

Hounslow Kerbside Strategy

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London Borough
of Hounslow

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Introduction

The kerbside is the space on the road next to the pavement. It is one of Hounslow's biggest public spaces, accommodating a variety of uses from vehicle and cycle parking, to taxi bays and bus stops.

Did you know?

Almost a third of residents don't own a private vehicle (Census 2021) and 60% of trips in the borough are made by walking, cycling and public transport (TfL, 2022/23).

The kerbside – and what it is used for – plays an important role in ensuring Hounslow's streets are designed to support more walking, cycling and public transport use, whilst recognising that not everyone is able to use these modes for every journey, and some people rely on private car travel for their mobility.

The Kerbside Strategy is part of the Council's ambitious plans for a healthier, greener and safer Hounslow. The Kerbside Strategy will complement Hounslow's new Transport Plan, reimagining our streets for the benefit of more residents, businesses and visitors, providing a comprehensive overview of all transport priorities in Hounslow.

The Kerbside Strategy considers how to better balance different kerbside uses, helping to create safe, healthy, liveable and multi-functional streets for all ages and abilities.

The kerbside accommodates a varied range of uses, with the strategy focusing on seven of these:

- ▶ Car Clubs
- ▶ Micro-mobility
- ▶ On-Street Cycle Parking
- ▶ Placemaking and Parklets
- ▶ Urban Greening
- ▶ Freight, Delivery and Servicing
- ▶ Taxis

The strategy also addresses issues such as inactivity, loneliness, poor air quality and climate change, which work towards improving the health and quality of life outcomes for Hounslow. Actions in this strategy will benefit everyone in Hounslow, supporting the growth of more affordable and accessible transport options.

A key feature of the strategy is the Kerbside Spatial Framework, which guides transport and planning decision-making for kerbside uses. It supports the Council's corporate objectives around net zero, active travel and social inclusion, as well as the Mayor's Transport Strategy (MTS) and Transport for London (TfL)'s Healthy Streets model, facilitating greater levels of active travel, reducing congestion and improving air quality and climate resilience.

The Kerbside Strategy works to achieve five key objectives:

- 1. More sustainable mobility:** Greener streets and the creation of more transport options make it easier and more enjoyable to walk, wheel, cycle and access shared mobility and public transport in Hounslow.
- 2. Improved health and wellbeing:** Expanding the kerbside space for other uses ensures that everyone benefits. An increase in physical activity and exercise, especially when outdoors, can improve health and quality of life outcomes. More places to rest and meet friends, with more accessible and attractive streets to walk and cycle, helps us address loneliness, anxiety and depression while also reducing air pollution.
- 3. Building resilience and adaptability:** Through kerbside greening, we will build



local resilience to extreme weather events such as heat waves and flash flooding and support greater biodiversity.

4. Strengthening communities through better places: Attractive and multi-functional streets everyone can use and enjoy will help strengthen communities, with more places to meet neighbours, play and grow.

5. Improved accessibility and inclusion: Well-designed streets and spaces benefit everyone, not just a few. We are designing our streets for all abilities, ages and incomes, ensuring that everyone can get around with more transport options, and safe and accessible kerbside vehicle parking.

Kerbside uses are not necessarily mutually exclusive, and different uses may co-exist. For example, Sustainable Drainage Systems (SuDS) can co-exist with parklets and cycle parking, whilst greenery and tree planting can be part of placemaking interventions.

Several kerbside uses, such as vehicle parking, electric vehicle charging, cycle routes and bus facilities, are not included in this strategy as the design, implementation and management of these uses are covered in other Council documents, including:

- ▶ Transport Strategy (2019)
- ▶ Parking Strategy (2024)
- ▶ Electric Vehicle Charging Strategy (2022)
- ▶ Hounslow Local Implementation Plan (2019)
- ▶ Street Trading Policy
- ▶ Crossover Policy

What We Know



Health and Wellbeing: 30.8% of Hounslow's GP registered population has at least one long term health condition. Some of these are linked to poor air quality and a sedentary lifestyle. The Mayor of London's Transport Strategy aims for 70% of Hounslow residents to undertake 20 minutes of active travel daily by 2041.



Climate Change: Road transport accounts for 34.2% of total CO₂ emissions in the borough. The Council has declared a Climate Emergency with action needed to address emissions from road transport.



Resilience and Adaptation: Extreme weather events increasingly affect the borough transport network, putting the drainage network under stress and resulting in potholes. These events are forecast to become more frequent and severe.



Air Quality: Over 100 deaths in Hounslow each year are attributed to poor air quality, and the whole borough has been designated as an Air Quality Management Area. The MTS includes targets for the reduction of CO₂, NO_x and particulate emissions.



Active and Sustainable Travel: Hounslow's Local Implementation Plan III (2019) includes a target for 71% of total trips to be made by cycle, public transport or on foot by 2041. Greater kerbside space will be required to accommodate an increase in demand for such modes.



Freight, Delivery and Servicing: The number of parcels delivered in London is expected to double by 2030 as the shift to e-commerce continues (Centre for London, 2021). The MTS also seeks to reduce freight trips in London.



Parking and Car Ownership: There is significant on-street parking in Hounslow, including in several Controlled Parking Zones (CPZs). There is considerable variance in the demand for resident parking permits within different CPZs, with demand of less than 0.5 permits per space in some CPZs. This suggests there is scope for kerbside reallocation; whilst also supporting targets to reduce car ownership and use in the borough.

Kerbside spatial framework

The Hounslow Urban Context and Character Study (2014) and Emerging Borough Character and Design Study Supplementary Planning Document (2022) were used to develop the Kerbside Spatial Framework.

The Kerbside Spatial Framework acts as a guide and sets a hierarchy for allocating kerbside space in different areas, particularly in areas with limited space and competing demand for different uses. Using the framework, priority will be given to kerbside uses at the top of the hierarchy.

However, this doesn't necessarily mean that these uses will be allocated a larger amount of space. In some instances, flexibility is required, for example at shopping parades where there may be residential uses above retail units at ground floor, meaning there is variation and overlap.

The framework includes four urban typologies:



Town Centres and High Streets

Hounslow's town centres feature mixed land uses, including retail, commercial, leisure, office, civic and residential. They have higher levels of activity and footfall. Variations in town centres can change transport demand and, although an overarching kerbside hierarchy for town centres is outlined, such variety means not all kerbside uses will be suitable in every location, given differences in demand.



Residential Areas

There are different types of residential areas in Hounslow. Vehicle parking is the most common use of kerbside space in residential areas, but it is positioned at the bottom of the hierarchy to align with the Council's priority of increasing access to alternative modes of travel for all. However, a large proportion of the kerbside will continue to accommodate residential parking even after rebalancing other kerbside uses.



Movement Corridors

Frequent bus services, rail accessibility and higher vehicle flows are main characteristics of movement corridors. The primary role of kerbside space in these areas is to facilitate access to public transport and other forms of mobility.



Neighbourhood Initiatives

Schemes that reduce vehicular traffic and promote sustainable travel can reallocate kerbside space to uses other than vehicle parking. Neighbourhood initiatives include placemaking, urban greening, shared mobility schemes, provision for servicing and electric vehicles charging infrastructure.

Table 1: Spatial Framework & Kerbside Hierarchies

Priority	Town Centres / High Streets	Movement Corridors	Residential Areas	Neighbourhood Initiatives
Essential	Safety and access Public transport access Parking for disabled users			
Higher Priority	Areas for deliveries, servicing, pick-up and drop-off	Shared micro mobility provision	Shared micro-mobility provision	Shared micro-mobility provision
	Green, recreational and community space including parklets	Short stay cycle parking	Cycle hangars and short-term cycle parking	Cycle hangars and short-term cycle parking
	Shared micro-mobility provision	Areas for deliveries, servicing, pick-up and drop-off	Car clubs and electric vehicle charging	Car clubs and electric vehicle charging
	Short stay cycle parking		Green, recreational and community space including parklets	Green, recreational and community space including parklets
Lower Priority	Car clubs and electric vehicle charging	Rapid electric vehicle charging	Areas for deliveries, servicing, pick-up and drop-off	Areas for deliveries, servicing, pick-up and drop-off
	Short-stay visitor parking	Green, recreational and community space including parklets	Electric vehicle charging	Electric vehicle charging
	Cycle hangars and residential parking	Car clubs parking, residential and short stay parking	Residential and short-stay (visitor) parking	Residential and short-stay (visitor) parking

Kerbside uses such as vehicle parking, electric vehicle charging, cycle routes and bus facilities, are not included in this strategy as the design, implementation and management of these uses are covered in other Council documents.

