

Get Britain Cycling



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SOLAR LED STUDS KEY TO SUSTAINABLE TRANSPORT INITIATIVE

SOLAR-powered lighting and innovative signage could be key to the Government's drive to promote **sustainable** travel.

Local authorities are being urged to come up with environmentally-friendly transport initiatives in a bid to win new funding and schemes featuring a strong focus on walking and cycling are more likely to be successful.

And solar LED studs, the **eco-friendly** alternative to traditional reflective units, could provide the perfect answer.

They can be easily installed on cycle paths and pedestrian routes and have many advantages over traditional delineation methods, according to John Swift, of Rennicks UK.

"They deliver a safe, sustainable and economical method of effective delineation with LEDs leading cyclists and pedestrians safely along their route," he said.

"After installation costs there is no further ongoing operational costs, zero maintenance implications and a reduced impact on wildlife."

The Rennicks SR range has been developed to meet the requirements of cycle paths and Guided Highways for cyclists, as well as campuses, tunnels and other locations where safety and enhanced navigation are important.

Mr Swift added: "More and more councils are switching off street lights to save money and meet carbon emission targets and that means the risk of accidents increases. The lights were required in the first place for good reason... Cyclists need safer routes."

"Cyclists and pedestrians are generally much more reluctant to use dark pathways at night time, but this technology addresses that concern by providing **highly effective** surface delineation/way finding for a fraction of traditional lighting capital, maintenance and carbon costs.

"I hope councils will look at the benefits of solar road studs, both in terms of increased safety and reduced energy consumption, and use them in the sustainable transport bids put forward for Government funding."

Pioneering digitally-printed signs could be used to further enhance sustainable routes.

They enable full-colour photographs to be reproduced on traffic sign material, creating an impressive visual effect while meeting all legal obligations.

Mr Swift added: "The new blue cycle signs can be instructional or very generic and can be **tailored** to fit individual requirements such as route advertising or local partner sponsorship. We showed them at last year's Cycle City Birmingham event and they created quite a stir as innovation usually does.

"They can help make cycle routes a more attractive proposition, so they're something that authorities might want to look at."

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GET BRITAIN CYCLING 2014

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Printed by

Hastings Printing Company Ltd, Drury Lane, St Leonards-on-Sea, East Sussex TN38 9BJ

Published by

Landor LINKS Ltd, Apollo House,

359 Kennington Lane, London SE11 5QY

ISBN: 978-1-899650-77-4



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Getting Britain cycling means learning lessons at home and from abroad, writes **Deniz Huseyin**

The Tour de France is coming to the UK this summer, with the race setting off from Leeds, then heading on to Harrogate, York, Sheffield and Cambridge before reaching London. Le Grand Départ will coincide with the start of a project to build a segregated cycle track from Bradford to East Leeds. The plans are being drawn up by Metro – the West Yorkshire Passenger Transport Executive – along with Leeds City Council and Bradford Metropolitan District Council. The partners believe that hosting the opening stage of the Tour will help to boost cycling to levels not seen since the 1950s.

The 23km cycle route, called CityConnect, has been made possible thanks to a Cycle City Ambition Grant from the Department for Transport (DfT). Other grant winners include Greater Manchester, Birmingham, West of England, Newcastle and Cambridge while four National Parks have also been awarded Ambition Grants. This funding, totalling £94m, will see the rolling out of bike-friendly projects over the coming year.

In London, meanwhile, cycling continues to attract significant investment. For example, three London boroughs have been awarded at least £30m each towards “mini-Holland” projects. The boroughs – Enfield, Kingston and Waltham Forest – are about to unveil plans for bike-friendly schemes including segregated lanes, Dutch-style roundabouts and cycle hubs. As the ‘mini-Holland’ name suggests, much of the inspiration for these schemes comes from cycle cities overseas. This issue of *Get Britain Cycling* reflects the international dimension of getting Britain cycling. It showcases the insights of a host of leading cycling practitioners, who set out how schemes and thinking from the Continent and beyond can be applied to the UK.

Jon Orcutt and Kate Fillin-Yeh, officials from the New York City Department of Transportation, reveal how innovative, inexpensive measures in the Big Apple have increased cycle traffic by two-and-a-half times since 2006. They believe that the same could happen in UK cities provided schemes are backed by enlightened policy backed by determined leadership.

A tour organised by the Cycling Embassy of Denmark helped Mike Clay and Romy Rawlings, from street furniture expert Woodhouse, to understand how clear street design can encourage everyday cycling. Reporting back after their tour of Copenhagen and Odense, they say that Denmark’s success has much to do with the commitment shown by politicians to making cycling an everyday activity. The pair were struck by the “subtlety and simplicity” of infrastructure for cyclists, the tolerance of Denmark’s drivers and the fact that cycling is embraced by a diverse cross-section of society.

Cycling consultant Angela van der Kloof says this is also the case in the Netherlands where cycling is an everyday activity for many people. She says that alongside improved



PATRICK McDONNELL

infrastructure there is a need for well-orchestrated publicity campaigns that portray cycling as “normal, positive and uncomplicated”.

We also hear from a Dutch cyclist who has lived in Wales for the past 25 years, whose attention is focussed not on the design of road infrastructure but on the bicycle itself. Berno Brosschot thinks that British people will not start cycling in greater numbers until they are provided with better bikes. He says that while bicycles in the Netherlands are designed to be ridden with ease, too many bikes in the UK market are “poor quality, have the wrong shape or are ill-equipped for everyday cycling”.

Brosschot is among those who see a pressing need to “de-Lycrafy” cycling. While there has been much talk of the importance of capitalising on the ‘London Olympic Legacy’ and the inspirational influence of sports events, as seen in the arrival of the Tour de France in Britain, many cycling experts worry this does not really encourage everyday cycling.

Joe Seymour and Eoin O’Mahony of consultants AECOM note that in UK cities most cyclists tend to be MAMILs (Middle Aged Men in Lycra). There will never be a shift to cycling as an everyday activity by a wider cross-section of society until high quality segregated cycle lanes are provided, believe Seymour and O’Mahony. Their study of Dublin’s Grand Canal Cycle Route appears to validate their standpoint.

The challenges and rewards of encouraging ordinary people from a wide range of backgrounds to cycle is outlined in an account from Richard Smith at Coventry City Council who is leading a project to tackle health inequality.

Moves to make cycling accessible means making safe cycles affordable, which has led to

projects that refurbish old bikes. Jon Hughes of charity Life Cycle UK reports on a scheme in Derby where prisoners and ex-offenders are using newly acquired skills to transform neglected and unloved bikes into machines.

Once new cyclists join established riders on the road, they will hopefully benefit from the investment by the DfT and Mayor of London, among others, in new cycling infrastructure. But are we building the right kind of cycling routes and junction treatments?

Segregation is touched on by contributors focussing on the design of on-road cycling infrastructure. Consultant Rik Andrew calls for the separation of cycles and other vehicles on the approach to traffic lights to eliminate ‘left hooks’ at junctions. Philip Loy from the Project Centre suggests that ‘light segregation’ methods, such as the ‘Armadillo’ traffic separator, offers an effective and inexpensive way of creating safe space for cyclists.

Urban Movement’s John Dales observes that Armadillos and their ilk are becoming more popular now that “separation by paint” has been largely discredited. Dales says that ensuring space for cycling is essential, alongside speed reduction, traffic volume reduction and the continuity of cycle networks, if the UK is to become more bike-friendly.

All of which brings us back to Leeds, where many of the experts mentioned above will be converging on 1-2 May for Cycle City. The Landor LINKS event will offer an invaluable opportunity to hear from leading cycling practitioners and to discuss the latest designs, developments and innovations. We hope to see you there.

Deniz Huseyin
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Ambition Grant winners on track to meet deadline

The eight winners of Cycle City Ambition Grants are planning to have their improvement projects largely completed by March 2015, reports the Department for Transport (DfT).

It expects the cities to provide a report on the delivery of outputs by September 2015, with final monitoring and evaluation results required by March 2016.

The Ambition Grant cities plan to spend a total of £77m. The eight are: Greater Manchester (£20m); West Yorkshire (£18.1m); Birmingham (£17m); West of England (£7.8m); Newcastle (£5.7m); Cambridge (£4.1m); Norwich (£3.7m); and Oxford (£0.8m).

The department says it is working closely with the eight cities to support them in progressing their plans through final design and consultation, including site-specific authorisations where necessary.

A DfT spokesman told *Get Britain Cycling*: "We appreciate that the timescales are very tight in which to deliver the more ambitious projects and understand that some scheme elements may still be in the final stages of delivery at the end of March 2015."

Each city has detailed how they will monitor and evaluate the success of their projects. "However, in line with the government's localism agenda, the DfT will not require the cities to submit lengthy monitoring reports. Instead, we expect the cities to undertake monitoring and evaluation of their projects; as a minimum we would expect changes in levels of cycling to be monitored, and where relevant, data collection around health and congestion outcomes should also be considered," the spokesman said.

There will also be details of how the four winning National Parks – Peak District, Dartmoor, South Downs and New Forest – plan to spend a total of £17m government funding on cycling projects.

The UK's first large-scale rural bike share scheme will be built in the New Forest. The scheme, due to start in April 2015, will initially comprise 20 docking stations and around 250 bikes.

UK drops further down EU cycling league table

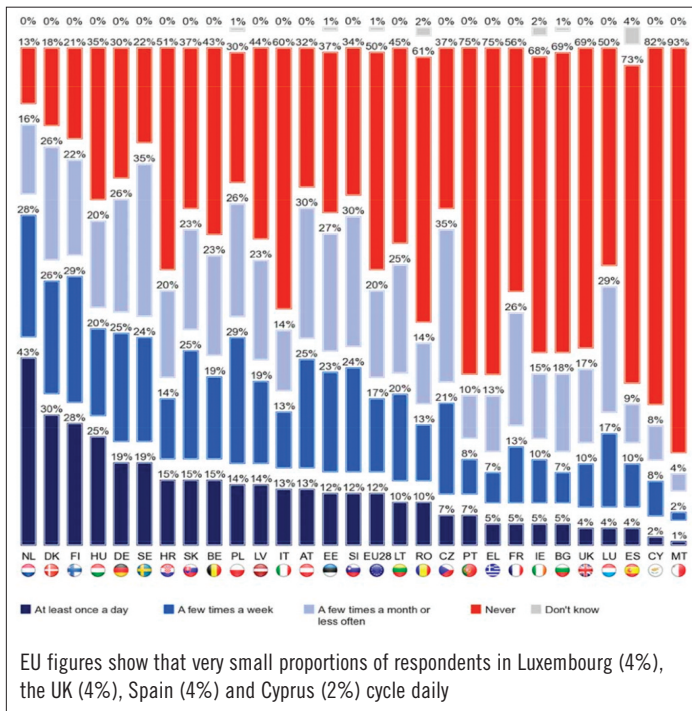
The UK's level of daily cycling is falling further behind neighbouring countries, according to new data from the European Union.

The UK is near the bottom of the EU league table, joining Malta and Cyprus, which historically created their transport infrastructure under British guidance.

In a special mobility edition of its opinion service, the EU asked how much Europeans cycle. The Dutch topped the table, with 43% cycling daily and only 13% never cycling.

By contrast, the UK was in 24th place out of the EU28, with 4% cycling daily and 50% never cycling.

Kevin Mayne, development director of the European Cyclists' Federation, said: "In 2010 Eurobarometer asked a similar question about mode of transport and the UK was 21st in the cycling table, so these latest figures can be interpreted as a relative drop."



EU figures show that very small proportions of respondents in Luxembourg (4%), the UK (4%), Spain (4%) and Cyprus (2%) cycle daily. He added: "EU data shows that strengths in sport and leisure cycling do not translate to daily cycling anywhere in the EU but the lack of growth in UK daily cycling is especially noticeable."

Work cycling levels hit plateau, Census reveals



The number of people cycling to work has remained static over the past decade, new census data has revealed, writes **Patrick McDonnell**. Figures from the Office for National Statistics (ONS) show that 741,000 working residents aged 16 to 74 cycled to work in England and Wales in 2011 compared with 651,000 in 2001. This represents a 90,000 rise over the period, but as a proportion of working residents was unchanged at 2.8%.

Of those that cycle to work, men were significantly more likely to commute by bike than women – 3.9% compared with 1.6% of

females, with a median age of 30-34. The census statistics show marked variations in cycle use across England and Wales. For example, London had the highest number of people who cycled to work at 155,000, up from 77,000 on 2001. There were also substantial increases in other cities including Brighton (up by 109% between 2001 and 2011), Bristol (94%), Manchester (83%), Newcastle (81%) and Sheffield (80%).

Overall, the number of residents in inner London that cycled to work increased from 43,000 in 2001 to 106,000 in

2011 (144%). In outer London, the number of people cycling to work increased from 34,000 in 2001 to 49,000 (45%).

The largest increase were for the 10 inner London local authorities in Tower Hamlets, Hackney and the City of London. Hackney also experienced one of the largest increases in the rate of cycling. In 2011, 13.8% of workers cycled to work, up from 6.2% in 2001. Outside the capital, Bristol experienced the highest percentage rise of residents cycling to work, increasing from 4.6% in 2001 to 7.5% in 2011.

The largest percentage point increase in the proportion of cyclists, however, was to be found in Cambridge where the proportion rose from an already very high 25.9% in 2001 to 29% in 2011, the ONS reported.

However, there were areas of England and Wales that saw a decrease in those cycling to work, with many of them having a larger proportion of their population in rural areas, which saw falls of 30%.

www.ons.gov.uk/ons/dcp171776_357613.pdf

Mini-Holland boroughs aim to make London's streets bike-friendly

Three London boroughs have won funding of at least £30m each for cycle infrastructure projects. Enfield, Kingston and Waltham Forest have all secured "mini-Holland" status under London Mayor Boris Johnson's plans to boost cycling in the capital's suburbs.

The Kingston scheme includes plans for a new 700m (2,300ft) cycle boardwalk on the banks of the Thames designed to allow cyclists to bypass the town centre.

The Enfield project would entail the complete redesign of Enfield town centre, with segregated super-highways linking key destinations, along with three cycle hubs across the borough.

Meanwhile, the Waltham Forest scheme would see the creation of a semi-segregated super-highway route along Lea Bridge Road as well as the creation of "Hackney-style" cycle-friendly low-traffic neighbourhoods.

The three winning boroughs were chosen from a shortlist of eight drawn up last September.

Transport for London (TfL) said it would work with Bexley, Ealing, Merton and Richmond to take forward "substantial parts" of their bids to improve cycle routes and facilities. The eighth finalist, Newham, has been invited to submit a bid for funding under TfL's major schemes budget to go towards a £16m plan to remove the Stratford gyratory system and reshape Stratford town centre.

The winning bids include redesigns of key town centres, new suburban Cycle Superhighways, Dutch-style roundabouts and rail superhubs. TfL analysis shows that over half of potentially cyclable journeys made in London are in the suburbs. The programme's aim is to move significant numbers of suburban car journeys, which are often short and highly cyclable, on to the bike.

The mayor also announced the first two new Quietway routes on low-traffic back streets, which will open later this year. They are from Waterloo to Greenwich, serving a



The cycle lane planned for Church Street, Enfield

wide area of south-east London, and from Bloomsbury to Walthamstow. A further six routes covering all points of the compass have been selected for accelerated delivery in 2015.

Although the mini-Holland scheme focuses on improving conditions for cyclists, they are also designed to transform significant parts of each winning borough's public realm, cut overcrowding on public transport and reduce traffic congestion, pollution and parking pressures.



Kingston's Dutch-cycle roundabout

Schemes must offer 'city-wide cycle networks', says Matson



Lilli Matson

Cycle routes that come to an abrupt end with 'Dismount' and 'END' signs must be rendered obsolete as soon as possible, argues Lilli Matson, head of delivery planning at Transport for London (TfL).

In order to normalise cycling, it must be treated as a serious transportation system and planned at a city-wide level, she says. "The piecemeal accumulation of opportunistic and sporadic infrastructure is no recipe for success.

"The end-to-end route planning and delivery associated with the Cycle Superhighways and

Quietways has been confirmed as a better way forward."

But these changes and improvements have to be "balanced against the need to bring local communities and boroughs with us, and to ensure we keep London working while actual schemes are built".

The capital benefits from an extensive bus network, which means that "in many places we will have to find our own solutions to accommodating both bus and bike", Matson points out.

"London is well placed to emulate great cycling cities as it now has the same conditions for success such as strong political leadership from the Mayor's office and strong technical leadership from TfL. We are also pushing national government hard to make life easier for cyclists through regulatory change."

The updated London Cycling Design Standards, due to be published in late April, will give the capital and the rest of the UK a set of guidelines that are comprehensive and fit for purpose, Matson believes.

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Sharp drop in casual cyclists, UWE study finds



Professor Alan Tapp

The number of occasional cyclists in the UK has dropped from 28% to 25% over a three-year period, according to a study by the University of the West of England (UWE).

"This drop in occasional cycling can be largely attributed to the 16-39 age group, with no drop recorded for 40-64 year olds," says the study's author Alan Tapp, professor of marketing at the Bristol Social Marketing Centre.

He suggests the fall in occasional use may be due to the poor summers of 2011 and 2012 as well as the fragile economy, which makes people more risk averse.

Another factor could be the rise of digital and mobile communications resulting in "a drop in car-use amongst young people, and less physical travel of any type".

The study explored attitudes to cycling, with 4,022 people surveyed in May 2013, compared with 3,855 people in May 2010. It found that the percentage of respondents that own a bicycle has gone down from 51% to 47%. There has been a drop in those who ride for health and fitness reasons – from 49% to 44% - and for local errands and local trips, down from 42% to 39%. The number of commuting cyclists also fell from 26% to 25%.

But the number that believe the UK is in the midst of a cycling boom has leapt from 38% to 48%. "The public, perhaps wrongly, think there's a boom in cycling," says Professor Tapp. "But there is no increasing trend in recognising the societal/wider benefits of cycling to non-cyclists."

Safety fears up in the capital

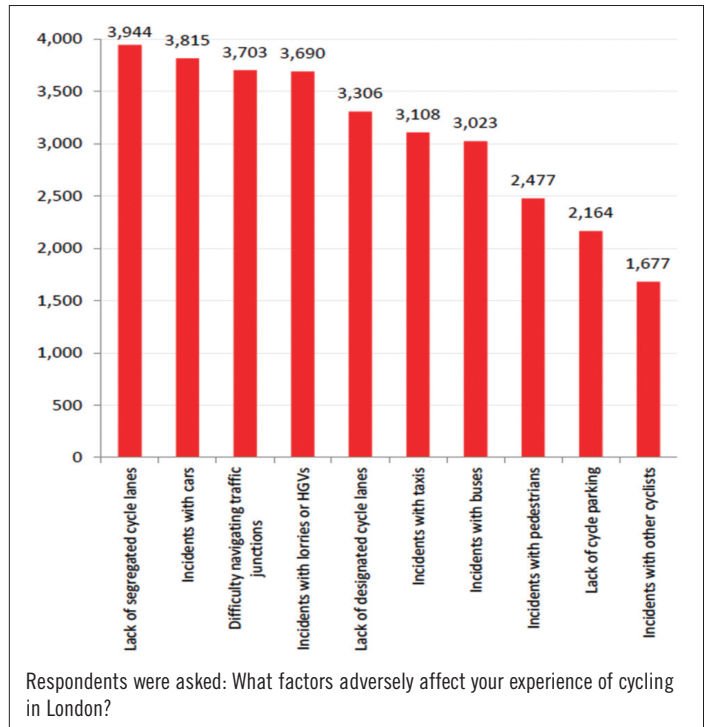
A survey of cycling in London has revealed that 68% of respondents have grown more concerned about safety over the past six months. The London Assembly Transport Committee's Cycling in London report found that 22% of respondents were making fewer trips by bike because of concerns about safety. Some 79% thought that Cycle Superhighways were not respected by other road users.

The issue of most concern was the lack of cycling infrastructure. The survey also found that the biggest factor affecting cyclists is a lack of segregated cycle lanes.

The report notes that cyclist casualty rates fell by 46% between 2000 and 2006 but have risen every year since then. In 2012 there were 25 casualties for every million cycle trips compared with 19 in 2006.

On the subject of London's cycle hire scheme, some 60% had contacted the cycle hire support centre. Difficulty of unlocking a bike was the main concern, followed by difficulties in paying and being overcharged for use of the bikes.

The committee voiced concern that "it is taking the Mayor and TfL longer than we would like to deliver the proposed



Respondents were asked: What factors adversely affect your experience of cycling in London?

improvements. They need to explain fully why these delays in delivery are necessary or desirable".

The committee added: "Investment plans have been delayed and TfL expects to underspend its cycling budget for 2013/14 by £38m (34%). TfL also

underspent on cycling in 2012/13.

