

London Borough of Richmond upon Thames

Active Travel Strategy

Overview

Richmond Council has produced a draft Active Travel Strategy detailing how the council will work to increase the mode share for walking and cycling across LBRuT from 2019 to 2024. The strategy includes specific objectives and targets, with detailed actions that will be taken to ensure these targets are met. The strategy is inclusive of information on funding, and the strategy is predominantly restricted to schemes that the council will be able to fund.

The Active Travel Strategy serves as a 'daughter' document to the borough's Local Implementation Plan 3, which was adopted in April 2019. The strategy supersedes the council's Cycle Strategy.

The strategy is not a statutory document, it has been developed to provide a clear roadmap of the council's aims for increasing walking and cycling within the borough.

The consultation on the document was voluntary and undertaken with the aim of ensuring the document reflected the needs of people that travel to, from and within the borough. As such, the consultation questionnaire was designed to get feedback on the content of the document and did not include any referendum style pass/fail questions. The consultation was open from 7th November to 20th December 2019. It was publicised on the Council's website and via social media, with hard copies available within all local libraries.

Once adopted, the Active Travel Strategy will be used to aide with funding bids and to direct development-related funding towards walking and cycling projects.

Summary of responses to the public consultation

There were 666 responses to the public consultation, including 10 direct responses and 656 using the online form.

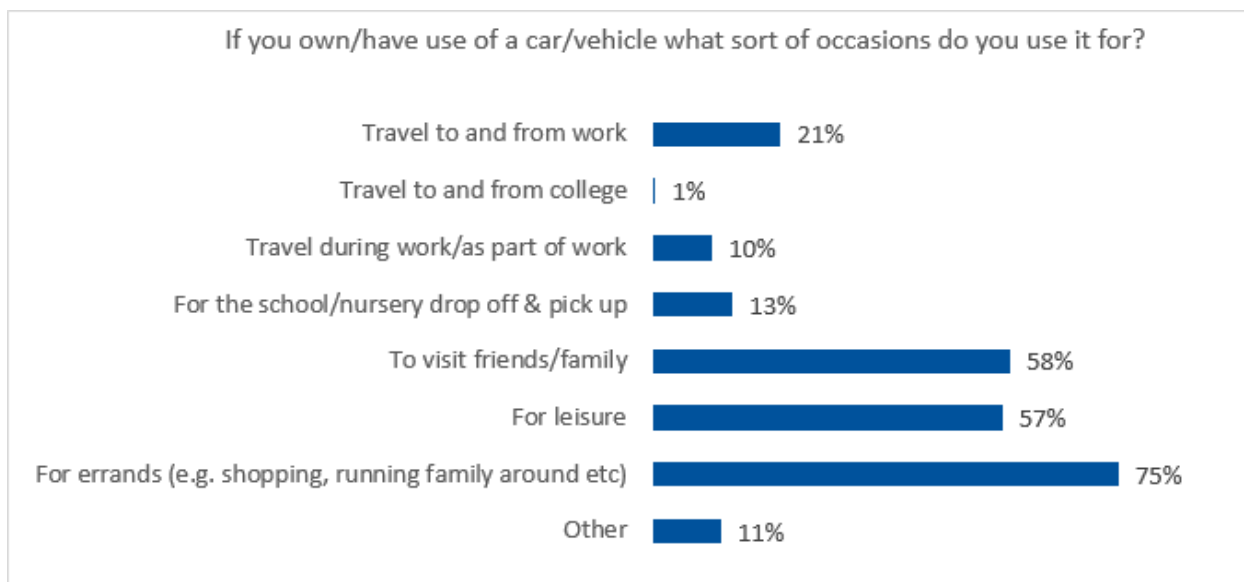
All comments received through direct responses have been logged, considered and addressed. The results of the online consultation have been analysed and open responses coded to help with analysis. All open responses have also been individually reviewed and considered.

Online responses were made predominantly on behalf of individuals (mainly residents of LBRuT) and local groups with an interest in walking and/or cycling. Responses to the online consultation have been anonymised.

