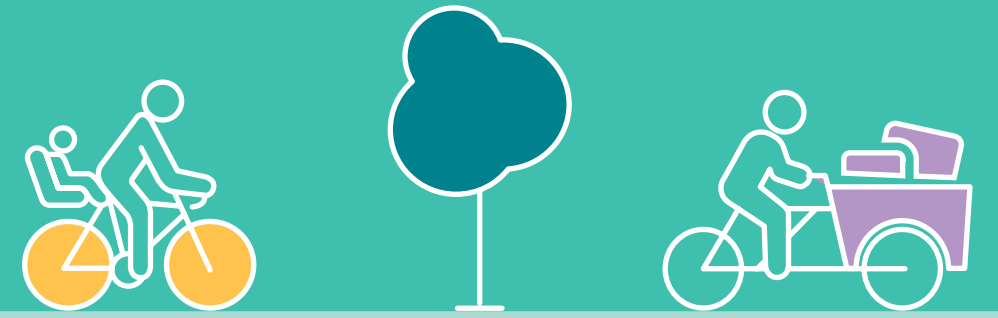


Hounslow Cycling Action Plan



London Borough
of Hounslow

Cycling in Hounslow is changing, with a more diverse range of people taking to two and three wheels to move around the borough. This diversity of user is reflected in the types of cycles used, with an increased number of people using cargo bikes and e-bikes to move themselves and their families around.

E-bikes are particularly popular. Electric assistance significantly reduces the effort barrier to cycling and can effectively 'flatten' undulating terrain and nullify headwinds, making cycling a viable option for a wide range of people. The reduced effort required to cycle also reduces the need for specialist equipment or clothing, making them even more appealing.




For many, their initial exposure to e-bikes comes through shared e-bike use. The shared e-bikes in Hounslow, currently operated by Lime, have proven to be extremely popular. In September 2024, the scheme had more than 23,250 active users and more than 93,400 trip starting in the borough. The average Lime bike trip in Hounslow is around 2.3 km and lasts about 10 minutes. That means in September 2024 alone, e-bike scheme users starting a trip in Hounslow travelled approximately 220,000+

kilometres and cycled for over 15,566 hours (the equivalent of 648 days).




Complementing our shared e-bike scheme, we're also offering electric cargo bike trials. Our community cargo bike-share scheme, OurBike, allows residents to rent electric cargo bikes by the hour. This provides an affordable and low-commitment way to experience the convenience and versatility of cargo bikes.

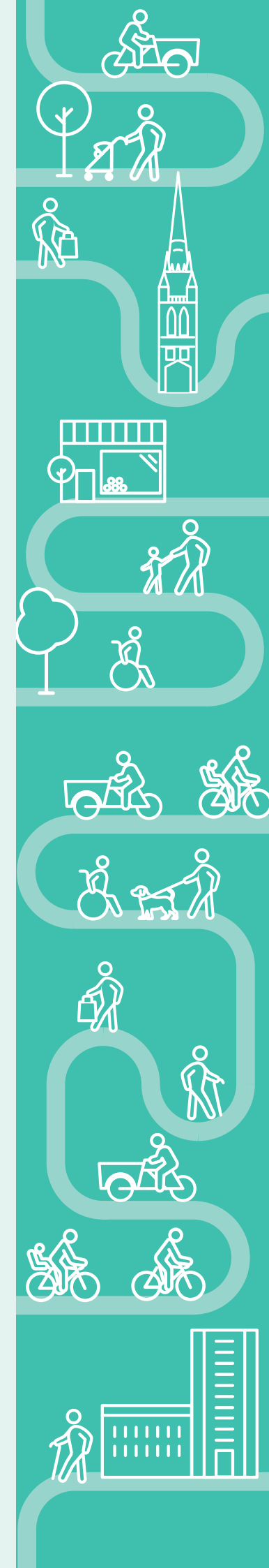


Aims of this Cycling Action Plan:

-  Ensure cycle infrastructure is high quality and easy to use
-  Increase the numbers of people cycling
-  Make cycling as safe as possible

How we will achieve this:

-  Improving and expanding our Priority Cycle Network (PCN)
-  Expanding the range and number of cycle parking spaces available in the borough
-  Investing in behaviour change so that people have the skills, confidence and opportunities to cycle

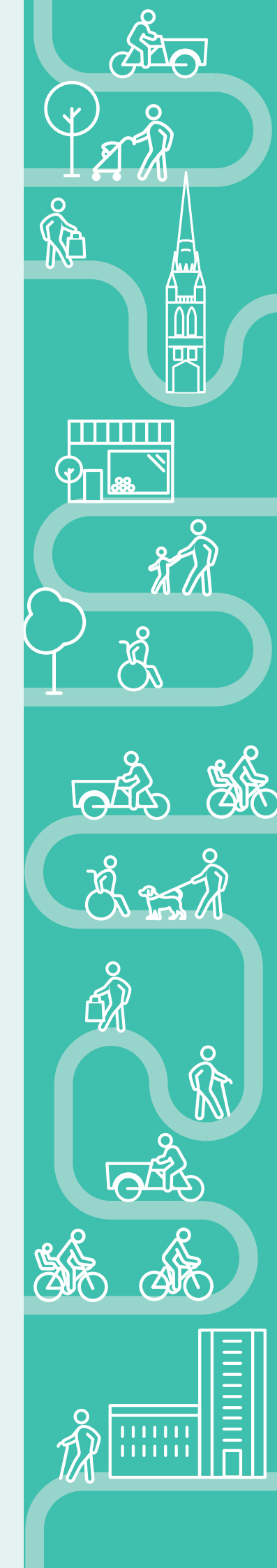


Priority Cycle Network

Over the last decade, great progress has been made to improve the cycle network across Hounslow. Schemes delivered by the Council in recent years have included new facilities that separate cyclists and motor vehicles (e.g. Bath Road and Twickenham Road) to create a more pleasant and consistent cycling network. In partnership with TfL, Cycleway 9 has been constructed between Brentford and Hammersmith town centre, with plans to extend this westward in the near future to connect into the existing Cycleway 40 route through Syon Park towards Twickenham. Cycleway 40 has been extended from Brentford to Ealing Broadway via Clayponds Avenue, providing a new quiet, safe route. Our Priority Cycle Network (PCN) sets out our ambitions for the cycle network in Hounslow and can be seen in Figure 1 on the following page.

While good progress has been made in improving the cycle network across Hounslow, further action is needed to encourage and enable more people to cycle. A recent comprehensive evaluation of the existing PCN identified that certain routes do not meet the Council's desired standards. This assessment highlighted areas where improvements are necessary to ensure the PCN provides a safe, convenient, and enjoyable cycling experience for all users.

Creating a high-quality, interconnected, and convenient cycling network will offer people a genuine alternative to driving for local journeys. Achieving a shift in how people travel can help to promote a healthier, more active population, as well as reduce congestion on roads and improve air quality.



