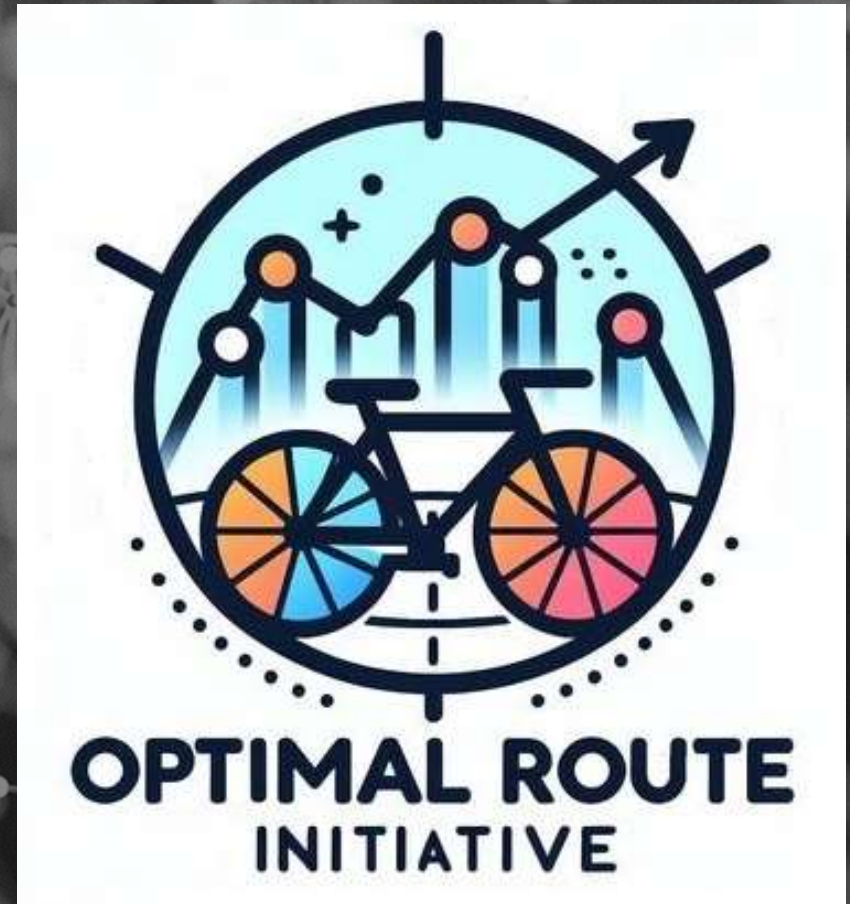


# PROJECT SCOPE AND PLAN

THOUGHTWORKS PROJECT – GROUP 6



10/May/2024



# PROJECT SCOPE

EVALUATE CYCLING INITIATIVES  
EFFECTIVENESS



# ASSESSING THE MAYOR'S STRATEGY

LIMITATIONS OF THE DATA PROVIDED

A grayscale background image showing several people sitting around a table, engaged in a meeting or collaborative work. One person is using a laptop, and another is looking at a document. The image is slightly blurred, emphasizing the text overlay.

# PROBLEM STATEMENT

OPTIMISING LONDON'S CYCLING INITIATIVES

HOW IS CYCLING PROGRESSING BASED ON THE  
2018 TRANSPORT STRATEGY IMPLEMENTATION  
TIMELINE?



- Cycle Network Expansion
- Improving Street Environments & Cycle Parking
- Safety Initiatives
- Bike Sharing Programmes
- Case Study
- (Socio-)Demographic & Lifestyle Aspects

