

An aerial photograph of a busy city street. In the foreground, a large group of cyclists is riding across a crosswalk. They are wearing various types of clothing, including jackets, t-shirts, and helmets. Some are carrying backpacks or baskets. A silver car is stopped at the crosswalk, partially visible in the upper right. The street has white and yellow markings. The overall scene depicts a high density of cyclists in an urban environment.

TIME TO #CHOOSECYCLING

British Cycling's vision for how Britain
can become a true cycling nation



SPORTS
GOVERNING BODY
OF THE YEAR



Cover image: Toby Jacobs

Time to #ChooseCycling

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Britain is now one of the most successful cycling nations in the world. Our Great Britain Cycling and Para-cycling Teams are world renowned for producing a glittering array of Olympic, Paralympic and world championship medals and we have had two consecutive winners of the Tour de France. How can we be getting it so right in terms of elite success but still fail to truly embed cycling as an everyday part of British culture and a viable transport option for people of all ages and backgrounds?

Only 2% of trips in the UK are currently cycled. This is down from 15% in the 1950s – markedly, the period when we designed cycling out of many of our roads and junctions.

Getting people to choose cycling is not an impossible task. In fact, the solutions are actually very simple. Almost half of Copenhagen's residents travel everywhere by bike. The Netherlands has the highest rate of cycling in Europe with a total journey share of more than 28%. Between 1985 and 2005 it witnessed a 45% increase in cycling and a 58% decrease in cyclist fatalities. How?

This did not happen by chance but from a sustained and long-term strategy to prioritise cycling that both countries took in the 1970s. Today they are reaping the benefits. It is no coincidence that in 2012 and 2013 Denmark and the Netherlands appeared in the top four of the UN's new Global Happiness Report.

If we want more people to choose cycling, and for cycling to be open to everyone not just those who are already fit and confident, then we need to remodel our towns and cities and we need to transform our transport networks so that they are more welcoming places for people who would like to travel by bike.

The All Party Parliamentary Group on Cycling's Get Britain Cycling report recommended that the government should set a target of getting 10% of all journeys to be made by bike by 2025. Setting and achieving ambitious goals is something we are renowned for at British Cycling and the dividends from hitting the 10% target will benefit all of us, not just people on bikes.

Around the world, there are a growing number of examples that Britain can follow – all of them require political leadership, but none of them are unrealistic.

The New York City Transport Department has developed hundreds of miles of segregated bike lanes which has led to a 250% increase in four years and a 73% reduction in accidents in just seven years. Again, how?

All it took was political willpower and the prioritisation of cycling as a smart and efficient mode of transport. Mayor Bloomberg knew that it wouldn't be easy and that there would be some tough decision-making needed, but the pay-off would make it worthwhile. And he was proved right.

Boris Johnson is now beginning to put this vision into practice in our capital. According to Transport for London figures, the number of daily cycle trips on its road network has risen by 150% since 2000, (in 2010 there was a 15% year on year rise in cycle trips), while the number of deaths per cycling trip has dropped by 60% over the corresponding period.

In Wales, the Active Travel (Wales) Act requires councils to map existing provision for cycling, identify the gaps, and plan accordingly. Scotland is aiming to increase cycle use to 10% of all trips by 2020. The rest of the country can match this.

When we look at the major problems in our towns and cities, cycling is the solution to so many of them. Encouraging cycling is not simply about reducing congestion, it is about making our communities healthier and more active places, encouraging more community engagement and generally creating better places to live.

Contrary to perceptions, cycling is in fact not a risky activity – statistically there is only one death in the UK every 25 million miles cycled, which is 1,000 times round the world.

However, the perception of cycling and the reality of sharing the road with large lorries and buses is putting millions of people off cycling, women especially. We know that nearly 1.2 million women would like to cycle more and research undertaken in 2012 revealed that around 50% of women rated fear of traffic as the key barrier to cycling, versus around one third of men.

The Netherlands made a conscious choice to put people first and make cycling and walking their *preferred* means of transport. Britain needs to do the same.

We just have to choose cycling.

Time to #ChooseCycling sets out British Cycling's 10 proposals to turn Britain into a true cycling nation. Here we have listed the specific and practical measures that are needed to make cycling an attractive and viable option for millions more people. This is about fostering a culture of mutual respect and creating a better environment for people who cycle now and for all those would like to travel by bike but currently have concerns about safety.

1 Cycle-proofing: accommodate cycling in everything we do

Cycle-proofing means that all relevant policy-making specifically addresses the impact a new infrastructure plan will have on the convenience, desirability and safety of cycling. The outcome is roads and junctions that accommodate cycling through better road design and traffic management.

