

Expression of Interest for
**The Mayor's 'Cycling
'Mini-Hollands' in
Outer London' Fund**

THE MJ
Achievement Awards
10th ANNIVERSARY

Best
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Our Vision

“ To increase the modal share of cycling by making Merton the best place to cycle in outer London ”

This is our pledge to ensure that we make Merton the best place to cycle in outer London. We will:

- provide segregated cycle facilities where possible
- open our parks for cyclists
- improve signage
- review our public rights of way network and allow cycle access where possible
- target underrepresented groups
- ensure that our cycle routes are adequately maintained.
- expand our cycle training programme
- make it safer and easier for cyclists to cross at junctions applying innovative measures where possible
- implement a range of new junction typologies
- seek to provide contra-flow cycle lanes on one way streets
- provide advanced stop lines where possible
- seek to run cycle routes along existing tram lines
- improve safety for cyclists at roundabouts
- enforce parking restrictions in cycle lanes
- ensure that neighbourhoods are fully permeable to cyclists
- reduce severance by railways, waterways and major roads
- work with housing providers to ensure adequate cycle storage
- ensure that cycling is at the heart of our sustainable policies

Foreword

The London Borough of Merton would like to be considered for the Mayor's 'Cycling 'Mini-Hollands' in Outer London' fund. We have fully embraced the Mayor's Cycling Vision as an essential ingredient of the way people will live and work. Merton is committed to transformation of our town centres and local neighbourhoods so that all residents can enjoy a better quality environment. We aim to achieve a 10% modal share for cycling journeys by 2020. We have a record of success in delivering successful and award winning regeneration schemes and new builds in Wimbledon and Raynes Park town centres as well as new award-winning housing at Rowan Park and Brenley Park in Mitcham. We are delivering new cycle infrastructure now in Merton High Street as part of an intended extension to CSH7 and are beginning extensive regeneration schemes in Colliers Wood, Mitcham and Morden. Inclusion in the 'Mini-Hollands' programme would enable us to ensure that cycling is a key driver in achieving close integration of homes, schools, shops and places of work. Cycling would be a catalyst enabling us to deliver levels of residential and commercial viability, sustainability and quality of life that would otherwise not be possible.

Merton is unique in a number of respects! Once the home of the medieval foundation of Merton Priory and the 'Paradise Merton' home of Nelson and Emma Hamilton; Merton Abbey Mills on the Wandle was also the location of the workshops of William Morris and Arthur Liberty. Contemporary Merton straddles the urban and suburban; we have a relatively affluent west and a diverse east where life circumstances are inevitably more challenging. In Wimbledon SW19 we have a global brand that is being developed as a London exemplar: a new kind of business district integrated closely with great urban living close by to wonderful sport and open space and with the prospect of Crossrail 2 adding to its transport connectedness. We have a number of concepts that we believe would exemplify the Mayor's Vision: the hubs and spokes of cycle routes feeding into major centres; a borough of many different flavours that can each demonstrate the advantage of cycling to all; a Borough severed by railways, where neighbourhoods can be reunited by new links; perhaps by utilising the Wimbledon name as a show case for communicating what can be achieved!



Councillor Andrew Judge
Cabinet Member for
Environmental Sustainability
and Regeneration

Andrew Judge

Figure 1: Merton Cycling Connectivity Map



“ Inclusion in the ‘Mini-Hollands’ programme would enable us to ensure that cycling is a key driver in achieving close integration of homes, schools, shops and places of work ”

Chapter 01 Why Merton?

Located in south west London, Merton is one of London's smallest boroughs with an area of 37km² and a population close to 200,000 and expected to rise to 220,000 over the next ten years. Current population density is 53 people per hectare which is higher than the majority of other outer London Boroughs. We are also one of London's greenest borough's with 18% open space including Mitcham Common, Wimbledon Common and the Wandle Valley. However, Merton is also a borough of contrasts; physically, where inner London meets outer London and socially, there exists an imbalance of affluence and quality of life between the west and east of Merton. Merton is a culturally diverse borough with 35% of the borough's residents from an ethnic minority (based on 2011 census). This figure has increased by 10% in just 10 years.



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EDUCATION SECURITY
INFRASTRUCTURE
HEALTH SAFE



Expression of Interest 7

“Merton is also a borough of contrasts; physically, where inner london meets outer london and socially...”

Why Merton?

The borough is an important link between the urban heart of London and its suburban outskirts. Our strength is our strategic location bridging the inner and suburban boroughs. Merton is also a key connection between many residential and employment centres. The borough has good connections with central London and radial links to south west London that we wish to improve. Ensuring Merton has a good cycle network in place will help to open up accessibility to neighbouring boroughs and improve the urban / suburban link mentioned. The neighbouring boroughs that would also benefit are Kingston, Sutton, Croydon, Lambeth and Wandsworth and we have discussed our proposals with these boroughs.

We have ambitious plans to shape the future of the borough's town centres, the role they play and their capacity to accommodate more housing, create jobs and provide a better quality built environment. We intend to build on the existing network and increase the number of cycling trips, particularly short trips.

With an estimated population growth of 10% by 2026 it is essential to focus on accessibility by bike now as the existing day to day challenges of congestion, access to employment and supporting healthier lifestyles are only going to become more challenging.

The main commercial centres in Merton are Mitcham, Morden and Wimbledon, of which Wimbledon is the largest. Other smaller centres include Raynes Park, Colliers Wood, South Wimbledon, Wimbledon Park, Wimbledon Village and Pollards Hill.

Wimbledon is being put forward as the primary town centre as it is a key sub-regional employment centre, has a number of schools and colleges and experiences high levels of traffic and congestion. Destinations such as the Wandle Valley Regional Park, Wimbledon and Mitcham Commons and Wimbledon Tennis are key attractions generating large numbers of trips from within the borough and further afield. In developing our vision we have taken on board the lessons learnt from the Cycling Demonstration Towns, that of people, place and purpose.



Who are the people travelling?
Residents, employees, visitors.

Where are they going?
Town centres, stations, commons.

Why are they making the trip?
Education, shopping, employment, leisure.



Cycling Potential in Merton

There is great potential to increase cycling in Merton as currently there **are only approx 1.3% of trips in the borough undertaken by bike**. We currently have a target to increase this to 4% in our Local Implementation Plan by 2031 but know that with additional investment an achievable target could be at least 10%.

Household access to bicycles is higher in Merton than the London average of 30%, with 38% of all households having access to a bicycle. The proportion of people living in a household with access to a bicycle is also higher (44% compared to the London average of 38%) therefore lots of potential for an increase in usage.

An important statistic to highlight is that the **majority of trips (59%) undertaken are short and are within the borough therefore there is huge potential for an increase in cycling.**

Most **potential cycle trips in Merton end in the borough** but a significant number finish in neighbouring boroughs. The **highest proportions of trips out of the borough are northwards to Wandsworth** and southwards to Sutton.

Most potential cycle trips in the borough are for shopping, leisure and personal business. Of these, the majority are **currently made by car, with a higher proportion in Merton than in London as a whole.**

Receiving the Mayor's funding would be an opportunity to significantly build on the cycling related improvements that are already taking place in the borough. It would also be a significant opportunity for innovation, based around connecting communities, addressing localised severance and transforming the borough.

