



**TRANSPORT
FOR LONDON**

PROPOSAL TO INCREASE CYCLING UPTAKE IN LONDON

By Team InLondon
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AGENDA



01

OBSERVATION

02

RECOMMENDATION

- PARKING
- BIKE HIRE
- CAR OWNERSHIP

03

CONCLUSION

04

FORESIGHT

THE GOAL

By Transport for London 2018



BY 2041

LONDON
CYCLING
TRIP COUNT



400%

ASSUMPTION & LIMITATION OF STUDY

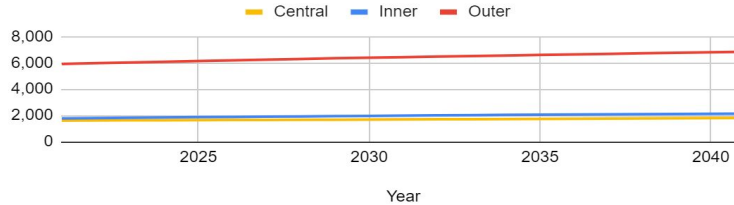
- Each bike count is unique
- Bike count is dependent of bike counter locations
- Stretched project timeline limits research on cycle network and safety

OBSERVATION

OUTER LONDON

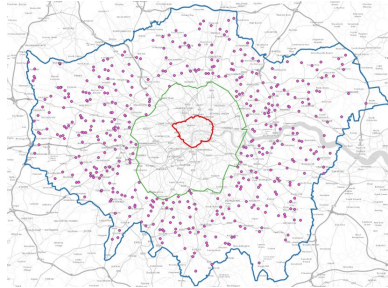
IS THE GROWTH DRIVER

Forecast Population of London (Thousands)



HOME TO

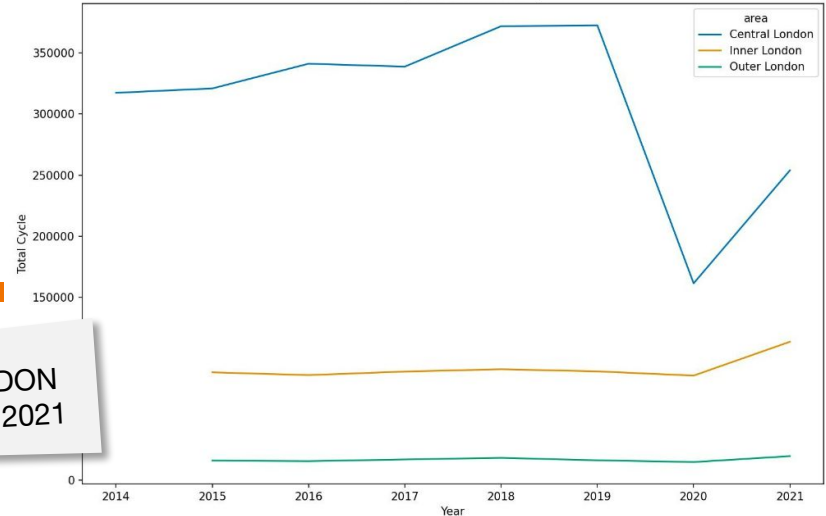
64% OF LONDON POPULATION



YET ONLY

6% OF TOTAL LONDON CYCLE TRIPS IN 2021

Total Cycle in London Yearly



*Data for Central London was not available
Source: Transport for London, Office for National Statistics 2021, Cycling Factsheet London 2021