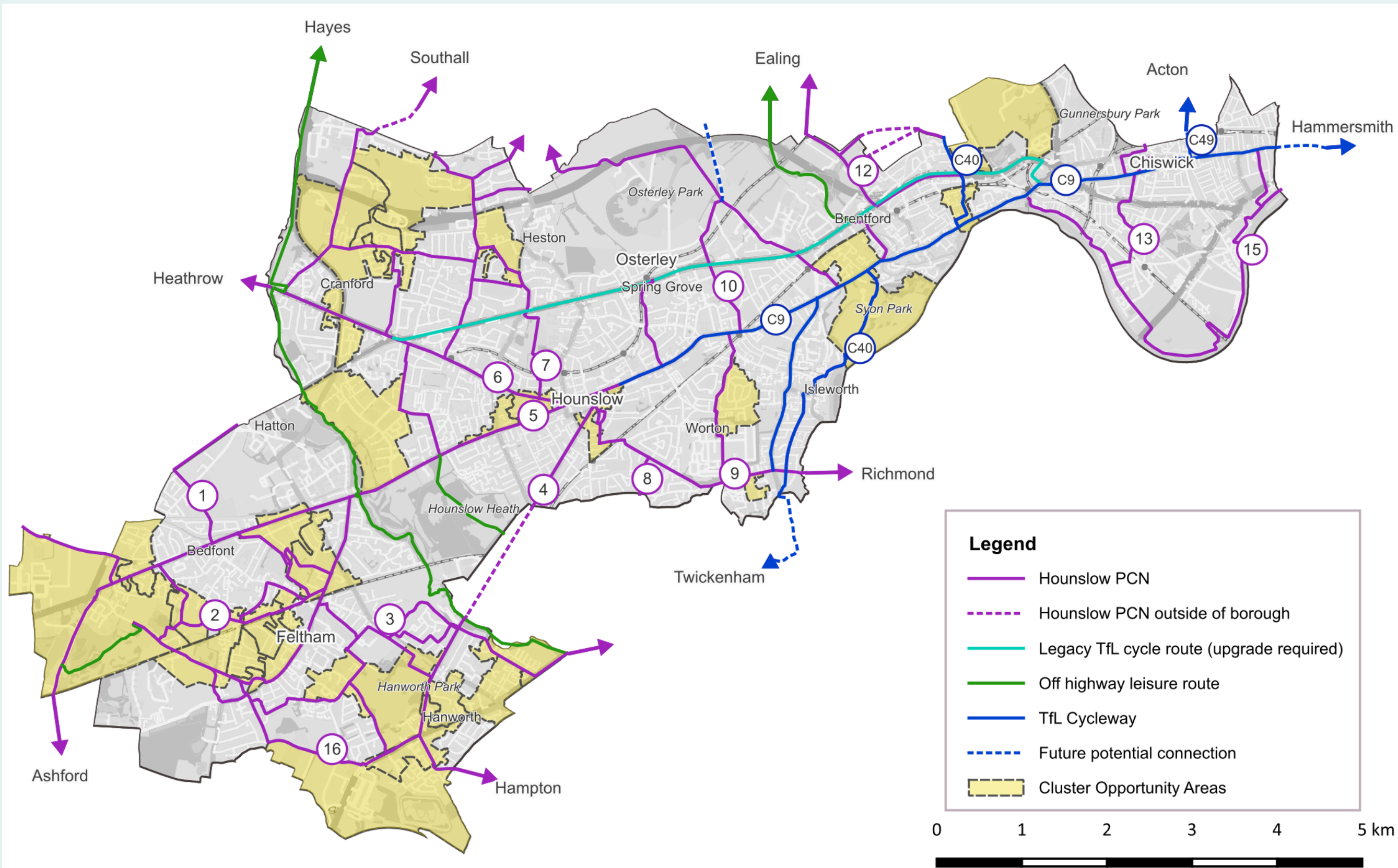
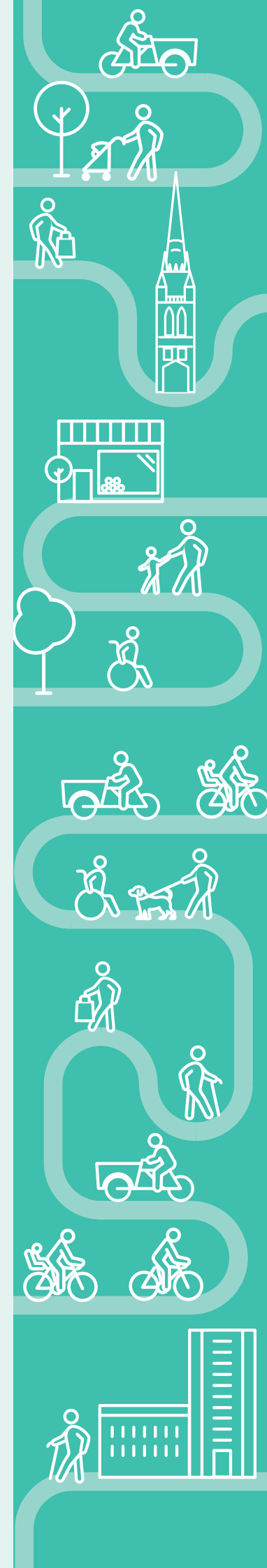
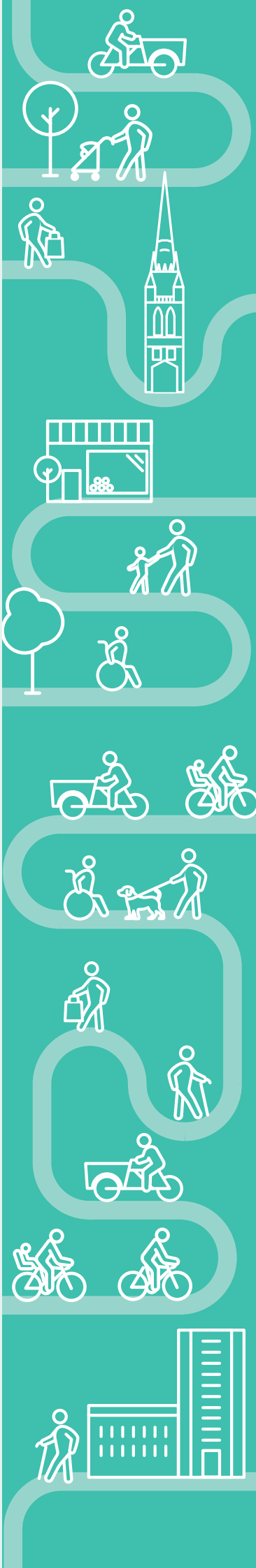


Figure 1: Hounslow Priority Cycle Network



Priority Cycle Network Route Details

Route Number	Route	Areas Connecting
1	Hanworth to Hatton Cross	Hanworth, Hanworth Park, Feltham Town Centre, Bedfont, Hatton Cross, Heathrow
2	Feltham to Ashford	Feltham Town Centre, Lower Feltham, Bedfont Lake Country Park, Ashford
3	Feltham to Twickenham	Feltham Town Centre, Hanworth Park, Leirim Park, Crane Valley, Twickenham
4	Hounslow to Hanworth	Hounslow Town Centre, Hounslow Heath, Hanworth Park, Hanworth
5	Hounslow to Bedfont	Hounslow Town Centre, Hounslow Heath, Bedfont, North Feltham, Heathrow T4
6	Hounslow to Heathrow	Hounslow Town Centre, Hounslow West, Cranford, Heathrow (Terminals 2 &3)
7	Hounslow to Hayes and Southall	Hounslow Town Centre, Lampton Park, Cranford, Heston, Hayes, Southall
8	Hounslow to Whitton	Hounslow Town Centre, Hounslow Railway Station, Whitton
9	Hounslow to Richmond	Hounslow Town Centre, Ivybridge Estate, Richmond
10	Osterley to Isleworth and Syon	Osterley Park, Spring Grove, Isleworth Railway Station, Syon Park
C40/11	Twickenham to Ealing	Ivybridge Estate, Isleworth riverside, Syon Park, Brentford Town Centre, Clayponds Estate, Ealing
12	Brentford to Boston Manor	Brentford Town Centre, Boston Manor Park, Boston Manor London Underground Station, Hanwell
13	Chiswick Park to Strand on the Green	Chiswick Park London Underground Station, South Chiswick Grove Park, Strand on the Green
C49/14	Chiswick to Acton	Chiswick Town Centre, Acton
15	Chiswick to Kew Bridge	Chiswick Town Centre, Old Chiswick, Dukes Meadows, Strand on the Green, Kew Bridge
16	Hanworth to Bedfont	Hanworth, Snakey Lane Allotments, Lower Feltham, Bedfont Lake Country Park