MERTON	LAMBETH	WANDSWORTH	CROYDON	KINGSTON UPON THAMES	SUTTON	OTHER (INCL. OUTSIDE GREATER LONDON)
58.5%	5.1%	14.3%	7.2%	4.4%	8.2%	1.3%

Source: Merton's Biking Borough Strategy. Destination of trips starting in Merton.

	POTENTIALLY CYCLEABLE TRIPS UP TO 2KM	POTENTIALLY CYCLABLE TRIPS (2KM-5KM)	POTENTIALLY CYCLABLE TRIPS (5KM – 8KM)
Merton	36%	45%	19%

Source: Merton's Biking Borough Strategy. Potential cycleable trips by distance.

Cycling Segmentation

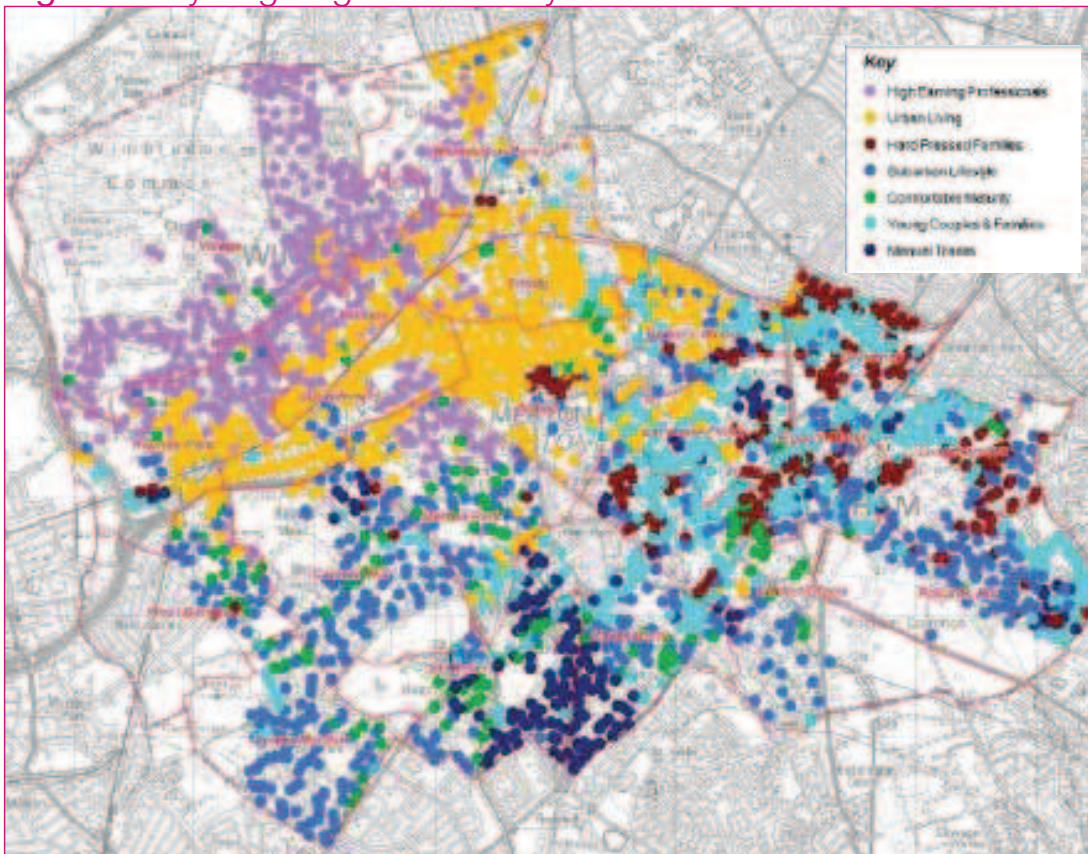
We have undertaken an analysis of MOSAIC data to ensure we understand the diversity within the borough. We have a mix of “high urban professionals” and “young couples with families” in the West and “urban trendies” and “suburban lifestyle” in the East.

Our proposals will ensure connectivity across the borough and up to its boundaries. Once our routes are improved and we feel we have a truly connected cycle network then we will progress our marketing activity and will target those that:

- a) would benefit from our activity e.g. those that require access to employment, education, shops and;
- b) are most likely to make a change e.g. those with the highest propensity to cycle.

The areas with highest propensity to cycle can be seen to lie around a band running roughly west-east between Raynes Park, Wimbledon and Colliers Wood. On the basis of the cycling market segmentation these areas therefore form the most suitable areas in which to promote cycling, although it should be recognised that there may also be other reasons for promoting cycling in other areas.

Figure 2: Cycling Segmentation by Ward 2010.



Source: Merton's Biking Borough Strategy

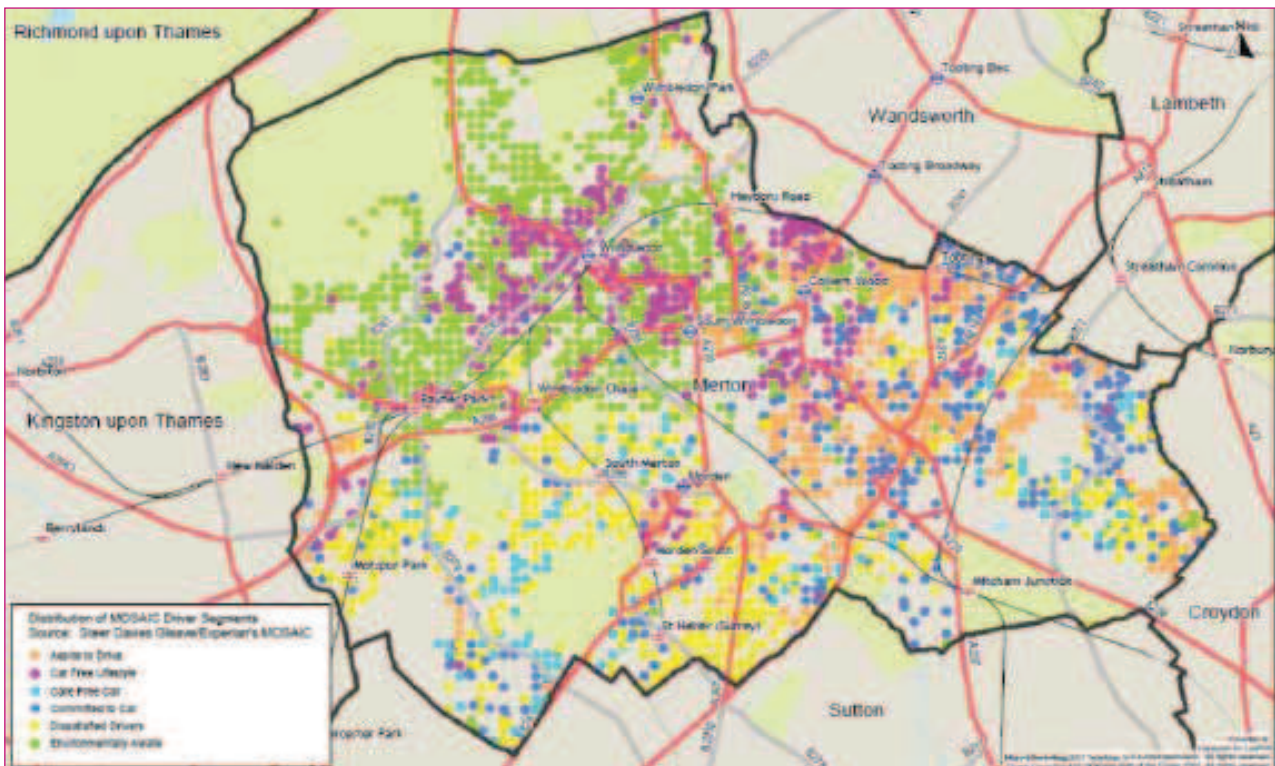
Driver Segmentation

TfL also provided data on Driver segmentation. The segments with the highest propensity to cycle are 'Car free lifestyle' and 'Environmentally Aware', which can be seen to lie around the north and west of the borough, overlapping with some of the positive cycling segments. However the areas in the east of the borough are mostly in the "Aspire to drive" segment, with the implication that any initiatives here need to focus on the advantages of cycling over driving, possibly with links to the use of car clubs.