OBSERVATION

BARRIER TO CYCLING

AMONG POTENTIAL CYCLISTS



RECOMMENDATION

1 
PARKING
INCREASE
AVAILABILITY

2 
HIRE BIKE
EXPAND
COVERAGE

3 
PRIVATE CAR
DISCOURAGE
OWN OR USE

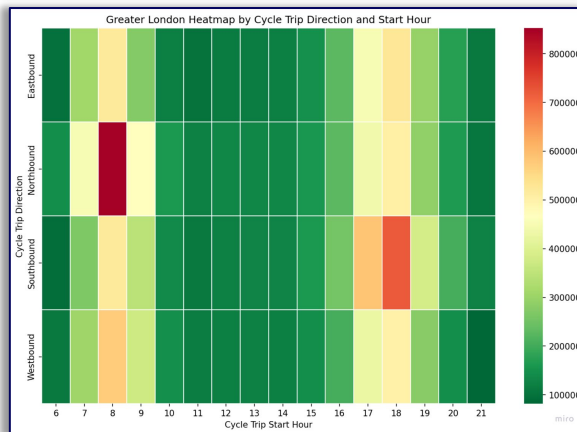
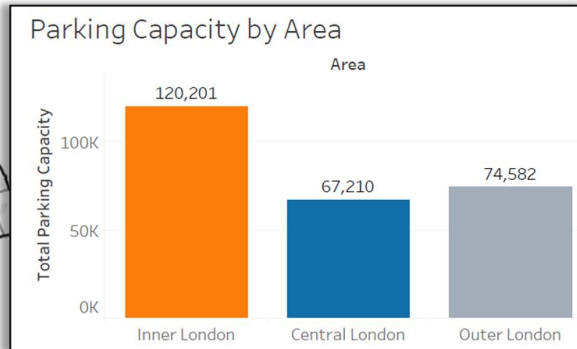
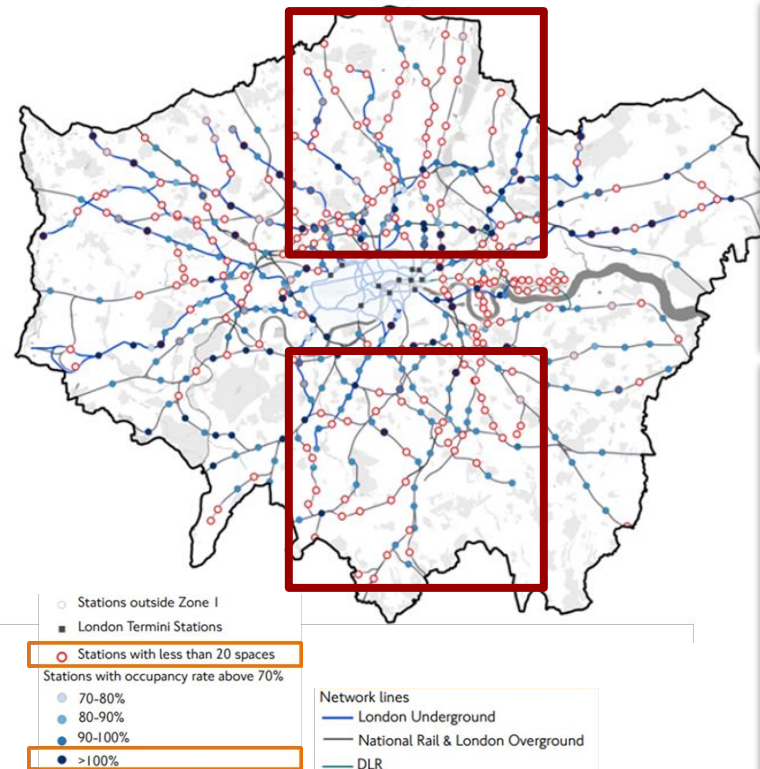
RECOMMENDATION

#1

STRATEGIC PARKING EXPANSION

PRIORITIZE **NORTHERN & SOUTHERN** OUTER LONDON

Source: Transport for London, Cycling action plan: Making London the world's best big city for cycling (2018)