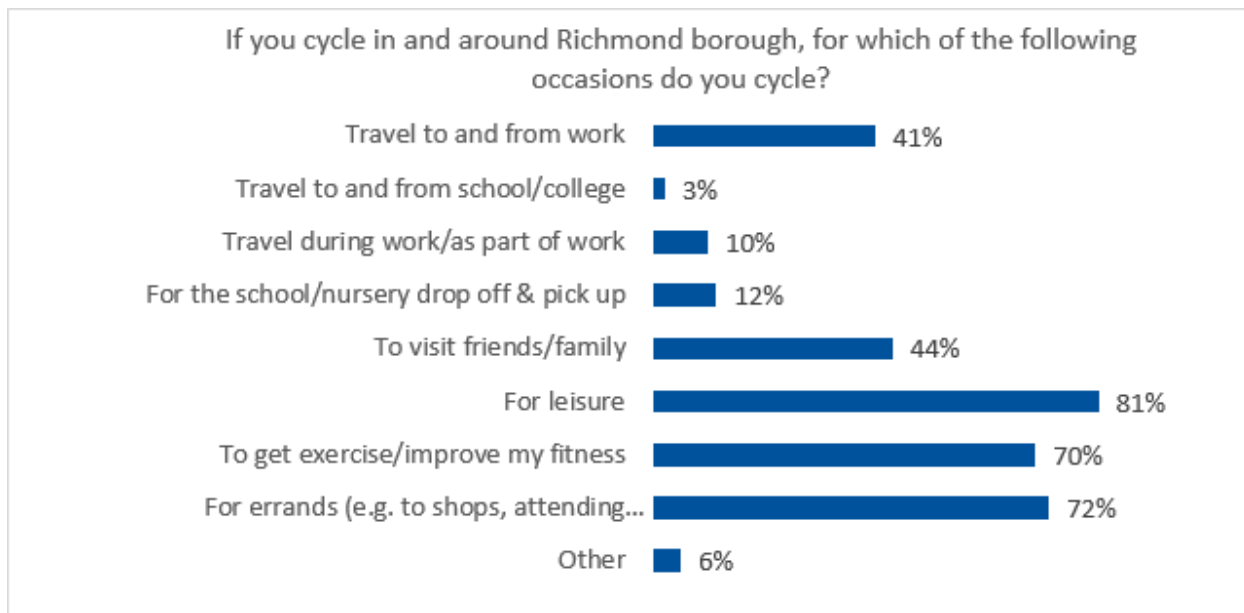
Online consultation responses

There were 656 respondents to the online consultation. Of these, 92% (602) stated that they live in Richmond borough, with 13% (84) stating that they work in the borough.