"TfL now expects the Cycle Superhighways programme to require up to £50m of additional funding to deliver the quality required. TfL needs to explain how it will meet this shortfall in funding."

Campaign urges politicians to give cyclists space

The Space for Cycling campaign has been launched by national cycling charity CTC, the London Cycling Campaign (LCC) and campaign groups around the UK. It will aim to secure commitments from councils and central government to enable everyone in Britain to feel they can cycle safely and conveniently for any local journey.

In the capital the LCC will focus on the 2014 London borough elections taking place on 22 May. LCC's local borough groups have identified 624 Space for Cycling improvements, which cover nearly every ward in the capital.

The changes they are seeking include lower vehicle speeds, the removal of traffic on minor and residential streets, opening up green areas for cycling and create safe cycle routes to school.

Similar improvements are being pressed for by campaign groups in Bristol, Sheffield, Leeds and Newcastle in the run-up to the local elections.

The campaign was launched by *Channel 4 News* presenter and CTC president Jon Snow, with a video to be screened at Cycle City in Leeds, organised by Landor LINKS.

space4cycling.org



Jon Snow launches the Space for Cycling Campaign

Government wrong to oppose safety plans for lorry cabs

The Mayor of London Boris Johnson has expressed "deep concern" that the government appears to oppose amending an EU directive to make lorry cabs safer for cyclists ahead of a debate on the measures next month.

Amendments tabled by Brian Simpson MEP, chair of the European Parliament's transport committee, would require lorry cabs to be produced with better driver sightlines, including larger side windows and a lower front windscreen, to reduce blind spots.

Boris Johnson said: "This is a once-in-a-decade opportunity for the EU to remove some of the blockages which prevent us from making lorries safer in our cities."

His office highlighted that nine of 16 cyclist deaths in 2011 involved HGVs.

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Hi-vis does not stop overtaking, study reveals

No matter what clothing a cyclist wears, up to 2% of drivers will still pass dangerously close when overtaking, according to a new study from the University of Bath and Brunel University. The study suggests that there is little a rider can do, by altering their outfit or wearing a high visibility jacket, to prevent the most dangerous overtaking manoeuvres from happening.

Instead, the research says that to make cyclists safer, it is necessary that roads, or driver behaviour needs to change. For example, when the Transport Research Laboratory measured bicycle overtaking distances in the same part of the country back in 1979, they found drivers left an average gap of 5ft 10in (179cm) when overtaking a cyclist.

The average gap in this study taken between December 2012 and May 2013 was 3ft 10in (118cm), suggesting that the treatment of cyclists might have become worse over the last few decades.

<http://opus.bath.ac.uk/37890/>

Warm words not enough, says Carlton Reid

Politicians like to tell people what they want to hear and will say different things to different audiences, believes Carlton Reid, who will be giving a breakfast briefing at Cycle City.

"Over the last few years many different local and national politicians have had warm words to say about cycling but the level of funding for cycling is still far below what it needs to be," says Reid, who is the executive editor of trade magazine BikeBiz.

"British politicians will need to make some brave decisions in the near future, decisions that may be unpopular with the motorised majority," he adds. "If bicycles don't get Dutch-style priority at, say, junctions, there's little point in building infrastructure that merely looks Dutch."

Reid runs website ipayroadtax.com and edits the cycle industry's levy site BikeHub.co.uk

London boroughs letting down cyclists, says campaign group

Councils in London are failing to provide safe and protected cycle lanes, according to the Stop Killing Cyclists coalition, writes **Patrick McDonnell**. The campaign group's report, which collates data from a Freedom of Information request, shows that 24 out of the 32 of the boroughs (and City of London) had not installed any cycle lanes since the last council elections in May 2010.

The report states that since the elections no segregated cycle lanes have been installed in Barnet, Bexley, Bromley, Enfield, Haringey, Havering, Hounslow, Kensington & Chelsea, Lambeth, Richmond, Sutton, Tower Hamlets and Wandsworth.

Only two boroughs installed any segregated cycle lanes since the last election, with Ealing and Croydon spending £400,000 and £320,000 respectively.

And just four councils plan to install any segregated cycle lanes in the year after this May's London elections: Barking, Barnet, Hounslow, Waltham Forest. Less than half of 1% of London's Boroughs' roads have segregated cycle lanes installed,



FREDERIQUE BELLEC

The Stop Killing Cyclists coalition staged a 'Mass Die-in' at TfL's HQ

the report notes.

The total installed length of segregated cycle lanes in all replying boroughs was 36km (22m) out of an estimated 11,900km (7394m) of roads.

The four boroughs with the longest distances of segregated cycle lanes are Waltham Forest 8.7km (5m), Greenwich 6.5km (4m), Barking 4.5km (2.1m) and Camden with 4.2km (2m).

The report found that only three boroughs have designated 100%

of their roads as 20mph zones: Southwark, Islington, Camden.

The revelations came after the campaign group's Wall of Death Protest on 2 April commemorating those that have been killed or serious injured since the last local elections four years ago. Some 54 cyclists and 272 pedestrians were killed over the period. Some 2,224 cyclists and 3,749 pedestrians were seriously injured during the four year period.

Goodwill seeks 'discretion' over pavement cycling

Transport minister Robert Goodwill has said the police should use discretion in enforcing the law against pavement cycling. Goodwill has told new campaign group Stop Killing Cyclists that he supports guidance originally issued by Labour Home Office minister Paul Boateng following the introduction of fixed penalties for pavement cycling. The

guidance states: "The introduction of the fixed penalty is not aimed at responsible cyclists who sometimes feel obliged to use the pavement out of fear of the traffic, and who show consideration to other pavement users. "Chief police officers, who are responsible for enforcement, acknowledge that many cyclists, particularly children and young

people, are afraid to cycle on the road, [so] sensitivity and careful use of discretion is required." Stop Killing Cyclists co-organiser Donnachadh McCarthy raised the matter with DfT ministers after the Metropolitan Police's Operation Safeway campaign before Christmas saw cyclists receiving a fixed penalty for riding on pavements.

Most drivers say cyclists hard to see – AA study

Nine out of ten drivers (93%) said that it is hard to see cyclists whilst driving, while more than half (55%) admitted to being "surprised when a cyclist appears from nowhere", according to a poll conducted by AA-Populus. The poll revealed that "failure to look properly" was the most commonly cited contributory factor in UK road accidents (42%).

The cycle survey found that 54% state that cyclists are inconsiderate road users, with males more likely to think this (57%) than females (47%).

The poll has resulted in the AA and AA Charitable Trust launching



AA's Think Bikes! campaign

a national "Think Bikes!" awareness campaign with support from British Cycling and the Motorcycle Industry Association using print, poster and sticker media campaign.

Edmund King, AA president, said: "The AA Think Bikes! campaign is definitely needed when half of drivers are often surprised when a cyclist or motorcyclist 'appears from nowhere'.

"Those on two wheels never appear from nowhere so as drivers we need to be more alert to other road users and this is where our stickers act as a daily reminder.

"Likewise riders need to be aware that they may not always be spotted by drivers. We hope that this campaign can reach the parts that other campaigns can't reach."

BMJ study reveals health benefits of 'Boris Bikes'

The London cycle hire scheme has had a beneficial effect on the health of its users, according to a study in the *British Medical Journal* writes **Patrick McDonnell**.

The study suggests that 'Boris Bikes' have had a more positive effect for men than women, and for the over 45s who have more to gain from increased physical activity.

These health benefits outweigh such negative impacts of injuries and air pollution, says the study. Encouraging older people to take up the scheme would increase the health benefits substantially, it says.

Such schemes are increasingly popular around the world, having grown from five schemes in Europe in 2000 to 636 schemes (with an estimated 600,000 bicycles in use) in 49 countries in 2013. The London cycle hire scheme was introduced in 2010.

The authors of the study from the Medical Research Council, the London School of Hygiene and Tropical Medicine and



PATRICK MCDONNELL

The health benefits of the London hire scheme outweigh negative impacts such as injuries and pollution

University College London, looked at the cycle hire scheme over the course of one year, from April 2011 to March 2012.

Over the year examined the users made 7.4 million cycle hire trips (estimated at 71% of cycling time by men). These trips would mostly otherwise have been made on foot (31%) or by public transport (47%), the authors estimate.

They tracked some 578,607 users' journeys during the period

and used data on physical activity, travel, road traffic collisions and air pollution to work out the health impact of hiring a bike in central London. They found that the benefits "substantially outweighed" the harms, when the injury rates for hired bike usage were taken into account.

Health effects of the London bicycle sharing system: health impact modelling study
www.bmj.com/content/348/bmj.g425

Councils should 'target' drivers who endanger cyclists

The safety of cyclists could be improved if councils were given powers to target drivers who put cyclists at risk by breaking moving traffic laws. The Local Government Association (LGA) has called on the government to implement Part 6 of the Traffic Management Act 2004 allowing councils to enforce cycle lanes by targeting illegal U-turns and box junction offences.

The LGA notes that Transport for London (TfL) has been using similar powers for a number of years, with research showing a 50% drop in offences. However, police forces outside the capital say that they lack the resources to enforce them.

Councils would use these powers to improve safety by concentrating on congested junctions or stretches of specific roads. This would be publicised and sign-posted with warning letters initially issued to raise awareness while persistent offenders would face fines.

Existing CCTV cameras could enforce most of these offences, but traffic officers could also issue fixed penalty notices, says LGA.



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Helmet rule 'deters cycling'

The Highway Code's advice that cyclists should wear a helmet and reflective clothing is having a detrimental impact on the aim of normalising cycling and should be deleted, according to British Cycling, cycling's national sporting body.

Rule 59 of the Highway Code advises cyclists to wear a helmet, avoid wearing clothes that could get tangled in the chain or obscure lights, and wear light-coloured or fluorescent clothes in daylight and reflective clothing at night.

"Rule 59 should be removed as it is unhelpful and is having a detrimental impact on our aim of normalising cycling as an everyday activity," says British Cycling in a new report *Time to Choose Cycling*. "We want to see people cycling in everyday clothes. Putting an onus on cyclists having to wear a uniform and a helmet is having a negative impact on our aim of increasing participation."

British Cycling also wants the Highway Code updated, with new standards for drivers overtaking cyclists – it suggests adopting measures enshrined in French law, whereby a driver must allow a minimum of one metre in urban areas and 1.5 metres elsewhere.

It also calls for 20mph to be the default speed limit in residential and urban areas.

Time to Choose Cycling is available at
<http://tinyurl.com/om79923>

Hackney inquiry into minorities

The London Borough of Hackney is exploring how to increase uptake of cycling among ethnic minority groups. The Living in Hackney scrutiny commission has invited representatives of the Vietnamese, Jewish, Turkish and Muslim communities to give evidence to its new inquiry on cycling.

The borough says that cycling levels are disproportionately high in the 'urban living' socio-economic group, who are characterised as being "relatively young, well educated, well off, and predominantly white".

Plan to get 10% cycling in Greater Manchester

The number of trips made by bike in Greater Manchester could increase to 10% of all journeys over the next 12 years with sustained funding from government, believes Dave Newton, transport strategy director at Transport for Greater Manchester (TfGM).

Between 2011 and 2015 Greater Manchester will have received £37m of government funding for cycling, ranging from cycle hubs and cycle & ride stations to new cycle routes and road safety improvements.

At Cycle City, TfGM will explain how they are working with

partners to remove barriers to cycling and enabling a growing number of people to cycle to work.

TfGM is winning support for its 'Better by Cycle' campaign by offering training, information and improvements to cycle routes and facilities across Greater Manchester. More than 3,000 people have taken part so far in TfGM cycle training courses, says Newton. A dedicated website (www.tfgm.com/cycling) and a monthly e-newsletter have also been launched.

"Providing secure and convenient cycle parking and

high quality cycle routes is key to our plans," says Newton. "Three Cycle Hubs offering nearly 300 secure spaces have already opened in key locations, with more to follow. Cycle Hubs are proving a success, with research among members showing that 60% have cycled more since joining and 54% have recommended them to others."

Cycle parking will also be improved through Ambition Grant funding, with seven 'Cycle & Ride' rail stations being delivered, which will look to encourage cycling as part of a longer commute.

Rail stations get bike hire scheme

Train operator Abellio has launched bike hire facilities at 46 stations across its three franchises – Northern Rail, Greater Anglia and Merseyrail. Bike & Go is modelled on the OV Fiets system run at stations in the Netherlands by Dutch state rail operator NS. Abellio is the international arm of NS. Funding for the facilities has come from the DfT and the train operators themselves.

After registering at bikeandgo.co.uk and paying an annual subscription of £10, users receive a smartcard, which they can take to a station ticket office to obtain a key giving access to a bike. Bikes can be hired for £3.80 for 24 hours with a maximum hire of 72 hours. Bikes must be returned to the station from where the hire was made, generally during ticket office opening hours.

Bike & Go facilities at more than 20 Northern Rail stations went live this month, along with further facilities on the Greater Anglia network. The first facilities were installed on Merseyrail and in Greater Anglia last August.



Bike & Go is available at 46 rail stations

Merseyrail is managing the project. Andrew Bristow, Bike & Go's project manager, says that ten bikes were provided at every station, with the exception of Liverpool Central (five) and Hebdon Bridge (four). All the bikes have seven gears.

Bristow says population demographics and the presence of facilities such as universities, colleges and leisure centres had been used to inform decisions on where to locate facilities. He says

the operator had hoped to install bikes in stations in Manchester city centre but had been unable to reach agreement with the relevant stakeholders. An App will soon be launched to inform people how many bikes are available for hire at each station in real-time.

Abellio will monitor usage over the summer months to see if more bikes are needed at any stations. A reservation scheme may be considered, says Bristow.

Mayor unveils £4bn road improvements

Fifty projects costing £4bn are to be implemented in a bid to improve London's roads and streets, under plans funded by the Transport for London under its business Plan and by third party contributions.

The plans for the city's road network have been confirmed as a result of recommendations made by the Mayor's Roads Task Force,

and include plans to overhaul 33 road junctions identified as problematic, while over £200m will be spent on work designed to reduce congestion and delays, and improvements to address road safety and upgrades, including at: Croydon Fiveways; Euston Road; London Road roundabout; Barking Riverside; and Victoria Circus.

The redevelopment of the northern roundabout at Elephant and Castle, to support one of London's biggest regeneration projects is also included, in a project that aims to improve facilities for road users and local residents, while providing dedicated cycling facilities, with work scheduled to start early in 2015.

Cyclehoop's bikehangar wins award

Cycle design firm Cyclehoop took the cycle parking prize for its Bikehangar system at the 2014 British Parking Awards organised by Landor LINKS. The secure hangars take up one on-road car parking space and can be shared by up to six individual users with an access key.

More than 120 Bikehangars have been installed across six London boroughs in the past 12 months, says Habib Khan, Cyclehoop's sales and marketing director. Residents can register online for a space at their nearest Bikehangar, with cycle parking costs at around £30 a year.

"Those who don't have access to back gardens or suitable indoor space will be eligible to apply, with priority given to those that have to navigate stairs," says Khan.

The lack of secure bike parking is deterring residents from taking up cycling, he believes. The problem is particularly acute in London, where 79% of people live in homes that do not have off-street cycle parking such as garages or driveways.

Some 45% of residents in the capital do not live in ground floor accommodation. The number of car-free households in several inner London boroughs is on the



Each Bikehangar can store up to six cycles

rise, according to Census figures. For example, the number of households without a car or van in Southwark rose from 51% in 2001 to 58% in 2011.

In Hackney, the number of car-free homes jumped from 56% to 65% while in Lambeth it went up from 51% to 58%.

"Many local authorities now have funding to invest in secure cycle parking infrastructure, but do not have the resources to maintain them and time to manage the cyclists who all need

keys to access the facilities," says Khan.

Eric Duvall, Lambeth's cycle parking programme manager, says the bikehangars were an "instant hit" with residents. "All of the spaces were filled within a short period of time and we are working on installing more to meet this encouraging demand.

"The bikehangars are making a real difference to people's lives. They are helping existing cyclists as well as those who have always wanted to cycle."

Bedford delays plan for 'turbo roundabout'

Bedford Borough Council has delayed implementation of its controversial 'turbo roundabout' to allow more discussions with motorcycle groups who say the design could be lethal for powered two wheeler (PTW) riders, writes **Andrew Forster**.

The scheme design features plastic dividers between the two lanes on the roundabout, which, by narrowing the carriageway, were expected to cut vehicle speeds, making the roundabout safer for cyclists. But motorcycle groups say the dividers would be a hazard if struck by a PTW rider.

Bedford had planned to install the scheme at the end of April to comply with the requirement that

the DfT's Cycle Safety Fund grant must be spent in 2013/14. The DfT is providing £420,000 towards the £490,000 costs of the roundabout redesign.

DfT officials have met with Bedford Council to discuss the scheme and, specifically, concerns raised by the Motorcycle Action Group (MAG).

The DfT told Bedford that the funding can be carried over into 2014/15 to allow the council to hold discussions with MAG about its concerns. A DfT spokesman says implementation had been delayed until the summer.

Dividers have been installed on roundabouts in the Netherlands but never in the UK.



Bedford's proposed turbo roundabout

Cycle access features in Bristol's £21m project

Approval to spend £20.6m on the transport infrastructure around the Temple Quarter Enterprise Zone is being sought at the cabinet of Bristol City Council, writes **Lee Baker**.

Councillors will discuss proposals in a report for an £11m re-design of the area around Temple Circus roundabout to help pedestrians and cyclists access

Temple Meads station to and from the 'Brunel Mile,' new £6m vehicle, pedestrian and cycle links to 'Arena Park'; and £3.9m for better links for walking and cycling routes to the enterprise zone.

The capital expenditure has been secured through the West of England Local Enterprise Partnership Revolving Infrastructure Fund to be repaid

over seven years through business rates generated in the area.

Mayor of Bristol George Ferguson says: "Work is underway to develop plans to transform the way people walk, cycle, drive and use public transport all around the enterprise zone. I want Bristol Temple Meads to provide a great arrival experience and be far better connected with the city."

Cycle hire in Slough to expand

Slough Borough Council has reported that its cycle hire scheme has proved so popular that it intends to purchase an additional 15 bikes. The scheme was launched last autumn with the rolling out of 63 Smoove Bikes, which were chosen because they were robust and carried tracking devices, says Slough's acting head of transport Savio DeCruz.

The scheme, funded through the local sustainable transport fund (LSTF), cost £175,000, including website and sponsorship branding. Running costs of around £15,000 per year are underpinned by a sponsorship deal making it sustainable for the future, says DeCruz.

Three locations were initially selected: Slough Station; the A4 Bath Road; and Burnham Station. In a move to promote cycling within the council, a further docking station was located outside the council's main office.

The council opted for French company Smoove Bikes, and other partners in the initiative include Groundwork, Anesco and ITS. The bike is fitted with an on-board computer to signal where and when it has docked, says DeCruz. This computer also shows the distance covered, the time period involved – a warning signal sounds when close to the time limit. The bike is fitted with lights and comes with an integral locking cable plus a steering lock.

"The system operates on a simple radio frequency identification (RFID) card, which is issued when the initial registration is completed online. The cardholder's PIN is actually their date of birth," says DeCruz. "The user simply passes their card across the computer terminal, enter the PIN and the cycle is ready for use."

The system's back office function manages the bike usage, deals with registrations and operational issues such as missing bikes, terminal errors or low batteries.

The cost of using the bikes is £1 for the first 30 minutes and then 50p an hour. To date nearly 300 RFID cards have been issued, says DeCruz.

Cycling practitioners from the UK, the Netherlands, Denmark and beyond will be gathering at Cycle City to look at examples of good design and to discuss new projects and innovations. The event, organised by Landor LINKS, takes place at Leeds Town Hall on 1-2 May.

The focus of the event is utility cycling, discussing the promotion of cycling by government, local authorities, private and public sector employers, third sector, consultancies, suppliers and public health bodies. There will be presentations on the latest developments in infrastructure design, policy and cycling strategy to get more people cycling more safely in British cities.

More than 500 delegates are expected to attend the event. With so many experts under one roof, the event will be an invaluable opportunity to network. To secure your year place go to: www.cyclecityleeds.co.uk

Niels on wheels



Denmark is often cited as the home of good design and planning for cycling, but even there, serious mistakes have been made,

according to Danish cycling consultant Niels Hoe (above). At Cycle City, Hoe will explain why some projects have failed, and how the UK can use these examples to avoid the same pitfalls.

"Denmark has an image of being a cycling haven that does fantastic things, but not everything is perfect," says Hoe. "There are lessons to be learned."

Hoe will also look at Danish cycling initiatives. "Through my work I have found that cycling has a vital role to play in making cities and places more liveable. Cycling is a great facilitator for this – making people meet at eye-level. Making mistakes must not become an excuse that prevents cities from doing anything."