2 Meaningful and consistent levels of investment

For cycle-proofing to become a reality it has to be backed with meaningful and consistent levels of funding.

3 Consistent political leadership for cycling

National and local government must set out long-term cycling action plans with measurable targets, including designating responsibility for growing cycling to senior officials.

4 Improving the justice system to protect and support vulnerable road users

Review how incidents where people on bikes are killed or seriously injured are investigated and prosecuted to give all road users the confidence that the justice system will protect them.

5 Adding cycling safety to the driving test

Cycle awareness must be a core part of driving tests with the emphasis on testing how to drive safely when sharing the road with people on bikes.

6 Strengthening cycling safety provisions in the Highway Code

Where the Highway Code deals with people on bikes, the focus must shift to measures that improve safety most effectively such as the need for new overtaking standards and removing advice to wear certain clothing when cycling.

7 Road and cycle safety awareness

National government and council-led road safety campaigns must focus on reducing risk at source with clear and consistent messaging.

8 Reducing the risk to people on bikes from HGVs

Make HGVs fit for use on our roads by improving the design of new vehicles, ensuring all existing vehicles are as safe as possible and by helping drivers through improved training and planning.

9 Cycle training made available for all children

Make cycle training part of the curriculum to give all children the opportunity to learn how to ride safely on the road.

10 Reducing speed limits saves lives of all road users

Make it easier and cheaper for councils to reduce speed limits in urban and residential areas.





1 Cycle-proofing: accommodate cycling in everything we do

Creating better conditions for cycling requires a co-ordinated response from government and stakeholders to ensure relevant legislation, policy and guidance works to accommodate people on bikes. This should be backed by national design standards to ensure continuity and consistency of approach to help all road users.

Just 2% of journeys are made by bike and most of those are made by people who are confident about riding in traffic.

Cycle-proofing is designed to target the 64% of people who are not confident about cycling in traffic and say that better infrastructure would make them cycle more. There is huge potential for growth – 66% of all journeys made in Britain today are less than five miles, that is just a 25-minute bike ride.

In Britain, most new roads, junctions and transport infrastructure ignore the needs of people on bikes or only cater for the 2% of confident riders. International best practice shows us when direct, desirable, coherent and safe infrastructure is created for people travelling by bike, cycling takes root and becomes a significant transport mode.

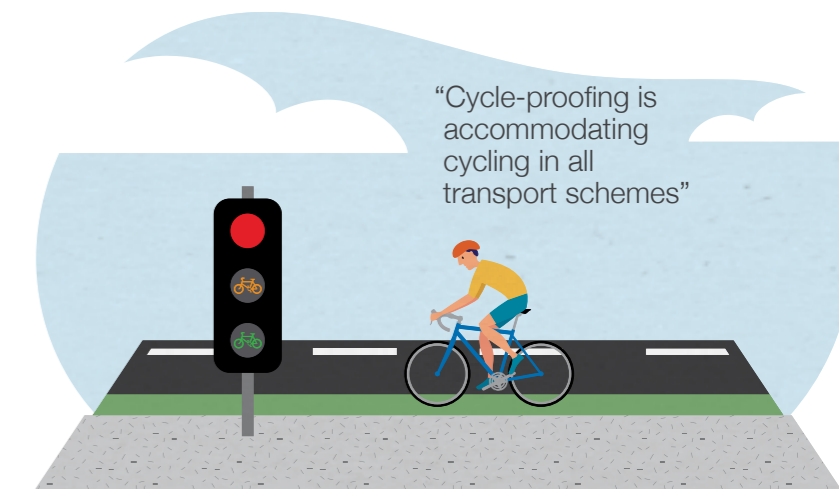
A long term national strategy and leadership is needed to create the same quality cycling infrastructure as bike-

friendly European countries like Denmark and the Netherlands (where cycling accounts for 19% and 28% of all journeys).

Both national and local government must adopt a policy of ensuring that all new roads, junctions and developments are built with cycling accommodated from the outset. These policies have to be spread as widely as possible so that all stakeholders responsible for highway planning, construction, management and maintenance adopt and implement cycle-proofing measures.

Cycle-proofing can also be 'retro-fitted' to every road type. This means that, where appropriate, roads are designed to slow traffic, with dedicated space provided on busy urban roads, segregated lanes on dual-carriageways and inter-urban roads, and junctions that allow 'early advance for cycling' or offer a convenient by-pass. Crucially, interventions need national consistency so that all road users know what to expect and we make best use of the available resources.