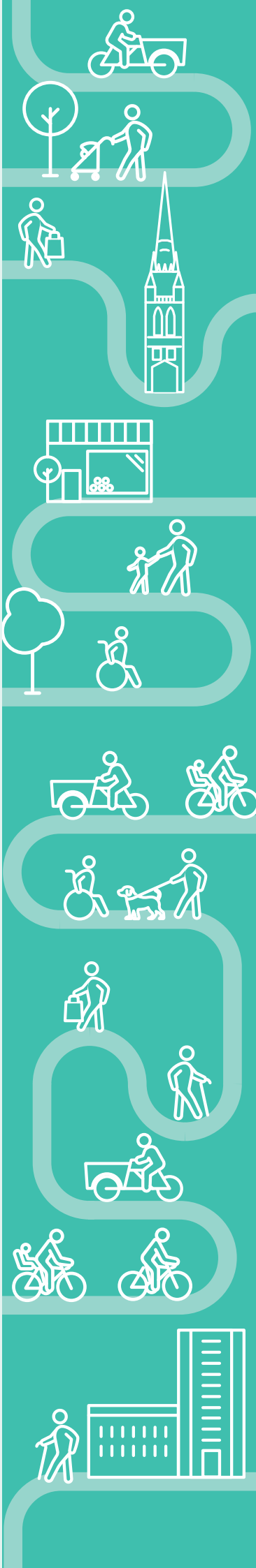


Based on the findings of the PCN audit, the network has been expanded to include new routes, and a number of existing route alignments have been revised. These updates are intended to enhance connectivity between the borough's town centres, neighbouring boroughs, and major employment hubs like Heathrow Airport and transportation centres.

In the years ahead, the Council will work to upgrade and deliver the routes of the PCN, providing high quality cycle routes to all corners of the borough. The PCN will be comprised of a mix of fully, partially/lightly segregated infrastructure, as well as 'Quietway' style routes through areas with low volumes of motor traffic. Delivery of the PCN will be subject to feasibility of routes. The exact routing may change through this process.

Of key importance, the updated PCN will connect into each of the Equality Opportunity Clusters, helping to transform them into areas of opportunity and prosperity. The updated PCN means that 88 per cent of residents will be within 400m of a route.

Actions
Priority actions
Deliver the full extent of Cycleway 9 in partnership with TfL, starting with Syon Park extension.
Deliver the three most important PCN routes: <ul style="list-style-type: none">• PCN R5 Hounslow Town Centre (HTC) to Wellington Road. Construction starting in 25/26 subject to funding.• PCN R6 HTC to Hounslow West. Construction starting in 26/27 subject to funding.• PCN R7 Southall Lane between The Parkway and Hayes Road. 3 Phase delivery, the first of which was completed in December 2024.
Remove unnecessary access barriers - such as A-frames and "cyclist dismount" signs.
Upgrade crossings to make it easier, more convenient and safer for people to cycle. Suitable interventions will be determined on a case-by-case basis and may include continuous footways, dropped kerbs, and tighter junction geometry.
Identifying opportunities to upgrade existing facilities as part of routine/planned highway maintenance activity.
Improving underpasses and bridges to make them more inviting, convenient and safer to use. The Council will identify a priority list of sites that connect to key destinations.
Medium and long term actions
Creating a clear and easy-to-follow network by installing TfL Cycleway wayfinding across our Priority Cycle Network.
Upgrading existing cycle lanes to meet TfL's London Cycle Design Standards where it's possible to do so – non-standard elements will be by exception to allow for an overall improvement. This will involve the creation of light or fully segregated cycle routes where motor traffic volumes and speeds exceed thresholds. Where segregation is not possible, the Council will seek to introduce traffic management measures to reduce motor traffic volumes until they are in line with the acceptable levels for mixing cycling with motor traffic.
Delivering the entirety of the Priority Cycle Network by 2041 – meaning 88 per cent of residents will be within 400m of a high-quality cycle route.
Improving the permeability of our highway network by assessing feasibility of making one-way streets bidirectional for cycling and exploring priority for cycling at junctions



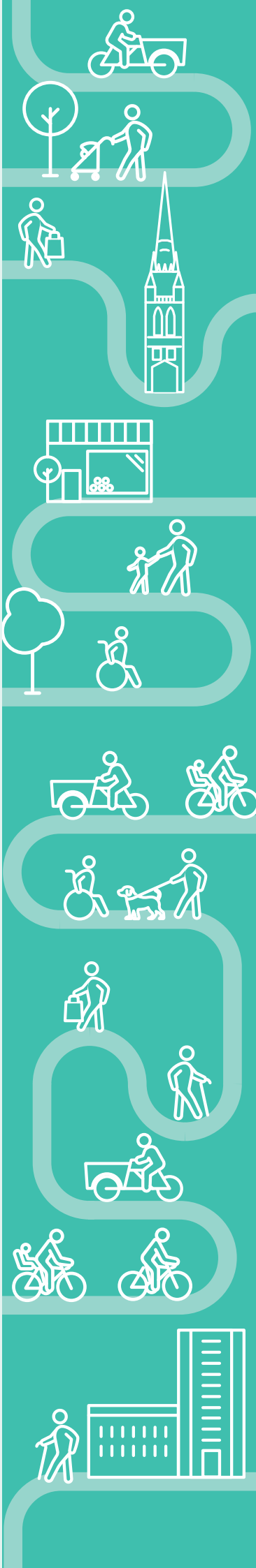
To encourage and enable more people to cycle in Hounslow, it's crucial to provide ample, secure, and well-maintained cycle parking.

Analysis of public and residential cycle parking demand was undertaken to help establish where new investment should be made (Figures 3 and 4).

The Council is committed to expanding residential cycle parking, and hangars will be delivered in places with the highest demand, with priority given to locations within the catchment area of existing and planned cycle infrastructure, to ensure more people can access the cycle network and its benefits are spread across local communities.

Secure public cycle parking in key destinations will be explored. This includes cycle hubs, which are covered spaces for parking bicycles, fitted out with CCTV and key fob entry. Based on our analysis, demand is likely to be highest in Feltham, Hounslow Central, and Chiswick.

Actions A number of actions to improve cycle parking across Hounslow are contained within the Hounslow Kerbside Strategy (July 2024). These are: The Council will regularly promote how to apply for public and residential cycle parking, particularly in areas with low uptake but high cycling propensity. Details of the application and prioritisation process will be published on the Council’s website in an easily accessible format, and this will be kept under regular review to ensure it remains effective. The Council will seek to identify alternative funding opportunities to expand cycle parking provision. Work in collaboration with Lime to improve compliance with parking regulations, ensuring that users park safely within designated bays and do not obstruct the pavement or carriageway On-street locations with sufficient space for access and manoeuvring of non-standard cycles will be identified for cycle parking. This includes locations for adapted and cargo cycles. The Council will consider using new and innovative designs for cycle parking, especially for adapted and cargo cycles, as well as adapted cycle hangars. Improve and increase cycle parking on housing estates. Use and demand for on-street public and residential cycle parking will be regularly monitored, and provision increased when required, subject to funding availability. One additional cycle parking related action is included within the Hounslow Parking Strategy (July 2024): Install cycle parking in identified car parks and, subject to demand, expand cycle parking coverage to additional car parks, and introduce parking for adapted and cargo cycles In addition to these, a number of additional actions are proposed:
Priority actions Clear our existing residential cycle parking waiting list by 2030. This would require around 20 hangars each year to be installed. Continue to expand short stay provision beyond town centres, such as local shops and leisure facilities. Increasing the number of cycle parking spaces at schools, stations, and town centres so cycle parking is ubiquitous across the borough. Areas will be prioritised where existing provision is low, and demand is likely to be highest. Based on the Council’s analysis, this includes Feltham, Hounslow Central, and Chiswick.
Medium and long term actions Providing residential cycle in locations where high potential demand has been identified, including Lower Feltham, east Brentford, and Hounslow Central. Explore the feasibility of introducing cycle hubs across the borough in areas with high demand, such as town centres and public transport interchanges.