## PROJECTS



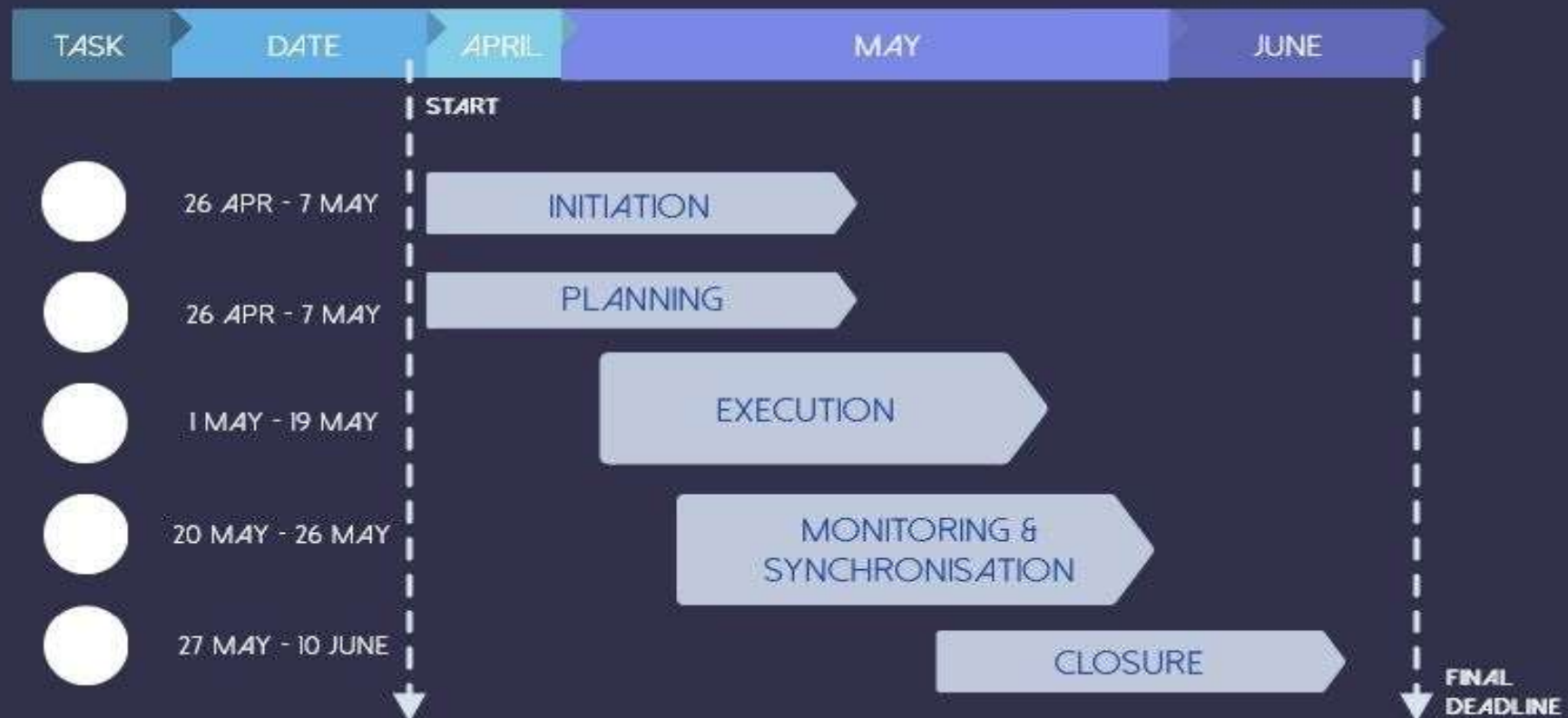
# TEAM AND WORKFLOW

## PROJECT LEAD - ZORA

- **Report Coordinators (Alina, Fernanda):** Manage report creation, ensure coherence and accuracy.
- **Jupyter Administrators (Mathieu, John):** Coordinate Jupyter Notebooks for data analysis.
- **Presentation Managers (Zora, Judit):** Oversee presentation development, ensure alignment with objectives.

# OPTIMAL ROUTE INITIATIVE - LSE GROUP 6

THOUGHTWORKS ( Project Roadmap )



A black and white photograph of a workspace. In the center, there is a desk with a chair in front of it. On the desk, there is a laptop and a small potted plant. To the right of the desk, a bicycle is leaning against a brick wall. The wall is made of dark, textured bricks. The floor is made of light-colored tiles. The overall atmosphere is modern and professional.

# THANK YOU!

WE ARE LOOKING FORWARD TO WORKING WITH YOU



# WHAT'S NEXT

## CYCLING HABITS IN LONDON

- INNER CENTRAL OUTER LONDON AND BOROUGH LEVEL CHANGE IN CYCLING HABITS
- THE IMPACT OF WEATHER CONDITIONS ON CYCLING
- THE IMPACT OF BIKE RENTAL SCHEMES ON CYCLING UPTAKE

