



# Greenways

for Olympics And London

## GOAL 2012



# **Greenways for Olympics And London: GOAL 2012**

**A vision for cycling and walking  
in 2012 and beyond**



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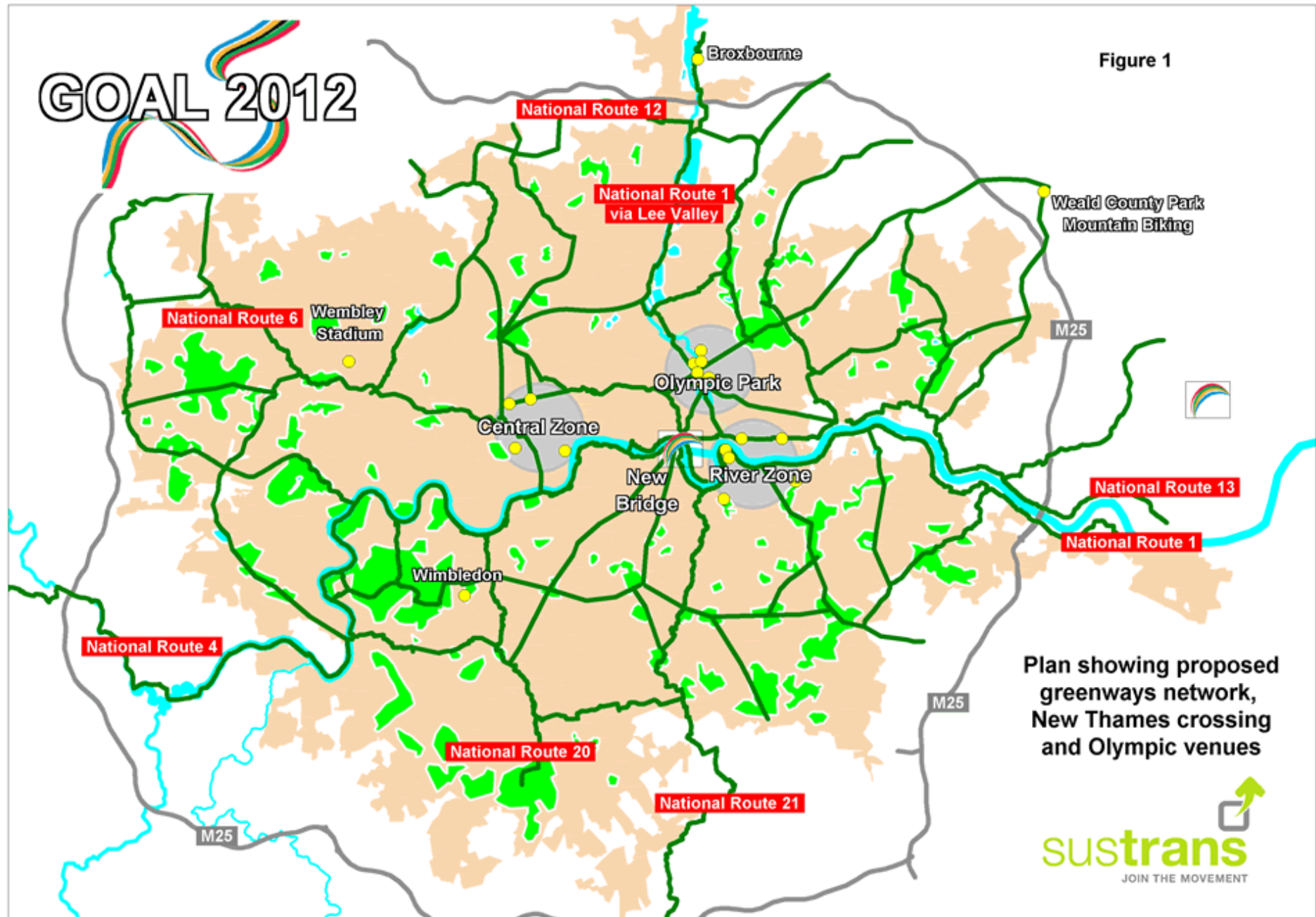
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# GOAL 2012

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Plan showing proposed greenways network, New Thames crossing and Olympic venues

# Executive summary

## Our vision

Sustrans is delighted that London has successfully secured the 2012 Olympics. We see the Olympics as a genuine, unique and exciting opportunity to turn London into a 'cycling city'.