RECOMMENDATION

#1

STRATEGIC PARKING EXPANSION

ADD **SECURE PARKING SPACE** WITH REAL-TIME AVAILABILITY TRACKING

AVAILABILITY

SECURE PARKING



Secure Parking by Area



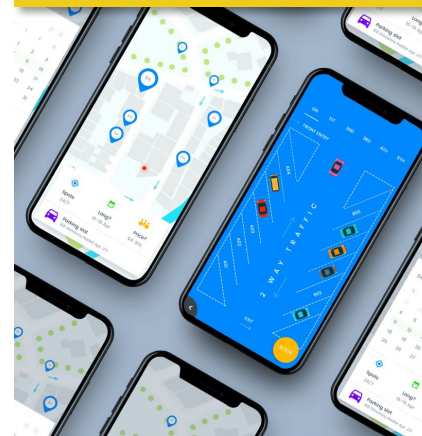
LOCKER PARKING



Locker Parking by Area



BIKE PARKING APP



ACCESSIBILITY

RECOMMENDATION

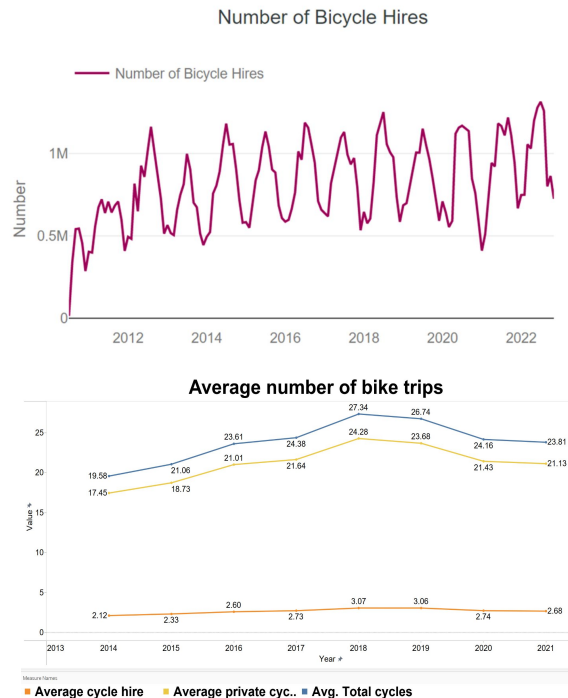
#2

HIRE BIKE COVERAGE EXPANSION

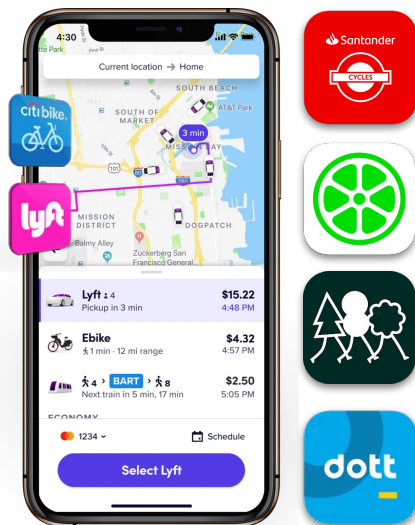
**INCREASE HIRE BIKE
SUPPLY** WITHOUT
JEOPARDIZING USER
EXPERIENCE

AVAILABILITY

Hire Bikes are less costly options for new adopters, yet only account for a small portion of total London bike trips despite steady growth in usage