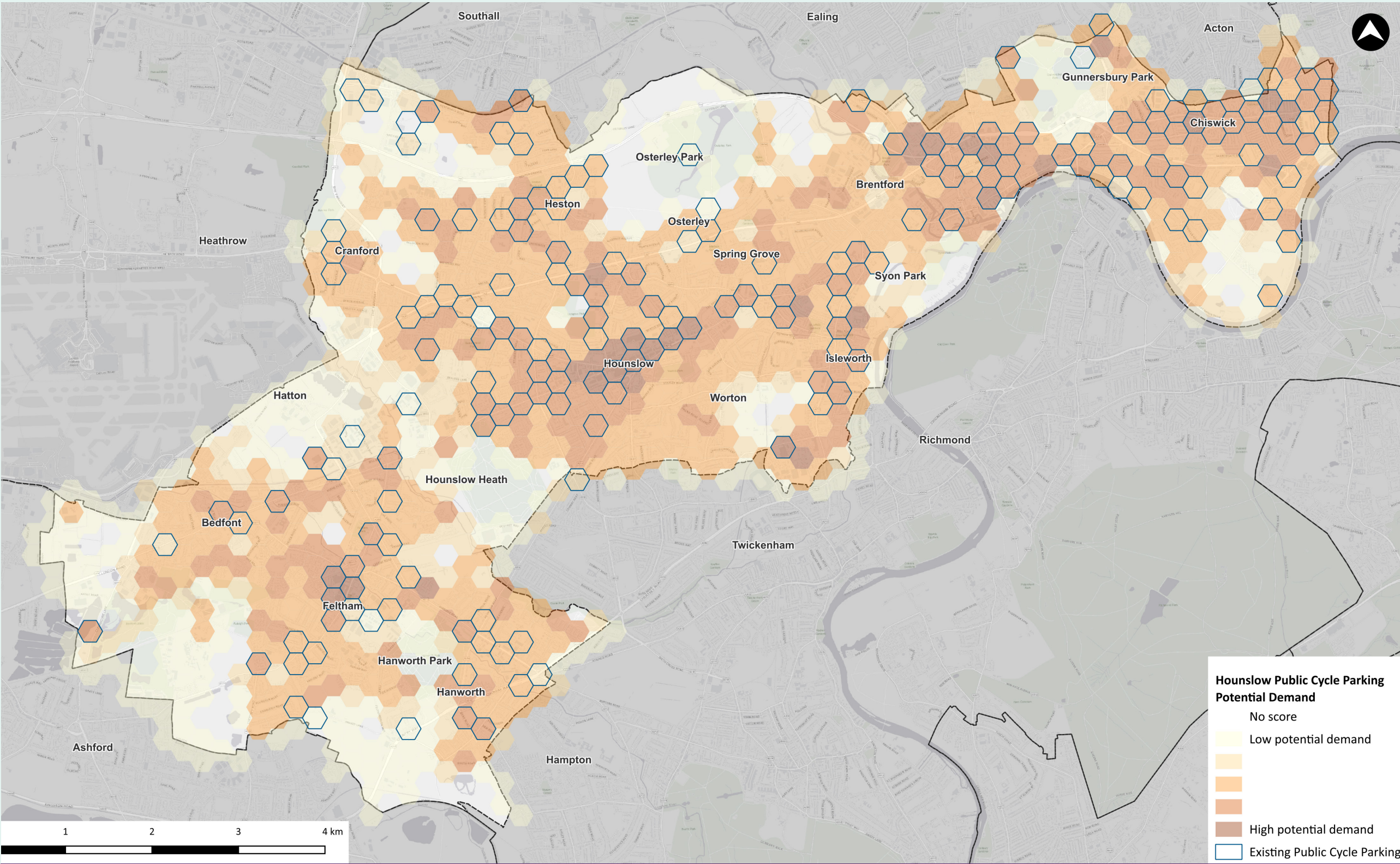
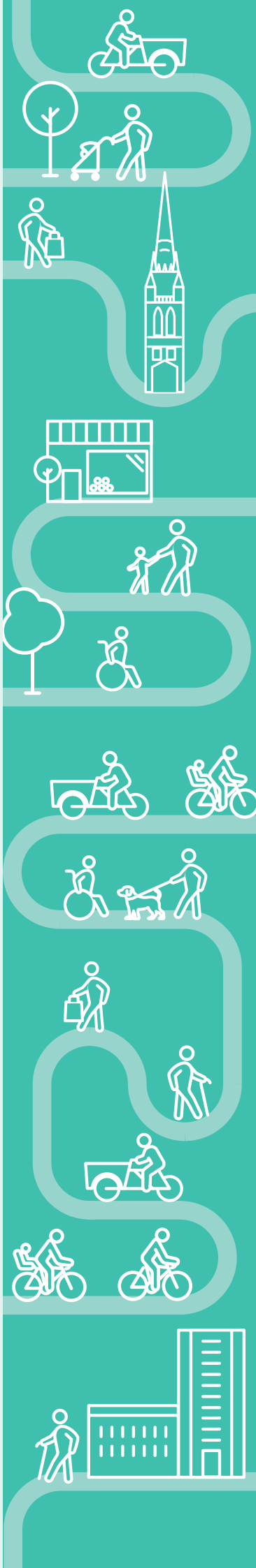


Figure 3: Hounslow public cycle parking potential demand



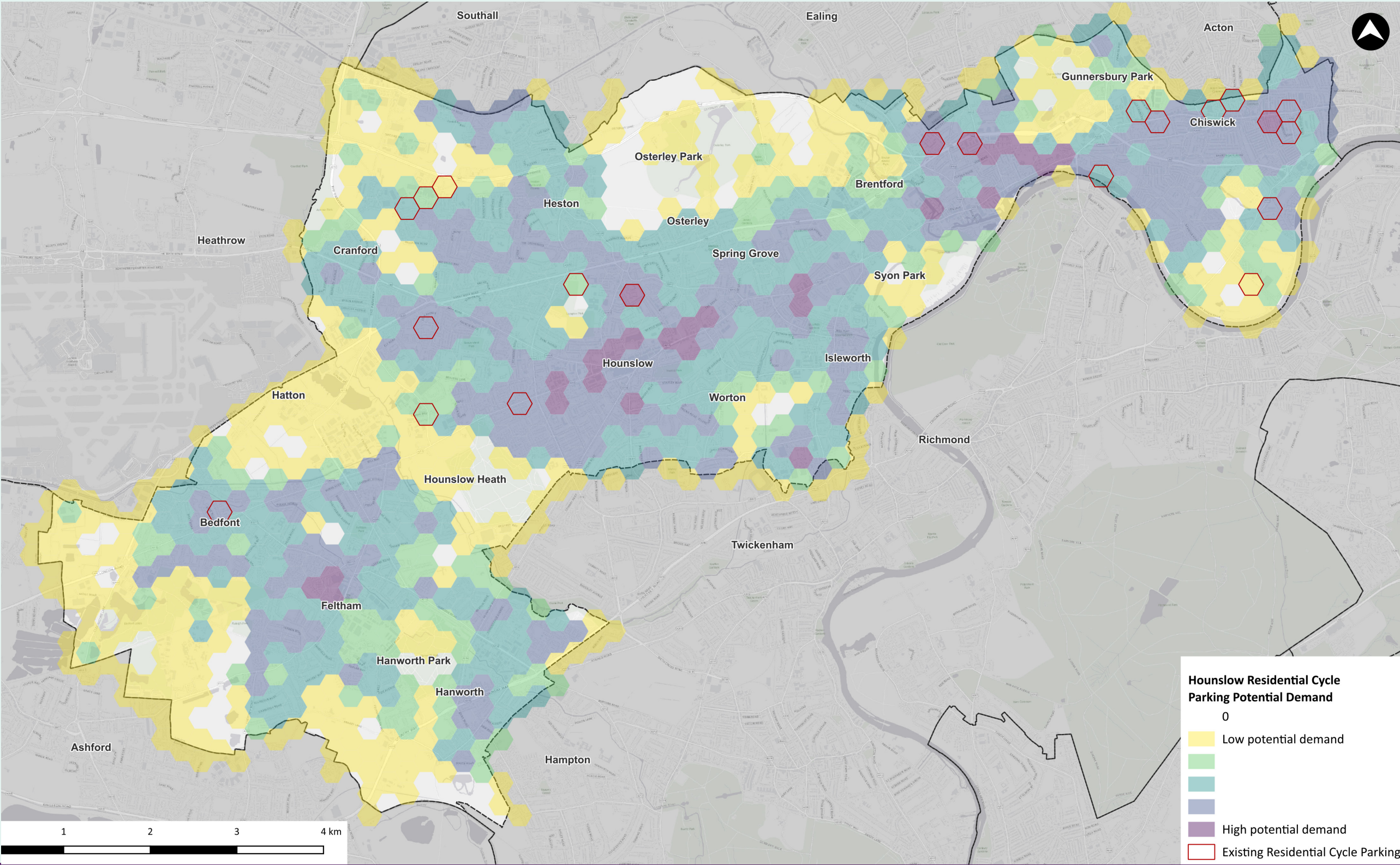
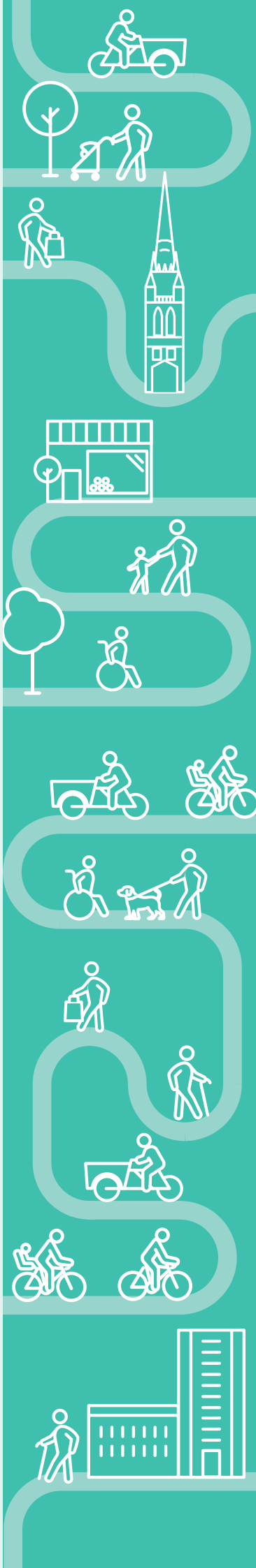