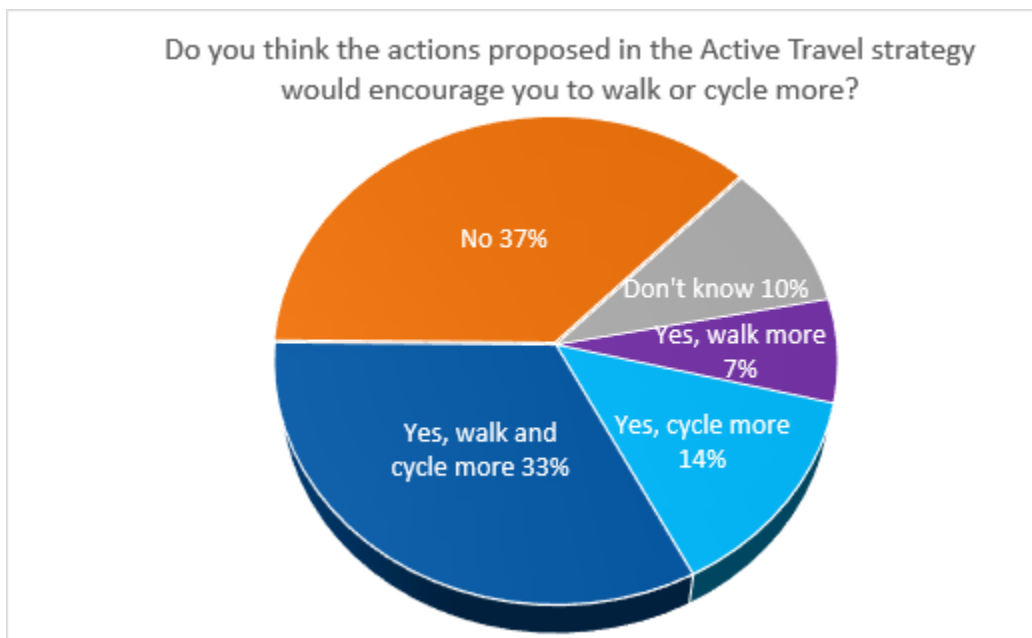
88% of respondents stated that they own or have access to a car. Of these, only 16% stated that they use their car every day, with the largest proportion stating that they use the car several days a week (43%). Only 21% stated that they commute to and from work by car, with most stating that they use their car for running errands (75%), to visit friends and family (58%) and/or for leisure (57%). 13% use the car for school/ nursery drop off/ pick up.



69% stated that they cycle in and around Richmond borough. Amongst those that cycle, 81% said they do so for leisure, 72% for running errands and 70% for fitness/exercise. 41% cycle for travel to and from work, and 12% for school/ nursery drop off/ pick up.

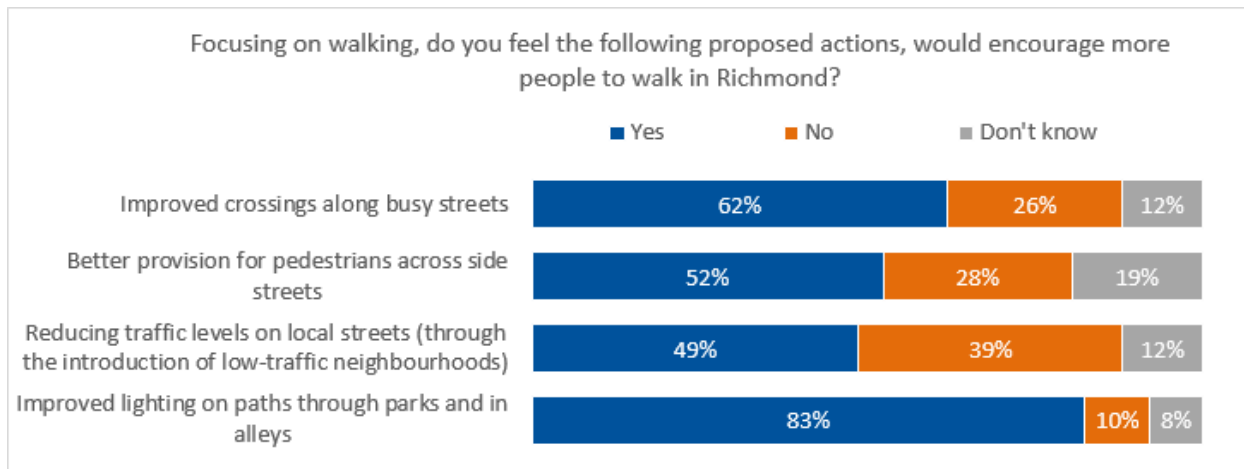


The key question on the consultation asked if the actions proposed within the Active Travel Strategy would encourage respondents to walk and cycle more. Over half (53%) of respondents said that the actions would encourage them to walk and/or cycle more, including 33% that stated it would encourage them to do both. 37% stated that the actions would not encourage them to walk or cycle more.