The aim of these policies is to help support those local authorities who need it by raising standards, ensuring coherent infrastructure that meets the needs of existing and potential cyclists. Ultimately, we need to stop building infrastructure that marginalises people on bikes and this may require legislation to ensure that their needs are accommodated.



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- The Department for Transport and the Scottish and Welsh equivalent should lead an audit of relevant legislation, policy and guidance, with updates made where appropriate, to ensure that cycling is accommodated in everything they do
- Other relevant government departments, agencies and local government should support and adopt cycle-proofing principles by auditing their own policies and guidance to ensure that cycling is accommodated
- The Department for Transport and the Scottish and Welsh equivalent should create or endorse new national design standards to ensure that money is well spent on consistent infrastructure that meet the needs of existing and potential demand for cycling
- Regulations for traffic signs, road markings and signals must be overhauled to allow local authorities flexibility to introduce innovative new infrastructure, such as Dutch-style roundabouts and simplified approaches to providing priority for cycling. These measures need to be consistent nationally and backed by design standards
- The government should study the need to make it a legal requirement for all traffic authorities to accommodate cycling when planning and upgrading transport infrastructure and setting transport policy.

2 Meaningful and consistent levels of investment for infrastructure

Evidence from both abroad and the UK has shown that increasing cycling levels is best achieved through sustained expenditure on cycling programmes at a level of £10 per head or more. This level of investment is required to adapt streets to meet needs of all road users.

Investment in cycle infrastructure benefits all road users. Road space required for cycling is substantially less than the space taken by motor traffic. Depending on the conditions, the ratio is often taken to be in the proportion of one third to one fifth, or less, with the biggest advantage being in congested urban traffic conditions. Creating separate space for cycling can actually reduce congestion by increasing the peak flow of vehicles.

The focus of this spending should be on dedicated space for cycling and adequate infrastructure of the kind found in Denmark and the Netherlands. The Get Britain Cycling report recommends a minimum level of funding of £10 per head of population

rising to £20. This is based on experiences from abroad and in the UK. For example, the Cycling Demonstration Towns doubled levels of cycling on £14 to £17 per head and the Mayor of London plans to spend £18 per head. The Netherlands currently spends over £24 per head.

The current level of funding for cycling from the government is about £2 per head of population and is only committed over two years which is inadequate to make a step change in cycling levels. On the other hand, the government has set out £27 billion worth of spending on roads up to the year 2021 which is the equivalent to £75 per head of population every year. If cycling is important to government then it should have meaningful and consistent levels of investment.

Cycle-proofing all roads, junctions and policy decisions will mean that the existing transport budget can be used to make significant improvements to new developments. Creating an annual cycling budget is necessary to proactively upgrade existing roads and allow local authorities to plan for a more sustainable future.



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- Funding must be made available to all local authorities to invest in cycle infrastructure to help upgrade existing roads at a minimum of £10 per head and sustained over many years
- The Highway Authority must allocate a meaningful level of funding each year for cycling-specific projects to gradually cycle-proof the strategic road network
- The Department for Transport and the Treasury should ensure that they are collaborating together and with all relevant government departments to ensure that cycling is given the long term and sustained investment that it deserves.

3 Consistent political leadership for cycling



All nations and cities that have achieved the greatest success in developing cycling have a common thread binding them. They have all had politicians at the highest levels make an explicit and genuine commitment to make cycling a serious form of transport.

Political leaders at home and abroad have publically committed to developing cycling and creating people friendly places that are good for living, business and tourism.

In London, successive mayors have taken responsibility for cycling in the capital and this has led to levels of cycling increasing by 173% over the last decade. Now the aim is to double this again over the next 10 years with £913m of funding. In Manchester, Transport for Greater Manchester has enabled

the city to commit to a long-term strategy for growing cycling to 10% of all journeys over the next 12 years.

National and local government must designate senior officials to have responsibility for cycling, including making it a major part of their job description and not simply a formal responsibility. Leadership and a long-term vision is required to change existing practice. The Dutch started to develop cycling over 40 years ago by making a commitment at national and local government to grow cycling levels.

The government must create a cycling action plan with measurable targets to implement the policy recommendations in this document. This will require cooperation with stakeholders and government departments and must be led by senior figures in government.

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- National and local government must set out a long-term cycling action plan with measurable targets. That includes cross departmental collaboration
- Senior officials must be given responsibility for developing cycling, both locally and nationally, as a priority form of transport. They must then work to embed policies throughout their organisations
- The Department for Transport, and the Scottish and Welsh equivalent, must take a lead on technical issues to enable growth in cycling through a continuous improvement programme of targeted research, better design standards and legislative changes.

