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FOR INNOVATIVE TRANSPORT SOLUTIONS

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# Road Safety at the heart of cycling promotion: Examples from Europe

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**Paul Curtis**  
Polis

# Cycling & Road Safety

## Introduction

- Conclusive evidence from numerous studies that the actual or perceived danger on the road is the main reason why people chose not to cycle
- Investment in road safety policy and measures is vital to increasing cycling on a long term basis
- Cities with existing or rapidly increasing rates of cycling tend to have:
  - Integrated transport strategies with complimentary cycling strategies
  - Targets to increase cycling, reduce KSIs, reviewing both regularly
  - Simultaneous investment in infrastructure, campaigns and training
  - Legislative measures to improve road safety

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## Safer Infrastructure – London

- London's Road network based on medieval planning
- Narrow streets do not always afford the space for segregate cycle lanes
- But distinctive colour and continuous lanes give cyclist more status and visibility
- **Cycle SuperHighways**



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## Cycle Superhighways - London

- Continuous cycle lanes and signage
- Distinctive colour
- Aimed at commuter trips
- 70% increase in first year



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## Change road user hierarchy - Netherlands

- “The Bike is Right” roundabout
  - UK pilot, developed from Dutch best practice
  - Cyclists have priority, cars must give way
- Dutch Road Safety Code Article 185:”Strict Liability”
  - In event of collision, terms of insurance mean motorist is responsible for covering at least 50% of related costs to cyclist and bike



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## Safer speeds – London

- Use of 20 mph zones remain an effective measure to reduce casualties
- Most people survive a collision at 20 mph but much fewer above
- 1 mph reduction in speed leads to 6% reduction in number of collisions
- 9% of collisions in London are speed-related
- 400 of these 20 mph zones rolled out in London residential areas





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## Tackling HGV safety threat – London

- HGVs/lorries are responsible for disproportionately large percentage of cyclist casualties
  - 2008-2011 HGVs made up 4% of traffic but 53% of cycling fatalities
- Driver & cyclist unaware of respective vision points
- Freight Operator Recognition Scheme (FORS) for large fleets/ construction
  - Bronze, Silver, Gold accreditation
  - Safe urban driver training courses
  - Practical Training: Cyclists and drivers change places
  - 20,000 'Fresnel' lenses
  - FORS accredited companies have seen reduction in collisions from 17 to 8 per 100,000
  - Crossrail 2009-2017: Biggest construction project in Europe: no fatalities so far
- National legislation, supermarket delivery lorries must be fitted with side bars to protect cyclists from being dragged underneath

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## Awareness Raising - London & Europe

- **Campaigns** – London Cycling Campaign: *'Space for Cycling' & Love London, Go Dutch!*  
Infrastructure investment to improve safety
- **Bikeability Training**
  - 45,000 children receive annual training
  - 3 levels of training
- **European Mobility Week**
  - Pan European Sustainable Mobility Campaign
  - 1700 cities participating 2013, 46 countries
  - Including Moscow (Bike lanes, bike sharing)



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## Results in London

2000-2010	
Cycling Increase	+150%
Cycling KSI Casualties Decrease	-18%



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## Copenhagen, Denmark

Sun and Snow



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Segregated and non-segregated



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## Copenhagen, Denmark

- Cycling modal share increase from 10% to 36% between 1970 and 2010
- Ongoing Cycling Strategy and Cycle Safety Action Plans in place with key targets for improved safety
- Priority on provision of safe, well maintained and integrated cycling infrastructure. Greater bicycle parking especially at interchanges
- In 2012: 76% of cyclists feel safe or very safe when cycling
- From 1996 to 2012, 36% increase in cycling but 60% reduction in serious KSI casualties
- Each cyclist on average needs to cycle 4.1 million km before having a serious traffic accident

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## Budapest, Hungary

- Transport Development Master Plan
  - Target to increase modal share from 4% to 10% by 2020
  - Focus on cycling for commuter journeys
- City Council prioritising cycle routes along roads and through parks
- Advance stop lines at traffic lights
- Integration of cycle routes with public transport & cycle parking at stations
- Cycling associations and NGOs leading campaigns to “normalise” cycling
  - Quick, cheap, easy, efficient, healthy
- *Critical Mass* annual cycle demonstration, estimated 100,000 participants
- Cycling in Budapest has recently doubled from 2010-2012



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## Combined Infrastructure and Campaigning - Budapest





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## Reducing Speed Limits – Graz, Austria

- First European city to introduce 30 kph throughout the city in 1992 for residential and side roads
- 50 kph arterial roads
- 1992-1999 daily cycling trips increased from 110,000 to 125,000 (12%)
- Incidences with cyclists decreased from 490 to 380 over same period (23%)
- In 1992 public approval for lower speeds was only 44%, but by 1995 this had doubled to 82%



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## Key aspects of Road Safety and Cycling

- Providing safe infrastructure leads to a significant increase in cycling
- Simultaneous campaigning is important to turn cycling into a justified means of transport, to change cultural perceptions
- The higher the cycling modal share, the lower the relative risk of accident
- Cities witnessing sustained increases in cycling levels have investment levels of \$10 to \$20 per head, but most start off at a lower rate
- Cycling promotion and KSI reduction targets should be set as part of a city's road safety strategy and continuously reviewed
- Road safety and cycling are naturally compatible areas of policy and can best be furthered together
- Adopting best practice from other countries and cities can help speed up this process

# Cycling & Road Safety

Thank you for your attention

**Mr Paul Curtis**

Polis

[paul.curtis@lept-eu.org](mailto:paul.curtis@lept-eu.org)