UNIFIED HIRE BIKE APP



ACCESSIBILITY

RECOMMENDATION

#2

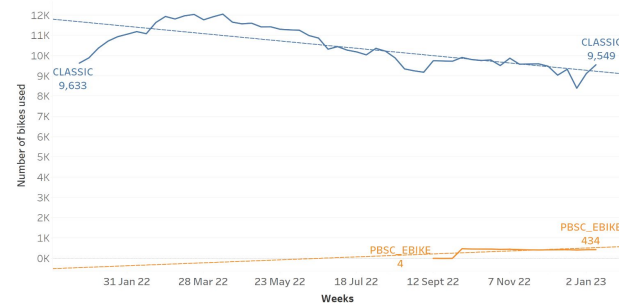
HIRE BIKE COVERAGE EXPANSION

INCREASE **E-BIKE**
SUPPLY AS A GATEWAY
TO NEW ADOPTERS

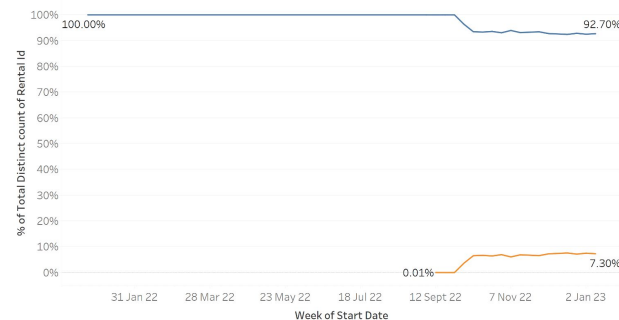


LONDON

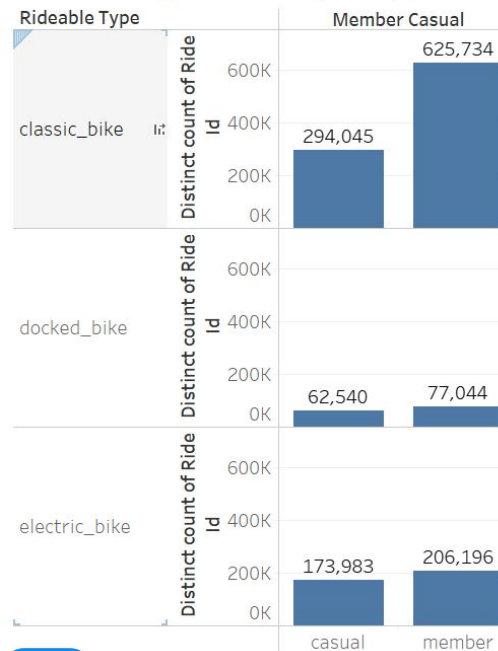
Usage data of Santander bikes



Ebike trips percentage



Member Types vs Bicycle Types



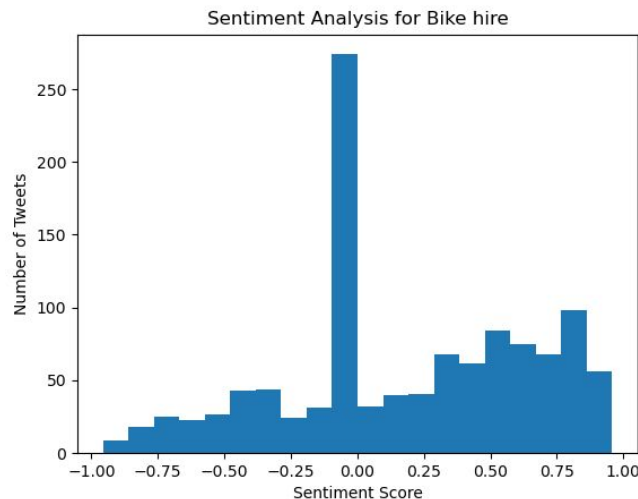
NEW YORK CITY

RECOMMENDATION

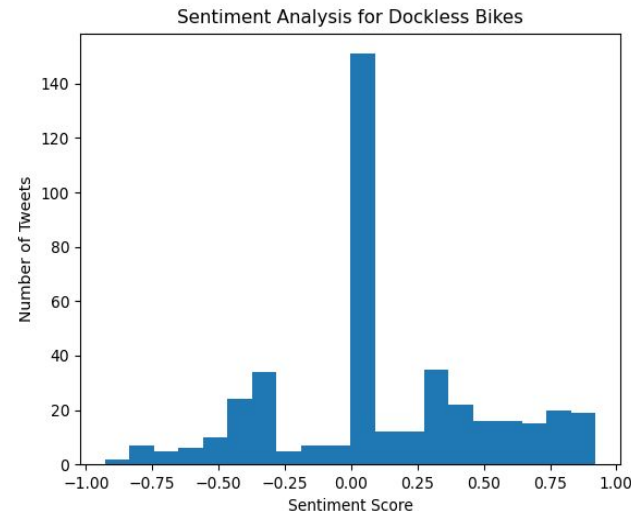
#2

HIRE BIKE COVERAGE EXPANSION

POSITIVE SENTIMENT
GENERALLY SEEN ON HIRE
BIKES & DOCKLESS BIKES



POSITIVE 54.6%
NEUTRAL 22.9%
NEGATIVE 22.5%



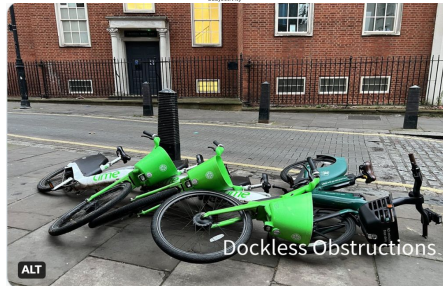
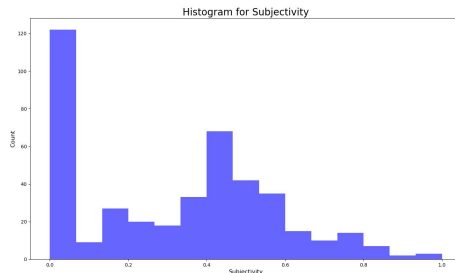
POSITIVE 44.7%
NEUTRAL 30.1%
NEGATIVE 25.2%

RECOMMENDATION

#2

HIRE BIKE COVERAGE EXPANSION

DOCKLESS BIKE
DESIGNATED PARKING
SPACE IN NEED TO EASE
SPECIFIC CONCERN



		Tweet	Sentiment	subjectivity	polarity
145		What a stupid place to park a bike Why are dockless bikes allowed in London	-0.800000	1.000000	-0.800000
123		Dangerous dockless bikes blocking streets say disability activists bike bikeshare london	-0.600000	0.900000	-0.600000
281	Transport is getting complicated is integrating data from Londons dockless bike rental services adding _bicycleUK and to an everexpanding list of options to get you from A to B futuresities	-0.500000	1.000000	-0.500000	
201	Theyre Offo Southwark Council disappointed as dockless bike firm leaves London	-0.475000	0.575000	-0.475000	
11	That is very dangerous The dockless bike model is not safe at all This is what is happening in London Which is not safe The bikes need to be locked docked and off the pavement please	-0.426667	0.666667	-0.426667	
150	_in_london Id like to extend it too but the docking infrastructure is very expensive We are looking at other bike hire schemes both dockless and with alternative docking systems	-0.387500	0.642500	-0.387500	
328	Just days after Environment committee agreed a report recommending operate a dockless bike scheme in Barnet they are pulling out of the other London boroughs they operate in looks unlikely it can now go ahead amp will now need to look for a stronger operator	-0.312500	0.437500	-0.312500	