Figure 4: Hounslow residential cycle parking potential demand



At present, the Council is delivering:

- **Free cycle maintenance courses** – providing people with the skills to fix and maintain their own cycles
- **Free cycle training** – for adults and children, teaching people the basics of riding a cycle so that they have the confidence to cycle on the road
- **Bikeability** – offered to all year 6 pupils in the borough through our schools programme
- **Dr Bike sessions** – located around the borough throughout the year. A mechanic carries out cycle maintenance and undertakes minor fixes.
- **A trial of cycle repair stands** – in partnership with the Hounslow Parks team, these will be located across the borough to facilitate repairs and inflate tyres.
- **Engagement with local cycle groups** - Hounslow Cycling Campaign and Cycle Sisters to further promote cycling in the borough
- **All-ability sessions** - which are an inclusive cycling session that is open to all residents with learning and physical disabilities, children and adults included.

- **Try Before You Bike** – a scheme that allows anyone who lives, works or studies in the borough to try out a new or nearly new bike for a monthly fee which can be claimed back if they want to buy the bike at the end of the trial
- **Led rides and ride leader training** - led rides to destinations and a chance to socialize and training of residents to become a ride leader.
- **Cycle repair training** - free sessions to learn how to repair a bike.
- **Cycle hubs** - located at Heston Park, Hanworth Park, Lampton Park, Feltham Park, Osterley Park and Inwood Park.



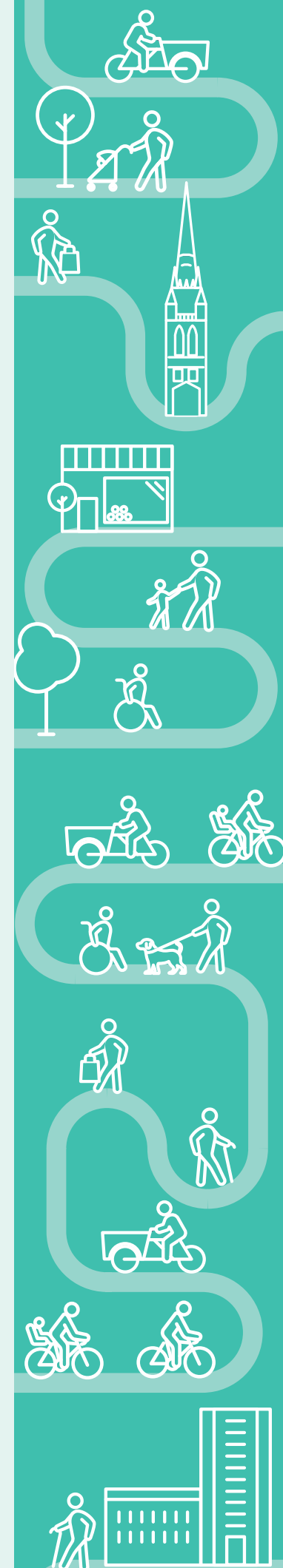
Inwood Park Cycle hub

Taking action

We are also taking action against illegal e-bikes. Illegal and modified e-bikes are dangerous to users, pedestrians and other road users and are not an issue unique to Hounslow. An e-bike is illegal if it is not pedal powered (e.g. can be powered by an accelerator button), has larger battery of 250w and can exceed speeds of 15.5mph.

In partnership with the Metropolitan Police, we have already run operations in Hounslow to remove these from the streets. We are planning a campaign to make people aware of illegal e-bikes and the law. We plan to run further operations at more High Street locations throughout the borough.

We also continue to support the work of London Fire Brigade and their advice in relation to charging e-bikes indoors. We are currently planning a campaign to raise awareness of the law around e-bikes. Finally, we will continue to work in partnership with other London Boroughs, London Councils, TfL and DfT to address the issue at a pan-London level.



Actions

Priority actions

- Expand the Try Before You Bike scheme, expanding the number of cycles available to hire.
- Grow the e-cargo cycles scheme. Increasing the number of e-cargo cycles available for hire and diversifying the locations they can be hired from.
- Continue to deliver events aimed at promoting walking and cycling, including continuing ‘Dr Bike’ initiatives for residents, businesses and schools.
- Expand cycle training further east across the borough through our Cycle Hubs, increasing the catchment of people who live within walking distance or a short public transport trip to a training centre.
- Working with large employers to increase the development of travel plans.
- Alongside Public Health, explore opportunities for social prescribing, following successful trials elsewhere in England.
- Working with the Metropolitan Police to take action against illegal e-bikes.
- Develop an interactive map of our Priority Cycle Network so that people can easily find and explore our routes.