Creating a safer and healthier environment for cyclists and all road users

Cycle-proofing

"Cycle proofing means accommodating cycling in all transport schemes"

66%

of all UK journeys are under 5 miles, which constitutes a 25 minute bike ride*

2%

of all UK journeys are cycled*

64%

of people say better infrastructure would make them cycle more**



*DTI 2013 National Travel Survey, Statistical Release 30 July 2013
**GfK 2013 Annual Cycling Research

Investment

"We need annual investment of at least £10 per head to transform cycling levels"

£2

UK spend per head on cycling

£27

Dutch spend per head on cycling

£75

UK spend per head on roads



DTI 2013 Action for Roads

Leadership

"We need politicians at the highest level to make explicit and genuine commitments to transform cycling"

New York City achieved a

250%

growth in cycling in four years*

Seville grew cycling from

0.5 - 7%

of all journeys in just 6 years**



*NYC Office of the Mayor
**University of Sevilla presentation to the European Cycling Federation Velocity 2012

Justice

"A full review of the justice system to look at how it protects vulnerable road users"

21%

of motorists admit to using their hand-held mobile phone at the wheel

36%

of motorists admit to speeding in 20mph limits



RAC Report on Motoring 2013

Driving test

"Currently there is no requirement to test new drivers on cycle awareness"

Over a third -

35%

- of young drivers believe the standard driving test does not assess all the skills required to cope with the demands of driving today



RAC Report on Motoring 2013

Highway Code

"The Highway Code should focus on issues that improve cycle safety"



Cycle awareness

"We need a national mutual respect campaign"



19%

of AA members say they cycle regularly*

90%

of British Cycling members are also car drivers**



*The AA
**British Cycling and Leigh Day 2011 Road Safety Research Report

HGVs

"94% of British Cycling members think it's important for HGVs to improve their ability to see cyclists"

50%

Average amount of fatal collisions in London that involve an HGV*

5%

Amount of national traffic made up of HGVs**



*TL 2014 Safer Lorry Scheme: The Way Forward
**DTI 2012 Traffic Counts

Cycle training

"Bikeability is currently only available in 50% of UK schools"

87%

of children who took part in Bikeability said they felt more confident

86%

of parents said they felt more confident about letting their children cycle on the road



Ipsos MORI 2011 Research to explore perceptions and experiences of Bikeability training amongst parents and children

20mph

"Now is the time for a new national speed limit on urban and residential roads"



42%

reduction in casualties in the London area since 20mph zones were introduced*

20%

of the population - 12m people - live in areas committed to 20mph**

71%

support for 20mph limits in residential areas***



*The effect of 20 mph zones on inequalities in road casualties in London - London School of Hygiene and Tropical Medicine 2010
**20s Plenty for Us - www.20splentyforus.org.uk
***British Social Attitudes Survey 2010

4 Improving the justice system to protect and support vulnerable road users

Better justice and enforcement is a key element of improving cycle safety. It is clear that the current justice system does not treat bad driving seriously enough despite the impact it causes.

The government must undertake a full, joined-up review of the way in which incidents where people on bikes are killed or injured are investigated and prosecuted, and then make the changes needed to give all road users confidence that the justice system deals proportionately with bad driving.

The review we are calling for is an essential element in building a better culture of mutual respect on the roads where incidents which result in death and injury are treated in a way which is fair to everyone concerned and creates the right incentives for people to behave responsibly.

Lenient sentencing sends the wrong message to irresponsible drivers that endanger the lives of others. In order to improve cycle safety the government needs to send a clear message that dangerous driving will not be tolerated and that bad drivers will be prevented from driving. Laws against poor driving and their enforcement should aim to protect all road users from intimidation and injury.

Enforcement and investigations

There should be more enforcement of traffic laws

to improve road safety. This benefits all road users but is particularly helpful to people on bike and foot. Road traffic police numbers have seen large reductions over the past 10 years, this trend should be reversed with aim of improving enforcement and investigation.

Prosecution

The prosecution guidance needs updating to ensure that bad driving which causes obviously foreseeable danger should be classed as a dangerous driving offence, eg emerging from a side road and colliding with an oncoming vehicle.

Sentencing

Long driving bans should be more widely used to penalise drivers who have caused serious danger, but not recklessly or intentionally. Where drivers have caused serious danger recklessly or intentionally, or have a history of breaching bans, long custodial sentences are more appropriate.