Linking modes best approach

Shared transport services can help end the dominance of the private car, argues Chas Ball, chief executive at car sharing organisation Carplus Trust. At Cycle City he will call for better collaboration between public transport and shared transport such as car clubs, shared bikes and shared taxis.

"There are real benefits to the public transport user if different modes of travel are easily accessible, especially when they can be booked and paid for in advance or en route," he says. "Car club operators are increasingly finding there is more usage at busy well-integrated

transport hubs, but few have so far established joint marketing arrangements with the train operators serving those stations."

Ball says there are already good examples of shared transport services for rail users such as Bike & Go, a bike hire scheme available at more than 40 rail stations in England. He notes growing emphasis on integration in new tenders for rail franchises and ferries.

"This is part of the new challenge set by the civil servants in London, Scotland and Wales, who are preparing the tender particulars."

He adds: "Given that the use of



social media and telemetry will allow a much wider range of options in years to come, we now need to be planning better integration of shared transport modes and inter-operability into the 2020s."

Bid aims to support school riders



85% of Dulwich pupils would switch to cycling if it was safer

A scheme designed to increase the number of children cycling to school in Dulwich, south-east London, is seeking more than £2m funding from Transport for London.

Southwark council and Dulwich Young Cyclists (DYC) are waiting to hear if their bid has been successful.

London Cycling Campaign's chair Ann Kenrick says: "Dulwich is home to over 10,000 children at around 19 schools. During school drop off and pick up times the congestion is appalling, the air quality inevitably poor and tempers are high!"

Kenrick points to a recent survey carried out by DYC, which showed that 85% would switch to cycling if it were safer. This backs

up the findings of a Sustrans survey in 2010, which revealed that nearly half of UK children wanted to cycle to school but only 4% were allowed to.

Over the past 10 years Kenrick and other parents in Dulwich have worked with Southwark council and Transport for London to improve cycling routes to schools. "We have got funding for infrastructure changes, which reduced car journeys to school in one case by nearly 50% and increased walking by a third," she says. "But there are still many parents who are too nervous to let their kids cycle to school."

At Cycle City Ann Kenrick will offer her insights into how to promote cycling and walking to school

Liverpool gets bike hire scheme

A bike hire scheme has been launched in Liverpool, with the roll-out of 100 bikes at 10 city centre stations.

The scheme has been named City Bike after this proved the most popular name in a public vote. Tim Moore, Liverpool City Council's cabinet member for transport and climate change, said: "It's important that local people are given ownership of this scheme, and what better way to do that than to ask them to choose the name for it?"

The scheme will be run by UK supplier HourBike under a three-year contract, with the provision for a further three years.

By July there will be 500 bikes at 50 stations, with 1,000 bikes at more than 100 stations, across the city, by March 2015.

To register people will have to pay an annual membership fee, which will allow them to take a bike from any station, ride it where they like and take it back to any station. No booking is necessary and the bikes will be

free to members to use for the first half hour.

Liverpool has received £2.8m from the Local Sustainable Transport Fund (LSTF), of which £1.5m is being invested in delivering the bike hire scheme. The remainder of the funding has been committed to a number of cycling and signalling infrastructure improvements, and sustainable transport initiatives in different parts of the city.

To join the debate on bike share schemes come to Cycle City

Rising demand for cargo bikes

Cargo bikes are increasingly becoming a viable alternative to using lorries and vans for deliveries in town and city centres, believes Gary Armstrong of cycle based delivery firm Outspoken Delivery.

He points out that research by the EU funded CycleLogistics project has shown that up to 25% of goods currently transported by motor vehicles could be shifted to cargo bikes. Outspoken, based in Cambridge, currently provides collection and delivery services to over 200 customers and works with international carriers on last-mile initiatives.

“Although not new, the cargo bike is increasingly being used by both individuals and commercial organisations in urban areas,” says Armstrong. “The changing urban landscape is putting increasing pressure on vans and lorries to adopt alternatives, and research suggests the cargo bike is a realistic and desirable solution.”

Logistics firms are finding the “first and last miles of a parcel’s journey a serious headache”, notes Armstrong. Faced with parking fines, delivery deadlines, congested streets and restricted



Up to 25% of goods transported by motor vehicles could be shifted by cargo bikes, says Outspoken

access, conditions are becoming more stressful for drivers and costly for the freight industry, he says.

In a recent report the Chartered Institute of Logistics & Transport UK suggested that consolidation centres could offer a solution by making urban deliveries more efficient and removing unnecessary vans and lorries from city centres.

“But consolidation centres are only part of the solution – innovative approaches also need

to be introduced to get goods from the hub to the final customer,” argues Armstrong.

The growth of cycle freight, along with practical examples from Cambridge and Leeds, will be the focus of a Cycle City session.

There will also be a presentation highlighting how councils can encourage and support cycle logistics, and how current EU funded projects such as CycleLogistics are supporting cycle freight initiatives.

Shops urged to stock e-bikes

The growth of electric bikes in the UK is being hindered by the reluctance of many cycle shops to “get on board”, believes Mark Loveridge, chairman of the Electric Bicycle Network.

He says that cycle shops are reluctant to stock electric bikes “because they have either had bad experiences in the past or they believe it is ‘cheating’ and don’t think people should use them”.

There should be greater support for electric bikes from the Office for Low Emission Vehicles which, he says, tends to focus on four-wheel vehicles.

Mark Loveridge will be setting out the case for electric bikes at Cycle City

‘All two-wheelers have part to play’

Two-wheelers of all types will emerge as a vital mode in replacing door-to-door journeys by car over the next 20 years, predicts Craig Carey-Clinch, who advises the motorcycle and electric bike industry. At Cycle City he will warn against “compartmentalising bicycles, powered two-wheelers and e-bikes in separately considered areas, as is done at present”.

He says: “If there is to be a realisation of the full potential for door-to-door travel by non-car modes, then a much more holistic long-term view should be taken of how policy and practice in this area should develop. Currently, the potential is short-term, focusing principally on bicycles and rail/bus stations.”

Big ideas boost commuter cycling

At Cycle City Stephen Lloyd Jones will explain how he has implemented a range of schemes to encourage more people to cycle to work in Hertfordshire.

Lloyd Jones runs the LSTF-funded BigHertsBigIdeas for Business programme, which promotes sustainable transport for employers with more than 250 staff.

Lloyd Jones says his programme will help promote the ‘Hertfordshire Year of Cycling’ campaign, which starts with the Women’s Tour international-level stage racing taking place in the county in May.

‘Maps crucial to project success’

Cycling projects, no matter how well conceived, will fail to take off unless they are backed by a properly developed information strategy. This will be one of the core themes of a session on cycle mapping, wayfinding and smart phones at Cycle City.

The session will be chaired by information design specialist FWT, which believes that clear, concise and attractive cycling information is a crucial aspect of any cycling project, so that the maximum

number of cyclists are made aware of all aspects of a cycling scheme as soon as it is launched.

The firm will also be exhibiting at Cycle City, with demonstrations of Cartogold, its interactive mapping system, which depicts all geographic and route specific information, allied to relevant text features. It will also be displaying its mapping on smart phones and tablets.

“FWT has worked on information packages with city

and county councils across the UK including Derby, Leicester, Norwich and most notably in London,” says sales and marketing director Paul Treadwell. “We have also developed information strategies for passenger transport executives such as Centro.

“FWT has also produced information packages in US cities such as Los Angeles and Chicago, where cycling has become a hot topic,” Treadwell points out.

The pros & cons of street design

Designing for just one transport mode above all others can have disastrous consequences, warns Jack Skillen, head of projects at Living Streets.

“With the re-emergence of cycling as a phenomenon for commuting and leisure rides it is important that we don’t repeat the mistakes made before,” he says. “At Living Streets we advocate designing for people not mode. If we design for walking and cycling when improving cycling infrastructure we can reduce

motor traffic dominating our towns and cities and make them safer, more inviting places to walk.”

Walking and cycling share many similarities as modes of transport, says Skillen. “They deliver significant physical and mental health benefits, reduce congestion and air pollution and are low cost forms of travel. The barriers to accessing both modes share similarities such as fast road speeds and poor, or lack of, infrastructure.”

Living Street’s design principles

sets out ways of reducing the risk of collisions, making infrastructure that both pedestrians and cyclists feel safe using, and improving driver behaviour. Other design principles state that cycling facilities should not diminish the pedestrian comfort or result in anxiety, and cycling facilities should complement pedestrian facilities and avoid creating delay or diversion for those on foot.

Jack Skillen will be outlining the symmetry between cycling and pedestrian design at Cycle City

The Bikehangar

Secure on-street cycle storage

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The great north cycle route

As Yorkshire prepares to host the opening stages of the Tour de France, plans for a Cycle Superhighway are taking shape. **Ginny Leonard** reports

West Yorkshire is set to undergo a cycling renaissance with the construction of a 23km Cycle Superhighway, which will be largely segregated. The £29m route will run from Bradford city centre to East Leeds and will feature a series of new 20mph zones and re-designed junctions. The plans are being drawn up by Metro – the West Yorkshire Passenger Transport Executive – along with Leeds City Council and City of Bradford Metropolitan District Council.

The project, called CityConnect, has been made possible by a £18.1m Cycle City Ambition Grant from the Department for Transport (DfT). A further £11m will come from local transport plan and other local funding.

Le Grand Départ

Earlier this year CityConnect partners began the six-month consultation exercise to assess how the route will affect junction layouts as well as parking and access. They are considering a wide range of safety measures for cyclists, pedestrians and other road users.

The partners say that winning the bid will enable them to meet the Local Transport Plan target of tripling cycling use across West Yorkshire by 2019, and they are predicting that by 2026 12% of journeys will be made by bike. The Superhighway route is due to be completed by October 2015.

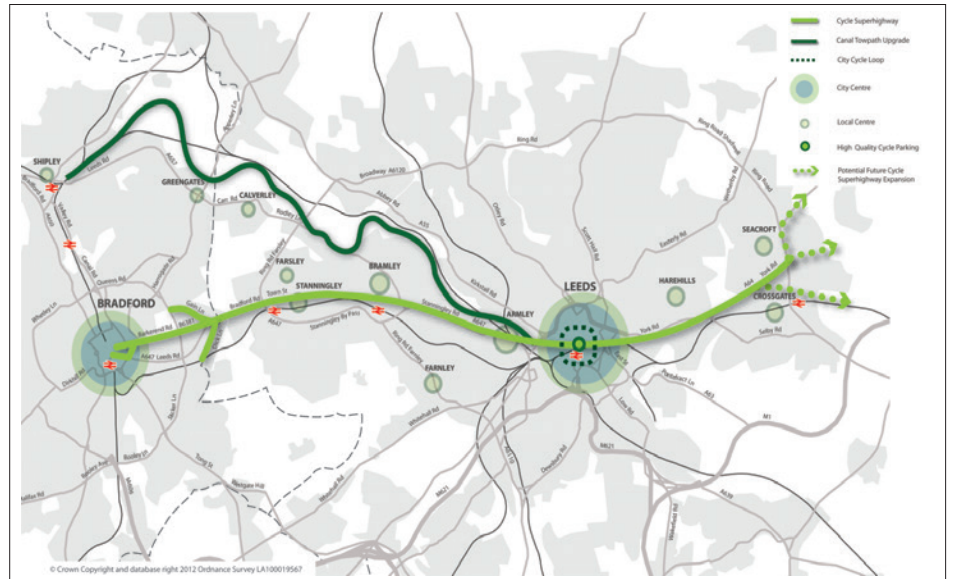
News of the Ambition Grant win came shortly after it was announced that stage one of the Tour de France – the Grand Départ – would run from Leeds to Harrogate, through the Yorkshire Dales, on 5 July.

Ginny Leonard, project manager for CityConnect, says: “To capitalise on this unique opportunity, partners across Yorkshire and the Humber have agreed a legacy strategy setting out shared goals for capturing the longer term benefits for our region in terms of health, access and recreation.”

The Regional Legacy Group, comprising all local authorities, the national cycling charity CTC, British Cycling, Sustrans, Sport England and West Yorkshire Combined Authority, has drawn up a ten-year programme to improve cycling infrastructure across the region. “Leeds has a well-developed core cycle network, which is being replicated by other West Yorkshire districts,” says Leonard.

The right track

With CityConnect, two different types of cycle track have been proposed: the first option would involve one or two-way, off-carriageway segregated cycle track at carriageway level, with a safety strip of at least 0.6m in width. Option two would involve a one or two-way, off-carriageway cycle track separated from the footway and carriageway by kerbs.



The Cycle Superhighway is a 23km track that will run from Bradford to East Leeds

The route will be developed in seven sections, starting at Bradford, running via Stanningley centre, through to Leeds, with the final section at Seacroft.

There will also be improvements to cycling routes in Leeds city centre and improved cycle parking, as well as upgrades to the towpath that runs alongside the Leeds-Liverpool canal. “One of the major considerations of the superhighway will be junctions,” says Leonard. “They will need to be safe enough for cyclists of all abilities but will also have to take into account the needs of pedestrians and drivers.

“We also plan to provide cycle signal crossings along the route to allow cyclist to access the superhighway and travel between communities either side of the route.”

The aim is to increase safety and unobstructed access along the superhighway by preventing parking on the footway and cycle track, she says.

“Getting the designs right for the bus stops and pedestrian crossings will also be important,” says Leonard. “In Stanningley centre, for instance, more general streetscape enhancements are proposed. Residents and local businesses will be contacted to find out how they think improvements can be made.”

CityConnect will bring increased accessibility, movement and economic benefits across Leeds and Bradford, predicts Leonard. She believes the route will boost the number of riders to work, college and school.

Breaking down barriers

Creating a high quality cycling infrastructure across the region will play a key role in addressing the health and well-being of

residents, particularly the 150,000 people living in the most deprived areas of Leeds and Bradford, Leonard believes.

“Many of the communities in direct proximity to the superhighway are those who experience the worst health. They are most likely to be inactive and historically the most difficult to engage with.”

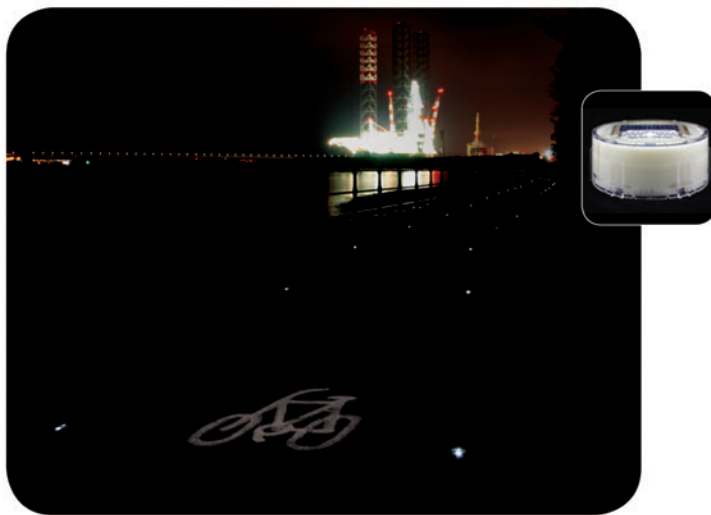
The CityConnect project would link with existing and new public health strategies and programmes. “We will develop new partnerships, including those in health, business and the third sector to promote, encourage and support cycling. We will particularly focus on those people who are most likely to benefit from cycling. We will seek a greater understanding of those barriers identified by our target communities and groups and collaborate with partners to resolve those barriers.”

The project will link up with the West Yorkshire Local Transport Plan’s programme of multi-modal information, together with the development of smart cards. “We will tap into West Yorkshire’s well-developed hubs strategy, focused around centres of social and economic activity,” explains Leonard. “This supports the provision of information, parking and other facilities, and aids interchange between modes.”

The strategy incorporates the West Yorkshire Travel Plan Network, which covers 200 employers, along with training initiative go:cycling and the Access to Education project, both financed by the Local Sustainable Transport Fund (LSTF).

For more information, or to have your say, visit:
www.cyclecityconnect.co.uk or
Ginny.Leonard@westyorks-ca.gov.uk

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Bikes and rail go together

Around £30m of investment in cycle parking at rail stations is transforming the way passengers access the railway, reports **Conrad Haigh**

Cycle-rail is the largest single generator of new cycle journeys across the UK, and it is a trend that is continuing to grow. The number of cycle rail journeys has jumped from 25.2m in 2008 to 39.1m in 2012. And since 2008 the number of cycle parking spaces on the UK rail network has more than doubled from 23,441 to 53,333 and by the end of 2015 is set to increase further to 68,996 spaces.

This growth is largely due to the Cycle-rail Working Group (CRWG). In February the rail industry awarded the group the Rail Business Award for Integrated Transport Excellence in recognition of this work.

The CRWG is a cross-industry working group, chaired by Phillip Darnton of the Bicycle Association, with the secretariat role fulfilled by ATOC. Group members include: ATOC, Network Rail, Transport for London (TfL), Department for Transport (DfT), Passenger Transport Executive Group (pteg), Passenger Focus, Rail Safety and Standards Board (RSSB), English Heritage and the UK Cycling Alliance, represented by Sustrans.

Flagship hub schemes

This new level of activity in delivering facilities for cyclists started in 2008 with a pilot scheme called 'Bike N Ride', a £4.5m programme involving four train operating companies (TOCs): MerseyRail, Northern, South West Trains and Virgin. The companies made improvements at 178 rail stations, creating more than 4,000 new cycle parking spaces and 310 hire cycles. Since 2008 the CRWG and TOCs, with their partner organisations, have doubled cycle parking at rail stations, increasing cycle-rail journeys from 25.2m to 39.1m a year between 2008 and 2012.

Through partnership working, the CRWG has leveraged funding and is investing £30m in schemes. This takes into account the DfT's funded schemes managed by ATOC, TfL, Network Rail and the TOC schemes to assist cyclists. The joint schemes will produce nearly 19,000 new cycle parking spaces at stations and more than 1,500 hire cycles.

Many of these facilities will provide cycle hubs with additional facilities, such as maintenance/repairs, retail outlets and secure valet parking. The funding provided will create flagship cycle hub schemes at Cambridge, Chelmsford, Brighton, Sheffield and many more. The outcome of Bike N Ride and other programmes will improve cycle facilities at around one-fifth of all railway stations.

St Albans City Station is a prime example; it has seen a cumulative increase in cycle parking facilities and currently has the highest number of cycle parking spaces in the UK, at 1,150. In 2012/13 some 8% of passengers accessed the station by bicycle, well above the national average of 2.6%. TOCs are also experimenting with different forms of cycle hire at stations, with two of the largest schemes being 'Bike & Go' and Brompton Dock.

Meanwhile, Bike & Go has been rolled out at 50 stations. The Abellio scheme uses a more traditional Dutch style bike, adapted with a seven gears to allow it to be used in all UK geographical areas. The scheme is active in stations across the Northern Rail, Merseyrail and Abellio Greater Anglia networks.

These new cycle hire facilities have yet to see the rapid uptake of cycle parking, but most of the Brompton Docks and Bike & Go facilities have not been operational for long. But this should change once the concept of cycle hire at stations becomes more established.

Guiding the way

The CRWG provides support, guidance and advice to TOCs and local authorities to ensure the quality of cycle-rail facilities are being implemented in a consistent fashion.

Its 60-page *Cycle-Rail Toolkit* offers

invaluable guidance on the provision of cycle-rail facilities on Britain's railways. Over the next few years the guide will ensure a high quality and consistent approach across hundreds of cycle-rail schemes, providing facilities for tens of thousands of cycle-rail passengers across the UK.

Other work includes the addition of cycle-rail information into the National Rail Enquiries mobile app. The app will indicate the level of cycle facilities at stations, including parking and hire, and also inform passengers of the cycle carriage rules of each train on their journey. This will revolutionise the level of information at the disposal of the cycle-rail passenger.

The CRWG is continuing its work with rolling stock manufacturers to ensure that new and refurbished rolling stock adequately allows the carriage of cycles. It will also continue to explore wider areas of cycle-rail provision, and is working with the DfT to ensure that future franchises take into account the needs of cyclists.

Conrad Haigh is head of integrated transport at ATOC

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St Albans City Station has the highest number of cycle parking spaces in the UK, at 1,150



MARK MORAN

Space, speed, volume and continuity

Four key elements need to be addressed if we are really to get Britain cycling, writes **John Dales**

In last year's *Get Britain Cycling*, I wrote about the importance of UK practitioners getting out more, and I'm sure you'd like to know that I practice what I preach. In the past year, our whole (small) company spent a total of ten days on study tours of Amsterdam, Copenhagen, Utrecht, Bristol, Coventry, Poynton (Cheshire), and parts of London, meeting local practitioners wherever possible. This, in my view, is real continuing professional development.

