



“Safety in numbers”

How to deliver
More and ***Safer*** Cycling



Roger Geffen

Campaigns and Policy Director
CTC, the national cyclists' organisation



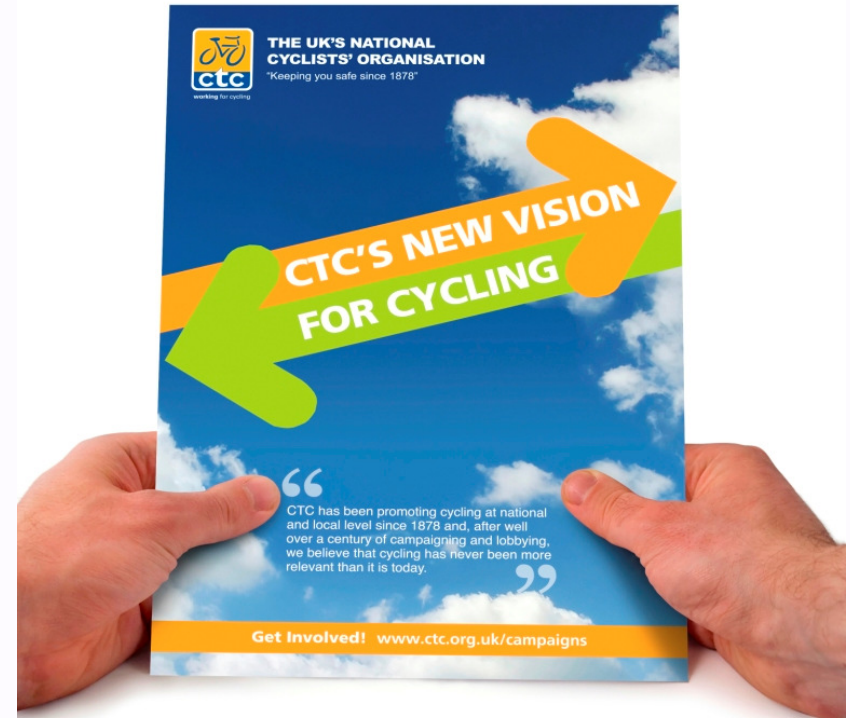
About CTC

- CTC the national cyclists' organisation
 - 60,000 members, founded 1878
 - Cycling activities, membership services (legal, insurance, magazine)
- CTC charitable trust
 - Cycling development e.g. cycle training
 - Professional services (e.g. advice to local authorities: e.g. Local Authority Benchmarking project)
 - Campaigning nationally and locally



CTC's New Vision for Cycling

- Benefits of cycling:
 - economy, climate, **health**, safety, equality of opportunity, quality of life and local environment
- Calls for a doubling of cycle use and a halving of the risks of cycling in 10 years
- Explains how:
 - Commitment, planning and design, **road safety**, promotion and incentives, public transport, recreational and off-road



Cycling in national policy:
www.ctc.org.uk/newvision

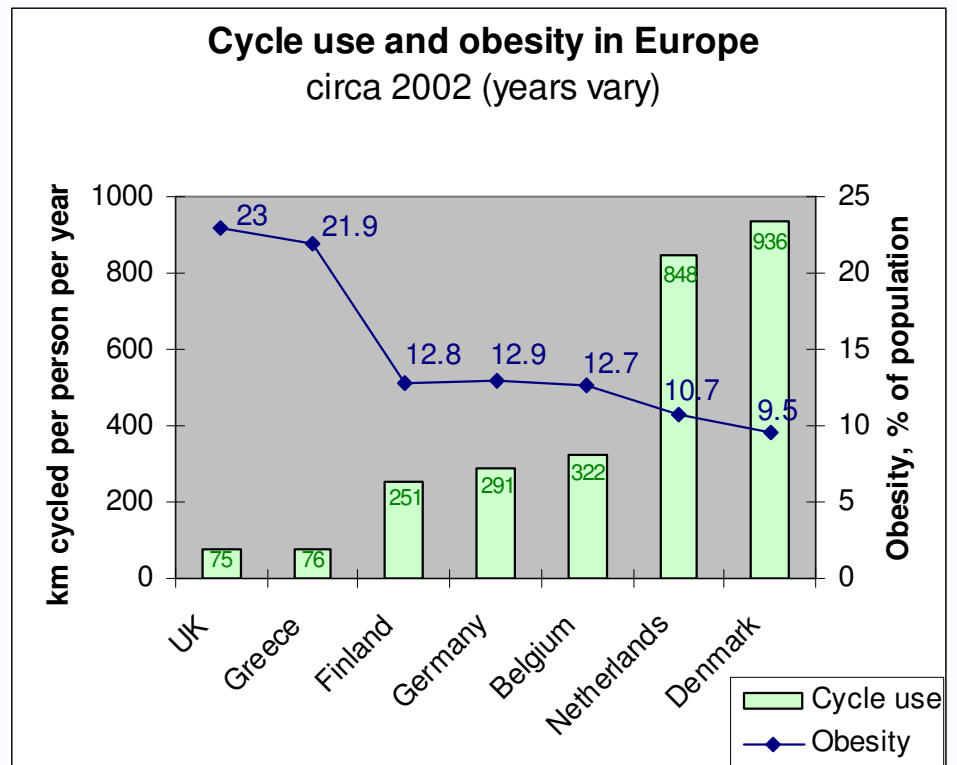
Cycling in local policy:
www.ctc.org.uk/calts

Health Benefits

- Cycling in mid-adulthood gives you a level of fitness equivalent to being 10 years younger...