Data

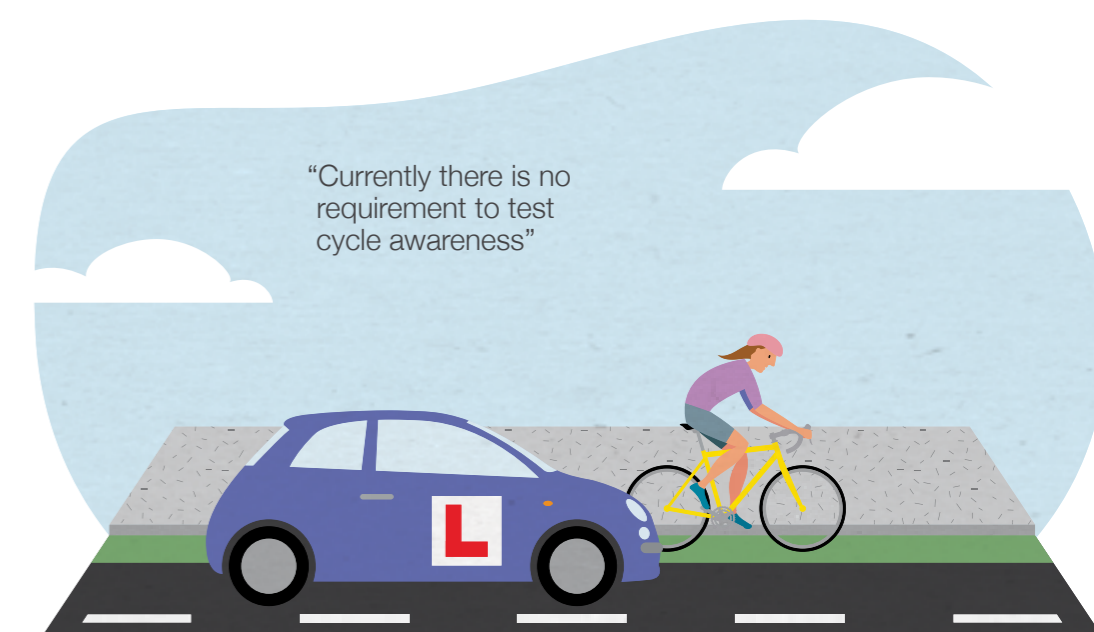
There is a lack of data on how the criminal justice system responds to collisions. Therefore it is very difficult to recommend improvements to policy to help prevent similar incidents in the future. Linking information from STATS 19 (the forms that the police fill in at the scene of a road crash) and the criminal justice system would make analysing the response of the justice system to road collisions easier and would also help identify areas that need improvement.



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- Resources for road traffic police need to be increased to improve enforcement and investigations
- There needs to be greater levels of enforcement of existing road traffic laws prioritising those that improve safety. Devolving enforcement powers relating to cycle safety (eg 20mph speed limits, mobile phone use and cycle boxes) to local authorities would incentivise enforcement and free up police resources
- Prosecution guidelines need to be updated to make it clear that manoeuvres like pulling out from a side road without looking are classified as dangerous driving
- Sentencing guidelines need to be updated to ensure that more appropriate sentences for bad driving including the use of longer driving bans
- STATS 19 police data for collisions involving cyclists or pedestrians and subsequent prosecutions need to be linked to provide a better understanding of how the justice system operates for these vulnerable road users.

5 Adding cycling safety to the driving test



All new drivers should be tested on their ability and knowledge of how to drive safely near people on bikes.

Practical test

There is currently no cycling specific component to the practical driving test. If a candidate does not come across a person on a bike during their test their ability to drive safely in the proximity of cyclists will not be assessed. With many cities experiencing rapid increases in the number of cycling trips, all new drivers should be tested on their ability to drive safely near people on bikes.

Theory test

As it stands the multiple choice and hazard perception components of the driving theory test contains very little cycling-specific content. The hazard perception test consists of video clips which present the driver with a series of developing hazards which they are required

to correctly identify. Currently there is no requirement that any of these clips should feature people on bikes. All new drivers should be tested on their knowledge of the Highway Code and hazard perception related to cycling.