The Greenways for Olympics And London project – GOAL 2012 – aims to create a network of interconnected traffic-free routes, together with an iconic new opening bridge across the Thames, to make cycling and walking a realistic and appealing option for the London 2012 Games and for future generations of Londoners. The map in Figure 1 shows the extent of the network and the strategic importance of the proposed River Thames crossing.

## The numbers to support our vision

- 78% of spectators will be travelling to the Olympics from within London on any single day of the Games
- 4 million people live within a 40 minute cycle ride of an Olympic venue

But it is much more than an Olympic transport opportunity. GOAL 2012 will improve access to London's wealth of green spaces and waterways, and create a coherent and co-ordinated network of green corridor and waterways routes across Greater London.

## Building on success

GOAL 2012 will complement the work already being done by TfL, local authorities, Sustrans and other stakeholders to encourage walking and cycling in the capital. It will interconnect and rationalise London's traffic-free walking and cycling routes and will help fulfil London's potential as a great place to walk and cycle – a much-valued legacy for Londoners.

## Meeting targets

The GOAL 2012 vision responds to key principles that are at the core of the successful London 2012 bid, as well as meeting targets for London and national government policies on transport, economic development and regeneration, environment, health and equality.

### Cycling in London: the facts

**0.03** - the percentage of money to be spent on transport infrastructure in London before 2012 that is earmarked for cycle routes

**40** - the percentage increase in cycling levels in London between 2001 and 2004

**67** - the percentage of Londoners who say they would like there to be more cycle lanes

**78** - the percentage of spectators who will be travelling to the Olympics from within London on any single day of the Games

**4 million** – the number of people living within a 40 minute cycle ride of a London Olympic venue

## **What Londoners want**

As well as meeting the needs of policy-makers, GOAL 2012 responds to ever-increasing public demand for a more walking and cycling- friendly public realm in London.

- Cycling in London increased by 40% between 2001 and 2004
- One third of all Londoners would like to cycle regularly
- An even higher proportion are positive about encouraging cycling and walking:
  - 67% of Londoners want more cycle lanes
  - 61% want better facilities for pedestrians

## **London in competition with other world cities**

By 2012 London could be streets ahead of other world cities. GOAL 2012 will:

- span the Thames with London's first lifting/swing cycling bridge
- allow London to showcase itself as a 'cycling city'
- encourage people to cycle - traffic-free routes appeal to new cyclists
- increase London's walking, cycling and transport capacity
- make a positive contribution to health, the environment and quality of life
- bring people closer to nature
- improve the public realm through best practice design and public art

## **A new partnership to achieve GOAL 2012**

A wide range of London and national stakeholders will need to work together to achieve this ambitious vision for London. A funding package will need to be assembled through the Olympic Delivery Authority (ODA). The charity Sustrans already has nearly 30 years experience in building high quality walking and cycling routes, and is uniquely placed to assist the ODA in the delivery of GOAL 2012.

# 1.0 The proposal

London already has a number of high quality, traffic-free walking and cycling routes. Sustrans has been co-ordinating and promoting a number of these routes as part of the National Cycle Network since 1995. Much has already been achieved in partnership with TfL, local authorities and other stakeholders and landowners.

The GOAL 2012 vision builds on what has already been done and creates a coherent and co-ordinated network of green corridor and waterways routes that will help London become a truly world class walking and cycling city.