Car clubs

There are currently two car club providers operating in Hounslow, Zipcar and Enterprise. Both operate round-trip models, with vehicles located in either designated on-street bays or off-street parking areas, such as in private or public car parks. Combined, they offer 39 vehicles and have almost 7,000 members.

Car clubs are an easy and affordable way to use a car without the need to own a car. Benefits include reduced private car ownership trip mileage and air pollution, modal shift, more affordable access to a car or van for low-income households, financial savings compared to personal car ownership, and more efficient use of kerbside space.

Given Hounslow's demographics and travel patterns, Collaborative Mobility UK (CoMoUK) a national organisation promoting and accrediting shared transport, has identified a high potential for uptake in Hounslow.

You told us

Three quarters of consultation survey respondents do not have a car club membership but are aware of car clubs, whilst 14% do not have a membership and are unaware of such schemes. The need to frequently use a vehicle, making private ownership cheaper, was the most common reason for not using car clubs.

The highest proportion of respondents (37%) said they would walk between three and five minutes to the nearest car club bay, aligning with the proposed spacing between bays set out in the strategy.

There are two common models:

► Round-Trip or Back-to-Base

Cars are located in a designated bay and need to be returned to that bay at the end of each booking. Some operators offer flexibility whereby vehicles are taken from and returned to any parking bay within a named street or set of streets.

► Flexible or Point-to-Point

Cars are not located in designated bays and can be parked in certain bay types anywhere within the operating area. They can be used for one-way trips without the need to return the car to its origin. This may be across local authority boundaries, as long as the start and end of each booking is within the car club operator's scheme area.

Residential areas, especially those with high density or large new residential developments, town centres with large employment hubs, and areas with significant neighbourhood initiatives provide the greatest opportunities for car club growth.

Car club bays are best located in existing residential parking bays that are well-lit and subject to good levels of natural surveillance.



Did you know?

22%

of Hounslow households owning a car (15,800 households) could use a car club vehicle for their journey. If every car club vehicle serves 50 active members, Hounslow would need 484 additional car club cars to fulfil potential demand (CoMoUK, 2022).

Actions

A1: Informed by the Kerbside Spatial Framework and demand analysis published by CoMoUK, the Council will expand round-trip car club provision working with a minimum of two operators. New car club bays will be delivered in three phases over approximately three years, commencing in summer 2024. This will bring the Council closer to delivering the recommended CoMoUK provision.

Phase 1

Areas with high potential demand, where more car club vehicles will be needed. Every resident will be within a three-minute walk of a bay. This is approx. 250m, with bays spaced around 500m apart.

Phase 2

Areas with medium potential demand, where every resident will be within a four-minute walk of a bay. This is approx. 340m, with bays spaced around 680m apart.

Phase 3

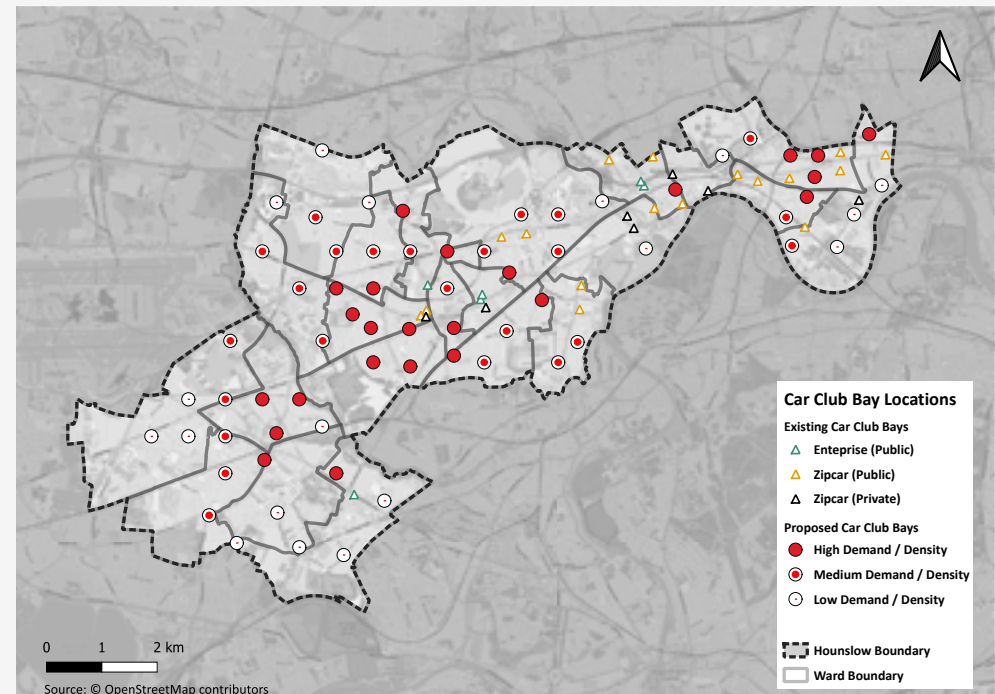
Areas with low potential demand, where every resident will be within a five-minute walk of a bay. This is approx. 420m, with bays spaced around 840m apart.

Existing and proposed distribution of car club bays is shown in Figure 1.

- ▶ **Residential Areas:** Spacing between bays has been determined by level of demand, as described above.
- ▶ **Town Centres:** Dependent on residential density, presence of large employment sites and car club provision in new residential developments. In areas with high residential density, spacing between bays will mirror 'Residential areas'.
- ▶ **Neighbourhood Initiatives:** Considered to be an area of high potential demand, with car clubs spaced accordingly.
- ▶ **Movement Corridors:** Car club bays will generally be located on nearby residential streets, and spaced according to the predominant land use.

A2: The introduction of flexible vehicles will follow in similar phases as with round-trip vehicles. To provide more choices to Hounslow's community, the council will appoint at least one operator. The flexible model does not require the allocation of parking bays; however, vehicles will be distributed initially to reach a similar density to the proposed round-trip provision in each area. It is recognised that over the course of the day, vehicles will be redistributed by users. Manual redistribution by the operator or incentivised redistribution by users may be necessary to ensure a

Figure 1. Car Club Bay Locations



reasonable coverage of vehicles across the borough.

A3: In collaboration with operators, explore opportunities to install electric vehicle charging points adjacent to car club bays.

A4: Marketing will be a collaborative effort between the Council and operators, with a targeted behaviour change approach to support greater uptake.

A5: Provision and membership will continue

to be secured within new development. Developers will be required to provide car club bays, contribute towards scheme membership for residents and provide driving credits to residents.

A6: Demand will be carefully monitored, and provision expanded when utilisation thresholds are met, and will be defined within contracts with scheme operators. Once the initial three phases have been delivered, further expansion will be subject to a review of utilisation figures.

Micro-mobility

Micro-mobility is a term used for any type of cycle or e-scooter available for public hire from the kerbside, including cargo cycles. In outer London boroughs, dockless solutions are most common, with no physical infrastructure to mark the hire station.

You told us

Most people who responded to the consultation (86%) are aware of Hounslow's e-cycle trial, whilst only 11% have used of the scheme Those who have used the scheme found the app and cycles easy to use, fun and safe. Reasons for not using the scheme include not cycling, preferring to use a private cycle or being too expensive.

Providing dedicated space on the kerbside for micro-mobility parking is one of the few options local authorities currently have available to them to manage dockless operations. It can reduce instances of inappropriate parking, avoid dockless cycles cluttering the footway, and improve scheme visibility and accessibility.