...and a life expectancy 2 years above the average

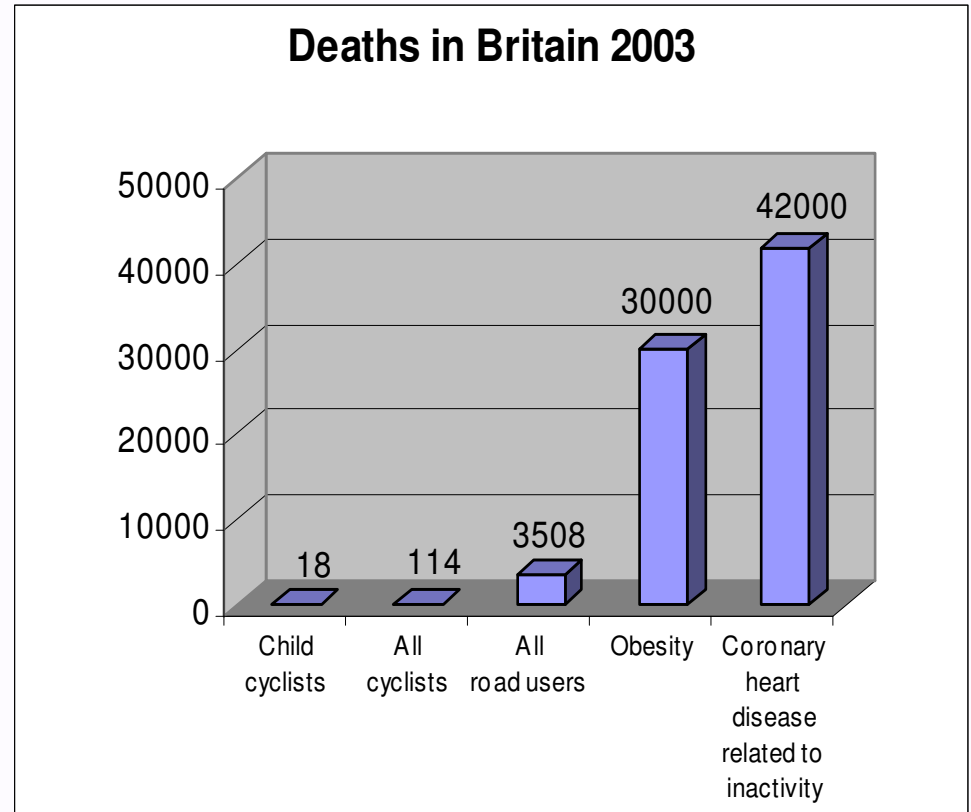


A relationship between cycle use and obesity?



Cycling is healthy not dangerous

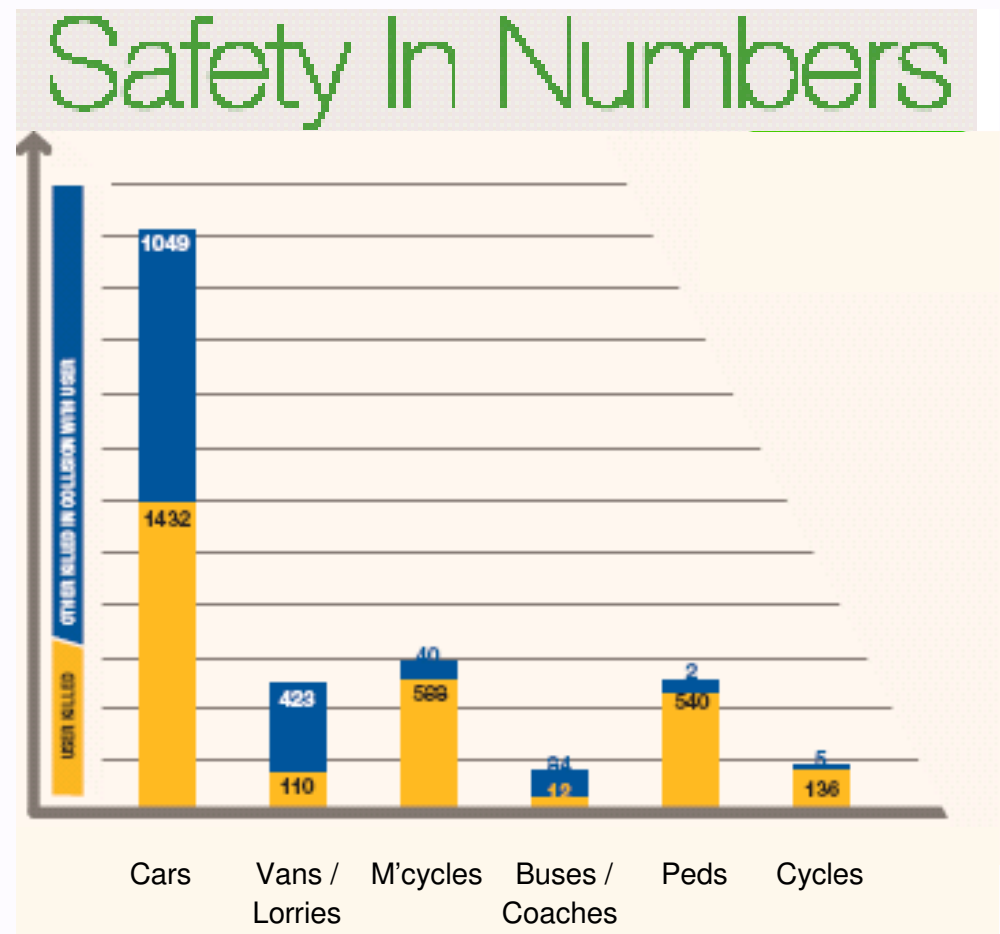
- Health benefits far outweigh risks, by c20:1
- Those who do NOT cycle to work have a 39% higher mortality rate than those who do (*Copenhagen heart study*)