The proposed GOAL 2012 network is a series of high quality, largely traffic-free 'green corridors' and waterways cycling and walking routes to interconnect London's green spaces and provide attractive links from virtually all areas of London to the Games venues. In addition, we propose the construction of an iconic lifting or swing walking and cycling bridge (the first for London) between Rotherhithe and Canary Wharf.

A new river crossing would provide a fantastic link between the north and south Thames riverside routes, the Limehouse Cut and the Regents canal. An iconic swing or lifting bridge would maintain river transport access whilst providing a 24/7 cross-London connection for thousands of people to walk or cycle to work into the Docklands and City as well as to the Olympic Park. It will provide an exciting new focus for visitors and tourists and leave a dramatic legacy for Londoners.

We propose that the start of each 'Greenway' should be marked by an 'Olympic Gateway' to be designed by a renowned artist, providing an exciting visual link between the wider London community and the key Olympic sites.

GOAL 2012 will be much more than a network of cycling and walking routes; it will bring major improvements to the public realm through best practice design and surfacing and innovative public art installations.

The 'Greenways' routes will complement the on-road and roadside walking and cycling routes that will be developed ahead of 2012, as well as those that already exist or are in development.

## Why are traffic-free green corridor routes important?

- **They are popular.** NCN urban traffic-free routes show disproportionately high growth in use; between 2003 and 2004 there was a 16% increase in cycling on these routes
- **They encourage a shift away from using cars.** A survey of users of a newly opened walking and cycling route through Kensington gardens found that 46% had changed from using their car as a direct result of the route being opened. Nationally, 40% percent of cyclists using NCN traffic-free routes claim they could have used a car but chose not to.
- **They encourage new people to cycle.** In 2004, 10.6% of cyclists on the NCN described themselves as 'new' or 'returning' to cycling. Most of these riders (60%) were on urban traffic-free routes.

## 1.1 why the Olympics needs Greenways

Cycling or walking to and between Games venues are logical options for the spectators and workforce of the 2012 Olympics:

- On any single day of the Olympics, 78% of spectators will be travelling to the Games from within London
- 4 million people live within a 40 minute bike ride of a London Olympic venue
- Many of the London venues are within half an hour's cycling distance of each other (i.e. less than 5 miles)

The London 2012 Bid team recognised this and Sustrans applauds the commitments made in the London 2012 Candidate File to making a “safer network of cycle routes and footpaths” and developing an ‘Olympic active spectator programme’.

The GOAL 2012 project will help make the ‘Olympic active spectator programme’ a real success. ‘Greenways’ will be beneficial to London, Londoners and visitors during the Olympic Games.

GOAL 2012 will:

- **be fundamental to the success of the ‘Olympic active spectator programme’.** Attractive, traffic-free routes will be enjoyed by pedestrians and particularly appeal to novice cyclists, especially those that are new to London (bike hire schemes will make cycling an option for visitors [London 2012 Candidate File])
- **genuinely relieve pressure on public transport.** Attractive and convenient routes for cycling and walking could appeal to the 78% of spectators who will be travelling from within London, thus releasing capacity on the public transport system. The proposed new bridge will bring thousands of residents south of the river within easy walking and cycling distance of the heart of London and the Olympics.
- **involve more of London in the Games.** Spectators that are walking or cycling will see and engage with more of the city; this will bring business to more areas of London than just around transport hubs and Games venues
- **allow London to showcase itself as a ‘cycling city’.** The Greenways network and new bridge will allow London to genuinely promote itself as an iconic 21<sup>st</sup> Century cycling city
- **create opportunities for innovative schemes.** For example, the park-and-ride schemes that are planned around London could include a park-and-ride (your bike) facility with a bike hiring station on site

### GOAL 2012 responds to key principles on which the London 2012 bid was based...

- A sustainable Games
- An Olympic active spectator programme
- Leaving a legacy for London and Londoners
- Enhancing urban green spaces
- Bringing nature closer to people
- Improving health, environment and the quality of life
- Making a safe network of cycle routes and footpaths

(London 2012 Candidate File)

## 1.2 why London needs Greenways

GOAL 2012 is a lot more than a vision for how people will travel to the 2012 Olympics; the real value for the capital is that the network of routes and the new bridge will create a spectacular, life-changing legacy for London's residents and visitors for years to come.