The questionnaire asked about the potential success of the key walking actions. Of these, improved lighting on paths through parks and alleys had the highest levels of support, with 83% saying they thought it would encourage more people to walk in Richmond. Improved crossings on busy streets (62%) and better provision for

pedestrians across side streets (52%) were also supported by most respondents. 49% thought that reducing traffic levels on local streets through the introduction of low-traffic neighbourhoods would encourage more walking, with the 39% stating that they did not think they would.



68% of those responding stated that they support the idea of a core cycle network, including 82% of those that currently cycle in the borough (versus only 38% of those that do not cycle).

Additional questions were asked regarding the three proposed strategic routes – Hampton Court to Kingston Bridge, Kingston Bridge to Twickenham and Richmond to Kew Bridge. The first of these questions asked if the proposed route was the most appropriate and the second asked if there was an alternate route that would be more suitable:

- For Hampton Court to Kingston Bridge, 41% agreed that it was the appropriate road, with 17% saying no and 43% saying they don't know. Of those that cycle in the borough, 52% stated that they thought it was the appropriate road. 14% of respondents thought alternative back roads would be more suitable for the route
- For Kingston Bridge to Twickenham, 43% agreed that it was the appropriate route (Broom Road and A310 Strawberry Vale), with 18% saying no and 39% saying they don't know. Of those that cycle in the borough, 52% stated that they thought it was the appropriate road. 15% of respondents thought alternative back roads would be more suitable for the route
- For Richmond to Kew Bridge, 48% agreed that the A307 was the appropriate road, with 24% saying no and 28% saying they don't know. Of those that cycle in the borough, 61% stated that they thought it was the appropriate road. 21% of respondents thought alternative back roads would be more suitable for the route

When asked if there were any other routes that should be added to the core cycle network, 56% of those that cycle in the borough said yes, while only 11% of those that do not cycle said yes. Overall, 42% of respondents said that additional routes should be added, with 58% saying no.

The A205 South Circular was requested the most by respondents asking for additional routes to be added to the core network, specifically cited by 9% of respondents. An additional 6% requested routes that could be translated to the A205 – either routes between Richmond and Putney or Richmond and Barnes. Routes connecting to Hampton Hill were also widely requested, with 7% asking for a link to Twickenham, 2% a link to Teddington and 3% asking for other connections from Hampton Hill. Better links through Mortlake, East Sheen and Barnes were also widely requested.

The final question asked respondents if there were any actions that the strategy was missing that could be added to help encourage more walking and cycling. 59% of respondents stated that they felt there were actions missing and a total of 390 left open text comments in response. Not all comments included constructive suggestions, but there were numerous themes that could be identified. Responses have been coded with the following receiving 20 responses or more each:

- Comments about restricting parking and parking risks to cyclists (45 responses)
- Comments about focusing on/improving public transport (44 responses)
- Comments about pedestrian safety from cyclists on pavements/ keep pedestrian and cycle spaces separate (43 responses)
- Comments about tackling traffic congestion/ pollution (43 responses)
- Comments about cycling safety and the design of cycle lanes to make them safer (41 responses)
- Comments about specific cycle routes/ roads in the borough (40 responses)
- Comments about segregated cycle routes (from roads/cars) (36 responses)
- Comments about the strategy (greater urgency needed/ against it/ waste of money (30 responses)
- Comments about needing secure cycle storage/ cycle parking facilities (29 responses)
- Comments about deterring use of private vehicles/ discourage driving (27 responses)
- Comments about transport 'policies' which impact cyclists (traffic calming measures, 20mph, speed limits, enforce engine idling) (27 responses)
- Comments about making cyclists follow the rules of the road (26 responses)
- Comments about improving road surfaces for cyclists, so they are safer (24 responses)

- Comments about school travel (23 responses)
- Comments about improving pavements (20 responses)
- Comments about provision for older people/ those with mobility problems (20 responses)

Direct consultation responses

There were 10 direct responses made by organisations to the consultation. All individual comments received have been logged and actioned. Direct responses were received from the following organisations:

- Port of London Authority
- Richmond and Twickenham Green Party
- Mums for Lungs East Sheen
- The Friends of Richmond Green
- Richmond and Twickenham Friends of the Earth
- Richmond Cycling Campaign
- Teddington Society
- Richmond Society
- London Cycling Campaign

A direct response was also received from a local resident.