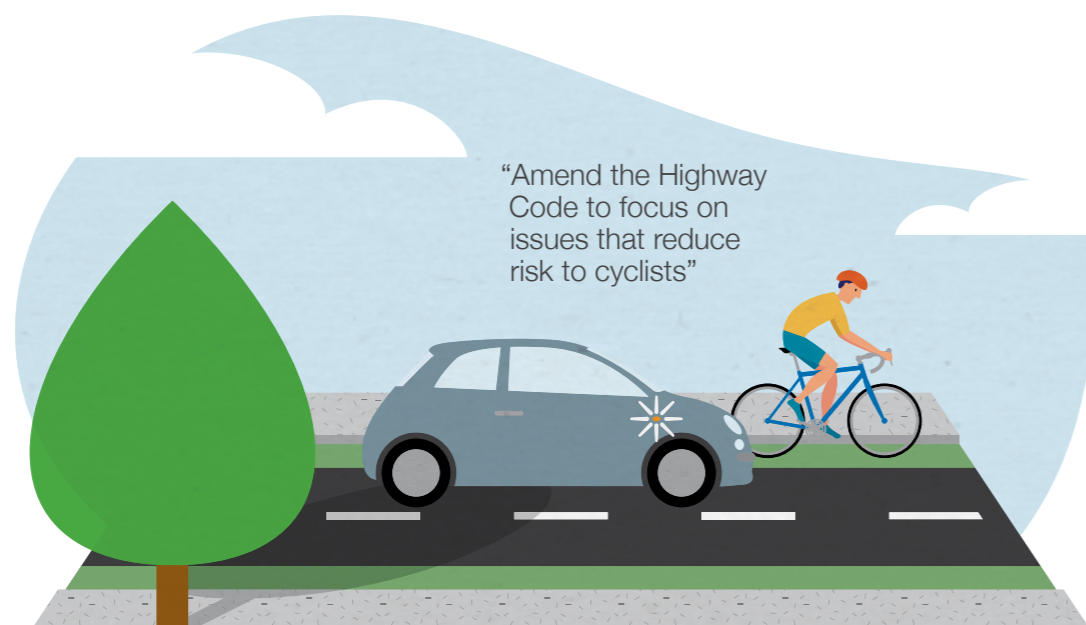
Re-testing of inexperienced drivers

Drivers who have recently passed their test, particularly if they are young, cause many more accidents and casualties than experienced and mature drivers. There are a number of ways that road and policing policy could help prevent road accidents involving inexperienced drivers. If the police intervene with a driver within the first two years of them being granted a licence, for example if they are caught speeding, they should automatically be required to pass their test again. This is a simple and enforceable method of detecting young and/or inexperienced drivers whose standard of driving is a danger to other road users.

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- The practical test must be adapted so that it tests a driver's ability to safely pass someone on a bike and the examiner should ask one of a series of questions designed to test the driver's understanding of cyclist behaviour
- The theory test must feature more questions about cyclists – including how to pass cyclists safely, the importance of looking out for people on bikes and how to predict their movements. The test should be calibrated so that all candidates will be asked questions about cycling
- The hazard perception component of the theory test must be updated to include more examples of cycling and all candidates should be tested on at least one clip based on cycling
- The provisions of the New Drivers Act should be extended to include any offence committed within the first two years of a new license.

6 Strengthen cycling safety provisions in the Highway Code



The Highway Code contains many useful safety provisions but there is a clear need to strengthen overtaking standards and to remove unhelpful advice.

The Highway Code contains a number of sensible provisions including rule 211 which covers carefully looking for cyclists and rule 213 which concerns paying attention to cyclists changing direction. Rule 163 states that motorists should 'give motorcyclists, cyclists and horse riders at least as much room as you would when overtaking a car'. However, the experience of our members in this regard is mixed and there is a clear need to improve awareness of how to safely drive near people on bikes.

This contrasts with the situation in France where the law requires motorists to allow cyclists a mandatory minimum safe passing distance of one metre in urban areas and 1.5m in non-urban areas.

On the continent, cycle safety works because turning motor traffic gives way to pedestrian and cycle traffic going straight ahead. This gives priority to cycle lanes going straight ahead when crossing side roads and junctions. Rule 183 of the Highway Code says, 'when turning [left] give way to any vehicles using a ... cycle lane ... from either direction.' This rule should be clarified and given greater prominence.

Rule 59 use of the term 'should wear', in relation to helmets and reflective clothing, is unhelpful because it is detrimental to our aims to normalise cycling in everyday culture. 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. Prosecutors often cite a lack of this clothing as mitigating evidence even though their effectiveness is highly disputed.