It is dangerous NOT to cycle!

Health v safety?

- Cyclists have a very low rate of involvement in injuries to others.
- Cycling gets safer the more cyclists there are: the “Safety in Numbers” effect.
- e.g. London since 2000:
 - Cycle use up 107%, serious and fatal injuries down 21%
 - Many other examples from UK and Europe...





‘Safety in numbers’

Theory:

- A 100% increase in cycle use will result in just 34% increase in cycle casualties (Jacobsen)

Practice:

- The Netherlands: from 1980-2005:
 - 45% more cycling, 58% fewer cycle fatalities
- Germany: from 1975-98:
 - Share of cycling up from 8 to 12%, 66% fewer cycle fatalities
- Copenhagen 1995-2006
 - Cycle use up 44%, mode share for cycle commuting up from 31% to 36%, cyclist casualties down 60%
- Leicester, comparing 2001/3 with 2006/8:
 - 43% more cycling, 11% fewer cycle casualties



Safety in numbers

P.L. Jacobsen, Injury Prevention 2003;9:205–209

Places with high cycle use (right end of graph) have low risk

Those with low cycle use (left end) have high risk

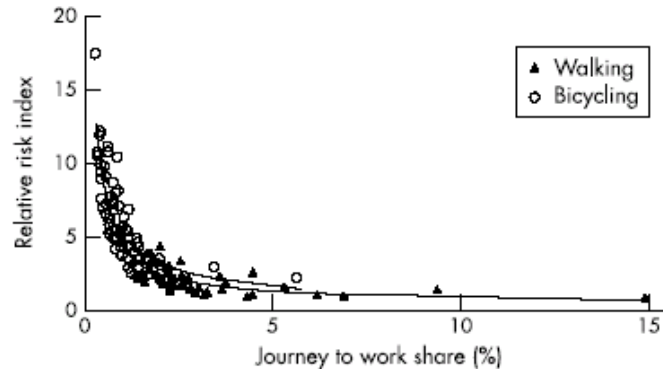


Figure 1 Walking and bicycling in 68 California cities in 2000.

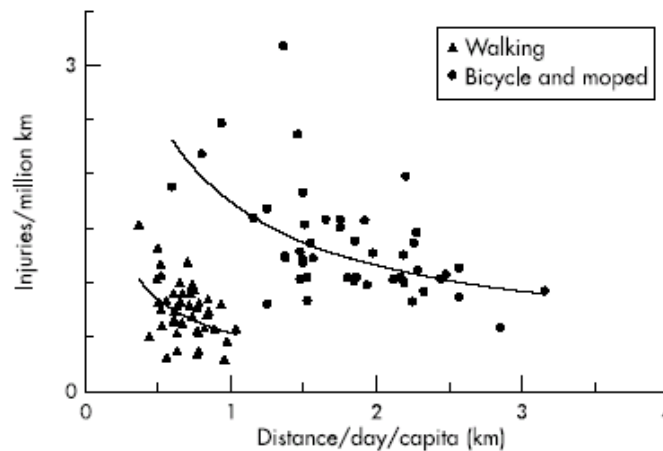


Figure 2 Walking and bicycling in 47 Danish towns in 1992–96

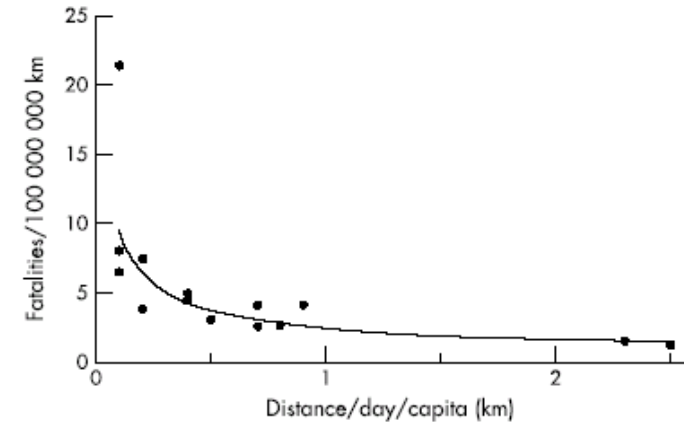


Figure 3 Bicycling in 14 European countries in 1998.