97	Dockless bikes on pavements cause dangerous obstructions particularly for Blind or VI people If you come across a dockless bike causing an obstruction anywhere in London take a photo and tag and _campaigns on twitter InclusiveJourneys Accessibility	-0.311111	0.633333	-0.311111	
415	Ive used the Boris bikes in London and bikeampgo too hard to access not used the dockless ones Im keen on Leeds getting a system hopefully the oFo wont be too bad for short hops around city centre which is quite a small area	-0.310417	0.477083	-0.310417	
417	The advent of dockless bike share in London doesnt appear to have had any negative impact on	-0.300000	0.400000	-0.300000	
121	Another fucking dockless bike company in London creating hazards for disabled pedestrians Apparently this is called Freebike except its not free and its dangerous Dont be assholes people Never leave bikes in the middle of pavements This should be illegal	-0.292857	0.521429	-0.292857	
278	Citymapper is trying to make sense of Londons dockless bike mess Transport is getting complicated Standing on a London street corner you could walk down the street to catch a bus hop on the Tube or hail a taxi But it might be faster to order an Ube	-0.276852	0.487963	-0.276852	
44	This short film also shows the injuries of a blind colleague got after falling over dockless bike in London Thank you for raising this problem	-0.250000	0.483333	-0.250000	
336	Chinese dockless bike companies Offo and Mobike having to deal separately with each of Londons 32 boroughs has led to expensive and timeconsuming negotiations and absurd rules They now only operate in a few boroughs	-0.240000	0.560000	-0.240000	
5	Finally London councils is coming to its senses over these dangerous dockless bikes First Westminster said any Line bike found dangerously parked will be removed and now Haringey dont want them to start or finish in their Borough	-0.237500	0.783333	-0.237500	