Over the past year, I was also commissioned (with consultant Phil Jones) to visit a number of cities on behalf of Transport for London (TfL) as part of a cycling infrastructure best practice study. I went to Berlin, Brighton & Hove, Munich, Seville, Stockholm and Utrecht (again), while Phil visited Cambridge, Dublin, Malmo & Lund, Minneapolis, Nantes and New York.

Turning all that we learned into a report that was concise yet comprehensive enough to be of value to TfL and other UK practitioners has proved quite a task. I sometimes think it can be good to forget about detail for a moment and try to simply get a few key points clear in our heads. This is the task I've set myself here, and I start by reminding myself of an excellent, succinct account that Utrecht has prepared of how it goes about making good provision for cycling on every kind of street (check our TfL study report for details). It encompasses each of the four factors listed in the headline.

Space

Firstly, space for cycling needs to be space for cycling. We can (and do) argue about how best to secure that space, but if we decide that dedicated space for cycling is needed, then it better be (a) fit for purpose and (b) available for use. Too much 'space for cycling' in the UK is too narrow and, in practice, often mainly space for legal or illegal parking, for broken glass and for drainage gullies.

But in Berlin and Munich, for example, I was struck by how comfortable I felt while cycling even in space that was protected by nothing more than a strip of paint. The lanes were appropriately wide, with on the nearside, kerbside parking which allowed a 'dooring zone' buffer strip and, on the offside, an adequately wide traffic lane on the offside. This layout means that only vehicles manoeuvring at slow speed into or out of the parking bays encroach.



Space for cycling: A new cycle lane in Munich – created from a former traffic lane

In some situations, it's simply not practical to provide dedicated space for cycling. But cities with high cycling levels don't just throw up their hands in despair and let cyclists ride on the footways

John Dales

Now, I'm fully aware that other layouts deliver higher levels of subjective safety for cyclists, but a 15% cycle mode share in a city of over 3.5m inhabitants is not to be sniffed at by UK cities.

Sadly, though fairly, separation by paint is discredited in this country. But other simple forms of securing space – like 'Armadillos', traffic separators made from recycled PVC – are increasingly popular. These, too, can and have been criticised for not being as good as stepped tracks; although I have amassed quite a photo library of Dutch and Danish motor vehicles parked in such tracks. However, it's not my purpose here to debate different forms of separation; simply to state that space for cycling should be just that.

Speed

In some situations it's simply not practical to provide dedicated space for cycling. But cities with high cycling levels don't simply throw up their hands in despair and let cyclists ride on the footways. They deal with the challenge by pursuing what is the second item in the UK's oft-derided 'Hierarchy of Provision' (HoP): traffic speed reduction.

The reason that the HoP (see *Local Transport Note 2/08 – Cycle Infrastructure Design*) is held in low regard by many is that, in practice, the items highest in the list are filed under 'too hard' and other, lesser measures pursued. Not so in cities serious about cycling.

In this regard, it's encouraging that the spread of 20mph as the default speed limit for urban streets in UK cities is gathering pace (though often with strong opposition). Reducing traffic speeds saves lives and serious injuries. This is not only common sense, it's actually one of the very few facts that research in the field of highway safety has proven beyond doubt. However, speed reduction on its own is not generally considered to be sufficient to deliver adequately safer cycling on space-constrained streets. Most mature cycling cities also seek to pursue the item that's at the top of our Hierarchy of Provision.

Volume

'Traffic Volume Reduction' is where UK practice often hits the buffers. We can just about sell the idea of lower speeds, but when we're asked to reduce traffic flow – even on just one or two streets – we tend to put our heads in our hands or phone in sick. But this is what other cities have done in order to make cycling much more attractive.

Dutch 'Fietsstraten' and German 'Fahrradstrassen' (bicycle streets) are defined by a combination of low traffic speeds and flows – and they are among some of the most comfortable places you could wish to cycle in. And before you trot out an "It'll never happen here" or "Look, I'm a realist" response, reducing traffic flow is at the heart of the success that places like Cambridge and the London Borough of Hackney have had in increasing cycling levels. Their respective 32% and 15% journey-to-work cycle mode shares has been founded, to a large extent, on 'filtering permeability' or, in other words, on closing streets to general traffic but allowing walking and cycling. This gives cycling a competitive advantage in terms of journey directness and, of course, creates quieter streets to cycle on. With the support of local residents it can be done.



A Fietsstraat in Utrecht: Low traffic speeds *and* volumes



Continuity in Seville: The green ribbon may occasionally take the scenic route, but it doesn't break

Continuity

"A chain's only as strong as its weakest link" is a saying that's no less true for being so familiar. I found a striking example of cycling infrastructure based on this principle in Seville in Spain, where the city built an average of 500m of fully segregated cycle track every week for four years from 2006 to 2010. As you might imagine, the build quality is not always of the Rolls-Royce variety, but the simplicity and continuity of the network created is truly something to admire. The city now has a connected network of bi-directional tracks that run on one side or the other of almost all its busiest streets, the space having been taken largely from moving or parked vehicles.

The simple, one-sided approach is extended to junctions and this means, for example, that if you want to go from 6 o'clock on a

roundabout to 3 o'clock, you may sometimes have to travel the long way round via 9 o'clock and 12 o'clock to get to your exit arm. But you will always have a well-protected track on which to do so. Cycle flows in Seville have increased markedly since the tracks were built, and it's easy to see why.

So there you have it: a whistle-stop tour through some of the key factors that affect how much cycling you get. They should be obvious, but some of the latest UK 'cycling-friendly' measures indicate that they haven't penetrated deeply enough into our practice yet. At the risk of repeating myself, the more we see and experience what others have done successfully to get their people cycling, the more we're likely to get ours doing so, too.

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Calling time on 'left hooks'

Practical adjustments at major junctions would eliminate the risk posed to cyclists by left-turning vehicles without delaying traffic, writes **Rik Andrew**

Left hooks are one of the main causes of serious injuries and deaths to cyclists, especially at major junctions. The problem usually occurs when a faster moving vehicle overtakes a slower moving cyclist on the approach to a junction, with drivers under-estimating the distance required to overtake safely.

Left hooks also occur when a cyclist pulls into the outside lane without realising how fast the vehicle behind is approaching. But, regardless of who is at fault, the underlying problem is the same: drivers turning left conflict with cyclists going straight ahead.

Right hooks are more likely to happen at uncontrolled junctions. At major junctions, right turners usually wait in a separate queue with their own green phase; they are not in conflict with other movements.

Speed differentials

So, why are left hooks such a problem? As **Diagram 1** shows, at some point the cyclist and the driver have to swap road positions. The significant differential in their speeds makes accidents inevitable due to conventional junction design in the UK.

Conventional designs in the UK offer no protection from left hooks. Advance stop lines are worse than useless when lights are green – which is when left hooks occur. On major roads the risk is exacerbated by junction geometry, which encourages drivers to turn left too fast. Multiple ahead or left lanes can result

There has been a tendency to blame lorry drivers rather than poor junction design, but it should be noted that more cyclists are hit by cars than HGVs

Rik Andrew

in aggressive and competitive driving, increasing risk.

Cyclists are expected to have the skills and split-second timing to always make the right decision while looking the wrong way. Accident research has found that victims of left hooks are often experienced cyclists, not novices, as might be expected.

There has been a tendency to blame lorry drivers rather than poor junction design, but it should be noted that more cyclists are hit by cars than HGVs. Some think that 'early start' systems help make junctions safer for cyclists. On the contrary, they are dangerous as they lull cyclists into a false sense of security; with 'safe' green phases, the middle and tail of the cycle queue is exposed to exactly the same left hook risks.

There are 650 killed or serious injury incidents (KSIs) involving cyclists every year in

London alone – and the number is much higher nationwide. This would be unacceptable on any other mode of transport.

Separation is safest

A safer option would involve the early separation of vehicles into 'straight ahead only' lanes and 'left turn' lanes. There would be separate, non-overlapping, green phases for drivers going ahead or left, and separate lights for cyclists, with segregated kerbside 'cycle only' lanes up to junctions.

As **Diagram 2** shows, if left-turners are held at red, with a separate green phase, then there is no need for cyclists and left-turners to swap road positions. All cyclists can stay in the safe left-hand kerbside lane throughout. Cyclists will then be able to go ahead safely at the same time as straight-ahead drivers, who are not in conflict with cyclists, with no risk of left hooks.

This also means that cyclists will get the same 'green time' as drivers rather than the short 'cycle only' phase. Pedestrians will also get longer green phases, and will be able to cross at the same time, which should mean there is no need for two-phase pelicans – they should only have to wait once.

Left-turning traffic can share the same green phase as opposing right-turners as they are not in conflict (**Diagram 3**). Queues will be no worse as a result of this reconfiguration as drivers will not lose any green time to 'cycle only' phases, nor 'pedestrian only' phases, which will be redundant.

Major junctions are often configured so that just one of the four arms is green at a time. Left, right and straight on traffic all go together – this will change so that opposite flows are green at the same time.

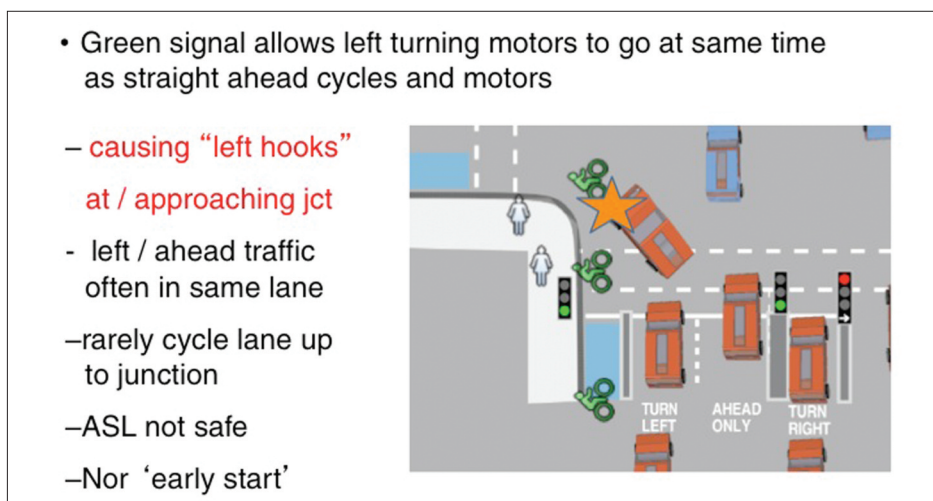
First, both north and south 'ahead only' lanes go together. Then both north and south 'left only' lanes go together at the same time as their opposing east and west right turns. This means the number of phases remains the same.

The right approach

Cyclists should be protected by a segregated 'cycle only' track to enable them to reach the lights safely. Left and straight ahead traffic should be physically segregated to prevent last second lane changing.

Left turning cyclists may not need to be controlled by lights, but must give way to

Diagram 1: Current situation



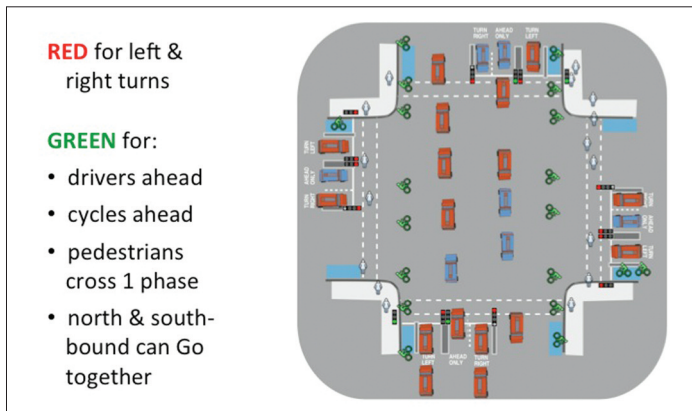


Diagram 2: Phase 1 for drivers, cycles and walkers (N-S)

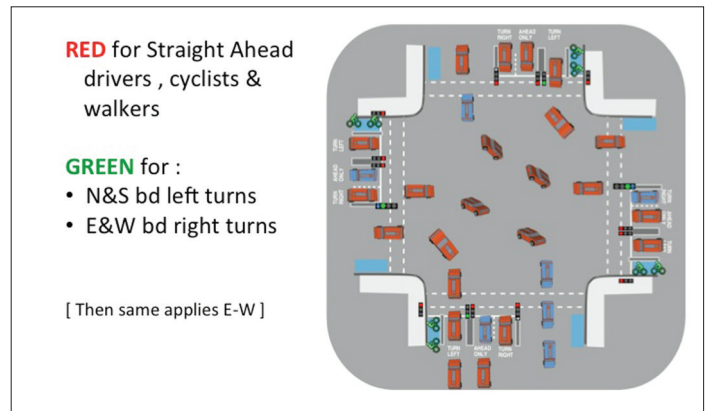


Diagram 3: Phase 2 turning traffic

crossing pedestrians. Right turning cyclists should make a two-stage right turn – as happens in Denmark.

This design will work at any major crossroad or T-junction, provided there is sufficient space to separate left-turners and straight ahead traffic early. It will not be applicable on narrow secondary roads where left and straight ahead traffic share the same lane. Many major junctions already have three lanes, so there may be no need to alter the layout. It might just be a case of installing signs to warn drivers to select the correct lane early and then stick to it, which is good practice.

It is not always possible, nor necessary, to apply this solution to all junction arms. Sometimes just one or two directions are high risk; but eliminating those left hooks is worthwhile.

Cyclists are expected to have the skills and split-second timing to always make the right decision while looking the wrong way. Accident research has found that victims of left hooks are often experienced cyclists, not novices

Rik Andrew

Making space

- Move the centreline across. Usually just one exit lane is necessary, but many junctions have two exit lanes, which encourages over and undertaking.
- Ban right (or left) turns so less lanes are needed; drivers can often use alternatives routes.
- Remove or minimise central reservations & islands. They should no longer be needed for two-phase pedestrian crossings.
- This is not a solution for roundabouts, but should apply when they are removed.

Rik Andrew is an independent consultant who has specialised in cycling and walking infrastructure since 1997. Since January 2012 he has focussed on junction safety
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Adopt an Armadillo

Traffic separators made from recycled PVC offer an effective and affordable way of providing safe routes for cyclists, says Cyclehoop's **Habib Khan**

As the recent spate of road incidents in the capital proves, supposedly 'safe' cycle lanes can no longer be relied upon to ensure the safety of cyclists on their daily commute. But a traffic separator from Cyclehoop called the 'Armadillo' offers a solution by preventing vehicles from entering cycle lanes and London's Cycle Superhighways.

The Armadillo is a robust reflective separator, which gives cyclists the flexibility to weave in and out of lanes while keeping cars exactly where they should be. The notion that cycle lanes have created a false sense of security within the cycling community is an on-going debate. Mayor Boris Johnson expressed his future vision that London is to become a "cyclised city". With more cyclists on the road, surely efforts to increase their safety should be taken seriously.

Camden's low cost solution

The London Borough of Camden has been pioneering the use of Armadillos in the UK. In August 2013 the council installed the Armadillos and planters along Royal College Street in Camden Town. The full cost of the Armadillos and the planters was £67,000, says the council. Since the scheme began operating, there has been a 49% rise in cyclists on the route while traffic speed has gone down by up to 21%, the council reports. It says that, unlike kerbs, the separators are not seen as a barrier for pedestrians crossing the street.

Cycle safety issues have been unfortunately common in Camden, specifically in the Royal College street area. There have been, on average, one serious and two minor incidents involving cars and cyclists each year. Since the installation of the Armadillos in the area this has dropped to zero.

Data from incidents along the route indicated that drivers were not expecting cyclists to be travelling in both directions on one side of the street. There were also a number of accidents with vehicles turning into and out of side streets not anticipating contraflow cyclists.

A Camden council spokesman says that the initial results from the Royal College Street scheme have been "very encouraging". The council now plans to extend the project to the north of Kentish Town, to the south of St Pancras, the west of Regents Street and to the east of Kings Cross.



Armadillos and planters have been installed on Royal College Street in Camden Town

Armadillos are performing well. We intend to roll them out onto further cycle lanes in the future
Lee Evans, Salford City Council



Armadillos are used to segregate cycle lanes in Barcelona

Following the success of Camden's scheme, Southwark, Hounslow and Ealing Councils have all requested to trial the Armadillos with a view to installing them next year. One major benefit for these local authorities is the level of improvement in safety for cyclists by creating 20mph speed zones. Speed is a huge factor in road collisions.

Trials underway

Colas Volker Highways is an integrated highways service provider operating across London and the South of England. It manages several local authorities as well as the proposed Cycle Superhighway developments on behalf of Transport for London (TfL).

In a bid to transform London's streets for the better, the firm aims to work with several organisations including Cyclehoop, and has proposed a trial of our traffic separator. The potential partnership with Colas is encouraging, especially as this will not only improve cycling conditions for people who already commute by bike, but will also help to encourage new cyclists.

Elsewhere, Salford City Council has already

tried them in two 30mph areas to segregate the cycle lane from the roads. Transportation engineer for Salford City Council, Lee Evans, says: "Armadillos are performing well. Recent videos proved how effective they were at keeping vehicles out of cycle lanes. We intend to roll them out onto further cycle lanes in the future."

Meanwhile, another 38 councils have requested the Armadillo to be installed.

Armadillos were first installed eight years ago in Barcelona. Since then over 100,000 of the units have successfully been installed in 15 cities across Spain, the USA and the UK.

Anthony Lau, managing director for Cyclehoop, says: "This is a low cost, highly effective method of providing cycle safety. The demand is increasing as word spreads, safety for cyclists has always been at the forefront of all that we do."

Habib Khan is Cyclehoop's sales and marketing director
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New York has relied primarily on street markings and regulation to spatially re-arrange city streets

Riding high in the Big Apple

Jon Orcutt and **Kate Fillin-Yeh** explain how a range of innovative but inexpensive measures have transformed cycling in New York

During a visit to London, Leeds and Manchester last December we were struck by the high level of interest in creating more bicycle-friendly communities. But we also observed significant barriers in perspective and approach that could hinder the UK cycling transformation many are looking for.

In New York we have seen annual counts of bicycle traffic increase by two-and-a-half times since 2006, and massive usage and demand for CitiBike, the bike-share system launched in May 2013. Much of this success – as well as ongoing demand for additional bike-friendly streets and CitiBike expansion – has been driven by implementation of an extensive bicycle lane network.

These dramatic increases have taken place without any increase in cycling injury and fatalities, so that the rate of injuries per bike trip has plunged by 75%.

Urban areas in the UK have the raw ingredients – density, high public transport usage and relatively low car ownership – needed to become world class cycling cities. How can they accomplish this?

For starters, planning for cycling needs to look beyond the ‘design cyclist’ archetype who is willing to cover tens of miles per journey. To increase cycling for practical transport and recreation, there is a need to plan for the majority who would be interested in cycling if safer options existed. These potential cyclists are characterised by an unwillingness to take on fast, high-volume car traffic without protection, a tendency toward short, local trips and a desire for interconnected infrastructure.

In fact, the 2011 Census of England and Wales shows that nearly three-quarters of people cycling to work make trips under 5km, and about 90% ride less than 10km.

Connectivity within local networks is critical. Bike lanes must link with each other and serve destinations people want to reach. Newer, less nimble riders need to be clearly guided to get to the next bike lane. But not all streets need the same intensity of treatment. In New York we put the most robust, protected lanes on heavily trafficked avenues and connect them with less intensive treatments on small, calmer streets. Creating good networks in focused areas can generate new cycling trips and minimise crashes which, in turn, builds support for more ambitious future strategies.

One of the most innovative aspects of New York’s cycling transformation is the speed of implementation. Where UK conversations about cycle-friendly streets focus heavily on construction projects and scarce resources, New York’s mode of change has relied primarily upon street markings and regulation to spatially re-arrange city streets. This has paved the way for real networks rather than a series of isolated ‘facilities’.

It should be possible to develop similar inexpensive ‘overnight’ projects in the UK. If there are aesthetic objections to the use of paint and temporary materials, capital projects can later make them permanent and more attractive. In the meantime, local authorities will have proven the idea and provided an expanded, improved cycling network. In London, we saw several examples of quickly implemented protected bike lanes – one on Royal College Street in Camden and another on Hanover Street in the West End. These examples can and should be replicated on a large scale.

Just as stranded facilities will not lead to more cycling, bike-friendly streets are hard to forge in a design vacuum. Streets that are hostile to pedestrians are more difficult to

retrofit for cycling because they are so thoroughly engineered for speeding traffic. So many British streets – even in city centres – include pedestrian fencing, two-stage foot crossings and numerous slip lanes at intersections. These features increase vehicle speed and make streets less inviting to people. New York and increasing numbers of other American cities now embrace a ‘complete streets’ philosophy that accommodates all street users, with emphasis on pedestrians and cyclists. The resultant designs keep car traffic moving, but not at dangerous speeds.