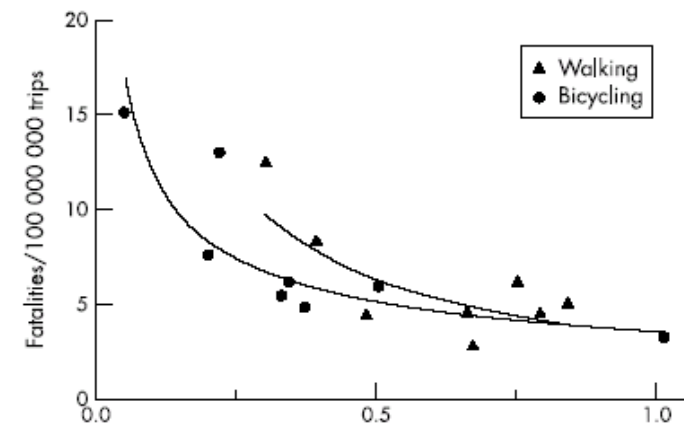
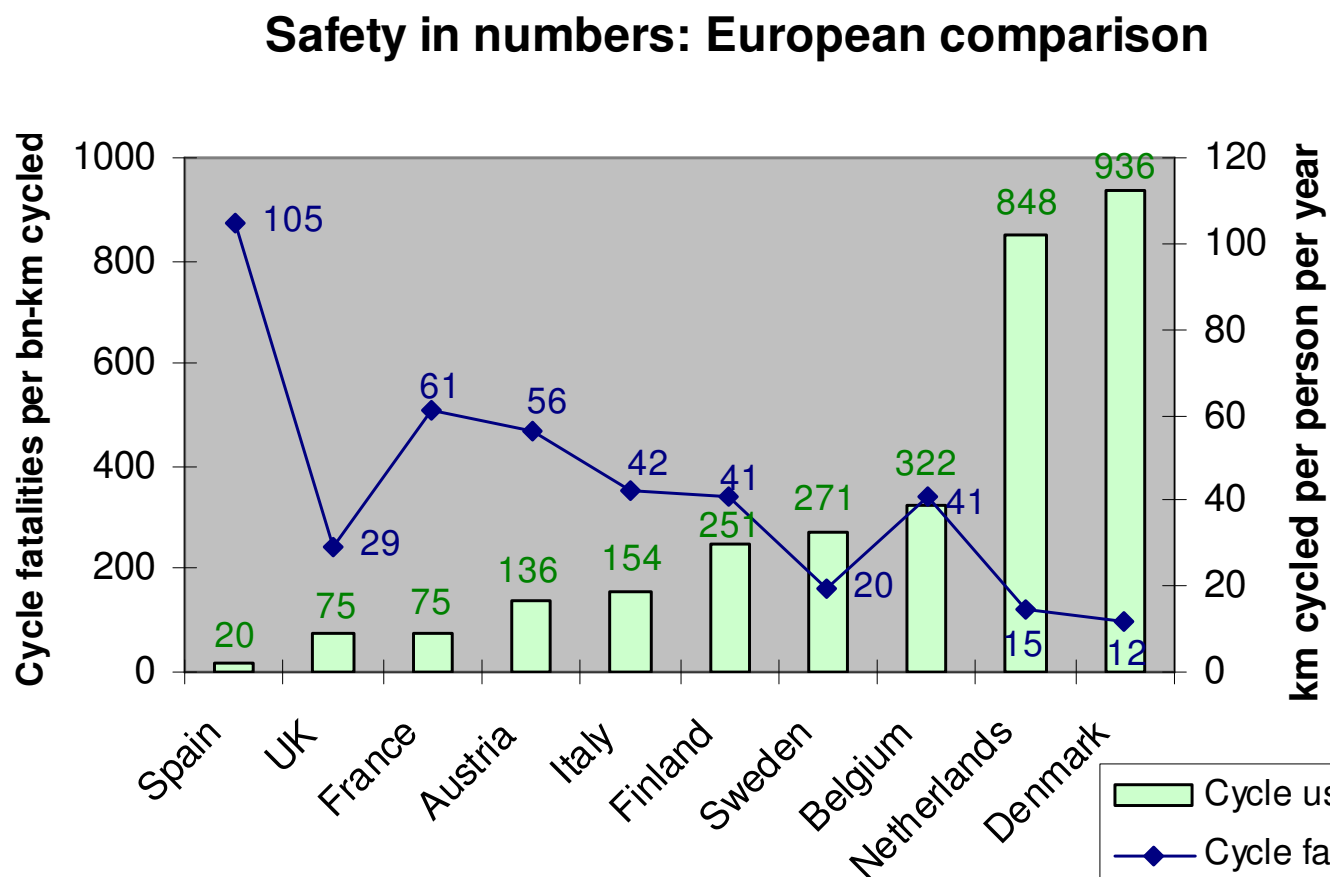