The market segmentation starts to identify which groups of people might be most likely to make a shift; they are what Cycling England termed "maybe cyclists". Based on the MOSAIC cycling and driving analyses it is possible to make informed assumptions about their relationship to cycling.

We will develop initiatives and marketing activity to target the relevant groups but this will take place once we have improved our infrastructure and have a set of routes that we can confidently promote.

Figure 3: MOSAIC Driver Segmentation 2010.



Source: Merton's Biking Borough Strategy.

Chapter 02 Our Proposals

Wimbledon – Our Mini Holland

We propose Wimbledon town centre as the focus of our 'Mini Holland'. We see this additional funding as an opportunity to build upon 'Destination Wimbledon', a recently completed scheme that improved accessibility for pedestrians and cyclists.

The scheme won the London Transport Award 2013 for 'Excellence in Walking and Public Realm'. Even though there has been investment to support cyclists in the town centre we are acutely aware that the busy gyratory acts as a barrier to those travelling by bike therefore we would like to tackle this and provide a safe and segregated facility for cyclists of all levels, to access and travel across the town centre with ease.

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“ We propose Wimbledon town centre as the focus of our ‘mini Holland’. We see this additional funding as an opportunity to build upon ‘Destination Wimbledon’ ”

Destination Wimbledon

BEFORE



AFTER



BEFORE



AFTER



Busy crossroad potential for improved priority for cyclists.



Wimbledon Gyratory (more work required)



Busy gyratory with priority for vehicles



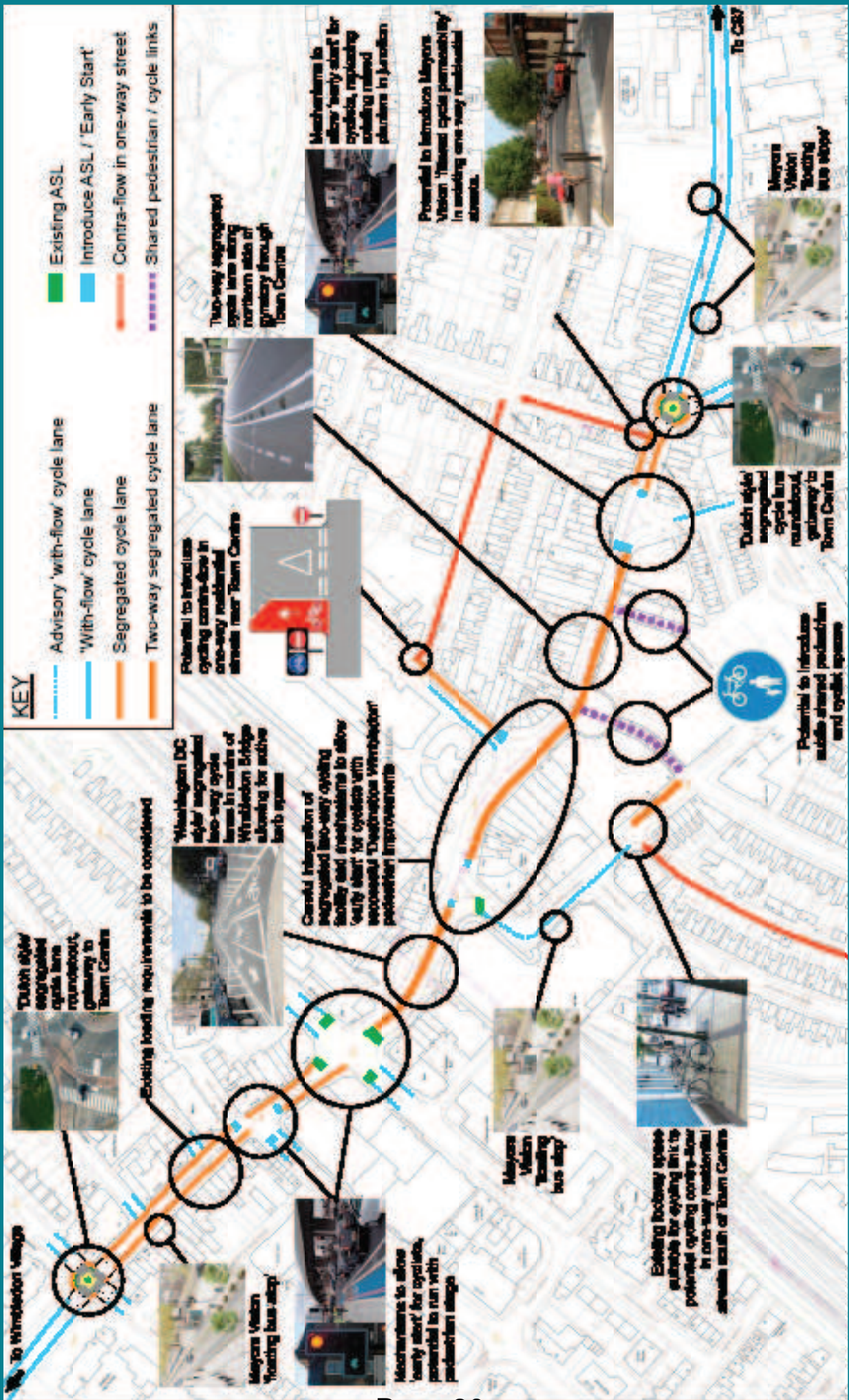
Busy gyratory with lack of priority for cyclists

Proposals for Wimbledon Town Centre

We have undertaken a traffic analysis of the town centre (all modes) to get an understanding of the routes undertaken by various road users travelling into and across the town centre. This has enabled us to develop a range of concept ideas, 7 in total with a variety of measures to support cyclists. Below is our chosen concept with a summary of the measures that we would like to include.

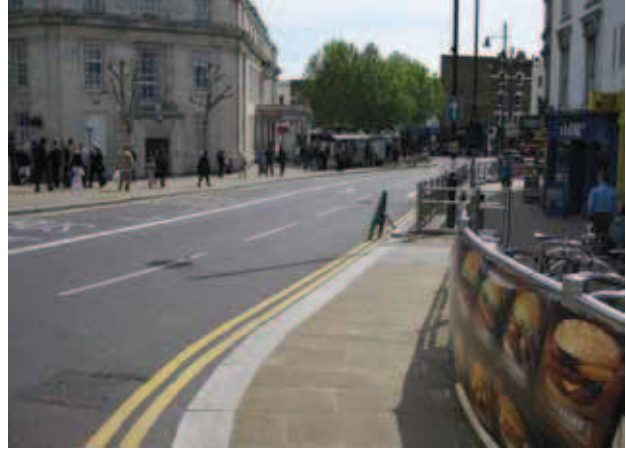
We are putting forward plans for a substantial redesign of Wimbledon town centre to make it accessible for cyclists. The concept for the town centre includes some of the radical and innovative measures highlighted in the Mayor's Vision for Cycling report.

