



Velocity 2007

Strategies to Secure Mobility in Metropolises: London

Xavier Brice

Transport for London, Policy Unit

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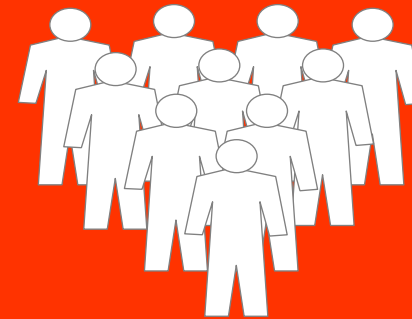


London's 2025 challenge

60%

**CO₂ reduction
target**

+ 800,000



**Forecast population
growth**

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MAYOR OF LONDON

YOUR
CYCLING
Transport for London



Cycling in London

10 years ago...



...target in 2001



80% increase
by 2010



Cycling in London

Target in 2001...

....today



**80% increase
by 2010**


**83% increase
by 2006**



Congestion charge has had an impact...



2002 → 2003



+28% km

...but one of many actions



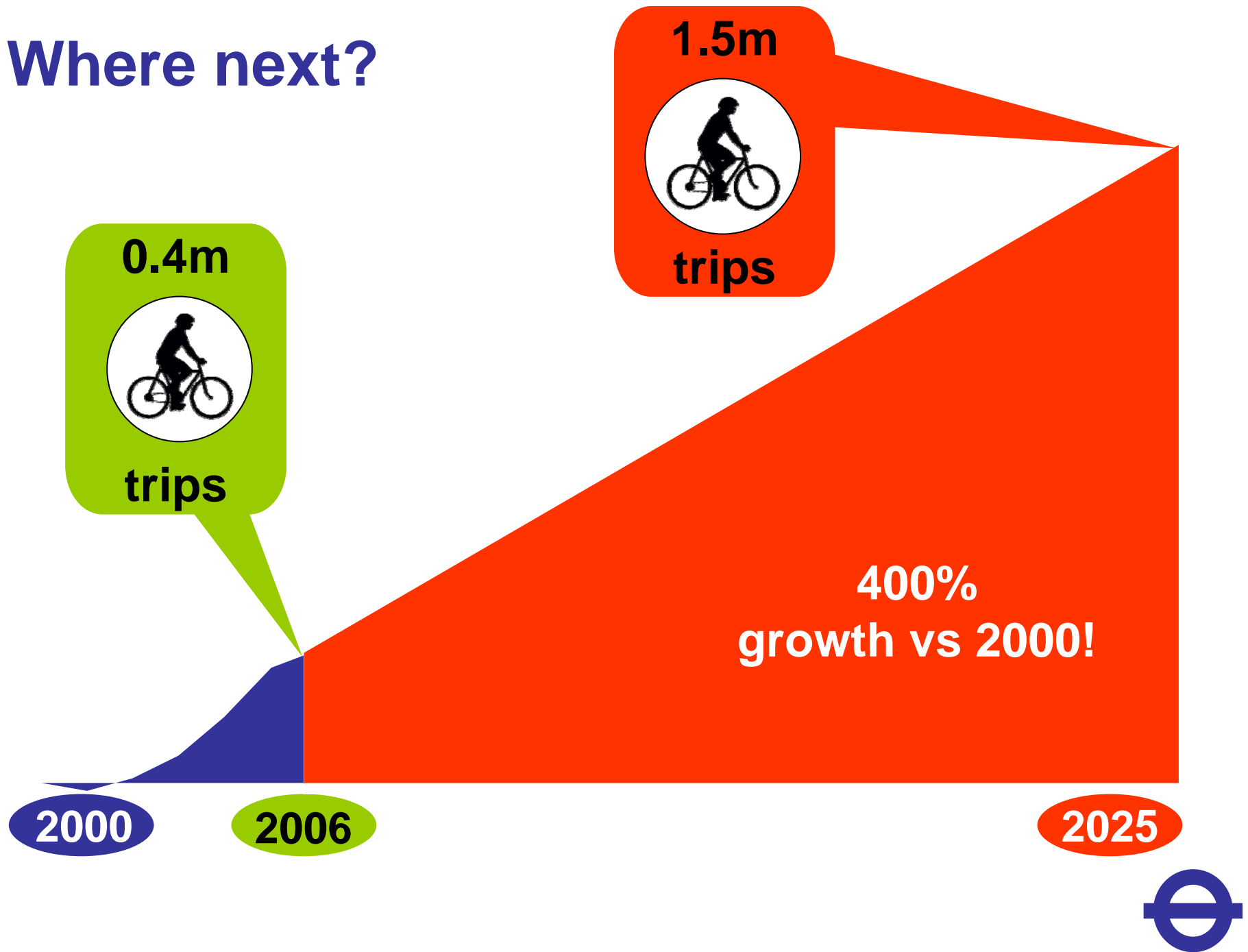
How has London achieved growth?



- Political leadership & cooperation
- £££
- Hard measures
- Soft measures



Where next?



Targeted solutions



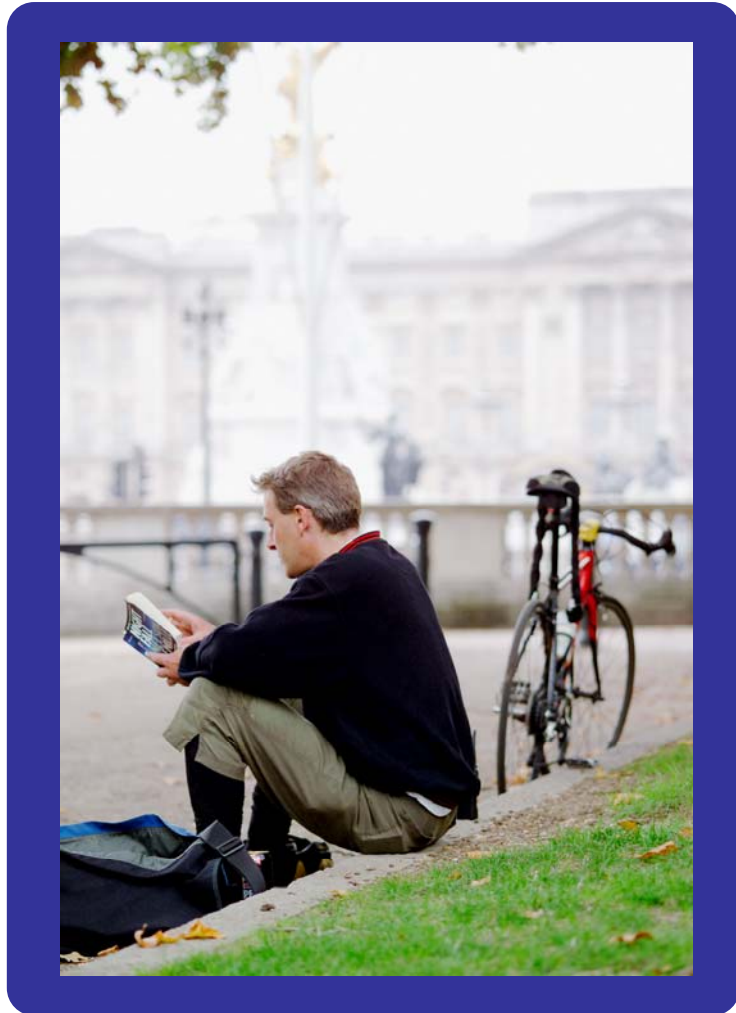
**Male commuter
Inner London**



**Female shopper
Outer London**



Cycling & London



- **Integral to future mobility**
- **We've come a long way**
- **We need to go further**