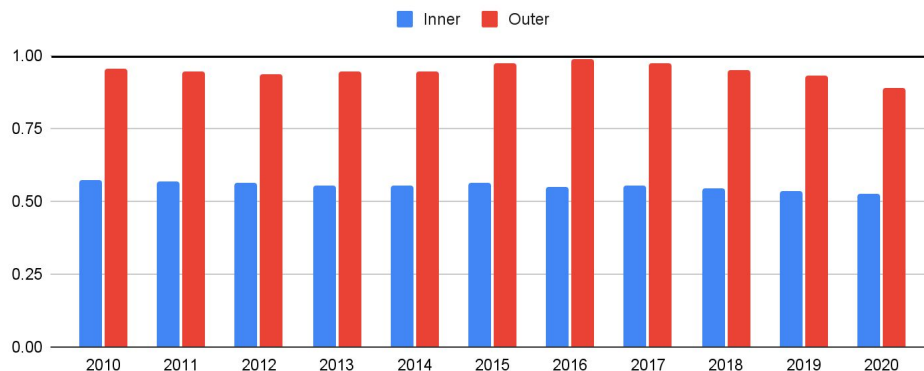
RECOMMENDATION

#3

REDUCE CAR USAGE & OWNERSHIP

↓ **10%** IN CAR EQUALS
↑ **242,000 BIKE TRIPS**
IN OUTER LONDON

Average number of cars per household in Inner and Outer London



2X No. of Car/Household
Outer vs Inner London

2X Likelihood To Cycle
Without Car Ownership

Car access [\[NTS0702\]](#)



26 trips
78 miles



13 trips
51 miles

People without access to a car, cycle twice as
much as those that have access to a car.

TAX
Car Registration
Road/ Toll Usage

INCREASE
Parking Rate

WIDEN
Congestion Zone

POTENTIAL MEASURE
TO INCREASE COST OF CAR USE

CONCLUSION

OUR RECOMMENDATION

STRATEGIC APPROACH

PARKING

INCREASE
AVAILABILITY

HIRE BIKE

EXPAND
COVERAGE

PRIVATE CAR

DISCOURAGE
OWN OR USE

ADDRESS FRICTION

OUTER LONDON
PARKING EXPANSION

SAFE
PARKING

MORE AFFORDABLE
ROUTINE CYCLING

DOCKLESS
EBIKE PARKING

CAR TO BIKE
MODE SHIFT

CREATE NEW OPPORTUNITY



HOME TO HUB
SHORT TRIP



LONGER EBIKE TRIP



BETTER EXPERIENCE
ON UNIFIED APP

FURTHER ACTION

TO MONITOR AND VALIDATE
IMPLEMENTATION OF THE
SUGGESTED APPROACHES

DATA COLLECTION

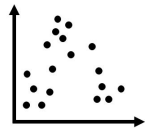


Bike Counter Installation
at Scale in Outer London



Parking Utilization Monitoring
at Transport Station Hub

IN-DEPTH ANALYSIS



Clustering Analysis
Rider Segmentation by Demographics & Behaviour
Bike Hire Station Profiling by Location & Utilization



THANK YOU