Figure 4: Our Proposed Vision for Wimbledon Town Centre





Space that could be better utilised



Footway that could be reallocated for cycle lanes

Mayor's funding required for the following measures:

- The introduction of a two way segregated cycle lane along the northern side of the gyratory through the town centre.
- Reallocation of space for cyclists, this includes introducing shared space for pedestrians and cyclists and allocation of road space for segregated cycle routes.
- The introduction of Dutch style segregated roundabouts at the 'gateways' to the town centre.
- Advanced stop lines for cyclists at all suitable junctions.
- Floating bus stops.
- Improved connections to South Wimbledon, including junction improvements.
- Improve connections with other parts of the borough.
- Cycle hub to be provided in Centre Court Shopping Centre or a suitable alternative location

We also plan to support the implementation of a Cycle Hire scheme in Wimbledon town centre and also trial an electric bike hire scheme between Wimbledon town centre and the Village. The Cycle Hire and E-Bike Trial could be tested during the Wimbledon Tennis Tournament.

We plan to work with local stakeholders including Love Wimbledon, retailers such as Sainsbury's, Marks & Spencer, Morrisons, Waitrose and the Centre Court Shopping Centre.

We would like to be given the opportunity to reappraise the priority afforded to different road users and achieve a compromise through detailed assessment. This detailed assessment will take place in the next stage of this bidding process.

Merton's Town Centres

As stated in our vision and foreword we have plans in place to improve access by bike to Merton's town centres some of which are detailed in the following section. The key town centres are:

Colliers Wood, Mitcham, Morden, Raynes Park, South Wimbledon, Wimbledon Park and Wimbledon Village.

Colliers Wood has received funding via the Mayor's Regeneration Fund, principally based around improvements to the public realm to enhance the local environment for pedestrians, cyclists and public transport users. In addition, Mitcham Town Centre will be subject to significant change, as part of the £6 million Rediscover Mitcham Project, which will transform the experience for pedestrians, cyclists and bus users in the town centre. Summaries are provided for each of the larger town centres stating their plans to support cyclists and funding requirements to improve accessibility by bike.

Cycle Parking Outside Colliers Wood station.



Colliers Wood

Colliers Wood is designated as one of the GLA's Areas for Intensification and is soon to be designated as a new District Centre in Merton's Local Development Framework. The area has a rich history and strong potential for growth. The challenge lies in transforming three out-of-town retail parks and an over-sized road network into a coherent and mixed use town centre that will provide more housing and jobs over the next decade.

Merton Council sees Colliers Wood and South Wimbledon as a potential new town at the heart of the Wandle Valley. A number of key projects are beginning to emerge, leading to a Masterplan to guide development, expected in 2014/15. Key projects underway include:

- Colliers Wood Tower
- Connecting Colliers Wood: Public Spaces Programme
- Merton Priory Chapter House Museum



Our Proposals for a secondary 'mini-Holland' in Colliers Wood

Colliers Wood features as Merton's secondary centre for the mini-Holland bid for a number of reasons;

The area has the physical space to develop a number of segregated cycle routes, quiet-ways and demonstrate new junction typologies including dutch-style roundabouts, cycle hook-turns at cross roads, bus stop bypasses, dedicated cycle crossings and a new pedestrian-cycle footbridge.

The area is a key node between the urban east-west cycle superhighway and the green north-south Wandle Valley corridor.

The area has the best demographics that would support a rise in the levels of cycling if the infrastructure were provided.

The cycle bid proposals will be complementary to the Connecting Colliers Wood project, acting as a second phase of public realm improvements, but more fundamentally, reorganising road space and addressing missing links for cyclists and pedestrians.

Creating a new town centre is ambitious. Creating a sense of place is essential.

Creating a place that is a model for cycling and the democratisation of public space is the goal; achieving a transformational change for the future of urbanism in outer London.

Mayor's funding required for:

- Cycle hub near to Colliers Wood station.
- Cycling connections to Mitcham

Mitcham

Rediscover Mitcham, the largest town centre regeneration project in Merton is undergoing consultation and is currently in the detailed design phase of the project. Designs put forward for this town centre project will ensure that improvements to support cyclists are an integral element of the scheme.

The scheme includes contra flows for cyclists, removal of parking bays and an increase in cycle parking in the town centre. The scheme also proposes the introduction of formal cycle routes along pedestrianised streets and a 2 way segregated route running east to west through the town centre adjacent to the green. This ambitious scheme will help to resolve cycling accessibility issues in the town centre but we will still need to address the links to and from the town centre and ensure connectivity across the borough.

The scheme is a priority for the borough as it links to regeneration, nearby new residential developments, the potential for cycling as demonstrated by MOSAIC data and the link with Mitcham Eastfields Station.

The Mayor's funding will not be required for the town centre initiatives, as these will be addressed and funded as part of Rediscover Mitcham – the mayoral funding will need to focus on the linkages / spokes that will connect the improved town centre with other town centres / key routes / surrounding area.

Public Realm proposals - Mitcham Fair Green





Morden

Morden town centre has been identified as a location for regeneration and masterplan development whereby there will be substantial improvements to infrastructure and public realm. These plans have already received public and political support. Parallel investment will be provided in Morden by private developers within the town centre also aided by the proximity / potential extension of the Cycle Superhighway route and the nearby Low Carbon Zone and Lombard Estate Improvements. The redesign of the town centre is still in the early stages. The borough is working with TfL to investigate the viability of a scheme on the station site.

Proposals will aim to significantly improve the public realm, with a particular focus on walking and cycling. We plan to remove the gyratory, improve some of the key routes into the town centre (Martin Way, Morden Hall Road, Morden Road), whilst also providing a strong focus on some of the quieter routes. One route proposed is a new route via the station site and Kendor Gardens to Dorset Road and route via Poplar Road South from Martin Way (requires filtered cycle permeability) and Poplar Road to Wimbledon.

An assessment of potential cycle hubs has indicated that the Morden sub area offers the greatest potential for a shift to cycling and where resources can be targeted.

Morden is on the Northern line, a key transport interchange that would benefit from cycle parking.

Mayor's funding required for:

- Cycle hub at Morden station
- Complimentary measures to assist the removal of the gyratory and improve the key routes into and through the town centre.



The existing junction at South Wimbledon

Raynes Park

'Raynes Park Local Centre Enhancement Plan' is a short-medium term investment guide for the physical environment in Raynes Park centre. The plan indicates how resources from the council and external partners have been allocated to projects in Raynes Park over the last three years. The plan seeks to improve the attractiveness and functionality of the area to ensure that it remains a competitive destination for local shopping and services. The scheme has principally involved some public realm improvements, providing significant benefits for pedestrians and cyclists. The public realm improvements have helped contribute to Raynes Park being hailed as the UK's best performing High Street, based on research by the Local Data Company in 2012.

Options for Raynes Park's focus on the one-way system – this could be through full gyratory removal and increased priority for cyclists. Alternatively this could be a contra flow cycle lane along Coombe Lane / Pepys Road to assist the Wimbledon – New Malden quiet way connection.