Finally, many cities have looked to bike-share systems to jump-start cycling. New York’s experience suggests that bike share best unlocks cycling’s potential if significant bicycle infrastructure is already in place. Demand for CitiBike in New York – 96,000 annual members and 5 million trips in five months – was built on a foundation of 350 miles of bike lanes added since 2007, including 30 miles of protected lanes in the heart of the city. Heavy use of CitiBike has become a normalising force. New Yorkers who don’t think of themselves as cyclists jump on when it is convenient, navigating the central city on a robust cycling network. Half of these annual subscribers don’t currently own a bicycle.

Complaints that streets in British cities and towns are too narrow and irregular to easily become ‘complete streets’ miss a key point; creating pedestrian and cyclist-friendly streets is a public policy decision, not simply a matter of engineering. If Amsterdam with its small, twisty streets can be one of the world’s bike capitals, British cities can become safe and inviting for cyclists as well. Paris is a great example of an historic city that has become much more accommodating to cyclists in a short time. New York’s rapid transformation into a cycling city is as much a story of enlightened policy and determined leadership as it is one of design innovation.

Jon Orcutt and Kate Fillin-Yeh are officials from the New York City Department of Transportation

The quest for space

There is a strong case for re-allocating road space for cycling, but obstacles will remain until the political ‘tipping point’ is reached, says **Philip Loy**

Provision of cycling facilities is often presented as an engineering challenge. However, the real challenge lies not in engineering but in politics. Although local authorities want to ‘do something’ for cycling, creating the step-change required for a true cycling revolution requires some painful political decisions.

In promoting cycling, via soft or hard measures, we are trying to change the long-established and ingrained travel habits of society. That’s no easy task at the best of times, but when one is flying in the face of 50 years of planning for ever-increasing motor traffic growth, the situation can seem intractable. However, the good news is that progress is being made, slowly but surely. Each step to get more people cycling produces more voting citizens who support cycling measures.

Hopefully, the cumulative effect of all the cycling schemes and initiatives we are currently seeing will reach a critical ‘tipping point’ that will make gaining the political justification easier, and encourage our political representatives to take up the cause with greater vigour.

Improving design

We often encounter the argument that it is physically difficult to re-allocate roadspace for cyclists. And yet it is clear that certain road features, if not actually superfluous, use space inefficiently. For example, right-turn pockets laid out with very wide central hatching often cater for low volume turning movements into side streets or residential roads. They appear to be installed not because of any great need but because there happened to be space for them. The trouble is that if you then suggest removing these right-turns, you face opposition on the grounds they are being used, which is a bit of circular reasoning.

Even where turning movements are heavier, if there is a good case for re-allocating roadspace for cycling then there may well be ways of managing the traffic by re-routing.

Of course, there are simple but effective ways of catering for cyclists. Perhaps the most well-known are the so-called ‘filtered permeability’ measures, much used in the Netherlands but less systematically in the UK. This is basically traffic management that allows pedestrians and cyclists on all streets but through motor traffic only on designated streets. This still allows local access for all vehicles but prevents ‘rat-running’. The techniques used can involve simple barriers, but better schemes use landscaping to enhance the neighbourhood.

Light segregation

‘Light segregation’ methods can also be very effective, most notably the ‘Armadillo’, made from recycled PVC, that has been successfully installed in the London Borough of Camden. This is a quick, cheap and effective way of creating space that people can feel more comfortable cycling in. If the facility proves popular, it can be made more permanent in due course, and adjustments can be made to get the best alignment without having to incur the costs of full-scale highway works.

What makes the argument for such measures all the more compelling is growing evidence that motorised traffic is levelling off, and there is potential to manage a fall in demand. Falling traffic levels have been observed in mature, industrialised countries, including the UK.

Traffic evaporation

Authorities need to recognise the phenomenon of ‘traffic evaporation’, which indicates that the volume of traffic is not fixed like a liquid in a pipe, but adapts to changing circumstances. This makes sense as drivers have shown themselves able to respond to changes, even to the extent of not travelling if necessary.

Each time a street has to be dug up by a utility company or as part of a road maintenance programme, an ‘unofficial’ experiment is being



Road features, such as right-turn pockets laid out with wide central hatching, are often unnecessary



Modal filters allow access to bikes while stopping rat-running



The 2012 Olympics proved it is possible to effectively re-allocate road space

conducted in traffic evaporation due the reduction in roadspace. In London there are often incidents on major arterial roads where part or even the whole road has to be closed, typically due to burst water mains. Initially, there may be traffic snarl-ups, but it doesn’t take long for traffic to adjust to the circumstances. This phenomenon can be harnessed to actively manage traffic, an excellent example being the traffic management used successfully during the 2012 London Olympics.

So, to suggest that it isn’t practicable to re-allocate space for cycling is debatable. Highway authorities will find the room for cycling when it is seen as a ‘serious’ mode of transport.

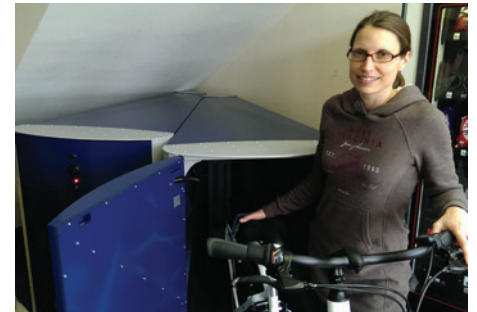
Major transport projects such as HS2 and Crossrail warrant vast infrastructure schemes with huge budgets, so it intuitively seems that they are ‘serious’ projects. The trouble is, a few cycle lanes don’t look like a major social benefit at first glance. The positive impact they represent has to be learnt and understood. Yet cycling, as we all should know, offers benefits of momentous importance: not only in terms of transport congestion and environmental benefit but in terms of health costs and, dare I say, social justice. When you factor in the accrued social benefits from all this, which are probably incalculable, cycling leaves other forms of transport trailing behind in the dust!

Philip Loy is a senior engineer and cycling consultant at Project Centre philip.loy@projectcentre.co.uk

Major infrastructure improvements are vital if we are to make more sustainable journeys, writes **Peter Davenport**



Above and top right: Bus racks are being used by students and staff at Nottingham University



Velo-Safe lockers are wedge-shaped and can fit into tight corners

Getting on board

For cycling there are four main areas of infrastructure that are needed: safer direct routes; secure cycle parking; public bikes in town centres; and integrating bikes with public transport. This means the ability to carry bikes everywhere – on trains, trams, buses, ferries, and even taxis and planes, if needed.

Bikes on buses

The obvious 'missing link' here is buses – most journeys are not very long, and buses and bikes could be a great combination. This is finally being addressed in the UK with several new innovative bike and bus schemes.

The cheapest and simplest solution is to allow bikes inside normal buses. This is often possible, but there are health & safety issues, capacity problems, and the obvious problem of mixing commuters and dirty, greasy bikes with oily chains inside a crowded bus. Some places are modifying the interiors of buses, for example, the Isle of Wight, but this is an expensive solution, as well as reducing seating capacity.

The alternative is outside the bus, as is widespread in the US, Canada, New Zealand and Australia, where bus racks on the front are now almost standard.

In the UK, the largest scheme is for Nottingham University, where all 10 buses running their Hopper services now have a new two-bike bus rack available, mounted on the rear. The university first installed six bus racks in 2010, and these have proved to be popular, quick, safe and easy to use that they were specified when the service was re-tendered and awarded to Nottingham City Transport. The 10 racks are installed on a variety of single and double-decker buses, running across the city to

the various campuses and halls of residences.

Nottingham has found that the bus racks are used by a wide variety of users, ranging from students and staff commuting regularly to occasional users who only use the racks if the weather changes, they have a problem, or their plans change suddenly. The bus rack clearly provides re-assurance that users can always get home with their bikes.

A second new UK scheme is on the services to DSTL, a large employer site on Portsdown Hill just to the north of Portsmouth. This high-tech defence research and development company is located in an old fort at the top of a long and difficult hill. The buses serving the site collect staff from a wide catchment area. The bus racks allow users to integrate bikes and buses easily, and choose when they cycle in.

Private hire company Lucketts of Fareham operate the commuter services and they have had no problems or issues with the three bus racks fitted on the rear of their buses.

At the moment bus racks have only been fitted to the rear of buses in the UK, as stipulated by the Department for Transport (DfT). However, the racks were designed for the fronts of buses, and fitting them to the rear does create other issues, such as the need for more surveillance via a CCTV camera fitted outside the bus, a secondary number plate, security etc. More details about the racks and recent schemes can be found at: www.BikesOnBuses.com

Bike lockers

Cycle-Works introduced the first bike lockers into the UK in 1996, working with Hampshire County Council under the £2m Cycle-Projects fund. After installing lockers successfully all around the UK, Cycle-Works designed and patented

their unique Velo-Safe locker five years ago.

These are wedge shaped to fit into corners, circles, in a straight line, back to back, or in pairs down a corridor. Velo-Safe lockers are very strong and well made, and various locking options are available, including electronic access and the ability to link up to some existing access control systems.

They are the only bike lockers to be tested and approved as security cabinets by security product assessor Sold Secure.

The lockers are ideal for large institutions with 'open access' sites, like hospitals and universities. Many sites start with a small number, but soon get to 40 or 50, as they are demanded by cyclists unhappy with a 'Sheffield', even in a locked compound.

www.cycle-works.com

Working in tandem

Peter Davenport set up two firms, Cycle-Works and BikesOnBuses, to get more people to use sustainable travel. Cycle-Works introduced cycle lockers into the UK in 1996, with the US cycle-safe model. In 2003 the firm introduced two-tier racks into London with the Josta system. More recently Cycle-Works introduced Dutch multi-bike units into the UK, in the London borough of Wandsworth, and now has a range of patented bike parking, with many new models and developments.

For many years Davenport has also been working with the US manufacturers of the bus racks to get them established in the UK, and has demonstrated examples at many sustainable travel exhibitions and conferences across Europe.

BIKE STORAGE spend money on practicalities

Every day newspapers, online and broadcast press coverage includes bikes, cycling and all two wheeled activity.

Many people are climbing on the exercise, environmentally friendly and economic band-wagon - and often spending large sums of money on 'bike gear'. Yet one of the most important elements these cyclists often ignore is storage - i.e. safe, efficient and practical storage - of their expensive property and equipment.

And it's not just the cyclists; organisations building infrastructure around homes and businesses tend to overlook the most effective steps to ensure easy-to-use bike storage is installed. Left to the site Quantity Surveyor, often ill-fitting and/or cheap bike racks are installed, which deter cyclists with expensive bikes from using them.

However, it should be much easier in the future as regulations regarding managing bike installations will be part and parcel for any Company who is involved in this particular market-place.

HELPING THE MARKETPLACE

One Company who have been taking considered steps to achieve this is Streetsure. Having roots in the architectural trade, they have been quietly and effectively providing their clients with carefully planned and well thought out solutions - as well as a space planning and installation service which is second to none.

The result has been successful installations across all sectors of the bike parking consuming industries. Both private and public facing organisations from major contractors building high rise commercial developments and apartments blocks to including main line rail such as Waterloo, Marylebone and London Bridge. All of these clients have appreciated, and benefited from, the careful planning and well-thought out products that make the life of a cyclist easier and more secure sites.

REGULATIONS

It's well known that within the modern day construction sector, there are exacting regulations and standards that have to be legally adhered to. This ensures safety and quality within a developer's building output. Streetsure helps its clients to adhere to the standards for today's new build projects from BREEAM to Code for Sustainable Homes and Secured by Design. From introducing more biodiversity, like living roof cycle shelters, to liaising with police representatives to ensure security standards are acceptable on new build developments, Streetsure have a very practical approach to cycle parking solutions, which takes the headache out of compliance challenges for their clients.

XPD

XPD is the specialist design and consultation service Streetsure offer to architects, developers, clients and contractors. From initial space planning, to consultation and compliance, they have a team dedicated to help resolve design issues and regulatory challenges. XPD also includes site surveys and meetings with key stakeholders on site.

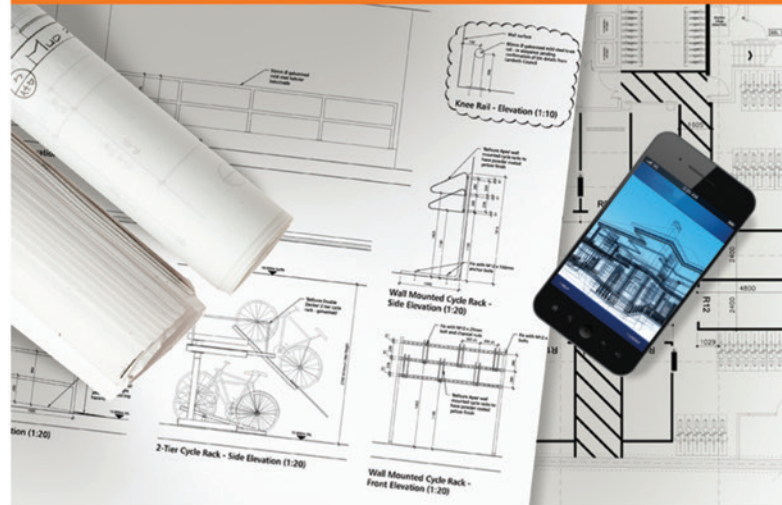
After all, as cycling continues to grow, the requirement to supply secure locations to leave bicycles will grow. Imagine if there were no safe places to park a car after driving between two locations!

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Some 84% of Dutch people over 18 have a positive opinion on cycling

Fietsen voor iedereen*

Those striving to get more people cycling in the UK should explore why it is seen as a natural activity by most Dutch people, says **Angela van der Kloof**

Many cities and towns in the UK are embracing the bicycle as a vital component of sustainable transport projects. The Netherlands is often turned to for guidance about best practice; many want to know the secrets of designing safe intersections, protected bike lanes and roundabouts for cyclists.

It is, however, also important to understand something of the society where such designs have been successful. If socio-cultural factors aren't considered, then any effort to boost cycling could end up looking like a crude copy/paste design exercise.

Matter of perception

The infrastructure upgrades required in the UK are probably not that different from the Dutch model. The real differences precede the actual process of physical transformation. Understanding the Dutch cycling culture and its traffic system can shed light on those differences, and how best practice examples can be made to work in the UK with the right support and encouragement for both current riders and beginners.

The main difference between the UK and the Netherlands revolves around the image of cycling and who cycles. In countries with low mode share for cycling, cycling is seldom presented as an obvious and pragmatic mode of transport for people of all backgrounds and ages. Advertising campaigns imply that cycling is a special, maybe even dangerous, activity that requires special training, clothes, shoes and a helmet for protection.

Conspicuous by their absence are items that

make bikes easy to use in daily life, such as kickstands, AXA-locks for quick errands, solid back racks, skirt guards, chain guards and proper lights. In the Netherlands, all these come as standard items when you buy a new 'normal' bicycle.

For the Dutch, cycling is something you just do, without thinking too much about it. Almost everyone is a cyclist once in a while, and many adults are drivers at other times of the week. Trip purposes, number of trips per day and average distance per trip vary between the genders, ages and according to socio-economic factors. The image of who cycles and what cycling looks like is very diverse. This makes cycling an accepted and positively valued social norm, which allows people to get to the places where they need to go: be that school, work, sports club, or social outings.

Some 84% of Dutch people over 18 have a positive opinion on cycling, which is only slightly less than the 86% positive opinion on the car. This image did not appear overnight; it dates back to the first half of the 20th century and it was sustained when the popularity and ownership of cars grew.

Cycle friendly environments

The safe intersections in the Netherlands are an example of how the physical environment reflects our culture. An important starting point is to recognise that cyclists are vulnerable and relatively slow road users, just like pedestrians, and to embed this in the whole process of developing and ultimately designing routes in our cities, towns and rural areas. As a result we create a system where cyclists are

protected from fast traffic. A bicycle is not the same as a motor vehicle. There is no equivalent to the formal set of rules you have to adhere to when driving a car.

In the Netherlands these differences between road users, along with the growth of car traffic, led to the development of two different traffic systems from the 1970s onwards. There is a specific road network dedicated to the flow and speed of cars and another, more finely meshed network for bikes where safety is key. Many streets are open to both cars and bicycles. On these streets it is acknowledged that cyclists are vulnerable, so drivers have to slow down and adapt.

Since the system is actually inclusive of cyclists, traffic calming is not only a matter of putting up 30km signs that motorised traffic will ignore. Instead, roads are made narrower, with stripes, bumps, planters, sharp turns and other design elements that slow traffic down effectively.

A major challenge for the UK is how to attract new cyclists prior to full implementation of improved and safer infrastructure.

Alongside discussions about design, pilot schemes are needed to figure out who these potential cyclists are and how they can be encouraged to take up cycling.

There is a tremendous need for well-orchestrated publicity campaigns that portray cycling as a normal, positive and uncomplicated thing to do. These campaigns must inspire people to try out cycling and with that to demand the emergence of more cycle friendly environments. It won't be easy but it can be done.

Angela van der Kloof is an international cycling expert at Mobycon, a Dutch mobility, traffic and transport consultancy
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* Translation: **Cycling for everybody**

The missing link

Efforts to improve the UK's cycling infrastructure will be in vain without bikes designed for everyday use, argues **Berno Brosschot**

The Netherlands is often cited for its well-designed cycling infrastructure, but what is never mentioned is that they have better bicycles too. This is a vital missing component in the drive to get the British people to use bicycles.

You may note my use of the term 'use bicycles' rather than cycle. There is no way to differentiate in English between different modes of using a bicycle, as there is in the Dutch language. 'Fietsen' is the word for everyday bicycling, while anything involving speed is called 'wielrennen'. Off-road cycling, as a recent addition, is left as 'mountainbiking'. The Dutch will use different bicycles for these activities and often own more than one type.

The lack of a proper word means 'cycling' tends to be associated with 'sport' and 'speed', and therefore in the minds of non-cycling people with 'sweat' and 'hard work'.

For the British public to adopt the bicycle as an everyday means of transport it needs to be disassociated from cycling-as-a-sport. The need to de-Lycrafy is paramount. Any reference to successes in the Olympics or in the Tour de France should be avoided as it can only put off non-cyclists. Getting a successful Tour cyclist to encourage more people to use their bicycle to travel to work would provoke derision in the Netherlands.

An upright perspective

Over the past 30 years the British have either stuck to their drop handle tourers or adopted the mountainbike as a general bicycle. Meanwhile, the Dutch have been developing their bikes to a fantastic standard. How the UK has completely missed out on these developments remains a mystery to me.

Most bicycles ridden in the Netherlands are designed and built there as well. About half a dozen manufacturers are competing for their share of a critical buying public, and this has driven them to excellence. The Dutch take it for granted that their bicycles will come complete with adaptable steering, mudguards, chainguard, stand, lock, carrier and lights, and that they can choose between men's, women's or low-instep models, all in different sizes to suit their height. They expect their bicycles to last at least 15 or 20 years, even when left outside and without much maintenance.

Above all, they expect their bicycle to be comfortable. Any photograph of people on bikes in the Netherlands will testify to that: they look relaxed and happy.

Conversely, pictures of London cyclists, like the one on the cover of the last issue of *Get Britain Cycling*, somehow never convey the same feeling. The words 'pain' and 'effort' come to mind.

The image on the cover of the last *Get Britain Cycling* brought to mind the words 'pain' and 'effort', says Berno Brosschot



PATRICK MCDONNELL

The bicycles you usually see in Dutch towns and villages are the traditional backpedal-braking variety, without gears and really only suited to that flat country. There is another variety that the Dutch use for longer distance commuting, leisure trips and camping holidays. To the original model they have added handbrakes, gears, suspension and lightweight components.

However, this has retained the comfortable upright position. These modern, good-looking bicycles are called 'sporthybride', or 'hybride' for short. They have no equivalent on the British market. There is not even a name for them, as they do not fit in the usual categories of road bike, tourer, mountainbike, city bike or hybrid (that is, the British variety). As they are equally suited to the hills and mountains as they are to the flat, windy countryside, the Dutch take them everywhere they go. These bikes would serve as an ideal general bicycle for British people.

Fit for purpose

I have been importing used sport-hybrides from the Netherlands since June 2012, to sell in my local neighbourhood in the Llyn Peninsula in Wales. I take them to small local fairs and festivals, in schools and village halls, etc. The overwhelming response has been one of great surprise that a bicycle can be so comfortable, light rolling and easy on the hills, and there is also admiration that a 10-year-old bicycle can look as good as new. At these events about 200 people have tried out the bikes, and I've sold more than 20. That's a good response in what is a relatively poor, sparsely populated area of west Wales with plenty of steep hills and hardly any regular cyclists! Now, if this could be translated to the rest of Britain...