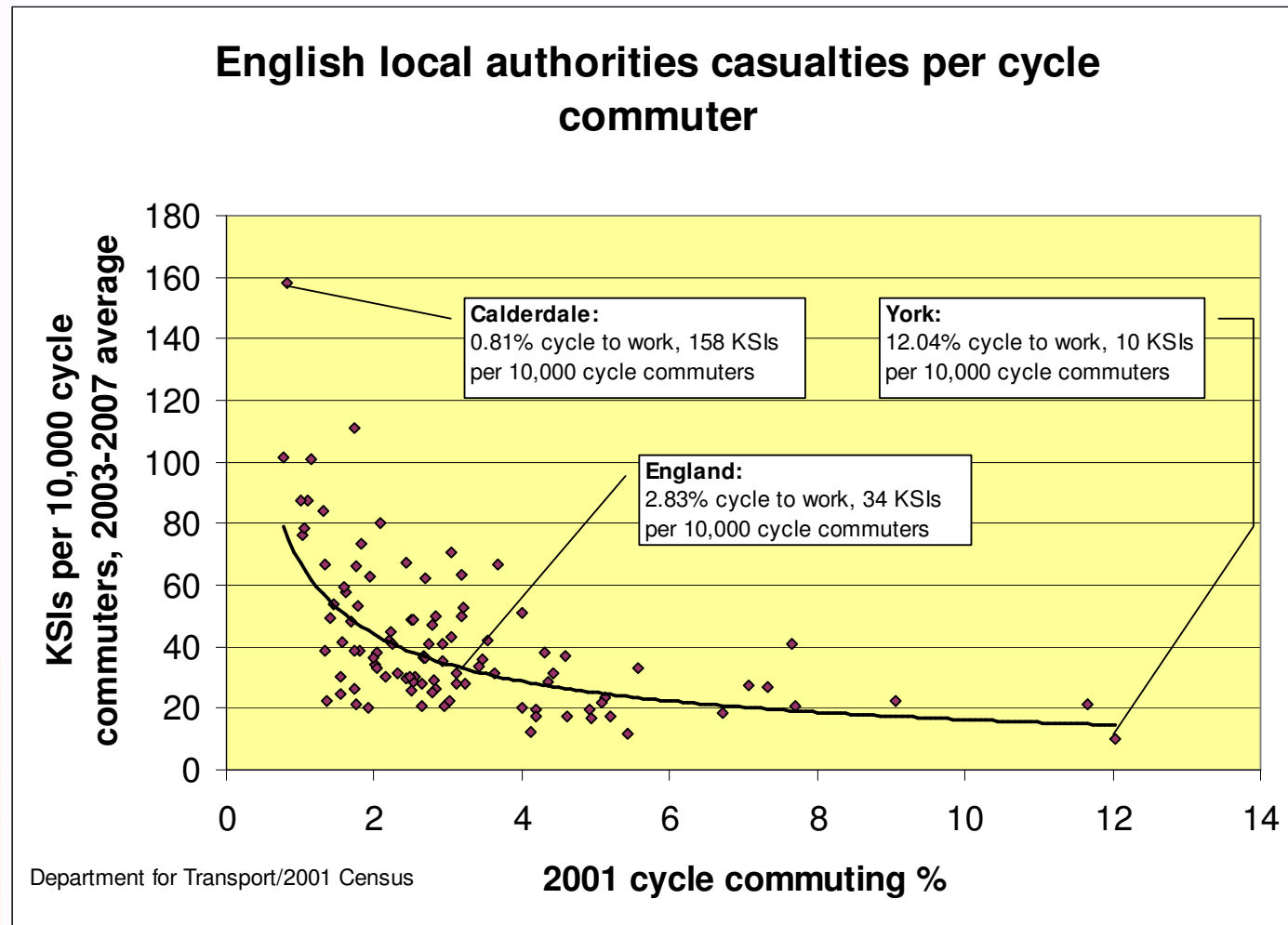