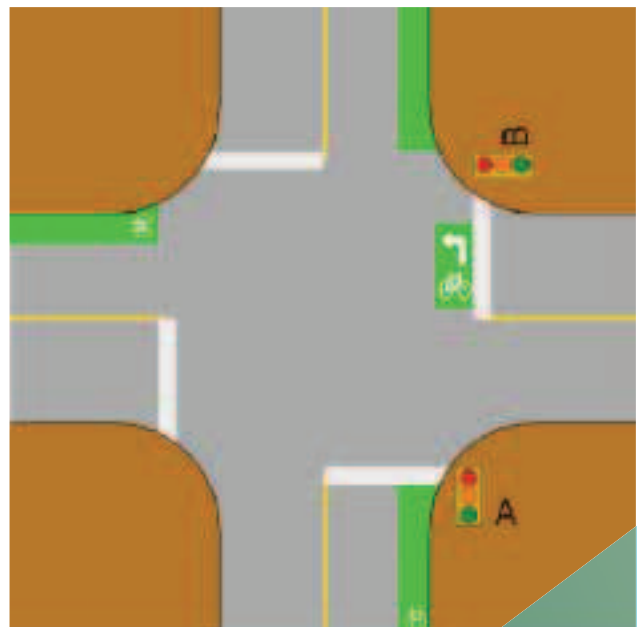
Mayor's funding required for:

- Cycle hub at the station
- Improvements to the cycle route through the town centre with the potential to remove the gyratory or develop a contra flow cycle lane.

South Wimbledon

The existing junction at South Wimbledon is a busy junction close to planned cycle route improvements that link the CSH 7 route and Wimbledon town centre therefore it is vital to improve this junction and increase safety for cyclists. To date there have been a large number of KSI's at this junction involving a variety of road users. We want to trial the use of the 'Copenhagen Left turn' that we will adapt for this junction. This would improve safety for cyclists and help to increase connectivity across the borough as it would link four of the larger town centres (Wimbledon, Colliers Wood, Raynes Park and Morden). Other local authorities such as Southampton City Council are currently seeking approval from the DfT for this initiative to be included in a proposed scheme.

Potential Solution – 'Copenhagen Left' but reversed for London roads



Mayor's funding required for:

- Re-design of the existing junction to improve safety for all road users and implementing the potential solution, the 'Copenhagen Left' (or the 'London Right').

Source: cyclelondoncity.blogspot.com



Cycle Hubs

We understand that it is important to provide covered and secure cycle parking facilities at key destinations. Examples of best practice are provided below:

Ealing Cycle Hub and the conversion of car parking spaces to cycle parking in car parks managed by the City of London.

The Ealing Cycle Hub has increased the provision of cycle parking in the town centre. The facility is secure and covered.

The City of London provides free public cycle parking in all of its off-street public car parks. All of the car parks are open and staffed at all times. All of the car parks feature protection from the elements, good lighting, security patrols, on-site assistance staff and closed-circuit television (CCTV) surveillance.

In accordance with TfL's guidance Merton has identified 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. The locations put forward scored the highest based upon the set of assessment criteria provided by TfL. We will utilise the Mayor's funding to install cycle hubs at these locations.

The proposed cycle hub locations are:

Wimbledon

In Wimbledon town centre we will work with the Centre Court shopping centre management team to allocate secure, covered cycle parking locations close to the shopping centre and within the on site car parking. This would be a similar facility to that offered by the City of London to cyclists.

Morden station / Colliers Wood station / Raynes Park station / Mitcham Eastfields station

In these locations we propose to introduce a cycle hub facility. This will be similar to the Ealing cycle hub but could also feature a bike repair facility similar to that provided by The London Bicycle Kitchen featured above.

On other projects whereby we have improved facilities near to or within station land and forecourts we have worked closely with TfL and transport operators such as South West Trains. We have a good relationship with the relevant staff at these organisations which will ensure successful implementation of additional facilities.

Source: Westtrans.org





The London Bicycle Kitchen

Successes that demonstrate our ability to deliver

Whilst the borough has a recent history of delivering award winning regeneration and transport projects, it has also demonstrated an ability to implement innovative schemes with a specific focus on cycling. One such example is the South Wimbledon Business Area Streets for People Project, summarised as follows:

- Innovative scheme involving the introduction of a contra-flow cycle lane to improve access to and through an industrial estate
- Important connection to the wider cycle network
- Awarded the London Transport Award 2012 for 'Most Effective Road Safety, Traffic Management & Enforcement Project'

BEFORE



AFTER



Cycling Projects in Progress – Funded and at Implementation Phase

As part of our ongoing programme of cycle improvements, principally delivered via the LIP programme, the following projects are currently being implemented:

TO / FROM	ROUTE	PROGRESS
COLLIERS WOOD TO SOUTH WIMBLEDON	Extension to the Cycle Superhighway - working with TfL to extend the CSH from Colliers Wood along Merton High Street towards South Wimbledon.	In progress – substantially complete
WIMBLEDON TO RAYNES PARK	Railside Path - completion of the next stage of the project between Raynes Park and Elm Grove.	In progress
WORCESTER PARK TO MORDEN	Green Lane - completion of an important link to the network.	In progress - LIP funding allocated
MORDEN TO ST HELIER	A24 Morden Town Centre – Lower Morden Lane. TfL led scheme including a combination of on-road cycle lanes and shared footways / cycleways.	In progress – substantially complete
EARLFIELD TO MORDEN HALL PARK	Wandle Trail Improvements to the cycleway / leisure route as part of the Wandle Valley Regional Park work. Bridge in Wandle Park - across the river Wandle in Wandle Park Wandle Trail - Plough Lane to Earlsfield route improvements	In progress

Cycling Projects that require the Mayor’s funding

To ensure the borough achieves its target of increasing the cycling mode share to at least 10% then investment is required to improve our cycle routes and unlock access to all of the key trip attractors in the borough.

We have discussed the need to improve our town centres in order to significantly improve conditions for cyclists. However, an essential element of the vision is to also have the right connections in place between the town centres and to surrounding boroughs.

We will use a significant proportion of the funding to focus on the connectivity between town centres. The following table illustrates the key routes that we would like to improve utilising the funding. Some of these are along busy main roads where we will aim to introduce segregated routes and others will be along quieter routes that will just require signing and lining. We are supportive of the introduction of segregated routes where it is practical but also understand the benefit of promoting quieter ‘back’ or parallel routes.

A list of routes that require funding for feasibility, design and implementation are listed below. Funding may vary depending on the level of segregation required therefore this will impact our cost estimate in an upcoming section.

