle in the past but never implemented; there ARE lots of footpaths connecting the ends of the cul-de-sac, but it's easy to get lost in this small area !

Upper Norwood	require some work to be achieved	The Woodlands and Glenhurst Rise are both tarmac roads, with a locked gate between them, making them both cul-de-sacs	Replace gates with bollards so that cycles and pedestrians can get through but rat-running motor vehicles can't
Upper Norwood	require some work to be achieved	Revive old route from end of The Lawns (long cul-de-sac) to the end of Templeton Close	Old route is now blocked by EDF Energy sub-station; find a way around it
Waddon	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	From Waddon Rd, on-road route up Abbey Rd and along Duppas Hill Terrace to cross under Croydon Flyover using subway to get to Duppas Hill/Waddon estate	Cycling is theoretically banned in the subway under the A232 (Croydon Flyover), but with no alternative or practical safe routes,……..!
Waddon	<-- on-road cycle routes	Quiet on-road North-South route from subway under A232 (see above) along Hillside Rd, Goodwin Rd and Waddon Way	Some is already highlighted on TfL cycle maps; highlight whole route
Waddon	<-- on-road cycle routes	Quiet on-road North-South route from subway under A232 (see above) along Violet Lane and Waddon Way	Already included on TfL cycle maps
Waddon	<-- paths in parks/green spaces to be converted/designated as shared-use	Tarmac paths at Duppas Hill Recreation Ground	Convert to shared-use and highlight on TfL cycle maps
Waddon	<-- Specific cycle-only or shared-use infrastructure	In architect Will Allsop's vision for Croydon, he suggested closing Croydon Flyover to motor vehicles and converting it to "a pedestrian and cyclist boulevard"….!	Bring it on !
West Thornton	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Unofficial (?) footpath from LHS of Wingate Cres to Mitcham Common	Make path official and shared-use and highlight on TfL cycle maps
West Thornton	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath between Aurelia Rd and Commonside East, Mitcham Common (LB of Merton)	Convert to shared-use and highlight on TfL cycle maps

West Thornton	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from yellow footpath (see above) to Mitcham Rd	Convert to shared-use and highlight on TfL cycle maps
West Thornton	<-- on-road cycle routes	Crossland Rd (from London Rd to Mayday Rd, by A&E entrance to hospital)	This is probably a RUPP (Road used as a public path) (?) but should be added to TfL cycle maps
Woodside	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Subway under Norwood junction stn between end of Station Rd and Clifford / Carmichael Rds	Convert to shared-use and highlight on TfL cycle maps
Woodside	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Footpath from o/s of bend in Albert Rd, (twice) crossing end of Westgate Rd before reaching South Norwood Country Park (SNCP)	Convert to shared-use and highlight on TfL cycle maps
Woodside	<-- paths in parks/green spaces to be converted/designated as shared-use	Footpath parallel to tram tracks from Adams Way to Harrington Rd	Convert to shared-use (if it isn't already) and highlight on TfL cycle maps
Woodside	<-- paths in parks/green spaces to be converted/designated as shared-use	Footpath off path above and meeting path from Albert Rd (2 lines above) before going to end of unnamed new cul-de-sac (called Pottery Close, I think ?)	Convert to shared-use (if it isn't already) and highlight on TfL cycle maps
Woodside	<-- paths in parks/green spaces to be converted/designated as shared-use	Existing cycle route along Adams Way	Cobbled road, with rare cobbled speed humps (x2) !
Woodside	<-- paths in parks/green spaces to be converted/designated as shared-use	The Devil's Path (FP 666 !) btw corner of Macclesfield Rd and Elmer's End Rd, going parallel to tram line to Elmer's End and passing Arena tram stop	Path is overgrown; cut back vegetation, and make shared-use

Woodside	require some work to be achieved	Create path from end of Towpath Way under Tennison Rd bridge to Merton Rd or Carmichael Rd	From end of Towpath Way, you can SEE Norwood Junction station, but have to go along a circuitous route on Towpath Way, Davidson Rd, Tennison Rd, Birchanger Rd, Carmichael Rd and Clifford Rd and hope the back gate to the station is actually open !