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- The Highway Code needs to be updated to include a law similar to that in France requiring drivers passing cyclists to allow a minimum of one metre in urban areas and a minimum of 1.5 metres in non-urban areas
- Rule 59 of the Highway Code should be removed as it is unhelpful and is having a detrimental impact on our aim of normalising cycling as an everyday activity
- Rule 183 of the Highway Code says, 'when turning [left] give way to any vehicles using a ... cycle lane ... from either direction'. This rule should be clarified and given greater prominence.

7 Road and cycle safety awareness



Public information campaigns can help to have a lasting impact on changing people's behaviour. We want to foster a culture of mutual respect by creating a system which encourages us to look out for each other.

Sensibly produced public information campaigns based on sound evidence can change behaviour and are among the tools that should be used.

The DfT has funded a series of THINK! road safety campaigns covering issues such as speed, drink driving, drug driving, mobile phones and horses on the road. These campaigns have successfully raised awareness of these critical road safety issues among all road users.

More recently, a campaign with THINK! branding aimed at raising cyclist awareness has been launched but it has been rolled out in a small number of cities with limited investment.

Nine out of ten British Cycling members are car drivers and a better, safer, more respectful road environment will benefit us all, whether we are in our cars, on our bikes or on foot.

With the increase in cycling in recent years, we believe that it is time for the government to back a nationwide 'mutual respect' campaign.

This campaign should include the message to cyclists that in order to be respected, it is important that they ride in a sensible, considerate manner complying with the law.

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- A government-backed nationwide 'mutual respect' campaign with the aim of improving the understanding and awareness of people sharing the road on bikes and in motor vehicles
- Local governments should also ensure that they are promoting the issues locally with consistent messaging
- Poorly thought out and unhelpful messaging that focuses on all cyclists wearing helmets and high-vis is having a detrimental impact on our aims to see a huge uplift in participation. The focus of awareness campaigns should be on fostering a culture of mutual respect.

8 Reducing the risk from HGVs

H heavy Goods Vehicles (HGVs) pose a significant risk to people on bikes and other vulnerable road users. Collisions with HGVs typically account for around 20% of cycle fatalities in Britain, and over 50% of those in London, despite making up less than 5% of traffic.

Cab design

The majority of HGV cabs are designed in a way that is wholly unsuitable for sharing the road in close proximity to people on bikes. The lack of direct line of sight is the biggest contributory factor to road collisions involving HGVs in London. The government must support efforts to lobby the European Union to update design standards.

Safety features

HGVs cannot be allowed on to roads with potentially lethal blind spots or without crucial cycle safety features. All HGVs must be fitted with the latest blind-spot reducing mirrors and lifesaving side-guards. This requires closing loopholes in existing legislation.

Training

The Certificate of Professional Competence requires drivers to take 35 hours of periodic training every five years but this does not

include cycle safety. TfL's 'Safe Urban Driving' certificate, seen as the gold-standard of cycle awareness training, includes elements of on-bike training and must be made a requirement for all drivers.

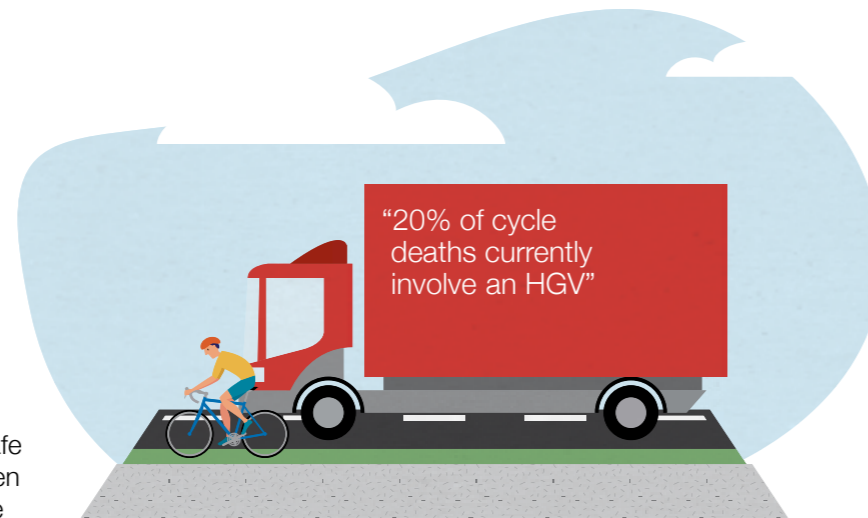
Planning

Local authorities should require developers to manage work related risks on the road as part of all transport assessments at constructions sites.

Restrictions

In Paris and Dublin there are strict controls on HGV deliveries which help to reduce the number of large vehicles on the roads. It is sensible for large cities to review existing restrictions and look at options for creating a safer and more pleasant environment for other road users.