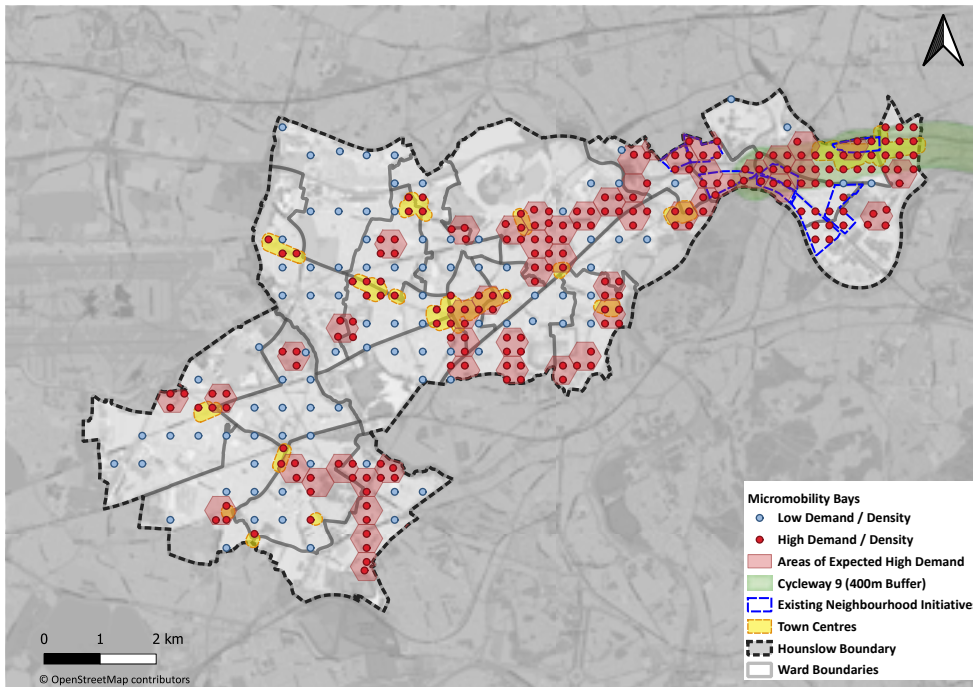
New government legislation on micro-mobility is expected in the future and TfL is developing a London-wide contract for micro-mobility that boroughs can sign up to. This will provide local authorities with greater powers to control cycle hire operations.

In 2023, the Council trialed a dockless cycle hire trial with Lime using a controlled dockless parking system, with cycles parked in allocated and fully marked bays. Over 260 bays were installed across the borough in three phases, in footway and carriageway locations.

The highest usage levels to date were seen in June 2024, when over 81,000 e-cycle trips started in the borough. Parking compliance has increased as users adapted to the rules, with this currently averaging around 95%.



Figure 2. Locations of Dockless Micro-Mobility Bays



Dockless cycle hire parking bays typically accommodate between nine and twelve cycles, depending on anticipated demand, and are located as close as possible to nearby trip attractors.

A series of factors and metrics that are key for cycle hire demand have informed bay densities, the spacing between each bay, across the borough. These include key destinations and trip attractors, proximity to traffic reduction schemes, proximity to existing cycle routes, propensity to cycle and current cycling

behaviour. The higher the level of demand, the more bays are needed, meaning a higher level of density is provided. Figure 2 shows the scheme distribution across Hounslow.

- ▶ **Town Centres:** Areas of high demand and density, with bays located within a 1.5-minute walk (approx. 125m), meaning bays are around 250m apart. Larger bays may be used where this density is not achievable. Bays are located close to key trip attractors and transport interchanges, where possible.

Table 2. Bay Location Considerations

All locations
<ul style="list-style-type: none"> ▶ Well-lit with good levels of natural surveillance. ▶ Space for servicing or redistribution vehicles to park nearby. ▶ Not located on steep slopes or under trees (to keep cycles clean).
Footway locations
<ul style="list-style-type: none"> ▶ Not impede pedestrian access or desire lines. ▶ Maintain a minimum pedestrian clearance of 1.5m. ▶ Front of footway locations preferred. ▶ Align with and not obstruct street furniture or utility accesses. ▶ Not impede vehicular access, servicing or visibility. ▶ Close to dropped kerbs where possible.
Carriageway locations
<ul style="list-style-type: none"> ▶ Ensure that any remaining length of parking bay is usable (minimum 5m). ▶ Not within 5m of a junction or pedestrian crossing.
Benefits
<p>Micro-mobility hire schemes offer many benefits and help to address key barriers to cycling such as a lack of cycle access and somewhere to park it. Integration with public transport can offer convenient connections for the beginning and end of journeys, improving access to jobs and education. The electric-assist function on the vehicles makes longer e-cycle or scooter trips more viable for a wider range of people.</p>

► **Residential Areas:** In areas of higher potential demand, bays will be located within a 1.5-minute walk (approx. 125m), with bays around 250m apart. In areas of lower potential demand, bays will be located within a three-minute walk (approx. 250m), with bays around 500m apart.

► **Movement Corridors:** Bays co-located with National Rail and London

Underground station entrances, bus stops, local centres, and other key amenities where possible. Densities will be in accordance with the surrounding town centre or residential area.

► **Neighbourhood Initiatives:** These areas are likely to have a high demand. Bays will therefore be located within a 1.5-minute walk (approx. 125m) and spaced 250m apart.



Case Study: Hackney and Lambeth Cargo Cycle Hire Schemes

Hackney Council runs an e-cargo cycle sharing scheme in partnership with Beryl, an operator, and the Zero Emissions Network. Cycles are available to businesses, residents and the public aged 16 and above from on-street docking stations, in the open air or inside kerbside hangars.

Cycles can be booked, unlocked and paid for from a smartphone app and are returned to their specific docking station. The scheme provides eight cargo cycles across four docking stations. These are located in areas with high footfall and close to local businesses to promote scheme uptake and security of the cycles.

Lambeth's OurBike community electric cargo cycle hire programme enables residents and business to hire e-cargo cycles by the hour. Cycles are reserved and unlocked using a mobile app.

Unlike classic cycle hire schemes, cycles are hosted by local businesses who are responsible for battery charging, reporting damage and ensuring cycles are parked in the allocated bay. Businesses can apply to host a cargo cycle for free, with the Council subsidising energy costs incurred for charging the cycle. Businesses can get branded cycles and 20 hours of free use per month. See page 19 for a case study on Hounslow's cargo cycle hire trial.

Actions

B1: The Council will extend the e-cycle trial to allow a full 12 months of operation in each area of the borough. Adjustments will be made where necessary, informed by public feedback.

B2: Use and demand for the scheme will be regularly reviewed and provision expanded in line with demand, and as new neighbourhood initiatives are introduced.

B3: The Council will investigate the potential to introduce a second operator, to ensure pricing remains competitive, noting feedback received from the Kerbside Strategy consultation survey.

B4: The Council will seek to join the pan London micro-mobility contract to help bring greater consistency and controls.

B5: The Council will trial an e-scooter scheme in parts of the borough with high potential demand, and this will be expanded to other areas if successful in line with demand.

B6: To provide a wider range of cycle options, a shared e-cargo cycles scheme will be trialled at the kerbside in the short-term. The scheme could include a range of different cycles designed to transport both goods and children. As cargo-cycles and e-cargo cycles can be used also as freight vehicles, locations for kerbside cargo cycle parking bays are discussed in the freight section of the Kerbside Strategy.

B7: Promote micro-mobility schemes to residents, businesses and visitors.

On-street cycle parking

Cycling, like walking and wheeling, is one of the most sustainable modes of transport. Hounslow has a higher cycling mode share than most outer London boroughs at 3.7% (London Travel Demand Survey, three-year average 2017/18-2019/20). The Council has an ambition to further increase cycling in Hounslow by 2041.