Misc	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	'Upper Pillory Down' - from A2022 to Grove Lane bridleway	Highlight on TfL cycle maps
Misc	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	'Lower Pillory Down' - from A2022 to Grove Lane bridleway	Highlight on TfL cycle maps
Misc	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath ('Hatch Lane') from Whitehorn Ave to junction with bridleway in line above - in Surrey	Convert to shared-use and highlight on TfL cycle maps
Misc	<-- Specific cycle-only or shared-use infrastructure	Cycle route doesn't JUST go across River Wandle to Richmond Green, but also continues straight-on along Bridle Path, R into Wandle Rd and immed. L into Bridges Lane and then onto path alongside River Wandle to crossing over Hilliers Lane.	This route is better/safer than LCN+ route 191 (in green on your map) - both are entirely in LB of Sutton
Misc	require some work to be achieved	Driveway btw A2022 past New Lodge Farm and Woodcote Grove House to Woodcote Park golf course clubhouse and Meadow Hill (road)	Highlight on TfL cycle maps (if ownership of land/driveway can be resolved - gate looks more serious than when I last explored here !)

Surrey Border	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway from the end of The Mount to Rectory Lane (partly 'Hatch Lane') - in Surrey	Whole bridleway needs highlighting on maps
Surrey Border	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called Forge Bridge Lane) btw Netherne Drive and Brighton Rd (A23) - traffic lights at A23 end (in Surrey)	Highlight on TfL cycle maps
Surrey Border	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called 'Pretty Lane') btw Netherne Drive and Woodplace Lane (in Surrey)	Highlight on TfL cycle maps
Surrey Border	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called 'Drive Road') btw Woodplace Lane and Tollers Lane (Old Coulsdon) (partly in Surrey)	Highlight whole route on TfL cycle maps
Surrey Border	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway (called 'Green Lane') btw Chaldon Rd (B2031) and the Grove (near Coulsdon Common) - in Surrey	Highlight on TfL cycle maps
Surrey Border	<-- footpaths/pedestrian-only routes to be converted/designated as shared-use	Existing footpath (steep in places) from Forge Bridge Lane across Netherne Drive and up to Netherne-on-the-Hill village (in Surrey)	Convert to shared-use and highlight on TfL cycle maps
Sutton Border	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing bridleway btw Woodmansterne Lane and Little Woodcote Lane (A2022) (in LB of Sutton)	Improve signing and highlight on TfL cycle maps
Sutton Border	<-- Existing bridleways, which largely just need highlighting on TfL cycle maps	Existing route from Coulsdon to Oaks Park, following The Avenue, Woodmansterne Rd and Grove Lane. From Coulsdon to Clock House the route is all on-road, but between Clock House and the A2022, Grove Lane is a bridleway (rouite is mostly in LB	Route is already highlighted on TfL cycle maps (another rare bridleway INCLUDED on TfL cycle maps !), but Grove Lane is much narrower than it used to be (and needs widening - LB of Sutton)

		of Sutton).	
Sutton Border	<-- on-road cycle routes	Oaks Track (concrete road across small holdings area in LB of Sutton)	Only partially highlighted on TfL cycle maps; extend highlighting
Sutton Border	<-- on-road cycle routes	Telegraph Track (concrete road across small holdings area in LB of Sutton)	Only partially highlighted on TfL cycle maps; extend highlighting

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The Cycling Star Alliance uniquely brings together 'best of breed' key suppliers to provide a one stop shop for all of your organisation's cycling requirements. Our mission is to ensure that best quality services and products are provided to increasingly discerning clients.

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- Travel Plans
- Initial needs assessment
- Pool bikes
- Cycle to work scheme
- Bike maintenance and familiarisation
- Cycle training
- Buddying and led rides
- Journey planning
- Bikes as a logistics solution
- Promotion – cycling challenges, incentives and events
- Infrastructure improvement – cycling parking, showers, lockers
- Tracking long and short term benefits
- Business travel by bike
- Embedding and maintaining the cycling culture

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In many areas members of the Cycling Star Alliance set the standards in their fields, in others we conform to BS EN ISO 9001:2000 and ISO 14001:2004.