TO / FROM	ROUTE
SOUTH WIMBLEDON TO WANDSWORTH (EXTENSION OF CSH8)	South Wimbledon to Wandsworth – extension of CSH 8. Haydons Road, Durnsford Road, Penwith Road, Garrett Lane and then link to CSH 8. Funding to address severance issue – improvements for cyclists along the bridge at Durnsford Road.
WIMBLEDON TO WANDSWORTH (EXTENSION OF CSH8)	Wimbledon town centre to Wandsworth – extension of CSH 8. Route via Alexandra Road, Wimbledon Park, Arthur Road and linking to Durnsford Road.
SOUTH WIMBLEDON TO RAYNES PARK / NEW MALDEN (EXTENSION OF CSH7)	South Wimbledon to LB Kingston - an extension to CSH 7 along Kingston Rd, via Bushey Rd to Raynes Park /New Malden.
WIMBLEDON TO WIMBLEDON COMMON	Wimbledon town centre to Wimbledon Common via Wimbledon Village.
WIMBLEDON TO RAYNES PARK / NEW MALDEN	Wimbledon town centre to New Malden, via Elm Grove and Raynes Park.
WIMBLEDON TO SOUTH WIMBLEDON (ANOTHER OPTION TO THE TOWN CENTRE CONCEPT ROUTE)	Wimbledon town centre to South Wimbledon via South Park Road, Bridges Road, Merton Road.
SOUTH WIMBLEDON TO MORDEN	Morden Road
MORDEN TO WIMBLEDON	Morden station site to Kendor Gardens / Dorset Road and route via Poplar Road South from Martin Way (requires filtered cycle permeability) and Poplar Road to Wimbledon.
MITCHAM TO COLLIERS WOOD	Church Road / Western Road.
MITCHAM TO TOOTING (POTENTIAL TO JOIN UP WITH CSH 7 – IN LB WANDSWORTH)	Holborn Way / London Road.
MITCHAM TO CROYDON	Croydon Road to Mitcham Road
WIMBLEDON & MITCHAM COMMON / MORDEN HALL PARK	Improve cycle routes across all parks and commons.

Examples to Demonstrate our Vision



London Road proposal



Bridges

We are also seeking funding to deal with severance notably across rail lines and rivers. We wish to utilise the Mayor's funding to address four key locations where there are issues of severance for cyclists. We would like funding to improve or install bridges at the following locations:

River Wandle:

Install a new bridge across the River Wandle, Colliers Wood near to Merton High Street, to provide a direct connection as part of the Wandle Trail.

Durnsford Road:

Existing road / bridge that requires to include cycle lane provision

Merton Hall road:

A footbridge over the railway that requires improvement for cyclists via a new bridge, or alternatively via the introduction of Wheel Channels.

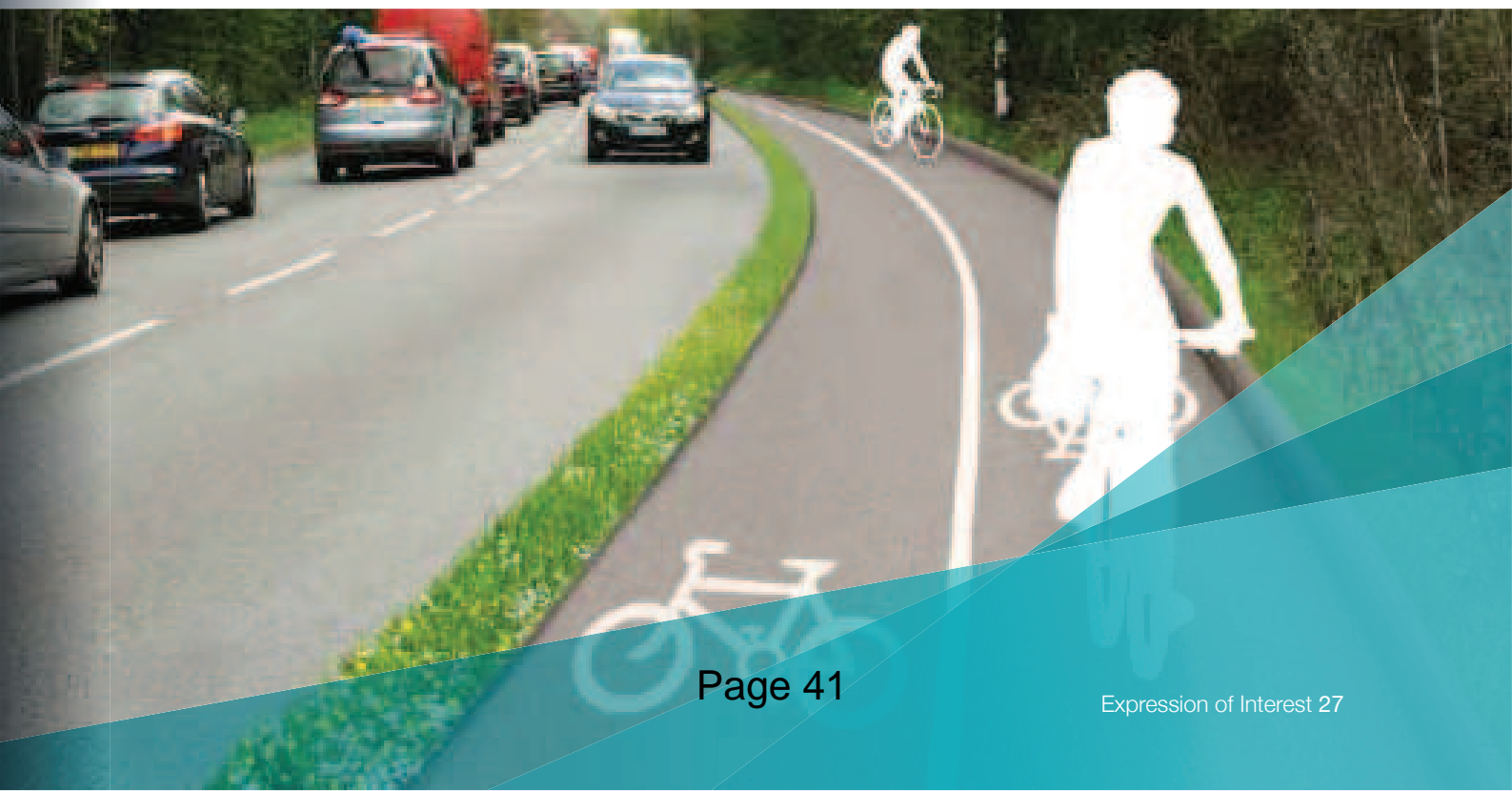
Lower Downs tunnel:

Work has been undertaken on feasibility to improve this location. Investigations to install a shared pedestrian path away from the carriageway.

Edge Hill Road:

A footbridge that requires improvement for cyclists possibly via the introduction of Wheel Channels.

Croydon Road proposal



Chapter 03 Supporting Initiatives





““ With the development of a behaviour change programme similar to that of the cycle demonstration towns we will increase the cycling mode share in Merton ””

Cycling in the Planning Process

Via the planning process we continue to ensure that new and proposed developments provide accessibility for cyclists, installing cycle routes and cycle parking. Some examples of which are as follows:

- Former Gas Works Site, Western Road
- SITA site, Hallowfield Way
- Lessa Site, Grand Drive

Advanced Stop Lines

We are committed to the introduction of Advanced Stop Lines at junctions and will introduce more along our key routes as appropriate. Some of highlighted on the concept for Wimbledon town centre.

Car parking in cycle lanes (general enforcement)

We are supportive of the removal of car parking in appropriate locations to allow cycle routes to be implemented. We will as outlined in our pledge enforce car parking restrictions in cycle lanes.

20 mph zones

There are already a number of 20mph zones in the borough and we plan to extend the existing zones across the borough.

Way finding

We have a way finding strategy in place that covers the whole borough. We plan to sign our key routes ensuring connectivity across the borough's trip attractors. The routes will be signed and well lit and will include a provide a common typology for lanes, surfacing and crossings.