Medium and long term actions

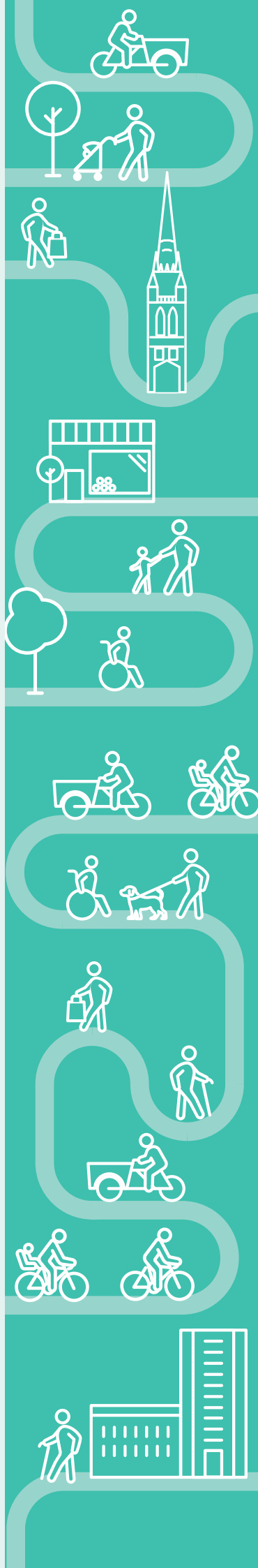
- Explore further opportunities to enable more people to take up cycling, including reducing the cost of buying a bike.
- Promote the use of Council grants including Thriving Communities Fund to enable community groups to start projects aimed at encouraging people to improve their health and wellbeing.
- Engage with local communities to raise awareness of the health and wellbeing benefits of walking and wheeling as an alternative to the car using digital platforms such as BetterPoints, Greentalk and NHS Active 10.
- Work closely with TfL on any future pan-London micro-mobility contract (pending any new DfT regulation).



OurBike - community cargo bike-share



Group cycle



Action Plan

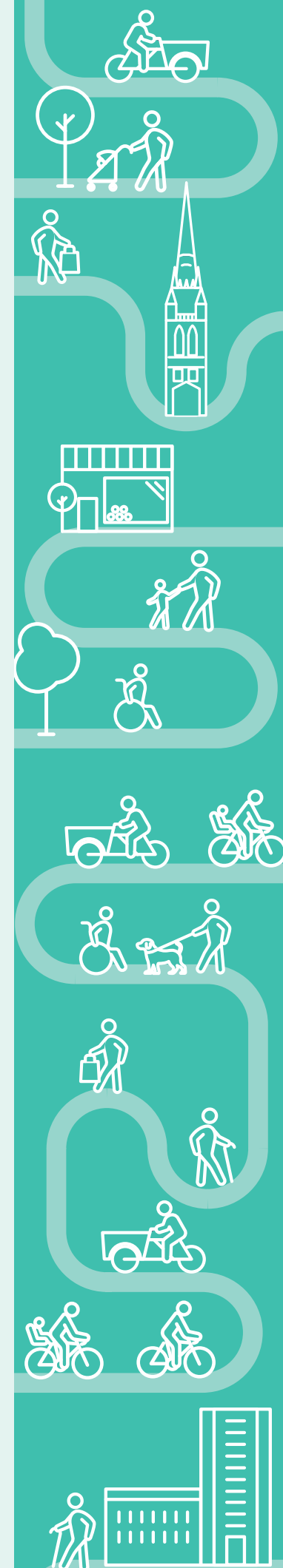
Priority Cycle Network							
No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
1	Cycleway 9 – Continuing to work with TfL to deliver the full extent of the Cycleway 9 route, starting with the extension to Syon Park as soon as possible.	Short term	<ul style="list-style-type: none"> Analyse consultation feedback on proposed extension to Syon Park. Continue to work with TfL and other stakeholders to enable the Syon Park extension. 	<ul style="list-style-type: none"> Delivery of extension to route. 	<ul style="list-style-type: none"> Hounslow Highways Transport planning teams TfL Community engagement teams 	<ul style="list-style-type: none"> TfL Local schools Local resident groups Accessibility groups 	High
2	Network strategic needs – Delivering the three routes of strategic importance within our Priority Cycle Network.	Short term	<ul style="list-style-type: none"> Finalise detailed designs. Begin public consultation on the three schemes. 	<ul style="list-style-type: none"> Delivery of the three routes. Number of cycling trips along the delivered routes of strategic importance (PCN Route 5, 6 and 7). 	<ul style="list-style-type: none"> Highways team Transport planning teams Community engagement teams 	<ul style="list-style-type: none"> Neighbouring boroughs Parks team Local schools Local resident groups Accessibility groups 	High
3	Access barriers – To improve accessibility and inclusivity, the Council will look to remove unnecessary access barriers - such as A-frames and "cyclist dismount" signs - from our Priority Cycle Network.	Short term	<ul style="list-style-type: none"> Develop a programme of works to identify and remove unnecessary access barriers and signage. 	<ul style="list-style-type: none"> Diversity of PCN users increases. Number of cycling trips. 	<ul style="list-style-type: none"> Highways team Transport planning teams 	<ul style="list-style-type: none"> Highways team Parks team Accessibility groups Metropolitan Police 	Low



No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
4	Crossings – Upgrading crossings to make it easier, more convenient and safer for people to cycle. Suitable interventions will be determined on a case-by-case basis and may include continuous footways, dropped kerbs, and tighter junction geometry.	Medium term	<ul style="list-style-type: none"> Develop a programme of works to identify and upgrade junctions, prioritising those most likely to have the greatest safety and severance impacts. 	<ul style="list-style-type: none"> Number of cycling trips. Diversity of PCN users. Number of collisions. 	<ul style="list-style-type: none"> Highways team Transport planning teams 	<ul style="list-style-type: none"> Highways team Accessibility groups Local resident groups and under-represented groups 	Medium
5	Underpasses and bridges – Improving underpasses and bridges to make them more inviting, thereby increasing people's confidence that they can use them safely and conveniently. We will identify a priority list of locations that link between key destinations.	Medium term	<ul style="list-style-type: none"> Develop a programme of works to identify and upgrade underpasses and bridges, prioritising those most likely to have the greatest severance and safety impacts. 	<ul style="list-style-type: none"> Number of cycling trips. 	<ul style="list-style-type: none"> Highways team Transport planning teams 	<ul style="list-style-type: none"> Highways team Accessibility groups Local resident groups and under-represented groups Neighbouring boroughs 	Medium
6	Legibility – Creating a clear and easy-to-follow cycling network by installing TfL Cycleway wayfinding across our Priority Cycle Network.	Long term	<ul style="list-style-type: none"> Develop a programme of works to identify signage and wayfinding requirements, prioritising parts of the PCN currently lacking signage. 	<ul style="list-style-type: none"> Number of cycling trips across the PCN routes. 	<ul style="list-style-type: none"> Highways team Transport planning teams 	<ul style="list-style-type: none"> Highways team Parks team Accessibility groups Neighbouring boroughs 	Low



No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
7	PCN upgrades – Upgrading existing cycle lanes to meet TfL's London Cycle Design Standards where it's possible to do so – non-standard elements will be by exception to allow for an overall improvement. This will involve the creation of light or fully segregated cycle routes where motor traffic volumes and speeds exceed thresholds. Where segregation is not possible, the Council will seek to introduce traffic management measures to reduce motor traffic volumes until they are in line with the acceptable levels for mixing cycling with motor traffic.	Long term	<ul style="list-style-type: none"> Develop a programme of works to identify and upgrade cycle routes to London Cycle Design Standards, prioritising those most likely to have the greatest safety and severance impacts. 	<ul style="list-style-type: none"> Number of cycling trips across the PCN routes. Number of collisions. Diversity of PCN users. 	<ul style="list-style-type: none"> Highways team Transport planning teams 	<ul style="list-style-type: none"> Highways team Parks team Accessibility groups Neighbouring boroughs 	High
8	PCN delivery – Delivering the entirety of the Priority Cycle Network by 2041 – meaning 88 per cent of residents will be within 400m of a high-quality cycle route.	Long term	<ul style="list-style-type: none"> Develop a programme of works to deliver the full Priority Cycle Network. 	<ul style="list-style-type: none"> Number of cycling trips across the PCN routes. Diversity of PCN users. 	<ul style="list-style-type: none"> Highways team Transport planning teams 	<ul style="list-style-type: none"> Highways team Parks team Accessibility groups Neighbouring boroughs 	High
9	Improved permeability – Improving the permeability of our highway network by assessing feasibility of making one-way streets bidirectional for cycling and exploring priority for cycling at junctions.	Long term	<ul style="list-style-type: none"> Develop a programme of works to further permeability for the Priority Cycle Network. 	<ul style="list-style-type: none"> Number of cycling trips across the PCN routes. Diversity of PCN users. 	<ul style="list-style-type: none"> Highways team Transport planning teams 	<ul style="list-style-type: none"> Highways team Parks team Accessibility groups Neighbouring boroughs 	Medium