I firmly believe that British people must be provided with better bikes if they are to start using bicycles again in greater numbers. I have often heard the complaint that the bike bought last year has not been used much because its forward leaning position is uncomfortable, wouldn't take them up the hills and is now rusting away in the garden shed.

There are too many bicycles on the market that are of poor quality, have the wrong shape or are ill-equipped for everyday cycling. Neither the public nor the bicycle shops know much about other types of bikes or bike-use other than mountainbiking or racing. Too often I have seen bikes sold that are unsuitable or too small for the rider. Adjustments are usually impossible or very limited.

The public needs to be better educated about the different types of bikes and what they should be used for. It should be far easier to find suitable bikes for daily cycling. I know of only three shops that sell Dutch hybrides. The necessary equipment should be standard, not an accessory. It should also be easier for the public to find out about available bikes and to compare them with the help of an independent advisory and testing body.

Bicycling for the masses

There is a pressing need for the pro-cycling campaign to widen its agenda to include the bicycles themselves. I don't have the wherewithal myself to introduce better bicycles into the UK, but I sense a golden opportunity for someone, somewhere. It would improve the



Berno Brosschot

I firmly believe that British people must be provided with better bikes if they are to start using bicycles again in greater numbers
Berno Brosschot

situation in Britain in various, important ways.

Let's imagine that the Dutch type hybride did become widely available, allowing 'bicycling' that did not involve sport and speed. This would result in lots of people cycling in a stable, upright position while having a good view of their surroundings. Cycling traffic in towns would not be as frantic as it currently is. It would lessen hostilities between cyclists and car drivers because cyclists would not be travelling at the greatest speed possible, and their position would enable them to make better eye-contact with drivers. The gentler general pace would make it easier for beginner cyclists or elderly people to join in the traffic. With their good range of gears, hills could be tackled in comfort.

Because of the stability of these bikes there is no need for helmets, as you are unlikely to fall off. For the less able there are low-instep models that make getting on and off the bike easier.

From an early age, and on through all stages in life, children in the Netherlands get properly fitting bicycles, which are safe to ride on the roads. The wobbly affairs that are sold as children's bikes in the UK should be treated as toys, not as a means of transport. Again, we should be looking at the Dutch models: stylish enough while giving a stable and upright position.

Dutch children are also fortunate in not having to depend on school buses. Just suppose that every child in Britain, say from the age of 14, was provided with a real adult Dutch type hybride? In the space of a decade the number of non-cyclists would plummet. The bicycles would easily outlast their school days and take them into adulthood.

Steer clear of nostalgia

The cycling community needs to be persuaded that the Dutch hybride is the perfect bicycle for

the modern British public. Some change of perception is necessary, as obsolete and fixed ideas about bicycles are widespread.

For a start, there is the typical British obsession with the weight of a bike, and the disbelief that a fully-equipped bicycle which is a few kilos heavier than their trusty steed can be a delight to ride, even uphill. By now I'm getting used to people lifting one of my bikes before even trying it, and then expressing surprise when they do give it a go!

Again and again, upright bicycles appear in magazines photographed in sepia colours and described variously as 'traditional', 'vintage', and 'old-fashioned', only suitable for summer frocks and tweeds. Even the manufacturers themselves give their upright bicycles a nostalgic golden-oldie look with names like 'Classic'.

Somehow, the upright bicycle is not seen as the real thing, or at most only suitable for level city use, like in Cambridge or Amsterdam. This shows a lack of understanding of what makes a proper bicycle. The fact is that well-designed upright bicycles can be kitted out with all the modern technology that is nowadays available and, fitted with a good range of gears, would serve very nicely as a multipurpose bicycle.

Publications and campaigns that aim to normalise bicycle use should use pictures of upright bicycles and not of drop handle racers like British Cycling does in its 10 point plan 'Time to Choose Cycling'. As featured in the last issue of *Get Britain Cycling*, Bristol City Council's Better by Bike poster campaign did a good job of presenting cycling as a joyful activity. But even in this case the council has not given enough consideration to the bicycle used in the photo; the woman 'In a Better World' is riding a bicycle that is a size too small for her height, resulting in a cramped position. Unfortunately, this is all too often the case.

It is vital that the bicycle itself is included in any discussion about cycling in the UK. I am not suggesting that providing high quality, comfortable bikes to the British public is all that is required. But I am convinced that all the fantastic improvements in infrastructure you are fighting for will fail to entice the public to make regular use of bicycles if they can't enjoy the ride.

Berno Brosschot is a cyclist, furniture maker and writer from Utrecht, Netherlands, who has lived in Llyn Peninsula, Wales, for the past 25 years
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A young boy with light brown hair, wearing a bright green jacket and dark blue jeans, is leaning over a blue bicycle. He is adjusting a tan messenger bag that is slung across the bike. The bicycle has 'db' branding on the front fender. In the background, there are other blue bicycles parked in a row, and a blurred city street with buildings.

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A traffic light junction along
Dublin's Grand Canal Cycle Route



Lycra Look v. Cycle Chic

Research in Dublin suggests that a wider cross-section of society will only start cycling once segregated lanes are installed, say **Joe Seymour** and **Eoin O'Mahony**

When you visit Amsterdam and Copenhagen it is very noticeable that cycling is an everyday activity for all, be they young or old, male or female, with citizens riding ordinary bikes in their ordinary clothes. Conversely, in the UK most cyclists you see are men, many of whom are on expensive sport bikes with matching clothing. These men are commonly known as MAMIL's (Middle Aged Men in Lycra).

National statistics confirm this, with the National Travel Survey for 2012 revealing the gender split for cycling is 73% male and 27% female. Therefore, one of the key challenges for cycling in Britain is to widen the participation in cycling to include more women, children and pensioners.

'Cycle Chic' or 'Bicycle Chic' has become the term for cycling in fashionable everyday clothes. While this refers to well-dressed cyclists, it's really about the bicycle being used for its utility function rather than solely as a sports related function. In many ways cycle chic represents the polar opposite to the cycling culture that is symbolised by the MAMIL. It could be argued that the pace of the transition from MAMIL to Cycle Chic is representative of the health of the cycling culture. So, how do we move from the MAMIL to Cycle Chic?

Grand Canal Cycle Route, Dublin

In London the ongoing concerns with cycle safety has increased the demand for more segregated cycle facilities. A study of segregated cycle tracks in Dublin indicates that this might have positive impacts on the diversity of cyclists that use the infrastructure provided. There is clearly a link between the type of cycling infrastructure in a city and the gender and age of those cycling.

Detailed research into the facilities for cyclists alongside the Grand Canal Cycle Route in Dublin was carried out by consultant AECOM. On the south side of the canal, there are on-road cycle lanes while a segregated cycle track opened on the canal's north side in 2012. Both routes link important cycle radial routes to the primary business district in a city that has seen a 70% increase in cycling over the last 10 years.

The 3.6km segregated two-way, cycle track has signalised crossings at all junctions it passes through. The route is completely segregated from motorised traffic resulting in a pleasant atmosphere for cycling. While the route is segregated from traffic, the introduction of numerous signalised crossings does cause delay cyclists during peak periods, which can significantly impact on the journey time.



The 'sports rider'

Journey times are faster on the on-road cycle lanes on the opposite bank of the canal, but there is much greater interaction with other traffic. Cyclists can, therefore, choose to use the more comfortable, but slower segregated route, or the on-road facility, which is faster but has little or no segregation from motor traffic.

'Revealed Preference' surveys were undertaken over a four-week period in February 2014 and captured the following: volume of users (popularity of route); gender split (male/female); age profile of users (0-20, 20-40, 40-60, 60+); cyclist user types – sports riders, commuters, general utility riders and vulnerable users.

It was not possible to capture all the information during each survey. This meant the size of the datasets varied, but all are sufficiently representative to be considered statistically significant at the 95% confidence level, with an error margin of lower than 4%.

The four cyclist user types are categorised and illustrated below:

Sports rider

These cyclists ride racing bikes and wear aerodynamic/lycra clothing, protective gear (helmet, glasses, gloves), with cycling speeds usually between 20-30 mph.

Commuters

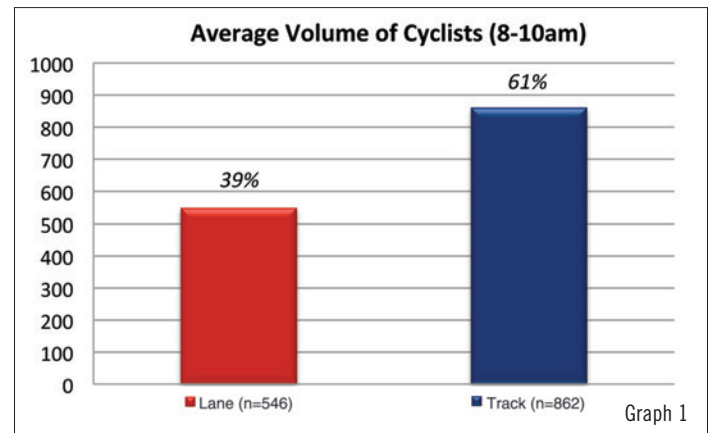
This type of cyclist wears high-visibility clothing and is likely to change clothing, shower at work, and generally wear helmets. Cycling speeds are usually between 15-20 mph.

General utility riders

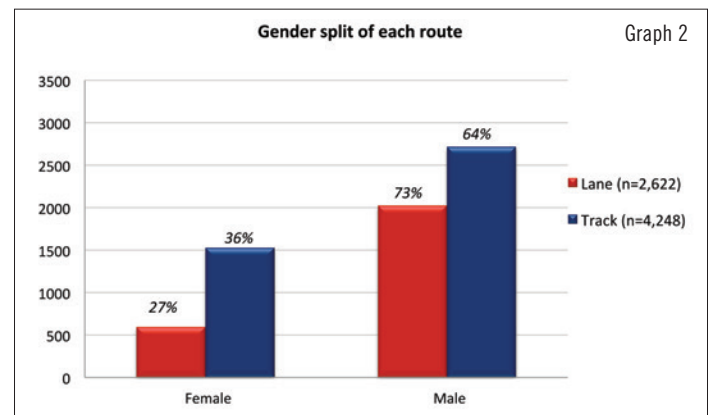
This type of cyclist is characterised by everyday clothing, a more upright and relaxed body position, and their bike may have a basket. They generally cycle at a leisurely pace of 10-15 mph.



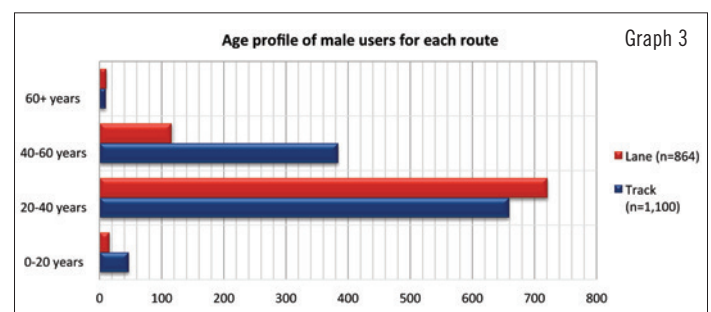
The 'commuter cyclist'



Graph 1



Graph 2



Graph 3



The 'general utility rider'

Vulnerable riders

This type of cyclist includes school children, older riders and parents carrying children by bike. The cyclist generally will not overtake and tends to travel at slower speeds of less than 10 mph.

A tale of two routes

The surveys were carried out on both the segregated and on-road cycle routes, during the midweek morning peak period (8am-10am). Over 30% of the daily number of cyclists on each route can be observed during this two-hour morning period (**Graph 1**).

It was found that over the survey period the segregated cycle track was the preferred route for most cyclists. The volumes of users observed varied from 623 users during heavy rain and windy conditions, to 1,032 users during dry and calm conditions on the segregated cycle route.

The percentage split between the cycle routes, however, remained largely unaffected by weather. The split between the segregated cycle track and the on-road cycle lane was 61% to 39% respectively, with an average of 862 users on the cycle track compared with an average of 549 users on the cycle lane. Therefore, where cyclists have the option to choose a segregated over an on-road route, the majority will choose the segregated option (see **Graph 2**).

According to the Irish Central Statistics Office 2011 Census, the average gender split of cyclists in Dublin City is 72% male against 28% female, which is very close to the UK split. The survey results for the on-road cycle lane along the Grand Canal showed a gender split of female users within the 24-28% range and a 76-72% range for male users. Conversely, the cycle track results showed a female percentage within the 33-38% range, with a male percentage within 67%-62%.

Graph 2 illustrates the gender split between the two routes from the entire sample set. This shows that female cyclists prefer to choose the off-road, segregated cycle route. Since the female percentage (36%) using the track is higher than the overall percentage of female cyclists throughout the city (28%), this suggests that this type of infrastructure may assist in addressing the current gender bias.

The surveys results show a clear preference for the cycle track among those aged between 40 and 60. Younger cyclists, in the 20 to 40 year group, are almost evenly split between the segregated and on-road option, which is likely to be influenced by the delays experienced along the segregated route and the willingness of this age group to mix with



traffic. **Graph 3** shows when gender is included in this age assessment, it can be seen that males in the 20 to 40 age bracket are the only group to choose the on-road facility over the segregated option.

By contrast, **Graph 4** shows females aged between 20 and 40 prefer the cycle track over the on-road cycle lane. Interestingly, younger male cyclists in the 0-20 year age group have a much stronger preference for the track, while female cyclists in this age group do not feature to any significant level in the survey. This is consistent with observations and research elsewhere suggesting that younger females are much less likely to cycle than their male counterparts.

As would be expected, commuters are the main type of cycle user along these routes during the morning peak period, making up 65% of all users. This user type does show a preference for the on-road cycle facilities, though a very significant proportion do use the segregated facility. It is notable that a very high proportion of utility cyclists use the segregated facility, suggesting that these users are more averse to mixing with other traffic.

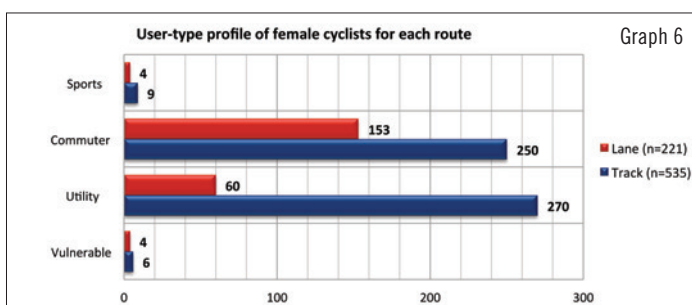
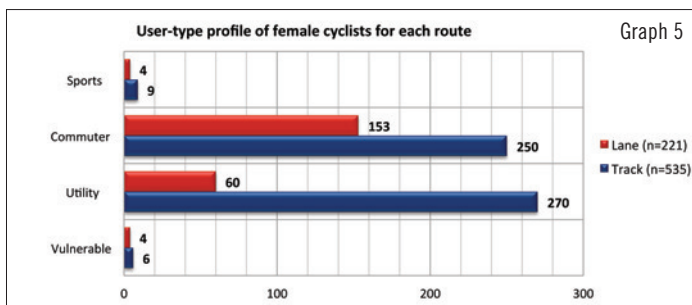
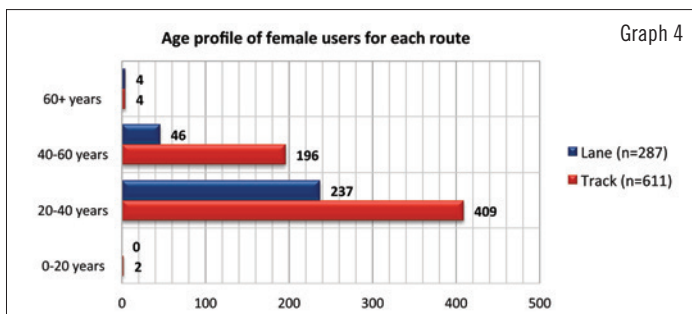
The gender of these user types is shown in **Graph 5** and **6**. An interesting divide becomes apparent between the sexes, with females showing a preference for the segregated facility in all cases while male commuters are more inclined to select the on-road cycle lane. This indicates that male commuters are less responsive to risk and more sensitive to journey time variation.

Appetite for change

The study findings demonstrate that the provision of high quality segregated cycle infrastructure has the potential to widen participation levels. Female cyclists and utility cyclists in particular appear to have a strong preference for segregated facilities, even if the journey time is longer. This suggests that the type of infrastructure being provided can influence cycling numbers. If there is an appetite to change the male (MAMIL) dominated cycling culture, then provision must be made for those who have said they would start cycling if segregated lanes were installed. This is supported by observation in many European states that have a strong mainstream cycling culture.

Joe Seymour is a chartered engineer and regional director with AECOM. He is a Fellow of the Chartered Institute of Highways and Transportation and Engineers Ireland, and has over 19 years experience as a transportation professional. Joe has particular expertise in traffic engineering, having been responsible for the design of in the region of 400km of bus priority and cycle schemes and various urban improvement schemes

Eoin O'Mahony is a chartered engineer and associate director with AECOM. His experience includes the design of cycling schemes, development of cycle networks, and research into the understanding of the critical success factors for cycling infrastructure. His recent project experience includes the Greater Dublin Area Cycle Network Plan, Liffey Cycle Route, and the Dublin to Galway (280km) Cycle Route





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When this cyclist speed indicator in Copenhagen shows 20 km/h, it means green lights all the way



Cycling in Odense has a modal share of 24%-30%

IMAGES: WOODHOUSE

Mike Clay and **Romy Rawlings** made some surprising and inspiring discoveries during a research trip to Denmark

A Danish odyssey

Early in 2013 it became evident to us that cycling in the UK was undergoing a resurgence, with a huge groundswell of interest in all things bike-related. As street furniture specialists with Woodhouse, which is part of the Marshalls team, we embarked on a research project to discover what type of cycle infrastructure was best suited to the UK. It soon became apparent to us that Denmark was leading the way in terms of best practice so, through the Cycling Embassy of Denmark, we organised a three-day trip to Copenhagen and Odense in August last summer.

We set off on our odyssey with the aim of establishing what hardscape elements might be adopted for use in the UK to support safe and enjoyable cycling for all.

Copenhagen's chilled cyclists

Arriving at lunchtime, we took a stroll around this beautiful city to get our bearings and discover a few key landmarks. Though Copenhagen is a bustling and vibrant place, it is nowhere near the scale of many major UK cities, and in particular when compared to London (population of just 1,215,000 against 8,300,000).

Most surprisingly of all, you quickly become aware that cyclists don't particularly stand out on the streets; no cycle helmets, no high-vis, no lycra to be seen anywhere! And, more reassuring still, no gritted teeth as people pedalled confidently into the traffic all around them. In fact, they seemed positively relaxed! These were normal people, in normal clothes, on everyday bikes, simply going about their daily business.

As we walked the streets, there were plenty of clues that the cycling population is well provided for in terms of infrastructure, with everything we expected to see in place, such

as segregated cycle lanes, blue paint at road junctions, floating bus stops, cyclists' traffic signals etc. Yet none of this felt imposed. On the contrary, it was woven into the city's fabric and entirely natural to those using it.

On our bikes in Odense

Odense is Denmark's third largest city (population 170,000 – similar to Bournemouth) and the original National Cycle City from 1999-2002. Cycling in Odense is particularly popular and well adopted, with a modal share of 25-30%, with an excellent history of cycling provision and research into supporting infrastructure.

We found great examples of a bike hire scheme, which we easily made use of, as well as an underground high-density parking area next to the rail station for easy transport links. Our tour of Odense also took in an on-street hub for 1,000 cycles (complete with air pump); and plenty of examples of associated local street furniture. Cycleways were well integrated into shared spaces, with little conflict, which was due to a shared awareness and respect of each and every user. And there is plenty of cycle parking, both open and covered, permanent and temporary to allow for the ever increasing numbers anticipated.

Cycling with Niels

Our last day started bright and early as we met our host, Niels Hoe of Hoe360Consulting, outside our hotel. Niels is a member of the Cycling Embassy of Denmark (www.cycling-embassy.dk), and an internationally recognised consultant advisor to cycling projects. He kindly took us on a tour of the city. Along the way we reviewed many projects (both pilot and completed), discussed cycle infrastructure provision, cycle theft and saw several interventions that have made a real difference

to cyclists. Niels' insights were invaluable and left us with more questions than answers as we began to view the city almost as locals!

The most striking memory was, perhaps, associated with the cyclists themselves: a young father with his baby strapped into a car seat attached to scaffold planks on the front of his tricycle; an elderly Indian gentleman and a young lady in hijab. Sights seldom seen on the streets of London!