British Cycling is calling on the Mayor of London to fulfil his promise made in 2013 to investigate how Dublin and Paris restrict vehicles and look at options that could be implemented in London. This should also be reviewed by other large cities such as Manchester, Newcastle, Norwich, Oxford and Cambridge who have all recently received significant government funding to increase levels of cycling.



#CHOOSECYCLING

- Immediate changes to EU Directive 96/53/EC need to be made to ensure that all new vehicles are designed with big improvements to the driver's direct line of sight
- There should be a requirement for all HGVs to be fitted with Class IV, Class V and Class VI mirrors, including older vehicles exempted under EU Directive 2005/27/EC
- Exemptions contained in the Road Vehicles (Construction and Use) Regulations 1986 to fit sideguards need to be removed
- The Certificate of Professional Competence needs to be updated to include cycle specific training similar to TfL's 'Safe Urban Driving' and this element should be made compulsory
- The effectiveness of existing HGV restrictions in urban environments needs to be reviewed, both nationally and locally including looking at how they could be used to improve real and perceived safety concerns.

9 Cycle training made available to all children



Bikeability is currently only available to 50% of children in England and even fewer in Wales. Cycling is a life skill and all children should have the opportunity to learn how to ride on the road. Making cycle training part of the national curriculum will give all children this opportunity.

Cycle training helps improve safety and increases confidence on the road. TfL's Integrated Cycling Research Group found that as a result of cycle training, 76% felt safer, 73% said cycling was more enjoyable and 44% felt more confident.

British Cycling and other organisations work to deliver Bikeability to schools. However, only around half of all children currently have access to some form of cycle training.

The training takes young people out on the road to teach them vital life skills about awareness, traffic riding and to get them

used to the experience of cycling to school.

At present Bikeability is only funded through a Department for Transport grant in England and via the Welsh Government, so there is no obligation by schools or local authorities to take up this funding and to offer training to pupils.

Around half of children do not have access to training for a variety of reasons. Some local authorities do not take part in the scheme and many schools do not engage with the scheme even where training is available. Parents may not allow or encourage their children to take part.

This denies many children the chance to learn a vital life skill that everyone should have. Like the ability to swim, cycling is a skill that young people carry with them throughout their adult lives and ought not to be the preserve of children whose schools or local authorities happen to promote cycling.

#CHOOSECYCLING

- Putting Bikeability on the national curriculum would ensure a much higher uptake of training and help schools and parents understand how important it is for young people to develop the skills and confidence to cycle.

10 Reducing speed limits saves lives of all road users



Reducing speed limits is simply the most effective way of improving safety for all road users.

A Transport Research Laboratory report on behalf of the Department for Transport (2011) studied a range of interventions to improve cycle safety and found that the greatest benefits came from reducing motor vehicle speeds.

Reducing speed is likely to result in casualty reductions for all classes of road user. In London, the introduction of 20mph zones reduced casualties by 42%. Reducing speed limits is not the only intervention required to improve cycle safety but it is likely to be the most common solution for residential streets.

Over 12 million people now live in areas that already have, or have committed to introducing, 20mph limits and zones. This includes all eight cities that

received national funding through the Cycling Cities Ambition Fund.

It is now time to reduce the default national speed limit for residential and urban streets from 30mph to 20mph. This move will help save councils money by reducing the need to make legal orders, it will de-clutter signage from streets and encourage more people to walk and cycle because they are both more comfortable when motor traffic is travelling at lower speeds.

Although the majority of cycle casualties take place on urban roads, those that occur on rural roads are likely to be more severe. This is because the speed of the vehicles involved is likely to be higher. Many rural roads are unsuitable for the current national speed limit of 60mph, therefore, we support measures to reduce traffic speed on roads that are not compatible for creating segregated cycle-lanes.

#CHOOSECYCLING

- 20mph should be the default speed limit in residential and urban areas with a positive decision needed at a local level to increase the limit to 30mph
- Local authorities should be given powers and guidance to implement 40mph on rural roads.



“Creating bike-friendly streets is a public policy decision, not just a matter of engineering. New York’s rapid transformation into a cycling city is as much a story of leadership as it is one of street design.”

Jon Orcutt

Policy Director,
New York City Department
of Transportation

“The time for talking is over. We now need action to get Britain cycling. Getting more people cycling safely is in the interests of all road users. The AA is delighted to be working closely with British Cycling to help transform this practical manifesto into action on the streets.”

Edmund King

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