Key benefits will be:

- An iconic, traffic-free river crossing connecting south-east London to the heart of the Docklands and City;
- Improved access to London's green spaces and waterways for pedestrians and cyclists;
- A coherent network linking London's green spaces and;
- Full integration and rationalisation of all the different walking and cycling routes in London

### Londoners want to cycle, and GOAL 2012 responds to this demand:

- Cycling in London increased by 40% between 2001 and 2004 (The Mayor of London, 2005)
- Even before the Olympic bid announcement, significant year-on-year increases in cycling levels were predicted to 2012 and beyond (TfL, 2004)
- A third of Londoners would like to cycle regularly (TfL, 2005)
- An even higher proportion are positive about encouraging cycling in the capital; 67% of Londoners would like there to be more cycle lanes (TfL, 2004)

Two thirds of London is green space. The GOAL 2012 project will improve access to parks, commons and waterways for pedestrians and cyclists, particularly in deprived areas of London.

GOAL 2012 will build on the success of the National Cycle Network (NCN), recently voted the nation's favourite Lottery project and described by the DfT as "the strongest success story in walking and cycling". But most importantly, the completed network of 'Greenways' will create an opportunity to fully integrate the NCN, LCN+, Strategic Walking Routes and local routes and arrange them in a way that is logical for cyclists and pedestrians in the capital. Sustrans will work very closely with TfL, local authorities and other key stakeholders to achieve our mutual objectives.

Furthermore, GOAL 2012 is right for London and Londoners because it will:

- **make new connections:** in particular the proposed new crossing will bring south-east London within easy cycling and walking distance of the Docklands and City
- **encourage people to cycle:** 'traffic-free cycle lanes' is an equal highest priority for Londoners who say they would like to cycle more (DfT 2004)
- **increase London's walking, cycling and transport capacity.** As the population of London is set to increase, making walking and cycling appealing options could genuinely help keep London running by relieving pressure on roads and public transport

- **make a positive contribution to health** by providing enjoyable exercise options
- **benefit the environment** by providing an appealing and convenient, emission-free form of transport
- **bring people closer to nature** and increase their engagement with their surroundings
- **encourage cycling in east London**, an area that currently has disproportionately low levels of cycling
- **improve the public realm** through best practice design, enhancing green spaces and ‘art and the travelling landscape’
- **propel cycling and walking up the agenda.** The ‘Greenways’ project will contribute to making cycling and walking fundamental considerations in new developments

### GOAL 2012 responds to London and national policy:

- the Mayor’s policies:
  - increasing cycling levels
  - encouraging cycling through parks and green corridors
  - increasing London’s cyclability
- TfL’s Green Cycle Corridors programme:
  - to increase overall network capacity and safety
  - help reduce transport, social and health inequalities
- Central Government policies
  - providing high quality facilities for safe walking and cycling
  - extending the National Cycle Network
  - improving access to green spaces for people with limited mobility

\*more in-depth analysis of how targets will be met is provided in Annexe 1.

## 2.0 Realising the vision

London already has some excellent traffic-free, mixed-use walking and cycling routes through green spaces and along rivers and canals thanks to local authorities, Transport for London and other stakeholders. The proposed GOAL 2012 project will exploit the Olympics as a major opportunity to build on what has already been achieved and provide a complete network of attractive and practical walking and cycling routes across London. The finished network will bring back into the public domain many green spaces, rivers and canals that currently suffer from poor accessibility and neglect.