Our lasting impression was that Denmark's success has little to do with the provision of 'things' and much more to do with the commitment of those responsible for supporting this mode of transport as well as the attitudes of the cyclists themselves.

The key positives we noted were:

- The accessibility of cycling to everyone and the confidence of the cyclists: young/old, male/female throughout a bustling city centre
- The subtlety and simplicity of provision
- The tolerance of Denmark's car drivers
- The all pervading culture of cycling throughout everyday life.

So, will Denmark's success translate to the UK? It's a hard question to answer and has as much to do with resistance from those who may not even own a bike, as much as the cyclists themselves. Denmark's cycling-friendly culture was not created overnight, but has been fully developed and supported by committed investment since the early 1980s. Do we have not only the vision, but the stamina too? The journey starts here...

Mike Clay is marketing manager and **Romy Rawlings** design & development director at **Woodhouse**

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Repair scheme offers inmates a way out

Prisoners and ex-offenders are playing a key role in a bike recycling project. In return they are gaining qualifications and improving their job prospects, writes **Jon Hughes**

A bike recycling project in Derby has developed an enterprising, socially beneficial way of providing affordable bikes to those who work, live or study in the city or travel through it as commuters. The driving force behind the project is a group of prisoners and ex-offenders who are using newly acquired skills to transform neglected and unloved bikes. They are supported by the Bike Back Derby project, run by Life Cycle UK, a charity that transforms lives through cycling.

The project, launched last July, is funded by Derby City Council and forms part of its wider Connected offer, which aims to improve transport and transport infrastructure.

Back on the road

Bikes are donated from a range of sources including the public, the police, Derby train station, university and college campuses and through organised donation days held at various venues in Derby.

The bikes tend to be in a poor state and require substantial work to make them safe and roadworthy. We take the bikes to a Category C prison, HMP Stocken, where inmates engaged on the project strip the bikes down to their smallest nut, bolt and washer and rebuild them. To refurbish the bikes and get them back on the road, we often need to fit new parts such as saddles, tyres, cables and brake blocks. Through this work, inmates gain a City & Guilds Level 2 in cycle mechanics.

Once refurbished, the bikes are put up for sale at regular events and venues, such as the

University of Derby's Kedleston Road Campus. Bike Back also has a shop at its workshop on Canal Street where customers can select a bike suitable for their requirements. Income generated by the project goes towards procuring more spares for more refurbishments.

Quality and safety are paramount to the success of this project, which is why Bike Back has a number of safety checks in place. At HMP Stocken each trainee mechanic uses a 50-point check sheet when working on the bikes. Once the bike is ready, it is double-checked by another trainee and road-tested on the prison grounds.

Prior to leaving the prison, the cycle is checked once more by the workshop instructor before being passed as safe.

On arrival back at the workshop in Derby, a final examination enables us to correct any remaining niggles. All bikes are sold with one month's guarantee, which promises to repair any faults free of charge. A full refund would be given if a customer returned a bike that couldn't be repaired, but to date this has not happened. We believe in good customer care and so offer all our customers discounted repair prices if the bike was from us. Sometimes, if there are minor problems with the bike, we aim to repair these free-of-charge.

Positive outcomes

There are many good positive social outcomes in buying a bike from Bike Back Derby. In terms of the environment, we are reusing and

recycling bikes that would otherwise be scrapped. The project is encouraging and enabling people to make a modal shift towards using a more sustainable transport option, thus reducing carbon emissions and traffic/parking congestion in the city. The health benefits are obvious and proven, as are the financial benefits.

We work in partnership with Derby City Council and all of the Connected partners, such as Sustrans, ITP and Cycle Derby. One of our partners, Wheels To Work, can offer bursaries of up to £100 to people wishing to take up cycling as a means to get to work. As most of our bikes are around £70, the bursary will cover the cost of locks and lights.

Wheels to Work manager Sandie Abberley says: "We have found working in partnership with Bike Back Derby to be really beneficial to the clients we are trying to help. The ability to act quickly when someone needs to get to work or training is crucial when jobs are hard to come by, and knowing we can supply a good quality bicycle to someone within a couple of days can make the difference between them being able to take a job or not."

One of the main social outcomes that we take pride in is in the work we do with HMP Stocken and in particular, cutting reoffending rates. There is a proven correlation between employment and reducing the risk of reoffending. We provide opportunities for prisoners from C and D Categorized prisons to come out on day release to sale and Dr Bike events in Derby. This gives prisoners valuable work experience and insight into customer service and how to run a cycle business. They work alongside freelance mechanics who own and run their own businesses. The experience of being outside of prison provides a graduated release as they near the end of



At HMP Stocken each trainee mechanic uses a 50-point check sheet when working on the bikes



Inmates gain a City & Guilds Level 2 in cycle mechanics

their sentences, which helps them adapt more quickly to workplace and customer facing scenarios. We also offer volunteer work placements for inmates from HMP Stocken after their release.

A growing industry

Life Cycle's strong working relationship with HMP Stocken is proving mutually beneficial. Life Cycle gets refurbished bikes for the communities in Derby and the support of extra qualified hands on sale and Dr Bike events while HMP Stocken gets donated bikes in need of repair, providing meaningful work for the prisoners.

Pete McDonaugh, supervisor at HMP Stocken's cycle workshop, says: "Our partnership with Bike Back Derby is very important to us. Firstly, being allowed to rebuild and repair cycles for the project gives our prisoners a constant supply of purposeful work. It allows us to deliver industry relevant qualifications that can be used to help employment prospects on release, and simply builds a sense of pride in the quality of work they produce.

"Being able to volunteer to work with the project once released gives prisoners direction and an invaluable experience interacting with the public, confirming the relevancy of their skills. It also allows them to see that there is a future for them within this growing industry."

Business start-ups

The project has resulted in new partnerships between organisations. For example, Rob Moon, a senior lecturer in Enterprise and Entrepreneurship at the University of Derby, is working with HMP Stocken to offer his valuable experience and advice in a series of talks. For those that are engaged on the Bike Back Derby project and who are interested in setting up as self-employed freelance mechanics, this will really will make a difference.

Rob Moon explains: "I have had the opportunity to engage with students, graduates and SMEs who are developing business ideas and new business ventures, offering them a practice based approach to understanding and developing these concepts into a credible business scenario.

"The Bike Back Derby project offers prisoners the chance of a professional qualification and, more importantly, real work



Jon Hughes (front row left) with inmates at the Earlsfield workshop where they refurbish old bikes

experience in cycle mechanics. Setting up small businesses or starting out as a sole trader can be complicated, and I hope that my experience and insights into business start-up will benefit them by providing a safe opportunity to explore their business idea.

"Enterprising and entrepreneurial activity is a cornerstone of economic growth, and by helping these prisoners set up businesses throughout Derby and the East Midlands we can contribute towards this – a positive outcome for everyone."

The project has nearly completed its first year since starting in July 2013. We already have met and exceeded all targets set (see table below). Funding runs until March 2016 and potentially beyond. We are continually looking for opportunities to make the project more sustainable and non-dependent on grant funding and to provide real employment prospects for any of our HMP Stocken graduates.

The project is offering mobile mechanic services and Dr Bike surgeries with businesses throughout Derby. We are starting to deliver basic, intermediate and advanced cycle maintenance courses for businesses and the general public, either as day courses or in short one-hour chunks. Our aim is to complement the existing cycle trade services in Derby by offering a repairs referral service to local affiliated traders, such as Birkins Cycles and Lovevelo.

We have plans to expand this flagship

programme into other prisons and also to increase the number of cycling projects in Derby. It is our hope that these measures will see us continue to recycle bikes and promote cycling way beyond 2016.

Jon Hughes is project manager at Bike Back Derby

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Case Study: A prisoner's progress

'K' was sentenced to four years at HMP Stocken and engaged in various work programmes around the prison. Two years ago he enrolled on the cycle programme, having already had an interest in mechanics and rebuilding bikes. 'K' quickly advanced from City & Guilds Level 1 to Level 2 and soon became a prison mentor for other prisoners engaged in the programme.

The method of peer-to-peer teaching works particularly well on the cycle programme within Stocken. Those prisoners who gain mentor level are entrusted with maintaining the spares stores. This simple act of trust gives back responsibility to these prisoners, which is significant when all responsibility has been previously taken away.

Towards the end of 2013 'K' was re-categorised to D, thus qualifying him for day release. After his first day release experience at a sale event in Derby, he grew in confidence and by the third time was an effective and proactive co-worker. 'K' was released in February 2014 and was immediately given a placement with a view to full employment by a major cycle retailer.

'K' said: "I started working with the bike project in Stocken in 2011 and really enjoyed the work. It wasn't long before I had done my City & Guilds level 2, but more than that the Instructors showed me how the cycle industry was bigger than I thought. They showed me that I could have a real future with bikes, something that in all the years I've been in and out of prison I'd never had before. They taught things that were not on the City & Guilds course and helped build my experience as well as my skills. I now look forward to a changed future in the bike industry."

Key facts and figures for Bike Back Derby: July 2013 – February 2014

Total bikes in	250
Total bikes refurbished	200
Total bikes scrapped	5
Scrapped in Kg	50 Kg
Total bikes sold/donated	175
Estimated diverted from waste Kg	2.5 tonnes
Estimated miles ridden per year	30,000
Estimated calories burnt	14,000 Kcals
Number of events attended	20
Number of people reached at events	1000+
Number of volunteers	8
Number of volunteer hours	750+
Number of level 2 qualified mechanics	20

Mind the health gap

A project in Coventry is addressing health inequalities by helping those most in need to take up cycling, writes **Richard Smith**

Cycling professionals have been working hard to tackle health inequalities by encouraging those with the greatest needs to use bikes. But it is becoming apparent that cycle infrastructure improvements often result in relatively healthy people getting healthier, resulting in a widening of the health gap. This means that it is no longer enough for cycling professionals to just persuade more people to cycle. They have to find ways of reaching out to those most affected by health inequalities.

At Cycle Coventry we have been forging stronger links with those in public health to ensure this happens. Cycle Coventry is a three-year project, launched in 2012, to improve facilities for cyclists and pedestrians in Coventry.

What we have discovered is that it pays to get public health partners involved at an early stage. Cycling teams who adopt a collaborative approach can open up the opportunities for joint funding.

Coventry public health consultant Berni Lee is a member of the project board. There is also a public health practitioner in the council's planning team to scrutinise planning applications, including cycling provision. This expertise was drawn upon when formulating Local Sustainable Transport Fund (LSTF) bids, including the Cycle Coventry project. The early involvement of health practitioners was key to targeting which communities would benefit from new cycle routes.

The Cycle Coventry project was the result of a partnership between Coventry City Council and Centro. Work began in 2012 to create over 32km of cycle routes in the north and south west of the city. The project has engaged with businesses, education providers and communities along the routes through Smarter

Choices, the scheme that promotes sustainable travel.

Public health has continued to influence decisions about project delivery. For example, a personalised travel planning project is about to target 12,000 of the city's 133,000 households in areas of health need, rather than more than those in affluent areas. A co-ordinated approach has been adopted so that personalised travel plan recipients can access cycling support such as training, maintenance classes and rides in their local area. This decentralised approach may be more costly than the use of a single central location, but it should prove far more effective at reaching those most in need of health support.

We have already seen over 250 people on maintenance training and 350 on adult cycle training in the city. This has been especially important since 2013 when Coventry was chosen as a Marmot city, set to tackle health inequalities and differences in life expectancy across the city.

The Marmot Review into health inequalities in England was published in February 2010. It proposed an evidence-based strategy to address the social determinants of health, the conditions in which people are born, grow, live, work and age and which can lead to health inequalities.

Recent figures for Coventry show that males living in the least deprived parts of the city can expect to live 11.7 years longer than those living in the most deprived parts of the city and, for females, 7.9 years longer.

Monitoring has been recognised as key to properly measuring the health impact, with the findings being used to shape project delivery. Participation data has been collected for local guided rides, and this has been mapped to ensure that the target communities with

greatest health needs are reached. This has resulted in additional rides being delivered in the most deprived communities to reduce barriers to taking part such as cost or distance.

Although public health is central to the delivery of Cycle Coventry, it has been necessary to think beyond the project boundaries. Primary schools were not part of the LSTF bid, so additional funding was provided by the council's public health team to enable cycle trainers to offer extra support to schools in areas of health need. For example, Charter Primary School, which is near a new cycle route, has received cycle maintenance training to address concerns about the roadworthiness of children's bicycles.

The project also arranged indoor cycle training for adults as the numbers taking part were found to drop in the winter months. At the request of Rachel Lancaster, Coventry City Council's cabinet member for public services, indoor training was extended to children, funded by the council's public health team. These family cycle training sessions were so successful that they were extended from January to run until March.

The successful collaboration between cycling and public health professionals made national headlines on Saturday 10 August 2013 when the council closed Coventry's Ring Road for a mass bike ride. This event was promoted by local GP Dr Peter O'Brien, who has also championed a new GP Referral Scheme to provide cycle training on prescription. Preparation is already underway for a Sky Ride City event on 21 September, which will mark the 40th birthday of the Ring Road by celebrating the myriad benefits of cycling.

Richard Smith is Cycle Coventry Smarter Choices coordinator at Coventry City Council
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Cycle Coventry has trained 350 adults in the city



Cycle Coventry is encouraging people in more deprived areas to get cycling

Putting on a show

Get Cycling is a community interest company that runs try-out roadshows and programmes. **Jim McGurn** offers his top tips for staging a successful event

A try-out event is a temporary arena in which the public can sample a wide range of cycles away from traffic in an atmosphere of fun. They cycle in large circles, rather than from A to B, so that we can supervise and support more easily, and because keeping everyone together adds to sense of shared pleasure and spectacle.

Putting on a successful event need not be hard work. The following ideas are intended to help you achieve maximum effect with least effort.

Who is the event for?

In most cases the audience for cycle try-outs is the general public. But the audience can also be a business park, a university, a cluster of schools, parents and children, older people or a particular community. It could also be a launch or reward event for a cycle to work programme.

Participants influence which bikes, which staff and which techniques are used. A clear decision helps you better focus your limited budget – and if we are supplying the event we can usually design your leaflet or poster to reflect the kinds of people, bikes and age groups you are appealing to.

Choosing a venue

One option is to arrange a road closure in your town or city centre. Another is to run a fun event in your local park, perhaps using a couple of tennis courts. Many clients opt for a city square, with crowd control barriers – this ensures maximum visibility, passing custom and the least effort.

We run a cycling festival in a park near us with around 170 bikes on five different themed tracks, attracts over 5,000 local people. It often

makes sense to run an event as part of an existing local fair or carnival. Consider organising an event in a sports hall: this is easy to organise, completely weatherproof means, no cost of barriers and all facilities on hand. Sports halls work well for trying out cycles for the school run, especially if publicised through all schools.

Find allies

Think about other organisations who could benefit by being at the event and so help with marketing. Could local businesses within your travel to work programmes send out intranet invitations to their workforce? Or perhaps schools could send leaflets to every single household with children?

A good idea is to give local media a presence at the show in exchange for publicity and sales opportunities. You need to engage colleagues in other departments such as activity promotion, transport, events, community cohesion and HR. Ironically, one of the hardest nuts to crack is getting your local bike shops to exhibit. Sadly, they rarely want to.

Make the most of the day

Be there at the entrance desk, giving out your literature and engage with your public. Give out our free guides for beginner cyclists. Tell the public in advance you'll be there to talk to them. Publicise all the services you offer, from guided rides to cycle training. Sign people up for rides, newsletters, training, as they leave the track. Create a simple handout for people to take away.

Go beyond cycling

Like us, you will see cycling as part of a continuum of sustainable travel options. So, why not use your local



A cycling roadshow event in Truro city centre in Cornwall

sustainable transport brand to produce a festival of green wheels? Invite local commercial interests to bring electric bikes, scooters and cars. Get your bus and train companies along, and walking groups. Your cycling try-out event can be the principal crowd-puller, but choose a venue that also allows the public to test out electric vehicles.

We are about to launch this concept as Greenwheels: a ready-

made brand, or you can use your own. The added value for partner bodies is supplied by you inviting local commercial and community interest groups to bring all the non-cycling elements.

Bike try-out events can be almost anything you want. We have 15 years of experience, and are still thinking up new ways of running events, so speaking with us at an early stage always helps.

www.getcycling.org.uk



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Equality streets

It's time to remove the obstacles that deter women, older people, disabled people and ethnic minorities from cycling, writes **Rachel Aldred**

Britain's roads are unequal places, with substantial impacts on how people live – and die. In 1952, we lived in a multi-modal society. Distances travelled by bike, car, bus, and train were in the same ball-park. Now, the car is clearly the dominant mode. We can see the impacts of this in street design, as cyclists are pushed into uneven, unsafe gutter lanes, and pedestrians are held back by railings at staggered crossings. We can see it in funding priorities, as major roads projects continue to be prioritised and labelled 'strategic' while local bus services are cut.

This is a social justice issue, as hostile, motor-centric streets disproportionately threaten those with the lowest levels of car access. For example, children in poor areas who lack gardens play in streets where cultural, legal and infrastructural norms leave them vulnerable. Those who contribute least to the problem suffer most from its impacts.

Inequalities are particularly stark for cycling. In The Netherlands, 'gender and cycling' is a non-issue: rates are fairly equal, if anything women cycle slightly more. Yet in the UK, it's very different. The 2011 Census showed only 27% of English cycle commuters are female, although women are 47% of all commuters.

At local level the disparities are even sharper. A few local authority districts look almost Dutch: in Cambridge, East Cambridgeshire and Fenland men and women are equally likely to cycle to work. But in most districts, cycle commuting is 70% male – or more. In Burnley, where disparities are greatest, only 24 of 397 cycle commuters are female.

Inequalities exist not just by gender, but also by age, ethnicity and disability. Research shows that women, older people, black and minority

ethnic people and disabled people are all more likely to be excluded from cycling, primarily because they don't feel safe on the roads.

This is shocking, but it's also an opportunity for change. The affected groups share what are called 'protected characteristics' under the Equality Act 2010. Under this Act, public sector bodies (and other bodies with public functions) must show 'due regard' to the need to:

- eliminate unlawful discrimination, harassment and victimization
- advance equality of opportunity between different groups
- foster good relations between different groups.

Advancing equality of opportunity involves having 'due regard' to the need to:

- remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic
- take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it
- encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

Much of this is directly relevant to cycling, and to transport services in general. It's clear that it's a highly unequal service. It may even be appropriate to talk about "indirect discrimination", which the Equality Act defines as being "when a service provider applies an apparently neutral provision, criterion or practice which puts persons sharing a protected characteristic at a particular disadvantage". Under the Act, the relevant outcome is "disadvantage" – this can include denial of choice or opportunity, deterrence, rejection or exclusion.

One example of indirect sex discrimination given in the Act's guidance is where a local authority temporarily closes the entrance ramp to a block of flats, with disproportionate impacts on women using pushchairs. It isn't much of a stretch to see cycling policy and provision in a similar light.

Traditionally, the policy assumption in this country has been that cyclists should be on the road, behaving like cars. But studies have shown women place a higher value on off-road infrastructure, and on avoiding busy roads, than do men (for example, TfL's research into cycle route choice in London – see link below).

There's a variety of possible reasons, one being the greater proportion of women's journeys that involve trip chaining, or the greater likelihood that women are travelling with others, particularly children (women make 40% more 'escort trips' than do men). People might be willing to cycle alone on an A road, but not with two seven-year-olds in tow, for example.

We know the general and specific changes that can make cycling more equal. The general changes are about separating cyclists from fast or busy motor traffic, through a variety of interventions: primarily, high quality cycle tracks on main roads and modal filtering on side streets. The specific changes include eliminating high-risk and high-stress junction situations, especially left hook risks and the need to cross lanes of motor traffic to turn right.

The Equality and Human Rights Commission has said the aim of the Act is not punishing authorities, but creating a change in culture. This includes tackling the consequences of past decisions, as determined by a case taken under the previous Disability Equality Duty.

As cycling has been marginalised for many years, creating an equal cycling environment can't just mean putting new policies through a brief Equality Impact Assessment, which will have only limited effects. It should start with assessing the implications of a 'business as usual' approach, being honest about its associated inequalities and what needs to change.

Rachel Aldred is a senior lecturer in transport at University of Westminster

TfL report into cyclist mode choice: <http://tinyurl.com/p5cekxg>



Rachel Aldred

Riders' revelations

A survey was carried out by Cycle Training UK to discover the benefits of one-to-one cycle training, reports **Jean Mowbray**

People ride their bikes more frequently and over longer distances after they have received one-to-one cycle training. This was the key finding of a survey carried out by Cycle Training UK (CTUK) last year to assess the impact of our individual adult training sessions. We contacted more than 7,000 people who had received training from us between April 2008 and March 2013. Trainees were asked: why they initially trained with CTUK, what impact the training had on the frequency and length of their journeys and how their attitude to cycling and to risk changed.