Figure 4 Walking and bicycling in eight European countries in 1998.

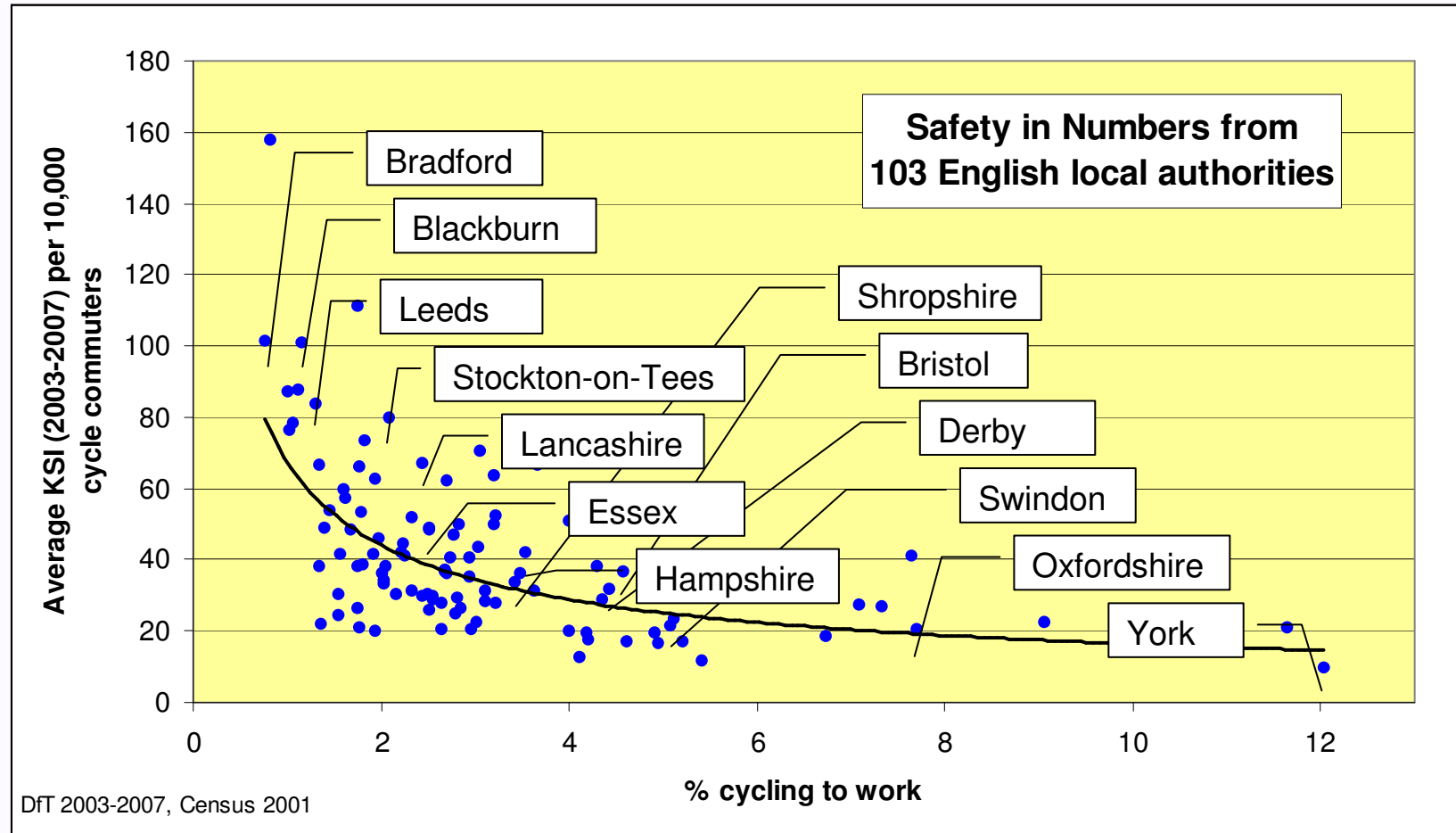
Safety in numbers: European comparison



Safety in numbers in English districts (not London)