Promotion and Support for Change

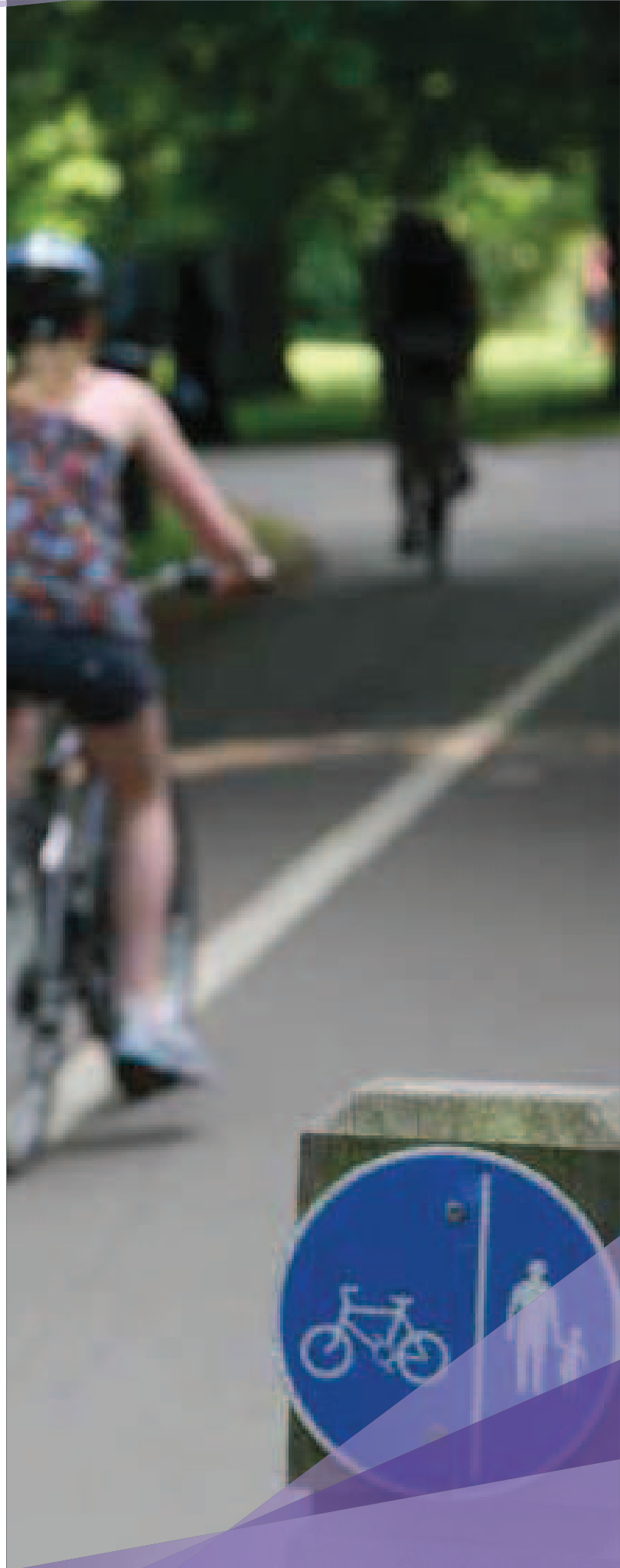
With the development of a behaviour change programme similar to that of the Cycle Demonstration Towns we will increase the cycling mode share in Merton. This will involve a programme to include and not limited to the following:

- Free cycle training for adults.
- Bikeability level 1,2 and 3 training for all school children
- Secondary school cycling programme targeting all of the 8 secondary schools in the borough. This will provide additional cycle parking, intensive level 3 training, events and monthly Doctor Bike visits.
- Free doctor bike service to be provided in the town centres every Sunday lunchtime - this could alternate between the town centres and could be bi-weekly in Wimbledon town centre.
- Marketing campaign targeting residents along the routes and the town centres similar to that of Cycle Aylesbury where they distributed information about the routes close to residential areas.

- Development of a cycle map focussing in on Wimbledon town centre and highlighting the key routes radiating out of the town centre. The 'Merton Cycle Map' tube style – an initial design has been provided.
- Supporting women via women only information evenings, led rides and ensuring capacity of female cycle trainers.
- Supporting those seeking employment by working with the Job Centre Plus to provide unemployed residents with a bike, training and personalised travel planning information.
- Supporting all residents by working with the NHS on developing a cycling on prescription service or a Cycling for Health programme.

Format of promotion will take place via a variety of methods including and not limited to the following:

- Website
- Social media
- Events
- Articles in local press
- Via stakeholders



Chapter 04 Delivering Our Vision

We can demonstrate successful implementation of large complicated town centre projects that have received awards, have been completed on time and on budget. One example is Destination Wimbledon as summarised in an earlier section. We have prepared an estimate of costs for our bid and a project plan to confirm the timeline of activity.

VISION CYCLING
INTEGRATED
EDUCATION SECURITY
INFRASTRUCTURE
HEALTH SAFETY



“ Realise this vision and ensure a consistent and integrated approach ”

Y

Estimate of costs

We have prepared an estimate of the costs for implementation which are presented below. With the options only being at 'concept design' stage, we can only provide a budget cost based on our experience (and costs) of previous similar schemes.

At this stage, no refined measurement and estimation is practicable without further development of the scheme options. As a result, the budget estimates must be treated with some caution. Budget costs will be developed (and refined) once the schemes themselves are developed through the various design stages.

Our initial thoughts were to benchmark the costs against estimates of cycle schemes in published guidance such as LCN Design Guidelines and Sustrans guidance (so we could reference to a recognised source of our costs). However, the mini-Holland schemes do not 'fit in' with previous typical cycle schemes, so we were much more reliant on our judgement and reference to other similar highway schemes.

NO.	WIMBLEDON TOWN CENTRE CONCEPTS - SCHEME MEASURES FOR OUR 'MINI-HOLLAND'	ESTIMATE OF COSTS
1	"Dutch Style" segregated cycle lane roundabout	£500,000
2	Floating bus stop facilities	£30,000
3	Existing loading and parking restriction review	£25,000
4	Early start for cyclists - new traffic signal configuration and adjustments to existing highway alignment at junction	£300,000
5	Segregated two way cycle lanes in centre of Wimbledon Bridge	£350,000
6	Segregated two way cycle facilities/Early start for cyclists - new traffic signal configuration and adjustments to existing highway alignment at junction	£540,000
7	Cycle contra-flow in one way residential streets near town centre	£50,000
8	Two-way segregated cycle lane along gyratory through town centre	£300,000
9	Early start for cyclists - new traffic signal configuration and adjustments to existing highway alignment at junction	£300,000
10	Filtered cycle permeability in existing one-way residential streets	£50,000
11	"Dutch Style" segregated cycle lane roundabout	£500,000
12	Floating bus stop facilities	£60,000
13	Introduction of shared ped/cycle facilities and cycle parking	£100,000
14	Cycle contra-flow in one way residential streets south of town centre	£80,000
	SUB TOTAL	£3,185,000
15	Preliminaries and traffic management (20%)	£637,000
16	Contingencies (25%)	£955,500
	WIMBLEDON GYRATORY WORKS SUB - TOTAL	£4,777,500