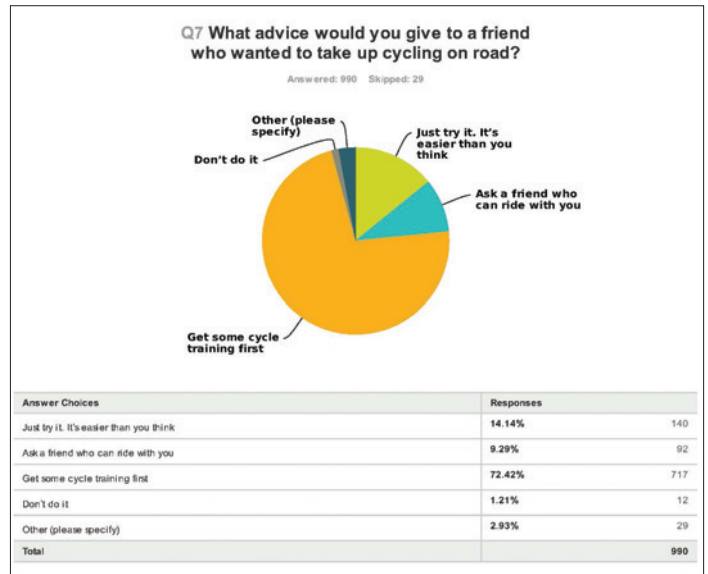
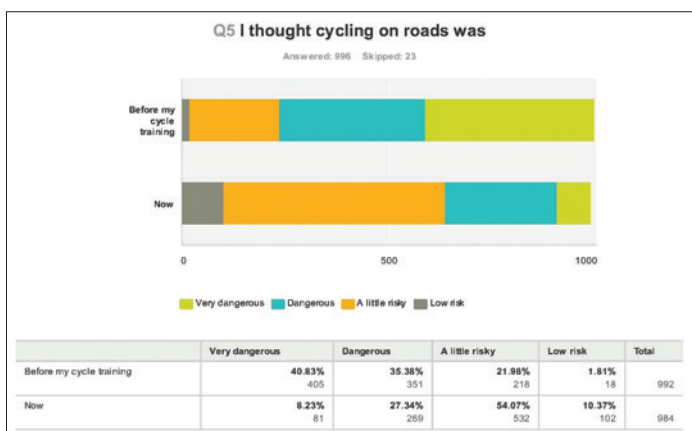
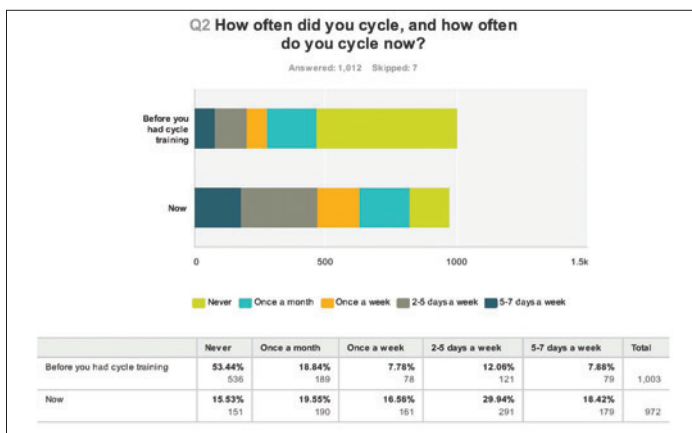
We discovered that, among respondents, there was a 100% increase in the number of people cycling between two and five days a week and a 200% increase in the number of people riding three to five miles a day after training. Also, most people said they felt more confident and considered cycling on the road less risky after receiving training. Two-thirds said they were making weekly savings by cycling more.

Adults were asked to complete the survey on behalf of child trainees. We received responses from people living in the London boroughs of Brent, City of London, Ealing, Hackney, Hammersmith & Fulham, Haringey, Lambeth, Redbridge and Waltham Forest.

More than 1,000 people filled in the survey – a 14% response rate. Some 88% of those surveyed were over 18, with 32% aged 26-35, 27% aged 36-45 and 16% 46-55. The majority of respondents were female, 72%, while 28% were male. Some 64% the respondents were White, 12.59% Asian/Asian British and 12.18% Black/African/Caribbean/Black British.

Jean Mowbray is head of marketing at Cycle Training UK
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For more information about the survey contact Cycle Training UK:
info@cycletraining.co.uk



Some results from Cycle Training UK's survey of more than 1,000 trainees from the London boroughs of Brent, City of London, Ealing, Hackney, Hammersmith & Fulham, Haringey, Lambeth, Redbridge and Waltham Forest

'More people cycling, more often and further after training'

Measuring the effectiveness of cycle training survey by Cycle Training UK 2013

After training:

- **People cycle more often** - 100% increase in the number of people cycling 2-5 day a week
- **People cycle further** - 200% increase in the number of people travelling 3-5 miles in a journey
- **People are more confident** - 85% feel more confident
- **People save money** - Around two thirds of those cycling are making weekly savings

Cycle Training UK has trained over 70,000 people in the UK to cycle confidently. If you'd like information about this survey or any of our services please call 0207 231 6005 or email info@cycletraining.co.uk



CYCLE TRAINING UK



The Get Britain Cycling directory

A guide to selected companies and organisations providing cycling products and systems, consultancy services, professional networking and community action

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- Demand analysis
- Scheme design
- Public realm design
- Procurement
- Construction services
- Promotion and marketing
- Evaluation

Recent projects include: developing a Greater Manchester Cycling Design Guide; successfully obtaining Cycle City Ambition Grant funding for Leeds/Bradford; delivering a cycle network plan for 1.8 million people in Dublin; and designing and implementing Cycle Superhighways in London.

Collaboration is at the heart of our delivery and through our global expertise, local knowledge and range of expertise we join the dots so that our customer partnerships see further and go further.

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Email: nigel.wilson@aecom.com
www.aecom.com

Challenge for Change



As industry specialists in creating measurable behaviour change programmes that are proven to get more people cycling, more often, Challenge for Change work with 57 local authorities and have established 240 Love to Ride sites right across the UK and overseas.

Changing behaviour is massively complex. The Challenge for Change team have pooled their 12 years and 108 cycle challenge programmes expertise to create the brand-spanking-new Love to Ride web platforms, integrated with GPS apps, our new behaviour change framework and enhanced user features. With creativity, innovation, good ol' human interaction and a large slice of fun thrown into the mix, we have all the ingredients to achieve long-term sustained behaviour change. Getting more people cycling is what we do and Love to Ride rolls on right throughout the year, every year. Let's go!

Please see our **Love to Ride** poster on page 9. Our results speak volumes – go to www.lovetoride.org to find out more and watch our 2-minute fun behaviour change animation.

Contact: Sam Robinson
07734 833 451
www.lovetoride.org

Clearview Traffic Group



Clearview Traffic Group comprises of two well known brands:

Astucia – The market innovator for intelligent roads, which are smart, safe and sustainable and provide enhanced cycle path delineation across the world. Our SolarLite road studs are proven to reduce night-time road accidents dramatically by up to 70%. On cycle paths the enhanced delineation they provide also increases the perception of safety and reduces the amount of other street furniture required to safely guide cyclists at night.

Golden River – A leader in cycle and vehicle detection, automated traffic counting, classification and ITS systems integration. Golden River incorporates the Marksman traffic data collection range of vehicle count and classifiers, traffic signal wireless vehicle detection and weigh-in-motion systems.

Our latest wireless bike detector for use at traffic signalled junctions will not only detect cycles but differentiate between cycles and vehicles to optimise junction control systems and cycle safety.

Tel: 01869 362809
www.clearviewtraffic.com

Cycle Confident



Supplies: Cycling skills, training, hire and maintenance service.

Cycle Confident empowers people to take to the road on bicycles through training and support. We work with individuals, businesses, local authorities and activity groups giving them the tools and training to cycle safely, and with confidence, on and off the road. We provide UK coverage through our trusted network of instructors and mechanics. The Cycle Confident team has a wealth of experience in all aspects of cycling ranging from the everyday city commute, touring cycling, mountain biking and triathlon riding. We can also supply a range of cycle accessories to help new cyclists stay safe and comfortable and keep them cycling.

Contact: David Showell
Tel: 02030 316730
Mob: 07841 678 664
Email: david@cycleconfident.com
www.cycleconfident.com

Cyclehoop



Supplies: Cycle parking and storage.

Cyclehoop are designers and suppliers of cycle parking and street furniture for local authorities, businesses, residential developments and private homes across the UK.

We provide: cycle parking audits for local authorities; cycle parking design, installation and maintenance services; and temporary cycle parking for events. We support theft reduction by designing our products based on the research and studies carried out by BikeOff and Design Against Crime.

Contact: Anthony Lau
Tel: 020 8699 1338
Email: info@cyclehoop.com

Find us on Facebook:
facebook.com/Cyclehoop
Follow us on Twitter:
twitter.com/cyclehoop
www.cyclehoop.com

Cyclepods



Supplies: Cycle parking and storage.

Cyclepods has become a trusted name in innovative cycle parking solutions. Our ethos has been to encourage all ages to cycle.

Some 45,000 children park their bike or scooter in one of our funky Minipods or Scooterpods every morning.

Commuters at Southern Rail, Southwest Trains and East Midlands Trains railway stations park their bikes in our spring-assisted EasyLift+ Two Tier or in police-approved Streetpods.

Students, office and hospital workers, leisure centre clients among others, all benefit from our space-saving, innovative and secure cycle parking.

Not ones to rest on our laurels, our Cycology division has worked with Abellio to deliver their Bike & Go initiative at 57 stations across three UK rail franchises by providing them with the back office software to run all aspects of the scheme. Cycology, with its partner Velogic, aims to bring to the UK market the latest innovations in bicycle sharing, cycle hire, cycle facilities and cycle counters.

Contact: Chris Tsielepi
Tel: 0845 094 0490
Email: chris@cyclepods.co.uk
www.cyclepods.co.uk

Cycle Training UK



Supplies: Cycling skills and training.

Cycle Training UK is a leading provider of on-road cycle training. Our aim is to promote cycling as a form of transport. Cycle Training UK was established in 1998 and has trained over 70,000 people in London and across the UK.

As well as cycle training we deliver cycle maintenance, instructor training, cycling for health and businesses, cycle awareness training for drivers (CPC) and consultancy work.

Contact: Jean Mowbray
Tel: 0207 231 6005
Email: info@cycletraining.co.uk
www.cycletraining.co.uk

Cycle-Works



Supplies: Cycle parking and storage.

Cycle-Works provides innovative, popular and stylish high security and high density cycle parking. This ranges from the unique wedge-shaped Velo-Safe bike lockers to safe and easy to use Josta 2-tier systems, as well as a wide range of well designed shelters, racks and compounds.

Cycle-Works introduced bike lockers and two-tier racks into the UK, and new, innovative products include modern, attractive bike racks and the new secure, compact StreetStore, along with wheeling ramps and channels.

New developments include electronic access and control, management, lockers for folding bikes and accessories, and many other innovative ways to promote cycling.

Contact: Peter Davenport
Tel: 023 9281 5555
Email: info@cycle-works.com
www.cycle-works.com

Falco



Supplies: Cycle parking and storage.

Falco is the UK's leading manufacturer, supplier and installer of innovative cycle parking systems, cycle shelters, cycle stores and advanced cycle products.

Falco has worked on some of the largest cycle parking infrastructure projects in the UK including: the 1,000 cycle parking space facility for the UK's largest CyclePoint at Chelmsford Railway Station; a bespoke 144-space cycle hub; 32m bus shelter and taxi shelter for the newly refurbished Derby Midland Railway Station; the first ever CyclePoint for Leeds city station; a 668-space cycle park for aircraft manufacturer Airbus; and Bike & Go cycle parking facilities to over 30 railway stations UK-wide.

Falco is pleased to introduce to the UK three new state-of-the-art cycle parking concepts developed for the city council in Amsterdam and the Dutch Railways OV Fiets cycle hire scheme. The VeloSpace® and VeloMinck® are two innovative and cost effective automated cycle parking systems designed to systematically park bicycles above or below ground. The VeloComfort® is the world's first automated travelator for getting bikes up and down difficult steps.

Contact: Bryan Duggan
Tel: 01538 380080
Email: sales@falco.co.uk
www.falco.co.uk

FWT



FWT was founded in 1973 and since then has established a worldwide reputation for the provision of high quality passenger transport information. Our goal has always been to understand our clients' problems and offer them wide ranging solutions that make their products the best.

We have always believed that providing information that is accurate and easy to use are the main factors that underpin any successful passenger transport information strategy.

www.fwt.co.uk

Get Cycling CiC



The tools of Get Cycling CiC's trade are a fascinating array of 300 cycles. The community interest company's role is to mix showmanship with practical try-out sessions, to persuade the British public to sample cycling in an atmosphere of support and fun.

For 15 years these bike try-out roadshows have been touring the UK, each with 25 or so cycles, pitching up in city centres, workplaces, schools and universities. In each case the bikes, staff and techniques are tailored to the type of event. Get Cycling even deliver major cycling festivals, with five or so different themed tracks.

Their range of activities now include: Scalextric racing games; miniature velodrome racing; a penny farthing showman; a disability cycling try-out show; a KMX Karts track; a try-out 'extreme skills' track; and various multi-seater 'megabikes'. They also run extensive bike loan and health promotion programmes for their public sector clients.

Tel: 01904 636812.
Email: admin@getcycling.org.uk
www.getcycling.org.uk

Hourbike



Hourbike is a leading supplier and operator of public bike sharing systems in the UK, operating since 2007. With eight schemes due to go live in the UK in 2014 we are the largest operator outside of London. Our system is installed in over seven countries worldwide, including several capital cities, with a proven record for robustness and reliability. We are flexible in operating models, and can provide a full service or supply the equipment only for customer's maintenance and operation. Talk to us about our experience, and how we can assist with shared bike schemes whether large or small.

Tel: 01483 472804
Email: info@hourbike.com
www.hourbike.com

Marshalls



As the leading innovator of landscaping solutions for the commercial construction sector, Marshalls has continued to create, inspire and develop during the economic downturn. Marshalls and its skilled manpower are poised to bring to market a distinctive range of products combining clever engineering and technology with imaginative ways to save you time and specification costs.

www.marshalls.co.uk

Rennicks



For over 25 years, Rennicks have been a leading provider of retroreflective, reflective and non-reflective traffic sign sheeting in the UK.

With ever increasing budget and environmental pressures, along with health and safety needs, Rennicks are continually looking to develop and launch innovative new products to meet and exceed customer expectations.

Our range of solar-powered, active road studs offer excellent delineation for cycle paths, campuses and tunnels where safety and enhanced navigation are important. With no operational costs, lower maintenance implications and a reduced impact on wildlife, they could be the key to the government's drive to promote sustainable travel in the UK.

Pioneering digitally printed, full colour photographic signs could also be used to further enhance sustainable routes.

At Rennicks we pride ourselves on offering fully compliant products supported by our technical expertise to help you ensure your project meets all the current standards and deliver an outstanding architectural design to be proud of.

Contact: Karen Jervis

Tel: 01928 579966

Email: ruksales@rennicksmts.com

www.rennicksuk.com

Not here?

If you feel your products and services should be listed here, why not get in touch to be included in the next edition of Get Britain Cycling. Email: ed.pr@landor.co.uk

Contact details

Every care has been taken to ensure the contact details for each company listed are correct. Let us know about any changes to names, numbers or addresses and we will update the entries in the next edition.

Royal HaskoningDHV



Experts in planning and delivering cycling infrastructure and innovations.

Royal HaskoningDHV is one of Europe's leading independent project management, engineering and consultancy service providers and is renowned for developing, designing and delivering successful, innovative and sustainable solutions that work towards enhancing society together. We have been involved in bicycle traffic related consultancy for many decades, providing advice to the Dutch central government, provinces, regions and municipalities; and we are now applying our Dutch expertise to deliver integrated and cohesive highway designs in the UK. Our services include:

- Policy and strategy
- Infrastructure planning and design
- Cycle audits
- Parking strategies and design
- Signing and wayfinding
- GIS and 3D visualisation

Our considerable experience in the design of cycle facilities throughout the Netherlands, alongside our considerable UK experience in transport planning for new development, puts Royal HaskoningDHV in a unique position to provide advice and technical support in the planning and development of infrastructure to support travel by bicycle in the UK.

Contact: Paul Stephens

Tel: 0121 709 6540

Email: paul.stephens@rhdhv.com

www.royalhaskoningdhv.com

Streetsure

Streetsure provides street furniture and cycle parking infrastructure solutions to the public and private sector markets. Our manufacturing facilities, quality sourcing and proven project management capabilities, allows us to supply and install complete solutions from cycle racking systems, shelters and compounds, folding bike lockers, associated signage, CCTV, Bike Control systems and much more.

Streetsure has experience in working on large contracts, for example, Marylebone and Waterloo Stations, and Transport for London, and also supplying cycle parking solutions for residential schemes, local authorities and the education sector throughout the UK and Europe.

Email: sales@streetsuresolutions.co.uk

01483 568287

www.streetsuresolutions.co.uk

The Transportation Consultancy



The Transportation Consultancy (ttc) is a dynamic and innovative transportation consultancy specialising in transport planning, traffic engineering, sustainable transport and transport economics. Our people have over 100 years of combined technical knowledge and can offer you expert advice covering the whole transportation sector, helping you to make sound decisions in today's complex environment.

Our cycling team is currently advising governments, local authorities and the private sector clients on various aspects of cycling, including cycling strategies and facilities, cycle route reviews and audits, cycle infrastructure design and construction, cycling in an urban context, leisure cycling, cycle parking and training. Our advice to them is underpinned by innovation, technical excellence and expert opinion, enabling our clients to make sound decisions in what is often a complex and challenging environment.

Contact: Alan Bailes

Tel 0780 3894686

Email: info@ttc-transportplanning.com

www.ttc-transportplanning.com

Urban Movement



Urban Movement is a transport planning and urban design practice specialising in complex environments like town and city centres, high streets, the urban realm at busy transport interchanges, and provision for cycling. Recently built projects include the High Street and Britannia Junction in Camden Town, the Venn Street 'shared space' and Old Town in Clapham, and Station Road in the heart of Harrow town centre. Our station urban realm design portfolio includes projects for Crossrail at Liverpool Street, Abbey Wood and Hayes & Harlington, and the main stations in both Brighton and Southampton.

In relation to cycling, we have worked for Brighton & Hove on the Old Shoreham Road and Ditchling Road schemes, for Camden on the Royal College Street and several other schemes, and for Southampton on the city's Eastern Cycle Route. We have also recently completed an International Cycling Infrastructure Best Practice Study on behalf of Transport for London.

Tel: 0203 567 0710

Email: hello@urbanmovement.co.uk

www.urbanmovement.co.uk

CYCLING AND WALKING INFRASTRUCTURE THAT WORKS

6 November 2014, Kia Oval, London

Organised by **landor LINKS**

Co-located with Parking World 2014



This event will focus on the practical, cost-effective next steps that local planning and transport authorities must take to fulfil political aspiration. It will explore the best practice engineering and design measures from across Europe needed to 'Get Britain Cycling'.

- Traffic volume reduction
- Traffic speed reduction
- Junction treatment, hazard site treatment, traffic management
- Reallocation of carriageway space
- Cycle tracks away from roads
- Designing-out conflicts between pedestrians and cyclists

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For more details, please contact **Rod Fletcher**
Email: rod.fletcher@landor.co.uk
Tel: 0191 280 1410

getbritaincycling.net



The ultimate reference for guidance on the planning, design and management of cycling strategies and infrastructure



Cyclepods
Transforming bike storage

LIFT ASSISTED
TWO TIER BIKE
PARKING

EasyLift+ by Cyclepods Ltd



!!!STOP PRESS!!!

CYCLEPODS SECURES LONDON WATERLOO CONTRACT TO SUPPLY 330 TWO TIER BIKE RACKS. UK'S BUSIEST STATION!

"After using Cyclepods for the first time I was very impressed with their professional way of working, the installation from the start to completion was seamless"

Paul Best | Southern Railway's Project Manager

"This is a fantastic product that will be very beneficial to our cyclists. Not only is it 100% green, which supports our objective to provide greener travel, but the single locking facility makes it even more secure, providing maximum bike protection for our cyclists"

David Horne | East Midlands Trains' Managing Director

Streetpods providing safe, secure and space saving cycle parking at urban and rural stations alike. The Streetpod has the ability to secure the bike frame and both wheels with a single lock!

Secured by Design



Official Police Security Initiative



Streetpods



For more information

CALL NOW: 0845 094 0490

www.cyclepods.co.uk | Info@cyclepods.co.uk