The GOAL project has the potential for being one of the most far-reaching and lasting legacies of the 2012 Olympics. For it to be successful it needs to be adopted and promoted by the Olympic Delivery Authority and London Organising Committee, the Mayor of London and the Government. At a very early stage the routes need to be agreed, and then all subsequent construction and regeneration activities across London, either for the Olympics or other development, must incorporate and promote the agreed routes. Each London Borough and every stakeholder – British Waterways, Royal Parks Agency, London Development Agency, Thames Gateway Partnership and many more - need to become committed to the idea that GOAL is part of the Olympics infrastructure and legacy for London.

Figure 1 shows the extent of the GOAL network and the location of the proposed new bridge to connect south-east London with the Docklands and the Olympic Park.

Notable opportunities include:

- a new dedicated walking/cycling Thames bridge could trigger a dramatic step change in travel choices for east and south-east Londoners
- new routes connecting central London and north-east London, Epping and Brentwood
- new routes connecting central London and south-east London, Eltham, Bexley and Sidcup
- a new route connecting central London and north-west London, Hampstead Heath and beyond
- new riverside routes along Thames tributaries including Barking Creek, Rainham Creek and Cray River

## **2.1 approach**

The suggested approach to delivering the GOAL 2012 project could be as follows:

- The Olympic Delivery Authority and London Organising Committee adopt the general ambitions of GOAL and appoint a Director to focus on delivery of the GOAL 2012 project
- The early preparation of a route document based on existing routes, Greenway opportunities in parks and green corridors, and all developments associated with the Olympics and across London. The GOAL route document would be integrated with the overall Olympic transport programme
- Meanwhile, the GOAL Director would be establishing groupings of Borough Councils and other stakeholders with a view to all parties adopting the GOAL project in their area and committing to its completion
- At this time the route study team would evolve into a technical development team and issue detailed guidance showing how the GOAL project would be on the ground, how it would thread through new developments and existing residential and urban road sections
- This GOAL technical team would co-ordinate the programme and develop support functions such as signing, maps, publicity and promotion and incentives

## **2.2 delivery team**

This report has been prepared by Sustrans, the overall co-ordinators of the National Cycle Network (see Annexe 2 for our credentials). At this stage we envisage that the Olympic Delivery Authority would appoint the GOAL Director. The Director would assemble a small team of specialists with experience in design and implementation of traffic-free networks to provide the route co-ordination / technical support role.

## 2.3 funding

We envisage that GOAL 2012 will be financed by assembling a funding package from the following sources:

- An allocation from the central Olympic transport budget
- An allocation from existing walking and cycling resources
- Private sector investment through developers' work
- Accommodation in all ongoing highways and associated infrastructure works

# Annexe 1: meeting the targets

**GOAL 2012 responds to the Mayor's targets for cycling, as set out in 'Creating a Chain Reaction: The London Cycling Action Plan', 2004:**

LCAP target/objective	how 'Greenways' delivers
<p>Headline Target: To achieve at least an 80% increase in cycling levels by 2010 and a 200% increase by 2020</p>	<p>'Greenways' will encourage people to cycle. Traffic-free routes are popular; between '03 and '04 there was a 16% increase in cycling on urban traffic-free NCN routes</p>
<p>Medium term targets: To increase modal share of cycling trips</p>	<p>40% of people using urban traffic-free NCN routes could have used a car for the same journey, but chose not to</p>
<p>To increase number of cycle trips per person per year</p>	<p>Urban traffic-free routes encourage people to cycle; 11% of cyclists on the NCN describe themselves as 'new' or 'returning'</p>
<p>To increase the level of London's 'cyclability' and user satisfaction with London's cycling infrastructure and environment in terms of people's perceptions</p>	<p>The new 'Greenways' traffic-free routes will increase the overall network capacity. More importantly they will complement the LCN+ to give cyclists more options</p>
<p>Objective 2: Increase cycle safety, access and priority</p>	<p>Urban traffic-free 'Greenways' can clearly provide a safe option for cyclists and can provide more options in terms of access</p>
<p>Objective 4.1 Off-highway routes: Encourage the development of cycling through parks and green corridors</p>	<p>'Greenways' takes this goal further; 'Greenways' will not simply be routes through parks, it will be a co-ordinated network of routes that open up and interconnect London's green spaces and waterways</p>
<p>Objective 5: Promote cycling and improve its status</p>	<p>'Greenways to Olympics' will provide an opportunity for London to be showcased as a cycling city</p>
<p>Objective 6: Provide incentives and support for target groups</p>	<p>'London Olympic Greenways' will open up green spaces, which often have access barriers, especially in deprived areas. Urban traffic-free routes encourage people from under-represented groups to cycle; the proportion of women using traffic-free NCN routes is increasing year on year. Good quality routes can also improve access for people with limited mobility</p>
<p>Objective 9: Optimise the contribution to cycling from other schemes</p>	<p>Along with the other developments in cycling in London, 'Greenways' will push cycling up the agenda in development schemes. 'Greenways' will also contribute to freeing up capacity on public transport and helping make these schemes a success</p>