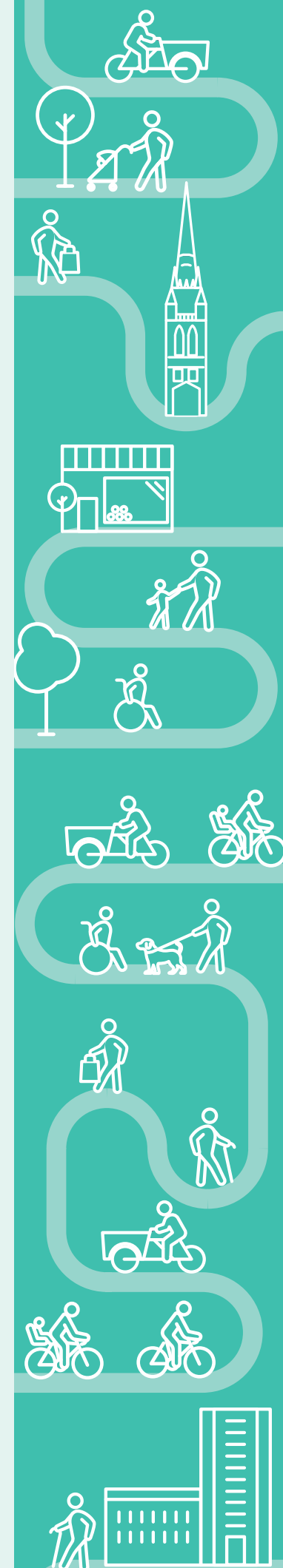


Cycle Parking

No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
1	Residential parking – Expanding residential cycle parking across the borough by clearing our existing residential cycle parking waiting list by 2030. This would require around 20 hangars each year to be installed (6 cycles can be parked within each hangar).	Medium term	<ul style="list-style-type: none"> Work with partners to help deliver cycle parking to meet existing demand. 	<ul style="list-style-type: none"> The number of available secure cycle spaces in the borough. 	<ul style="list-style-type: none"> Highways team Transport planning teams Cyclehoop 	<ul style="list-style-type: none"> Local resident groups Housing estate managers 	Medium
2	Parking prioritisation – The Council will regularly promote how to apply for public and residential cycle parking, particularly in areas with low uptake but high cycling propensity.	Short term	<ul style="list-style-type: none"> Additional promotion of application process on the Council's website and social media channels. 	<ul style="list-style-type: none"> The number of applications for cycle hangars. 	<ul style="list-style-type: none"> Transport planning teams Hounslow Website designers/ administrators i.e. Communications team 	<ul style="list-style-type: none"> Local resident groups Housing estate managers 	Low
3	Parking funding – The Council will seek to identify alternative funding opportunities to expand cycle parking provision.	Short term	<ul style="list-style-type: none"> Engage with stakeholders to identify funding opportunities. 	<ul style="list-style-type: none"> Funding secured to allow the Council to expand cycle parking. 	<ul style="list-style-type: none"> Transport planning teams 	To be identified	Low
4	Parking regulations - Work in collaboration with Lime to improve compliance with parking regulations, ensuring that users park safely within designated bays and do not obstruct the pavement or carriageway.	Short term	<ul style="list-style-type: none"> Work with Lime to improve compliance with parking regulations. 	<ul style="list-style-type: none"> Increased percentage of trips ending in designated parking bays. 	<ul style="list-style-type: none"> Highways team Lime 	<ul style="list-style-type: none"> Local residents 	Low



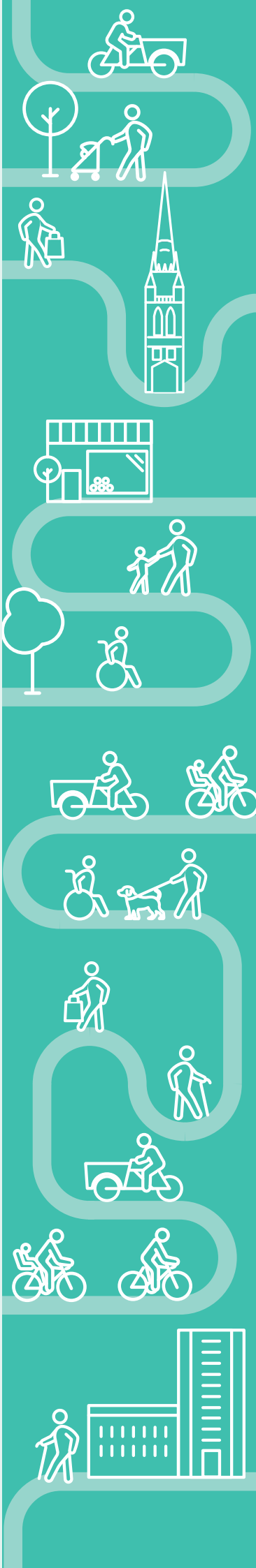
No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
5	On-street parking – on-street locations with sufficient space for access and manoeuvring of non-standard cycles will be identified for cycle parking. This includes locations for adapted and cargo cycles. The Council will consider using new and innovative designs for cycle parking, especially for adapted and cargo cycles, as well as adapted cycle hangars. [taken from Kerbside Strategy]	Short term	<ul style="list-style-type: none"> Identifying areas to improve and implement more on-street cycle parking. Working with cycle hangar suppliers to better understand requirements for non-standard cycle hangars to accommodate cargo cycles and adapted cycles. 	<ul style="list-style-type: none"> The number of available on-street cycle spaces in the borough. 	<ul style="list-style-type: none"> Transport planning teams Highways 		Medium
6	Estate parking – Improve and increase cycle parking on housing estates. [taken from Kerbside Strategy]	Short term	<ul style="list-style-type: none"> Undertake a review of the Council's current housing estates to establish where cycle parking could be increased. 	<ul style="list-style-type: none"> The number of accessible residential estate cycle spaces in the borough. 	<ul style="list-style-type: none"> Transport planning teams Highways team 	<ul style="list-style-type: none"> Residents groups 	Medium
7	Destination parking – Increasing the number of cycle parking spaces at schools, stations, places of worship and town centres so cycle parking is ubiquitous across the borough. Areas will be prioritised where existing provision is low, and demand is likely to be highest. Based on the Council's analysis, this includes Feltham, Hounslow Central, and Chiswick.	Short term	<ul style="list-style-type: none"> Using the analysis undertaken on potential cycle parking demand to detail new locations for cycle parking. 	<ul style="list-style-type: none"> The number of accessible cycle spaces at destinations across the borough. 	<ul style="list-style-type: none"> Transport planning teams Highways team 	<ul style="list-style-type: none"> Businesses Business improvement districts 	Medium