Programme Plan

TOWN CENTRES		
17	Wimbledon to Wimbledon Village electric bike hire trial.	£100,000
18	Bicycle Hire - working with south London boroughs to develop a cycle hire scheme tailored specifically to meet the needs of outer London boroughs.	£200,000
19	Raynes Park	£500,000
20	Mticham town centre	£500,000
21	Morden town centre	£500,000
22	South Wimbledon junction	£500,000
CONNECTIVITY		
23	Install a new bridge across the river Wandle, Colliers Wood near to Merton High Street.	£200,000
24	Edge Hill Road – a footbridge that requires Wheels Channels.	£20,000
25	Merton Hall road - introduction of Wheels Channels.	£20,000
26	Durnsford road - existing road / bridge that requires to include cycle lane provision	£500,000
27	Lower Downs tunnel – work undertaken on feasibility, install a shared pedestrian path away from the carriageway.	£500,000
28	Cycle routes - connectivity - physical measures required along approx 10 km of routes (estimate based on cost of CSH 5 which included more segregation).	£10,000,000
CYCLE HUBS		
29	Wimbledon cycle hub - within existing car parking facility	£250,000
30	Colliers Wood cycle hub	£250,000
31	Morden station cycle hub	£250,000
32	Raynes Park cycle hub	£250,000
33	Mitcham Eastfields	£250,000
SUPPORTING MEASURES		
34	Cycling for health programme development	£500,000
35	Cycling for employment programme with Job Centre Plus	£500,000
36	Secondary school programme (cycle parking, level 3 intensive training and doc bike)	£800,000
37	Marketing and travel awareness (includes brand development, events, promotions, campaigns)	£3,000,000
ADDITIONAL STAFF SUPPORT		
38	Project management - one member of staff full time - 5 years	£250,000
39	Transport planning support either via consultancy or contractors (feasibility, design and implementation)	£1,000,000
NOTES:		
<ul style="list-style-type: none"> • No major statutory undertakers diversion works have been allowed for in this cost estimate • Costs above assume for a streetscape finish which will (at least) match existing but will aim for high quality finish. • All prices excluding VAT. • Wimbledon town centre costs do not include design fees or Council costs. 		
Sub-total		£20,840,000
Total		£25,617,500

Monitoring our success

We will develop a list of Key Performance Indicators to help assess the success of our activity. We will also utilise the data sources provided in the following table to monitor the success of our activities. We will develop a detailed programme to undertake annual monitoring to ensure we are progressing towards our targets.

Data Sources

	DATA	SOURCE
1	Borough Automated Traffic Counts (Biking Borough data)	LB Merton
2	Merton TLRN traffic data	Transport for London
3	Department for Transport traffic and cycle data	Department for Transport
4	Accident data	Transport for London
5	Cycle parking data	LB Merton
6	Cycle theft data	Metropolitan police website
7	Cycle training data	LB Merton
8	Doctor Bike activity	LB Merton
9	Rail station counts	Office of Rail Regulation
10	School travel plans	LB Merton
11	Workplace travel plans	LB Merton
12	CO2 levels	NoLHAM
13	Air Quality	Kings College Website
14	LTDS data	Transport for London
15	Website hits	LB Merton
16	Marketing material and images	LB Merton
17	Cycling events / road show case studies	LB Merton

Ensuring Transformation Change

In summary, Merton has a strong case for investment in cycling as part of the 'Mini-Hollands' programme for the following reasons:

- There is a sound political commitment for major cycling improvements, along with support from key stakeholders, including Merton Cycle Campaign and Sustrans.
- The borough has a strong track record in delivering cycling and award-winning town centre schemes to time and budget.
- The borough is an important 'bridge' between the higher cycle use boroughs of Kingston and Wandsworth, and is linked to central London (only 8 miles away) via a Cycle Superhighway
- It has the highest density of outer London boroughs, very high cycle ownership and a very high proportion of shorter cycleable trips, along with many open spaces to encourage cycle use
- It has a number of town centres which can be easily linked by safe and direct cycle routes
- Wimbledon town centre is an ideal location for the core of a mini-Holland, with a strong cycling catchment and is an international 'brand' to build cycling around

Merton's proposal includes:

- Measures to achieve a ten percent modal share for cycling by 2020
- an innovative Wimbledon town centre 'mini-Holland' with segregated cycle facilities through the core centre linked with Dutch-style roundabouts, a cycle hub and string links to surrounding areas
- Major cycling improvements with segregated facilities and cycle hubs in Morden, Mitcham, Raynes Park, Colliers Wood and South Wimbledon town centres
- New safe and direct cycling connections linking the town centres
- Innovative proposals to trial electric cycles to link with the AELTC (All England Lawn Tennis Club)
- A complementary promotional, safety and behaviour change programme

An indicative budget has been developed, and a number of 'quick wins' identified in a phased, deliverable programme.

MERTON - MINI-HOLLAND BID - WIMBLEDON TOWN CENTRE	YEAR 1				YEAR 2				YEAR 3				YEAR 4			
	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	QUARTER 5	QUARTER 6	QUARTER 7	QUARTER 8	QUARTER 9	QUARTER 10	QUARTER 11	QUARTER 12	QUARTER 13	QUARTER 14	QUARTER 15	QUARTER 16
1	BASE DATA COLLECTION (TRAFFIC FLOWS, TOPO, QUEUES, PARKING, SIGNAL TIMINGS, ETC)															
2	PROBLEMS AND OPTIONS STAKEHOLDER ENGAGEMENT															
3	BASE CASE TRAFFIC MODELLING IN LINSIG AND VISSIM															
4	FEASIBILITY STUDY FOR TOWN CENTRE PRODUCING OUTLINE DESIGNS AND CARRYING OUT INITIAL MODELLING ASSESSMENTS															
5	PUBLIC CONSULTATION ON MAIN FEASIBILITY OPTIONS (INCLUDING PREPARATION AND MEMBER APPROVALS TO CONSULT)															
6	OFFICER / MEMBER DECISION OF PREFERRED OPTIONS TO TAKE FORWARD TO PRELIMINARY DESIGN															
7	PRELIMINARY DESIGN OF MEASURES CONTAINED WITHIN PREFERRED OPTION INCLUDING MORE DETAILED MODELLING, HIGHWAYS TEAM ENGAGEMENT, ETC															
8	MEMBER APPROVALS															
9	PUBLIC ENGAGEMENT (INCLUDING EARLY STAGE TRO DISCUSSIONS)															
10	HIGHWAYS DETAILED DESIGN															
11	HIGHWAY AUTHORITY (TECHNICAL APPROVAL)															
12	TFL TRAFFIC SIGNAL DISCUSSIONS AND APPROVALS															
13	TRAFFIC SIGNAL DETAILED DESIGN															
14	SAFETY AUDITS															
15	TRAFFIC REGULATION ORDERS (TROS) PROCESSES															
16	PREPARE CONTRACT DOCUMENTS															
17	TENDER PROCESS															
18	APPOINTMENT OF CONTRACTOR / MOBILISATION															
19	NRSWA NOTICES (C2/C3/C4 STATUTORY UNDERTAKERS CONSULTATION)															
20	UTILITY DIVERSIONS (IN PHASES)															
21	CIVIL WORKS (MAJOR SCHEMES)															
22	TRAFFIC SIGNAL IMPLEMENTATION (IN PHASES)															
23	POST IMPLEMENTATION SURVEYS AND MONITORING															

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