You told us

Almost one third (32%) of respondents said more cycle parking in town centres would encourage them to cycle more. More cycle parking was most frequently selected by respondents when asked what kerbside measures they would like to see prioritised in their local neighbourhood.

High quality cycle parking can support more cycling in Hounslow, as a lack of cycle parking is one of the main barriers for people taking up cycling (TfL Cycle Parking Implementation Plan, 2019). A lack of convenient parking at the beginning and end of journeys makes cycling a more

difficult transport option. Other barriers include a lack of space at home and fear of cycle theft or vandalism.

To ensure cycling is accessible for all, cycle parking needs to be good quality, with step-free access and able to accommodate non-standard cycles and cargo cycles. This enables a wider variety of users and trip purposes.

The two types of on-street cycle parking delivered by the Council are public and residential. The Council has undertaken an audit of existing on-street cycle parking across Hounslow and is reviewing levels of use.

Public On-Street Cycle Parking

Public cycle parking is usually a Sheffield stand or similar design located in a public space or on the side of the street.

The Council will prioritise providing public cycle parking in town centres and high streets, where daily trip destinations tend to be clustered, near shops and workplaces.

Provision will also be considered close to train and London Underground stations and other community destinations where off-street or on-site space is not available.

The approach to cycle parking delivery will be network focused, with parking provided as an integrated part of existing and planned cycle routes.

Where possible, cycle stands will be located at the kerbside – on footway build outs or segregated islands – to avoid reducing footway space and negatively impacting people walking or wheeling, including those with visual impairments.

The following criteria will be used when providing public cycle parking:

- ▶ Accessible to users of all abilities, with step-free access and level surfaces.
- ▶ Well lit, with good natural surveillance.
- ▶ Clear of pedestrian and vehicular accesses and visibility.
- ▶ Ensure drivers' views at junctions or near pedestrian crossings are not obstructed.
- ▶ Kerbside cycle parking will not be located within five metres of a junction or pedestrian crossing.
- ▶ Footway cycle parking will be located to maintain sufficient pedestrian clearances (minimum of 1.5m), aligned with street



Did you know?

Cycle parking can be a key tool for unlocking the economic potential of high streets and local town centres. Walking and cycling improvements can increase retail sales by up to 30 per cent (TfL 2021).

Did you know?

12 cycles can be parked across two cycle hangars occupying one car parking bay.

furniture where appropriate and close to dropped kerbs.

- ▶ To ensure safe access and to allow for cycles extending beyond the stand, a buffer space is required to allow for moving traffic.

When designing cycle parking for non-standard cycles, adequate space is required to ensure the parking is accessible, with signage to confirm its purpose and avoid use by standard cycles.

Residential On-Street Cycle Parking

Residential cycle parking is secure on-street cycle parking, usually provided through cycle hangars. It provides access to secure cycle parking for those without cycle storage at home, reducing street clutter and the risk of cycle theft.

Residents are charged a subsidised annual fee to access a cycle hangar and store their cycle. The Council will ensure that pricing for cycle hangar access is lower than the cheapest resident car and motorcycle parking permits, through

the implementation of the Council's new Parking Strategy. At present, there are 41 cycle hangars in the borough. As of April 2024, there were 473 people on a waiting list for a hangar space.

Locations for cycle hangars are prioritised according to local demand and eligibility criteria; residents apply to the Council with their neighbours. There is no requirement for residents to own a cycle before applying for a cycle hangar, and there can be multiple cycle hangars on one street.

As recommended in TfL's Cycle Parking Implementation Plan (2019), cycle hangars will be delivered in places with the highest demand, with priority given to locations within the catchment area of existing and planned cycle infrastructure, to ensure more people

Case Study: Lambeth Adapted Cycle Hangars

In July 2023, the London Borough of Lambeth introduced its first adapted cycle hangar to enable residents of all abilities to store their cycles easily and safely. Adapted cycles users can register their interest in having an adapted hangar installed on their street via the council's website.



can access the cycle network and its benefits are spread across local communities.

To distribute cycle parking more evenly across the borough, the Council will also explore opportunities to install cycle hangars in locations with less recorded interest.

In years where volume of demand for new hangars exceeds the funding available for delivery, the Council will consider the following factors when prioritising cycle hangar locations:

- ▶ Number of residents on the same street requesting a hangar. However, some flexibility may be needed in areas of lower demand or on shorter streets to encompass nearby properties. In these cases, a slightly larger area can be

considered equating to a two- to three-minute walk.

- ▶ Priority for residents with insufficient front garden storage space and without suitable side or rear access to a back garden space.
- ▶ Priority will be given in areas of high cycling potential and with low public transport accessibility.
- ▶ Priority will be given to those who have been waiting longest for a space.

Hangars will generally be located on the kerbside, replacing a vehicle parking space, in well-lit areas with good natural surveillance and easy access.

They will be positioned to not obstruct

crossovers, restrict visibility or block other street furniture, and not within five metres of a junction or pedestrian crossing.

Opportunities to provide cycle hangars that accommodate adapted cycles will be explored, with residents encouraged to request an adapted cycle hangar on their street if needs exist.

Cycle parking at social housing estates is a key priority. Where possible, public realm space within social estates will be used for cycle parking. If a suitable location within the estate cannot be identified, provision of cycle hangars on the kerbside will be considered.

The council will work to enable secure cycle parking provision in its social housing estates to be improved and increased.

Actions

C1: The Council will regularly promote how to apply for public and residential cycle parking, particularly in areas with low uptake but high cycling propensity.

C2: Details of the application and prioritisation process will be published on the Council's website in an easily accessible format, and this will be kept under regular review to ensure it remains effective.

C3: Use and demand for on-street public and residential cycle parking will be regularly monitored, and provision increased when required, subject to funding availability.

C4: The Council will seek to identify alternative funding opportunities to expand cycle parking provision.

C5: On-street locations with sufficient space for access and manoeuvring of non-standard cycles will be identified for cycle parking. This includes locations for adapted and cargo cycles. The Council will consider using new and innovative designs for cycle parking, especially for adapted and cargo cycles, as well as adapted cycle hangars.

C6: Improve and increase cycle parking on housing estates.



Case Study: Cycle Hangars in Waltham Forest

The London Borough of Waltham Forest has installed 550 cycle hangars, giving almost 3,500 residents an accessible and secure place to store their cycle.

Locations for new cycle hangars are chosen primarily based on the level of local demand; however, some cycle hangars have been installed on roads with less recorded interest to evenly distribute cycle parking across the borough, raise awareness of the hangar scheme and encourage more people to cycle.

Source: London Borough of Hounslow

Urban greening

Urban greening refers to the provision of more trees and planting within urban areas and Sustainable Drainage Systems (SuDS), which help slow rainwater from entering drains and reduce the risk of flooding.

You told us

Almost half (43%) of respondents said they would like to see more greening at the kerbside compared to 33% who said no. Half of respondents (50%) said more trees and green space would encourage them to cycle or scoot more. Requests for additional trees and greening were frequently noted within responses to the consultation survey's open question.

Urban greening can help improve Hounslow's resilience to climate change and improve health and quality of life outcomes for the local community by capturing particulates and providing shade.

In 2019, the Council declared a Climate Emergency and all of Hounslow is in an Air Quality Management Area.

Almost one third (30.8%) of Hounslow's GP-registered population has at least one long term health condition. Some of these are linked to poor air quality and a

sedentary lifestyle. Annually, more than 100 deaths in Hounslow can also be attributed to poor air quality (Imperial College London 2020; King's College London 2015).

There is also a strong correlation between air quality and equalities issues, with poorer communities often impacted the most by poor air quality and climate change. In urban environments like Hounslow, these include flash flooding and heat waves. Urban greening works towards making streets more attractive to walk, cycle and use public transport, encouraging people



Case Study: School Streets Environmental Improvements, Islington

In Islington, for schools located on arterial roads where road closures cannot be implemented, urban realm interventions have been used to improve the road safety of the area, such as in Ambler and Canonbury Primary Schools.