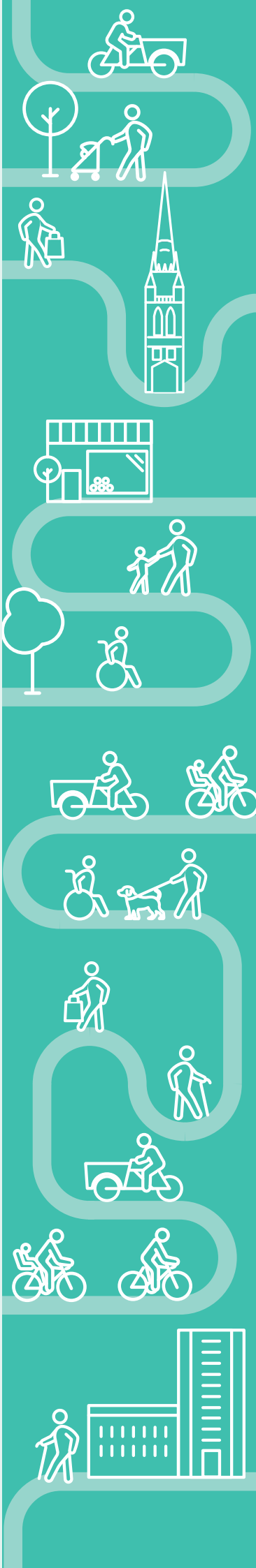
No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
8	Parking monitoring – Usage and demand for on-street public and residential cycle parking will be regularly monitored, and provision increased when required, subject to funding availability.	Short term	<ul style="list-style-type: none"> Develop a parking monitoring methodology and system to better understand on-street & residential cycle parking need. 	<ul style="list-style-type: none"> The number of cycle spaces across the borough. 	<ul style="list-style-type: none"> Transport planning teams 	<ul style="list-style-type: none"> Development planning team 	Low
9	Car parks – Install cycle parking in identified car parks and, subject to demand, expand cycle parking coverage to additional car parks, and introduce parking for adapted and cargo cycles. [taken from Parking Strategy]	Short term	<ul style="list-style-type: none"> Collaborate with the parking services team to identify public car parks to implement more cycle parking. Engage private car park operators to identify car parks to implement more cycle parking. 	<ul style="list-style-type: none"> The number of cycle spaces in car parks across the borough. 	<ul style="list-style-type: none"> Transport planning team Highways team Parking services team 	<ul style="list-style-type: none"> Private car park operators Employers TfL stations South Western Railway Bus station operators 	Low
10	Further residential parking – in locations where high potential demand has been identified, including Lower Feltham, East Brentford, and Hounslow Central.	Medium term	<ul style="list-style-type: none"> Engage with stakeholders to identify residential areas to implement additional residential cycle parking. 	<ul style="list-style-type: none"> The number of cycle spaces in residential areas across the borough. 	<ul style="list-style-type: none"> Transport planning team Highways team 	<ul style="list-style-type: none"> Residents groups Development planning team 	Medium
11	Secure cycle parking hubs – Explore the feasibility of introducing cycle hubs across the borough in areas with high demand, such as town centres and public transport interchanges.	Medium term	<ul style="list-style-type: none"> Identify areas of high demand and explore locations for potential cycle hubs. 	<ul style="list-style-type: none"> The number of cycle hubs across the borough. 	<ul style="list-style-type: none"> Transport planning team 		Low



Behaviour Change							
No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
1	Loan bikes – Expand the Try Before You Bike scheme, increasing the number of locations available to hire from and expanding the number of cycles available to hire (i.e. to include adaptive bikes).	Short term	<ul style="list-style-type: none">Undertake a feasibility study to explore most appropriate locations for expansion.	<ul style="list-style-type: none">The number of different types of bikes available through the Try Before You Bike programme.The number of cycles available to hire.	<ul style="list-style-type: none">Transport planning team		Medium
2	E-cargo cycles - Grow the e-cargo cycles scheme. Increasing the number of e-cargo cycles available for hire and diversifying the locations they can be hired from.	Short term	<ul style="list-style-type: none">Undertake a feasibility study to explore most appropriate locations for expansion.	<ul style="list-style-type: none">The number of e-cargo cycles available for hire.	<ul style="list-style-type: none">Transport planning team	<ul style="list-style-type: none">Cycle shops	Medium
3	Events – Continue to deliver events aimed at promoting walking and cycling, including continuing ‘Dr Bike’ initiatives for residents and businesses.	Short term	<ul style="list-style-type: none">Build-upon and develop the behavioural change events calendar.	<ul style="list-style-type: none">Uptake in cycling levels across the borough.	<ul style="list-style-type: none">Transport planning teamBehavioural change specialistsPR and communications specialists	<ul style="list-style-type: none">Events plannersLocal cycling maintenance providers	Low



No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
4	Cycle training - Expand cycle training further east across the borough through our Bike Hubs, increasing the catchment of people who live within walking distance or a short public transport trip to a training centre.	Short term	<ul style="list-style-type: none">• Undertake a feasibility study to explore most appropriate locations for expansion.	<ul style="list-style-type: none">• The number of training sessions.	<ul style="list-style-type: none">• Transport planning team	<ul style="list-style-type: none">• Training providers	Medium
5	Employers – Working with large employers to increase the development of travel plans.	Short term	<ul style="list-style-type: none">• Engage with employers to implement travel plans.	<ul style="list-style-type: none">• Uptake of commute cycling across the borough and reduction in car trips.	<ul style="list-style-type: none">• Transport planning team• Behavioural change specialists	<ul style="list-style-type: none">• Employers• Business improvement districts	Low
6	Social prescribing – Alongside Public Health, explore opportunities for social prescribing, following successful trials elsewhere in England.	Short term	<ul style="list-style-type: none">• Undertake feasibility study to understand how a social prescription model could work in Hounslow.	<ul style="list-style-type: none">• Reduced GP appointments.	<ul style="list-style-type: none">• Transport planning team• Public Health team	<ul style="list-style-type: none">• NHS	Medium
7	Digitisation – Develop an interactive map of our Priority Cycle Network so that people can easily find and explore our routes.	Short term	<ul style="list-style-type: none">• Engage with internal teams to digitise the Priority Cycle Network on a dedicated web page.	<ul style="list-style-type: none">• Improved awareness and promotion of the Priority Cycle Network.	<ul style="list-style-type: none">• Transport planning team• GIS and cartographic specialists• Website designers and administrators• PR and communications specialists		Low



No.	Action	Timescale	Next steps	Key performance indicators	Responsible teams	Stakeholders	Funding band
8	Affordability – Explore further opportunities to enable more people to take up cycling, including reducing the cost of buying a bike.	Medium term	<ul style="list-style-type: none"> Engage with internal team to understand what support could be delivered and how it could be targeted. 	<ul style="list-style-type: none"> The number of residents who own or have access to a bike in their household. 	<ul style="list-style-type: none"> Transport planning team 	<ul style="list-style-type: none"> Residents groups 	Medium
9	Funding – Promote the use of Council grants including Thriving Communities Fund to enable community groups to start projects aimed at encouraging people to improve their health and wellbeing.	Medium term	<ul style="list-style-type: none"> Engage with stakeholders to develop a ringfenced fund to deliver community-led walking and cycling projects. 	<ul style="list-style-type: none"> Delivery of specifically funded community-led walking and cycling projects across the borough. 	<ul style="list-style-type: none"> Transport planning team PR and communications specialists 	<ul style="list-style-type: none"> Residents groups Accessibility groups 	Medium
10	Engage with local communities – to raise awareness of the health and wellbeing benefits of walking and wheeling as an alternative to the car using digital platforms such as BetterPoints, Greentalk and NHS Active 10.	Medium term	<ul style="list-style-type: none"> Encourage residents to sign up to the BetterPoints app as well as the Greentalk platform to increase awareness and use of existing technology platforms. Enhance resources on the BetterPoints and Greentalk apps guiding users towards information on the benefits of walking and wheeling with regards to mental health, inclusion, cost of living, and reducing car dependency. 	<ul style="list-style-type: none"> Number of walking and wheeling trips for leisure. Number of active users of BetterPoints and Greentalk apps. 	<ul style="list-style-type: none"> Community engagement team Public health team Communications team Transport planning team 	<ul style="list-style-type: none"> Local resident groups NHS England BetterPoints Greentalk 	Low
11	Better managing micro-mobility – Work closely with TfL on any future pan-London micro-mobility contract (pending any new DfT regulation).	Medium term	<ul style="list-style-type: none"> Coordination with TfL to scope out micro-mobility contract. 	<ul style="list-style-type: none"> Hounslow directly involved in conversations with TfL in the set up of micro-mobility contract. 	<ul style="list-style-type: none"> Transport planning team 	<ul style="list-style-type: none"> TfL 	Low