The draft Active Travel Strategy was also presented at Richmond's Mobility Forum on 31st October 2019 and at the Equality Stakeholders Scrutiny Group on 4th December 2019. The informal feedback received at these sessions have been considered alongside the more formal responses.

A total of 144 individual comments from direct responses have been logged and have fed into the changes made to the draft strategy.

Changes made to the Active Travel Strategy in response to the consultation

Several changes were made in response to comments received by individuals and groups. These include:

- Additional text has been added to the introduction to provide context for why investment in walking and cycling is important and benefits all road users, including those in cars
- Additional actions have been introduced to assist those with disabilities and limited mobility, including guidance on the placement of street furniture, an action to introduce more seating

- The actions related to those with disabilities and limited mobility have been moved to the front to better reflect the street user hierarchy
- More emphasis has been placed on pedestrians to reflect their place in the movement hierarchy, and this has included additional actions for pedestrian way-finding and the use of WalkIt.com
- Detail has been provided on the Cycleways criteria and how this is being translated into designs for the planned strategic cycle network
- Additional routes have been added to the proposed strategic cycle network for opening beyond 2024, including Mortlake to Putney via the A205 South Circular (as confirmed by TfL as part of their programme), Richmond Park to Hammersmith Bridge via Vine Road and Castelnau, Ham to Richmond via Ham Street and the towpath, Hampton Hill to Twickenham via Shacklegate Lane and Waldegrave Park. The existing cycle lanes on the A305 Staines Road will be improved as part of a safety scheme between Twickenham town centre and Sixth Cross Road, and the proposed route through Richmond town centre has been clarified. Additional routes focused on quieter back roads will also be added to the network and supported with adequate signage.
- More information on pavement condition has been added
- An action has been added to update the borough's streetscape guidance (last updated in 2006) to reflect the Healthy Streets Approach, with the aim of improving pavements and wider public realm throughout the borough
- Reference to the Peddle My Wheels 'try before you bike scheme has been added, as this has been procured using additional funding acquired since the draft report was completed
- The porosity map has been removed with clearer text added to reference our approach to linking areas across busier roads and creating 'quieter' signed cycle routes
- A section on safety and security has been added to reflect the comments received that this area was not adequately covered by the strategy, with actions for addressing collision hotspots and working with the borough's Civil Enforcement Officers and the MPS Cycle Task Force to improve adherence to the Highway Code by all road users
- Reference to the Climate Change Strategy has been added, as has reference to the emerging Transport Supplementary Planning Document

Not all comments/suggestions resulted in changes to the Active Travel Strategy, for a variety of reasons. This includes:

- No actions related to improving public transport have been added. Public transport services are considered outside of the scope of the Active Travel Strategy, with the Council's policies in this area covered by the Local

Implementation Plan. The Council does not operate any public transport within the borough, with responsibilities for services falling to TfL and South Western Railway

- No action will be taken in relation to the introduction of additional laws regarding cycling, with instead the focus being on better enforcement of existing laws
- No actions related to the introduction of a new pedestrian/cycle bridge have been added to the report. There is no funding currently available for introducing a bridge, nor is there a realistic prospect for funding within the life of the strategy. The strategy is focused on actions that can be achieved by 2024. A separate committee report has been prepared to discuss the future of a pedestrian-cycle bridge within the borough
- No actions have been added in relation to Richmond Park or Bushy Park. The roads through the parks are the under the jurisdiction of Royal Parks. The Council will continue to work closely with the Royal Parks once their Movement Strategy is published
- Comments on the inclusion of low-traffic neighbourhoods are somewhat polarising, with some saying the Council should be more pro-active in their installation and some saying the action should be removed. As such, the existing action has been retained as is, stating that low-traffic neighbourhoods will be taken forward only in cases where they are supported by local residents