The improvements implemented included:

- ▶ New planting, including trees.
- ▶ Green screening at both schools.
- ▶ Widening footpaths outside the schools.
- ▶ Introducing double yellow lines.
- ▶ Installing new artwork co-designed by children.

Case Study: Grove Road Rain Gardens

The Council installed a local safety scheme in Grove Road, Isleworth. By narrowing the mouth of the junction using kerb buildouts and installing three rain gardens, the street environment was improved for pedestrians while reducing the speed of vehicles at the junction. The rain gardens, which are SuDS, improve rainwater drainage from the surrounding footways and carriageway, reducing the chance of surface flooding.

to get out more and be more active and supporting greater community connection and wellbeing.

There are approximately 15,000 trees on footways across the borough. The Council has a target to plant 20,000 more trees across the road network and in parks by 2026.

More space will be allocated at the kerbside for urban greening and SuDS to support Council objectives in the Corporate Plan, Green and Blue Infrastructure Strategy, Surface Water Management Plan, Local Flood Risk Management Strategy, Nature Recovery Action Plan, and Climate Emergency Action Plan.

The Council's Surface Water Management Plan (2021) sets out the ways in which the long-term impacts of climate change on services and infrastructure will be addressed.

To mitigate against surface water flooding, the Council is working with the Environment Agency on area-specific flood alleviation schemes in the northwest of the borough, including installing sustainable drainage systems.

It is also investigating the feasibility of several long-term projects to introduce improved and sustainable drainage systems in collaboration with the Greater London Authority and Thames Water.

The Green and Blue Infrastructure Strategy (2021) identifies priority areas for urban greening (Figures 3 and 4). It identifies areas that would benefit from urban greening, including town centres, outside schools and routes with high pedestrian and cyclist volumes.

Hounslow's Corporate Plan

The Council will embed green principles in everything it does, because combatting climate change must be front and centre of its efforts to protect the borough and its residents.

Figure 3. Urban Greening Opportunities

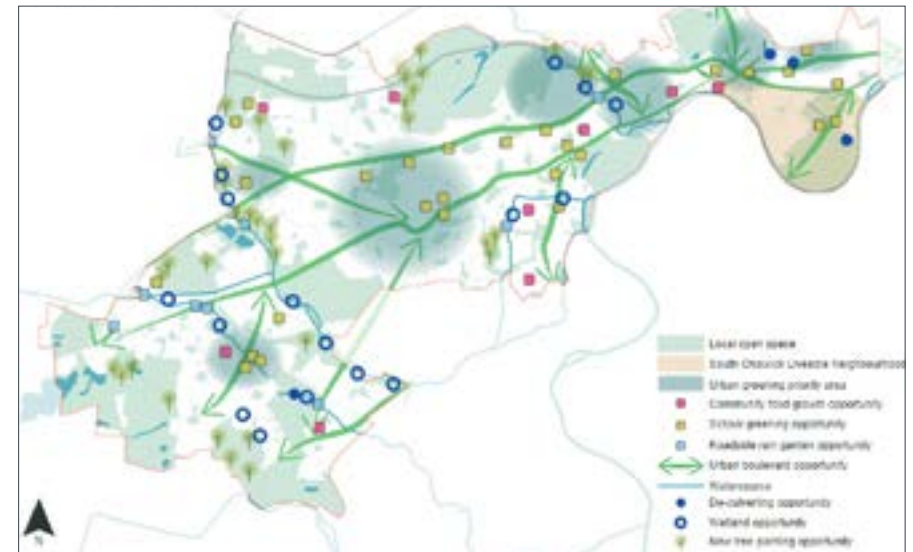
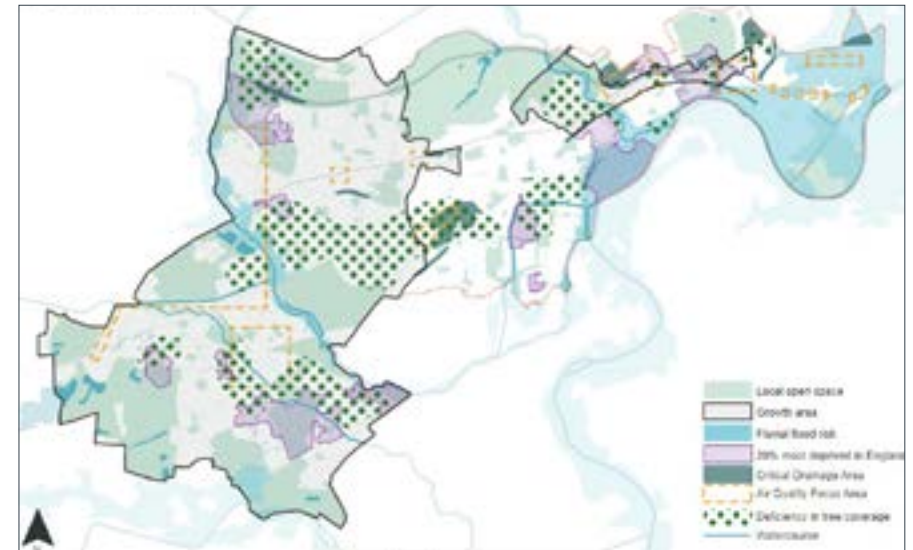


Figure 4. Urban Greening Considerations



Actions

D1: Urban greening, tree planting and SuDS will be prioritised in areas that will get the most benefit in terms of climate change resilience. Highest priority will be given to locations that meet more than one of these criteria:

- ▶ Air Quality Management Focus areas.
- ▶ A high risk of flooding and identified by the GLA, TfL or in the Surface Water Management Plan, Local Flood Risk Management Strategy, Nature Recovery Action Plan and/or Climate Emergency Action Plan.
- ▶ In one of the 30 Equality Opportunity Areas identified in Hounslow's Equality, Diversity and Inclusion (EDI) Strategy. These areas aim to promote fairness and reduce inequalities across the borough.
- ▶ Urban greening priority areas.
- ▶ Urban boulevard opportunity areas.

Requests from residents for urban greening

or SuDS measures will be considered as part of the criteria, particularly if residents support with maintenance.

D2: As part of the Council's Green Streets Initiative, priority locations for urban greening and SuDS will be identified, with the development of a high-level design framework to guide future kerbside greening projects.

D3: The Council will work closely with the local community to identify opportunities for urban greening and SuDS as part of urban realm improvements, low carbon neighbourhoods and outside schools.

D4: New trees on the road network will predominantly be incorporated within existing landscaping schemes, with kerbside greening prioritised. Footway locations will be considered if sufficient pedestrian clearance can be maintained.

D5: Specifications for new kerbside trees will include those with deep roots to be resilient to climate change and to prevent cracked or uneven pavements.



Placemaking & parklets

Placemaking is an intentional design approach to make public spaces more liveable and enjoyable to spend time in and the kerbside plays an important role in this. A sense of place can be created using parklets, which are often temporary installations at the kerbside, allowing a degree of flexibility.

You told us

When asked what issues or areas respondents would like to see prioritised at the kerbside, more parklets was the third most frequently selected measure for local areas, and fourth for town centres.

Placemaking has an important role in making Hounslow more sustainable and healthier. Inclusive, safe, clean, walkable, and cycle-friendly environments encourage people to be more active. Kerbside space can play a role in creating improved places and fostering a sense of community, through the provision of parklets.

Parklets can include planting, seating, outdoor dining areas, play areas, cycle parking, shelters, street art, community uses such as notice boards and book swaps or be a simple, raised platform. Hounslow has recently approved a Parklet Policy.

Parklets are often temporary and can be moved, taking up one to two vehicle parking spaces. Cafés or restaurants may request them to provide additional al-fresco dining, or residents might want a community garden with a place to meet up with neighbours and friends.

They can improve air quality and reduce noise from traffic. Sometimes parklets are provided as a community trial, to test if it is successful before deciding whether to design a more permanent solution. Illegal crossovers are also an issue in Hounslow.

Where appropriate, placemaking allows the Council to prevent illegal crossovers while improving the local street environment.