## GOAL 2012 responds to TfL's 'Green Corridors Paper', February 2005:

target/objective	how 'Greenways' delivers
To encourage more people to take up cycling	'Greenways' will particularly appeal to new/potential cyclists. Urban traffic-free routes encourage people to cycle; 11% of cyclists on the NCN describe themselves as 'new' or 'returning'
To increase overall network capacity, safety and efficiency by extending the network available for use by cyclists, pedestrians and wheelchair users and removing/reducing barriers to access	'Greenways' will increase London's cycling and transport network capacity. The 'Greenways' routes will be safe and traffic-free. They will open up green spaces and remove barriers that will be beneficial to cyclists, pedestrians and people with limited mobility
To help reduce transport/social/health inequalities	'London Olympic Greenways' will open up green spaces, which often have access barriers, especially in deprived areas where inequalities are most considerable. Urban traffic-free routes encourage people from under-represented groups to cycle; the proportion of women using traffic-free NCN routes is increasing year on year.
To raise public awareness, particularly among equality and inclusion target groups, of London's Green Cycle Corridors	'Greenways to Olympics' will provide an opportunity for London to be showcased as a cycling city and for cycling to be promoted directly to target groups.

## GOAL 2012 responds to the DfT's 'Walking and Cycling: an action plan', 2004:

target/objective	how 'Greenways' delivers
Providing high quality facilities for safe walking and cycling	'Greenways' will be a network of high quality traffic-free cycling and walking routes that will increase the travel, recreation and exercise options for Londoners and visitors
Better walking and cycle routes	'London Olympic Greenways' will be a high quality route network for walking and cycling that will contribute to the work TfL and the London boroughs are doing to improve walking and cycling facilities in the capital
Extend the National Cycle Network	'Greenways' will be a major extension of the NCN in London. It will bring a coherence and interconnectedness to London's green spaces. It will combine with the LCN+ to form a co-ordinated route network in London
Exploit the potential of canal and river towpaths	Through the 'Greenways' programme, Sustrans will work in partnership to create cycling and walking routes next to canals and rivers

# Annexe 2: about Sustrans

Sustrans is the UK's leading sustainable transport charity. Our vision is a world in which people choose to travel in ways that benefit their health and the environment, and every day we are working on practical and imaginative solutions to the transport challenges affecting us all.

Sustrans has expertise in working in partnership to deliver 'green corridor' cycling and walking routes. This year we are celebrating 10,000 miles of the National Cycle Network. In 2004 there were over 201 million trips on NCN routes.

In London specifically Sustrans has ten years of experience delivering high quality traffic-free 'green corridor' cycling and walking routes.

The National Cycle Network was recently voted 'the peoples' favourite Lottery project'. The Department for Transport describes the National Cycle Network as "the strongest success story in walking and cycling" in their report Walking and cycling action plan (June 2004).

The National Cycle Network has contributed to changing the way that people travel, improving health, reducing congestion and emissions, improving access to green spaces and helping people go about their daily lives.