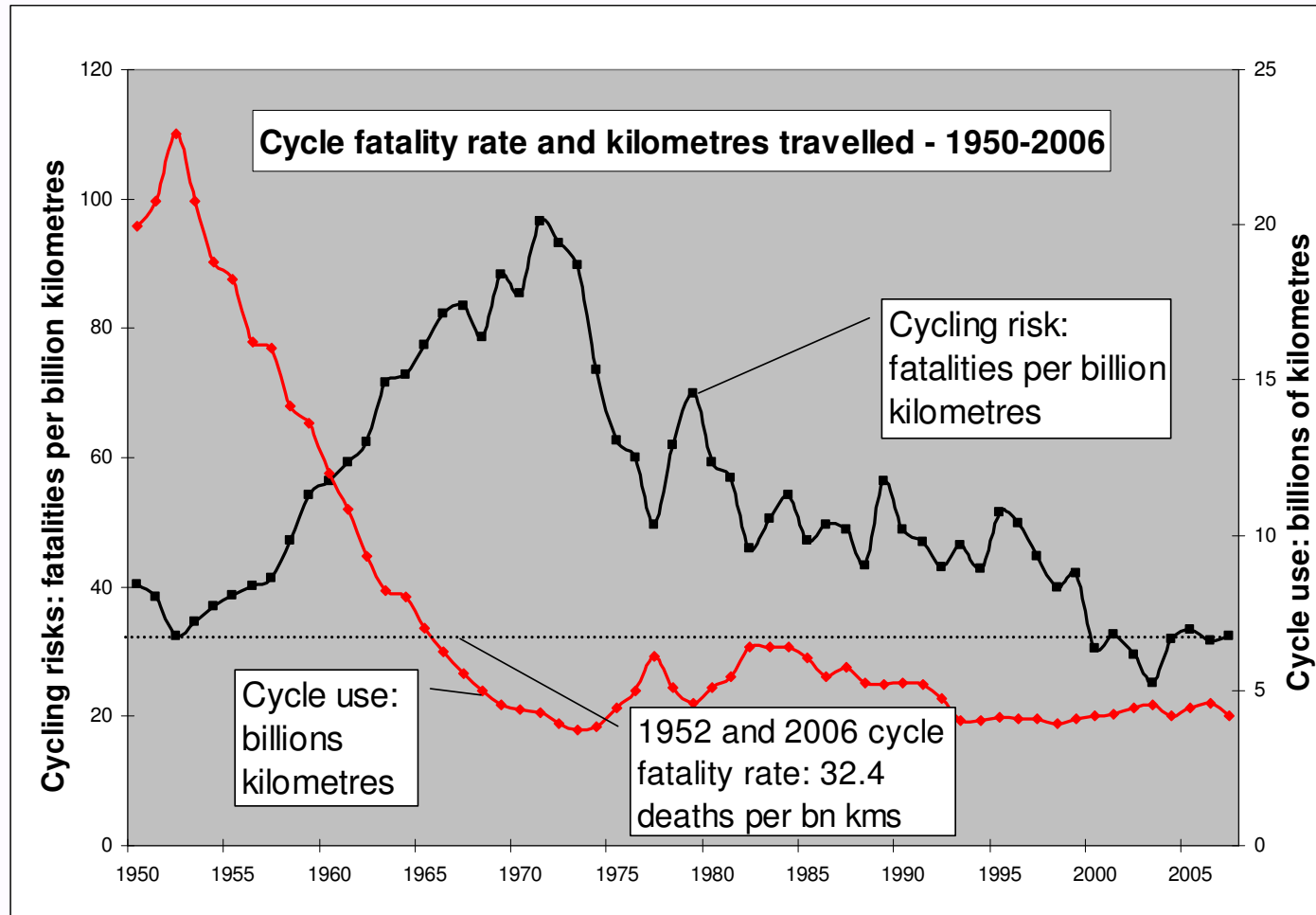


Safety in numbers in England



Safety in numbers in Britain

A time-based comparison (1950-2006)





Why does it happen?

Three possible explanations:

1. Drivers become more aware of cyclists and better at understanding / anticipating them
2. A greater proportion of drivers will themselves be cyclists, improving their understanding
3. Increased political will to improve cycling conditions



www.ctc.org.uk/safetyinnumbers



More and safer cycling:

Key points

- Cycling is good for our own health, and that of our communities and the environment
- Cycling gets safer the more cyclists there are
 - So “more” AND “safer” cycling can ***and should*** go hand in hand: complementary not contradictory aims
 - Tackle the fears which deter people from cycling
 - Speed, irresponsible driving, hostile roads and junctions, lorries
 - Set targets and indicators which encourage this





Tackling the fears: key issues for cycle safety

1. Speed
2. Irresponsible road use
3. Hostile roads and junctions
4. Dangerous vehicles (esp lorries)
5. Positive promotion
 - Imagery
 - Opportunities to cycle, esp cycle training
6. Measuring success





1. Traffic speeds

- Welcome positive noises on 20mph, but Government needs to “speed up on slowing down” in both urban and rural areas
- Benefits of 20mph
 - 90% fewer KSI in Hull’s 20mph zones, 56% decrease in collisions (1994 – 2001)
- Benefits health, road safety for all, quality of life, economy
- Popular!
 - 75% support 20mph limits, incl 72% of drivers





2. Irresponsible driving

- Better training and testing
- Tougher and better enforced road traffic law

CTC's Stop Smidsy campaign to tackle bad driving and promote responsible road use (SMIDSY = "Sorry Mate I Didn't See You")

www.stop-smidsy.org.uk





3. Hostile roads and junctions

- Ensure Councils follow Government's design advice
 - Cycle Infrastructure Design (LTN 2/08)
 - Designing Streets
- Hierarchy of Provision
 - Prioritises reducing traffic speeds and volumes



- Training and awareness raising needed

4. Dangerous vehicles

- **HGVs:** account for 20-25% of fatalities in GB, 53% in London (2001-5), 10 out of 13 fatalities in London in 2008
- **Solutions** relate to vehicles, driver training and awareness, routing, and fleet management
- **Motorcycles** also have a disproportionately high involvement rate in both pedestrian and cyclist casualties, especially serious and fatal injuries





5. Positive promotion

- Advertising / promotional campaigns
 - Positive image, cycling as normal / stylish
- Maps, journey planners
 - Cycling England, CycleStreets
- Individual Travel Marketing (e.g. Travelsmart)
 - car use typically falls 10-14% in areas covered
- Incentive schemes
 - Gvt's Cycle to Work scheme, bike breakfasts and other taxable benefits.
 - Vouchers and reward schemes





Cycle training and other opportunities to try cycling



Known to increase cycle use:

- c2 hrs training will encourage people to make more trips, longer trips, to cycle all year round and to feel more confident when doing so

- Safer cyclists?
- Safer drivers?
- Link to driver training?