Moving placemaking into the kerbside allows pavements to be kept clear for walking and wheeling. Hounslow has an ageing population, and it is expected that there will be an increase in the number of people with mobility requirements. This will require more places for pedestrians to rest and seek shelter from the weather, while also providing opportunities for people to connect with their local community, addressing the increasing issue of loneliness.

Parklets or placemaking projects may form part of larger schemes, such as School Streets or low carbon neighbourhoods. Priority areas for kerbside parklets or placemaking schemes include:

- ▶ Retail areas.
- ▶ Areas with high levels of cafés and restaurants.
- ▶ Urban greening priority areas, as identified in the Council's Green and Blue Infrastructure Strategy (Figure 4).
- ▶ Areas with narrow footways or minimal front garden space.
- ▶ Equal Opportunity Areas.
- ▶ Areas with a deficiency of play space,

Case Study: Hackney Parklet Programme

As part of its commitment to reducing vehicle dominance on roads, the London Borough of Hackney runs a parklet programme to repurpose parking spaces for community or business uses. The parklet programme is available to Hackney residents, community groups and businesses, who can submit ideas for community and business parklets to the Council.

Successful applicants become "Parklet Keepers" and are responsible for the design, installation and maintenance of the parklet. The Council has created a design guidance people can use to develop ideas. Successful proposals are delivered under a Traffic Management Order and require a mandatory public consultation. Between 2020 and 2021, ten parklets were installed in Hackney.

with parklets or placemaking designs to include play features.

The Council has a parklet policy to allow residents and businesses to design, deliver and manage their own parklets, becoming parklet keepers either as an individual or as a group. Designs must comply with Hounslow's Parklets Design Guidance, ensuring the parklet is safe.

The provision of parklets is predominantly resident- and business-led, with parklets paid for and managed by the residents or business requesting them.

Management includes installation costs, sourcing and purchase of public liability insurance, regular maintenance, upkeep and removal. The following criteria will be

used to determine and prioritise parklet locations:

- ▶ Support from local neighbours, including residents and businesses.
- ▶ Streets with low traffic levels and minimal heavy goods vehicle (HGVs) traffic.
- ▶ Reasonable level of parking demand.
- ▶ Businesses must have the correct licences for their business.
- ▶ Well lit, with good natural surveillance.
- ▶ Accessible to users of all abilities, with step-free access and level surfaces.
- ▶ Not located within five metres of a junction or pedestrian crossing, ensuring drivers' views at junctions or near pedestrian crossings remain unobstructed.
- ▶ Access to legal crossovers must be maintained.

Actions

E1: The Council will regularly promote the parklet policy and programme to residents and businesses.

E2: The Council will support applications for parklets in line with its parklet policy. To encourage applications across the borough, it will carry out regular promotion of the parklet programme. The policy will be kept under regular review.

E3: The Council will review its crossover policy and application process to ensure the policy is sufficiently clear, robust and aligns with the Council's wider objectives.



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Freight, delivery & servicing

The kerbside plays an important role in keeping Hounslow moving, from the delivery of parcels and groceries to servicing, waste management and construction access. Each of these has different requirements in terms of vehicle size and type used, delivery times and length of time they stay.

You told us

The provision of more dedicated delivery bays was the least frequently selected of a list of measures that respondents would like to see prioritised on the kerbside; 30% agreed with more such bays and 34% disagreed.

There is a need to allocate kerbside space to ensure appropriate provision for delivery and servicing, while also considering how these activities can be better managed to ensure Hounslow is safe, green and liveable.

Hounslow has experienced a great deal of change in travel patterns over the last decade, with significant increases in business-to-consumer home delivery trips brought about by online purchasing,

a higher number of people working from home and changes to the retail offer on high streets. This has increased the number, frequency and timings of deliveries in residential areas. Several delivery companies have depots in the borough, and Heathrow Airport, which sits immediately to the west of Hounslow, generates a significant number of trips that originate in or travel through the borough.

There is a need to consider how the number of delivery and servicing trips can be reduced, with activity carefully managed and made cleaner. The Council's Electric Vehicle Charging Strategy (2022) considers the latter, with over 2,000 new electric vehicle charging points proposed to be installed by 2026.

Loading Areas

There are currently 180 dedicated loading bays across the borough, with some reserved for goods vehicles only. Loading



Case Study: Virtual Loading Bays

Virtual Loading Bays are kerbside areas that can be pre-booked by delivery vehicles using a smartphone app. This system allows vehicles to park closer to their delivery points during off-peak hours in locations where loading is normally restricted, giving drivers certainty of parking location, preventing circling and

therefore reducing congestion and emissions. Virtual Loading Bays were trialled in Westminster, Wandsworth and Lambeth in 2011, 2017 and early 2024 respectively. The trials identified environmental and economic benefits, resulting in Virtual Loading Bays being included in the Mayor of London's Air Quality Strategy (2019).

and unloading is also permitted in other locations, with certain restrictions in place. Restrictions are clearly identified on the Council's website and via signage in appropriate locations.

Locations for loading include single and double yellow lines, parking bays – including resident permit holders bays, and bus lanes. In exceptional circumstances where there is no

alternative, the Council allows delivery parking on the footway for a maximum of 20 minutes. A requirement is that somebody always attends the vehicle.

Suitable loading facilities support local economic activity, minimise conflict between servicing vehicles and other road users, and can promote loading outside of peak hours. Loading bays can be designed so that they become part of the footway when not occupied.

Dedicated loading facilities are considered suitable in larger commercial areas, such as Hounslow High Street, Brentford and Chiswick High Road. The Council also receives requests for additional loading facilities close to smaller shopper parades, which often have limited loading facilities and high parking demand. A lack of loading facilities can result in inappropriate activity from bus lanes and taxi ranks.

Freight Consolidation

Consolidation of deliveries is a key area for better managing the kerbside. Freight consolidation and sustainable last mile deliveries have the potential to reduce pressure on Hounslow's kerbside, especially in town centres where pressure is the greatest.

However, there are significant business and logistical issues. These include a reliance on private sector desire and cooperation between different companies, matching deliveries that are going to and from the

same location and technology to allow tracking and management of deliveries over a wide area and number of companies.

Freight consolidation can bring positive impacts on congestion and pollution through reducing the number of freight vehicles on the network. It can also reduce supply chain costs for operators.

Last Mile Deliveries

Changes in the type of vehicles used has accompanied an increase in the volume of deliveries. In addition to usual goods vehicles, mopeds, cycles, e-cycles and cargo cycles of different sizes are increasingly used. Regardless of type, all servicing vehicles occupy space on the kerbside while loading, unloading or providing a service.

Kerbside space for delivery activity carried out by HGVs, Light Goods Vehicles (LGVs) and other standard motorised vehicles is managed through loading bays. As there is no definitive allocation of kerbside space for other kinds of delivery vehicles, cycles and mopeds often park on the footway, impacting pedestrian accessibility.

Servicing

Some servicing vehicles need to park for longer periods of time than vehicles making deliveries. This is often in residential areas which can have more parking controls. Lack of dedicated



Case Study: Cargo Cycle Trial

In 2023, Hounslow ran an e-cargo cycle scheme with the Peddle My Wheels, allowing Hounslow residents and businesses to try an e-cargo cycle for free for one month. During the trial, 23 cargo cycles were loaned. After the initial trial, participants could choose to rent the e-cargo cycle for a monthly fee or purchase and pay in instalments. Parking and storage were provided by participants off-street, which may have excluded some people from participating.

kerbside space for servicing vehicles may result in workers having to walk a considerable distance carrying equipment. This, together with the need to ask for a permit to park inside CPZs, may result in some traders not taking up jobs in some areas because of the additional time and cost requirements. Providing for servicing vehicles supports local economic activity, including for local and small traders, and can promote use of alternative modes, such as cargo cycles, for servicing trips.

Lockers

Pick-up and drop-off lockers can be located on the kerbside and used as part of a delivery consolidation strategy to reduce the volumes of delivery journeys, especially in residential areas. They are an effective option to reduce last mile vehicular traffic if provided in strategic locations, allowing people to walk to pick-up or drop-off their purchase rather than drive.

