

## London Cycling Campaign

28 February 2017

### Brent Olive Road

[http://brent-consult.objective.co.uk/portal/ens/htdel/olive\\_road\\_local\\_safety\\_scheme?tab=files](http://brent-consult.objective.co.uk/portal/ens/htdel/olive_road_local_safety_scheme?tab=files)

This consultation response is on behalf of the London Cycling Campaign, the capital's leading cycling organisation with more than 12,000 members and 40,000 supporters. The LCC welcomes the opportunity to comment on plans. The response is in support of the response from Brent Cyclists, the borough group, and was developed with input from the co-chairs of LCC's Infrastructure Review Group.

LCC supports the intention to increase safety in this area but does not support the scheme as it has no measures apart from some cycle stands to increase cycling.

Specific points about the scheme:

- Rather than simply implementing traffic calming measures on Olive Road a wider area must be considered, creating a low traffic neighbourhood, in order to have a significant impact on the number of people walking and cycling. The area bounded by Anson Road, A5 and A407 should be considered. Area based filters limiting motor vehicle access should be designed to reduce volumes and speed of traffic and to minimise any through traffic, along with a 20 mph speed limit. This should be planned, designed and implemented to maximise potential to increase journeys – with links to nearby amenities, residential centres, transport hubs considered from the outset.

General points about cycling schemes:

- LCC requires schemes to be designed to accommodate growth in cycling. Providing space for cycling is a more efficient use of road space than providing space for driving private motor vehicles, particularly for journeys of 5km or less. In terms of providing maximum efficiency for space and energy use, walking, cycling, then public transport are key.
- As demonstrated by the success of recent Cycle Superhighways and mini-Holland projects etc., people cycle when they feel safe. For cycling to become mainstream, a network of high-quality, direct routes separate from high volumes and/or speeds of motor vehicle traffic is required to/from all key destinations and residential areas in an area. Schemes should be planned, designed and implemented to maximise potential to increase journeys – with links to nearby amenities, residential centres, transport hubs considered from the outset.
- Spending money on cycling infrastructure has been shown to dramatically boost health outcomes in an area. Spending on cycling schemes outranks all other

transport mode for return on investment according to a DfT study. Schemes which promote cycling meet TfL's "Healthy Streets" checklist. A healthy street is one where people choose to cycle.

- LCC wants, as a condition of funding, all highway development designed to London Cycling Design Standards (LCDS), with an aim for a Cycling Level of Service (CLOS) rating of 70 or above, with all "Critical Fails" eliminated.