Other opportunities

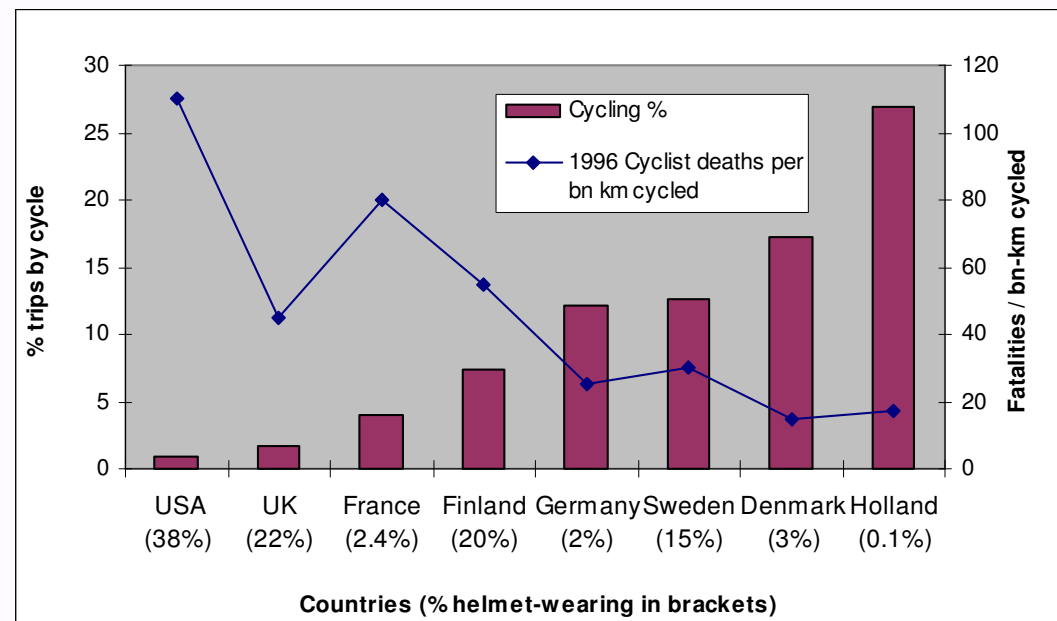
- Bikelt (Sustrans) for schools
- Workplace challenges (CTC)
- Champions projects for health patients, hard to reach groups etc (CTC)





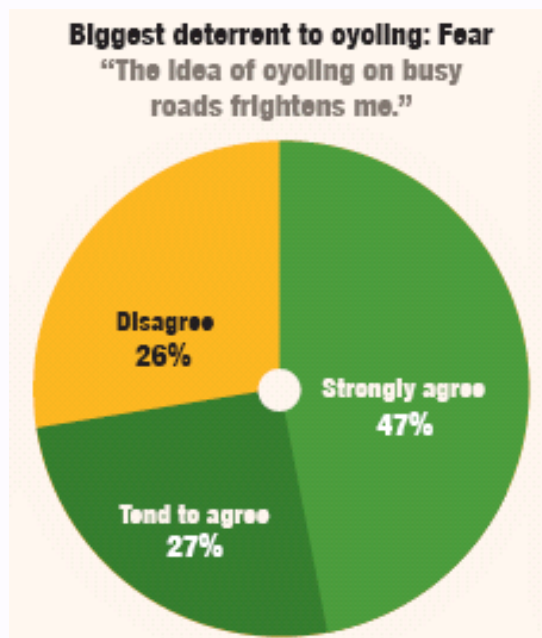
Avoid scaring people!

- Telling people to wear helmets puts people off cycling (especially teenagers and women)...
- ...apparently without improving cyclists' safety
- Many possible explanations, including cyclists or drivers being less cautious ("risk compensation") or loss of "safety in numbers" benefits
- For more info see www.cyclehelmets.org



6. Measuring success

- The RSS should set rate-based targets – e.g. the Whitehall Gvt's target to halve the risk of ped and cycle KSI per 100,000 miles travelled - to encourage “more” as well as “safer” cycling
- “Perception-based” indicators - could be monitored as an add-on to survey on perceptions of PT safety, would avoid data problems at local level, and would end tendency to scare people off cycling!



- This will encourage local authorities to tackle the fears which deter people from cycling: speed, irresponsible driving, hostile roads and junctions, dangerous vehicles (especially lorries).
- Fewer deterrents => more cycling => safer cycling
- www.ctc.org.uk/calts (Cycling: A Local Transport Solution)



Transport Secretary Lord Adonis

Two recent quotes:

- “Nothing we are doing is more important than promoting cycling at the local level.”
- “I believe we could be seeing a doubling, trebling or even a quadrupling of cycling in the not-too-distant future.”



Let's make sure more and safer cycling go hand in hand!



“Safety in numbers”

www.ctc.org.uk/safetyinnumbers



Roger Geffen

**Campaigns and Policy Director
CTC, the national cyclists' organisation**

01483 238322

roger.geffen@ctc.org.uk