Actions

F1: Sufficient kerbside space for delivery and servicing will be secured within all transport, development and regeneration schemes, aligning with the Kerbside Spatial Framework.

F2: The Council will continue to develop progressive planning policies that support the accommodation of deliveries within new development, limit the timing of deliveries, identify sites for consolidation, and require building occupiers to use freight consolidation schemes.

F3: The Council will review existing loading areas and loading management in town centres to understand how kerbside space can be better managed for emerging delivery models.

F4: Consideration will be given to the creation of shared use bays and virtual loading bays in areas of pressure. Any changes to loading areas management, locations and supply will require business support and engagement.

F5: The Council will liaise with businesses in areas of high demand for parking and loading to promote alternative delivery methods, such as e-cargo cycles. It will work with clusters of interested businesses to identify suitable kerbside spaces to support freight consolidation and better management of last mile deliveries. This will include parking bays for non-motorised vehicles, including

cargo cycles and e-cargo cycles. Potential locations where on-street cargo cycle parking bays can be provided will be identified.

F6: The Council is working with providers to create a network of parcel delivery lockers, as part of a multiple-borough pilot for a London-wide 'out-of-home' delivery scheme that aims to reduce emissions and congestion. The network aims to improve neighbourhood density of out-of-home delivery infrastructure and provide the opportunity to collect/return parcels within a 'slipper distance' of all households. This is defined as within 250 metres or less than a five-minute walk. This network will be kept under review and expanded as necessary. Where lockers are located on the footway adjacent to public highway, adequate loading space for goods vehicles will be provided.

F7: As part of its Parking Strategy, the Council will consider how parking permits and pricing can be used to manage freight, delivery and servicing impacts on the kerbside. For example, permits for tradespeople for use in CPZs will be considered.

F8: Identify potential locations for on-street cargo cycle bays.

F9: The existing cargo cycle loan scheme will be promoted.



Taxis and private hire vehicles

Taxis and private hire vehicles (PHVs) play an important role in urban mobility, allowing people to travel safely and easily. People may choose to get a taxi or PHV for multiple reasons, for example when it is dark or when travel by public transport is not viable. They are particularly important for disabled or vulnerable people, who rely highly on taxis for their mobility.

Taxis and PHVs also offer more transport options to people who do not have a driving licence, do not own a car, are unable to drive or do not feel comfortable driving in certain situations.

Together with car clubs, taxis and PHVs provide a car mobility model where vehicles are not owned but accessed as a service, helping reduce private car ownership.

Other benefits of allocating kerbside spaces to taxi bays include:

You told us

Almost half (46%) of survey respondents said they agree that accessible taxi bays, providing easier access for people with disabilities, is important at the kerbside.

- ▶ Easy connectivity with public transport.
- ▶ Servicing the hospitality sector.
- ▶ Improving accessibility to key services such as hospitals, GP surgeries, and social centres. These are regularly used by vulnerable people or those with mobility requirements.

In Hounslow, there are currently ten formal taxi bays in seven locations. Taxi bays or stands can only be used by licensed taxis, not by PHVs. Bays located in the vicinity of London Underground stations, such as the ones in Bath Road and Turnham Green Terrace are heavily used. Taxi bays located in proximity of businesses, such as the one on Chiswick High Road, sometimes function as loading bays, highlighting issues of competing uses on the kerbside.



Actions

G1: The Council will review use of existing taxi bays to identify opportunities to accommodate alternative purposes during times of low demand. Such purposes could include delivery and servicing and electric vehicle charging.

G2: An audit will be carried out to ensure that taxi bays are accessible to all, including those with limited mobility. This will include in terms of location and design, ensuring users can get in and out of the taxi easily.

STRATEGY ACTION PLAN

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
CAR CLUBS								
A1 Round-Trip Provision	Expand round-trip car club provision using identified densities across three phases, appointing at least two operators.	Short-Term & Medium-Term	Increased membership and scheme growth has the potential to reduce private car use, ownership and parking pressure.	Medium	Installation and marketing costs, consultation, enforcement costs, contractual arrangements.	Requires liaison and agreement with operators.	Frequency of campaigns (annual) Council Website hits (quarterly)	1, 5
A2 Flexible Provision	Introduce flexible provision across three phases, appointing at least one operator.	Short-Term & Medium-Term	Increased membership and scheme growth has the potential to reduce private car use, ownership and parking pressure.	Low	Marketing costs, consultation, enforcement costs, contractual arrangements.	Requires liaison and agreement with operators.	Number of bays delivered (annual) % fleet operational (quarterly) Fleet composition, including proportion of EVs (quarterly)	
A3 EVCP Provision	In collaboration with operators, explore opportunities to install electric vehicle charging points (EVCPs) adjacent to car club bays.	Short-Term	Provision of charging facilities for users, promotes uptake of electric vehicles.	Medium / High	Capital infrastructure.	Installation and management costs, potential additional street clutter.	Car club membership (quarterly) Car club utilisation – borough average and by location (quarterly)	
A4 Car Club Marketing	Marketing will be a collaborative effort between the Council and operators, with a targeted behaviour change approach to support greater uptake.	Short-Term	Promote scheme uptake, reduce private vehicle use.	Low	Marketing implementation.	Operator interest and engagement.	Average trip length and duration (quarterly) Modal shift (annual)	

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
A5 New Development Provision & Membership	Provision and membership will continue to be secured within new development. Developers will be required to provide car club bays, contribute towards scheme membership for residents and provide driving credits to residents.	Short-Term	Increase car club offer and encourage scheme use.	Low	Review, monitoring, reporting.	Requires action from developers and co-operation from planning team / additional resource.	See list on previous page	1, 5
A6 Monitor Demand	Monitor demand and expand provision when thresholds are met.	Long-Term	Understand trends in car club use and behaviours.	Low	Resourcing for monitoring.	Requires liaison with operators.		

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
MICRO-MOBILITY								
B1 Cycle Hire Scheme	Extend e-cycle hire scheme to allow at least 12 months operation in each area of the borough, with adjustments made as necessary informed by public feedback.	Short-Term	Encourage cycle mode shift.	Low	Installation and marketing costs, contractual arrangements.	Requires liaison and agreement with operators.	Cycle hire scheme membership (monthly) Utilisation data – borough average and by location (monthly)	1, 2, 5
B2 Cycle Hire Scheme Demand	Monitor demand and expand provision as demand requires.	Short-Term & Medium-Term	Increased cycle availability, promotes scheme use.	Low / Medium	Resourcing for monitoring.	Requires liaison with operators.	% fleet operational (monthly) Average trip length and duration (monthly)	
B3 Cycle Hire Scheme Second Operator	Investigate the potential to introduce a second operator, to ensure pricing remains competitive.	Short-Term	Ensure pricing remains competitive.	Low	Contractual arrangements.	Requires liaison and agreement with operators.	Routes most frequently used (quarterly) Redistribution levels (monthly)	
B4 Micro-Mobility Contract	Seek to join the pan-London micro-mobility contract.	Short-Term	Expand micro-mobility offer.	Low	Staff resourcing.	Progress from external bodies required.	Incident reporting (monthly) Formal collision data (annual)	
B5 E-Scooter Scheme Trial	Trial e-scooter scheme in areas with high potential demand.	Medium-Term	Expand micro-mobility offer, encourage modal shift.	Medium	Installation and marketing costs, contractual arrangements.	Requires liaison and agreement with operators.	Resident feedback / customer complaints (monthly)	
B6 E-Cargo Cycle Scheme	Trial e-cargo cycle hire scheme.	Medium-Term	Expand micro-mobility offer, encourage modal shift.	Medium	Installation and marketing costs, contractual arrangements.	Requires liaison and agreement with operators.	User demographics and public health metrics (ad-hoc) Number of new cycle hire bays delivered (annual)	
B7 Promotion of Schemes	Promote micro-mobility schemes to residents, businesses and visitors.	Short-Term	Promote scheme(s) uptake, modal shift.	Low	Marketing implementation.	Operator interest and engagement.		

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
ON-STREET CYCLE PARKING								
C1 Promote Application Process	Regularly promote how to apply for public and residential cycle parking.	Short-Term	Encourage applications and cycle use.	Low	Staff resourcing and marketing costs.	Number of applications may exceed cycle parking provision.	Website hits (quarterly) Requests for new cycle parking (quarterly) Requests for new cycle hangars (quarterly) Number of new cycle stands and hangars delivered (quarterly) Cycle parking / hangar occupancy data (quarterly) Number of spaces suitable for adapted cycles (quarterly) Mode share (annual) User demographics and public health metrics (ad-hoc)	1, 2, 5
C2 Website Information	Provide details on application and prioritisation processes on the Council website, and regularly review.	Short-Term	Encourage applications and cycle use.	Low	Staff resourcing.	Applications may exceed cycle parking provision.		
C3 Monitor Use	Monitor use of on-street cycle parking and increase provision when required (subject to funding).	Medium-Term	Increased cycle parking availability, promotes use.	Low / Medium	Installation costs, resourcing for monitoring.	Funding required for future provision.		
C4 Identify Funding	Seek to identify alternative funding opportunities.	Short-Term & Medium-Term	Increased cycle parking availability, promotes use.	Low / Medium	Staff resourcing.	Potential lack of funding sources.		
C5 Non-Standard Cycle Parking	Identify locations suitable for non-standard cycle parking.	Short-Term	Provides accessibility for greater range of cyclists.	Medium	Installation costs, review resourcing.	Possibility of a lack of suitable locations identified.		
C6 Housing Estate Cycle Parking	Improve and increase cycle parking on social housing estates.	Medium-Term	Increased cycle parking availability, promotes use.	Medium	Installation costs, marketing.	Possibility of a lack of suitable locations identified.		

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
URBAN GREENING & SUDS								
D1 Priority Locations	Urban greening, tree planting and SuDS will be prioritised in areas that will get the most benefit in terms of climate change resilience. Highest priority will be given to locations that meet more than one of the criteria identified in the strategy.	Short-Term	Ensure provision is targeted in locations subject to highest benefit.	Low	Staff resourcing for review.			
D2 Green Streets Initiative	As part of the Council’s Green Streets Initiative, priority locations for urban greening and SuDS will be identified, with the development of a high-level design framework to guide future kerbside greening projects.	Short-Term & Medium-Term	Maximises benefits in terms of climate change resilience.	High	Installation costs, maintenance.	Potential for regular maintenance.	Volume of requests for new urban greening projects (quarterly) Number of new features installed (annual) Air quality levels (annual) Public health metrics (ad-hoc)	3, 4, 5
D3 Urban Realm Improvements	Work closely with the local community to identify opportunities for urban greening and SuDS as part of urban realm improvements, low carbon neighbourhoods and outside schools.	Short-Term & Medium-Term	Supports climate change resilience.	High	Installation costs, maintenance.	Potential for regular maintenance.		

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
D4 New Trees	New trees on the road network will predominantly be incorporated within existing landscaping schemes, with kerbside greening prioritised. Footway locations will be considered if sufficient pedestrian clearance can be maintained.	Short-Term & Medium-Term	Supports climate change resilience.	High	Installation costs, maintenance.	Potential for regular maintenance.	See list on previous page	3, 4, 5
D5 Kerbside Tree Specification	Specifications for new kerbside trees will include those with deep roots.	Short-Term	Resilience to climate change and prevents cracked or uneven pavements.	Low	Staff resourcing.			

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
PLACEMAKING								
E1 Parklet Promotion	Regularly promote the parklet policy and programme to residents and businesses.	Short-Term	Encourage applications for parklets.	Low / Medium	Information provision, implementation (installation / maintenance paid by applicant).	Requires resident / business buy-in.	Website hits (quarterly) Volume of requests for new parklets (quarterly)	4, 5
E2 Application Support	Support parklet applications in line with Parklet Policy.	Short-Term	Encourage applications for parklets.	Low	Information provision.	Requires resident / business buy-in.	Number of parklets and other placemaking features installed (quarterly)	
E3 Crossover Policy	Review the crossover policy and application process.	Short-Term	Ensure policy is clear, robust and aligns with wider Council objectives.	Low	Information provision, implementation.	Instances of illegal crossovers may still exist.	Public health metrics (ad-hoc)	

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
FREIGHT, DELIVERY & SERVICING								
F1 Secure Kerbside Space for Servicing	During scheme development, ensure sufficient space is allocated for loading.	Short-Term	Ensures loading activity can be safely undertaken via the planning process.	Low	Staff resourcing for review of planning proposals.	Requires action from developers.	Cargo cycle website hits (quarterly) Cargo cycle scheme utilisation data (quarterly) New cargo cycle bays installed (quarterly) New loading areas installed (quarterly) Delivery of other strategy actions (annual)	1, 5
F2 Planning Policy Development	Continue to develop progressive planning policies that support effective management of delivery, servicing and freight activity.	Long-Term	Ensures new developments can be effectively serviced via the planning process.	Low / Medium	Staff resourcing.	Requires regular review.		
F3 Review Loading Areas	Review existing loading area management and identify areas for improvement.	Short-Term	Maximises efficiency of the kerbside and allows for alternative use at certain time periods.	Medium	Monitoring review.	Changes to servicing and loading trends requires regular review.		
F4 Virtual Loading Bays	Explore the feasibility of virtual loading bays to enhance loading management.	Medium-Term	Maximises efficiency of the kerbside.	Medium	Installation costs, monitoring of use, marketing, enforcement.	User awareness, requires regular review and enforcement.		
F5 Business Liaison	Liaise with businesses to promote alternative delivery methods.	Short-Term	Encourage more sustainable deliver / servicing behaviours.	Low / Medium	Staff resourcing, marketing materials.	Potential for limited business support.		
F6 Parcel Delivery Lockers	Continue to develop network of parcel delivery lockers.	Medium-Term	Supports consolidation, reduces first- and last-mile loading activity.	Medium / High	Installation costs, marketing, monitoring use.	Competing demands for kerbside space; need to keep the kerbside clear.		

Action	Description	Timescale	Benefits	Cost Ranking	Cost Type	Limitations	Monitoring Requirements	Objectives Met
F7 Parking permits and pricing	As part of the Parking Strategy, the Council will consider how parking permits and pricing can be used to manage freight, delivery and servicing impacts on the kerbside.	Short-Medium Term	Supports the Council's ambitions for a healthier, greener and safer Hounslow.	Low	Staff resourcing, marketing materials.	Awareness, requires regular review and enforcement.	Cargo cycle website hits (quarterly) Cargo cycle scheme utilisation data (quarterly)	1, 5
F8 Cargo Cycle Bays	Identify potential locations for on-street cargo cycle bays.	Medium-Term	Encourages cargo cycle use, reduces impacts of delivery activity.	Medium	Installation costs, marketing, enforcement.	Potential lack of uptake, scope for misuse.	New cargo cycle bays installed (quarterly) New loading areas installed (quarterly)	
F9 Promote Cargo Cycle Scheme	Promote existing cargo cycle loan scheme.	Short-Term	Encourages use, reduces motor vehicle-based loading trips.	Low	Staff resourcing, marketing materials.	Potential limited uptake.	Delivery of other strategy actions (annual)	
TAXIS								
G1 Monitor Taxi Bay Use	Review taxi bay use to identify opportunities to accommodate other purposes during times of low demand.	Short-Term	Maximises efficiency of the kerbside and allows for alternative use at certain time periods.	Medium	Implementation, marketing, enforcement.	Possibility for negative feedback.	Taxi bay utilisation rates (ad hoc)	1, 5
G2 Accessibility Audit	Undertake audit to ensure that taxi bays are accessible to all.	Short-Term	Increased accessibility including for those with limited mobility.	Medium	Audit resourcing, taxi bay upgrade works (if required).		Mode share (annual)	



London Borough
of Hounslow