











Percentage of all trips under 7.5km (5 miles)

National Travel Survey/Fietsberaad

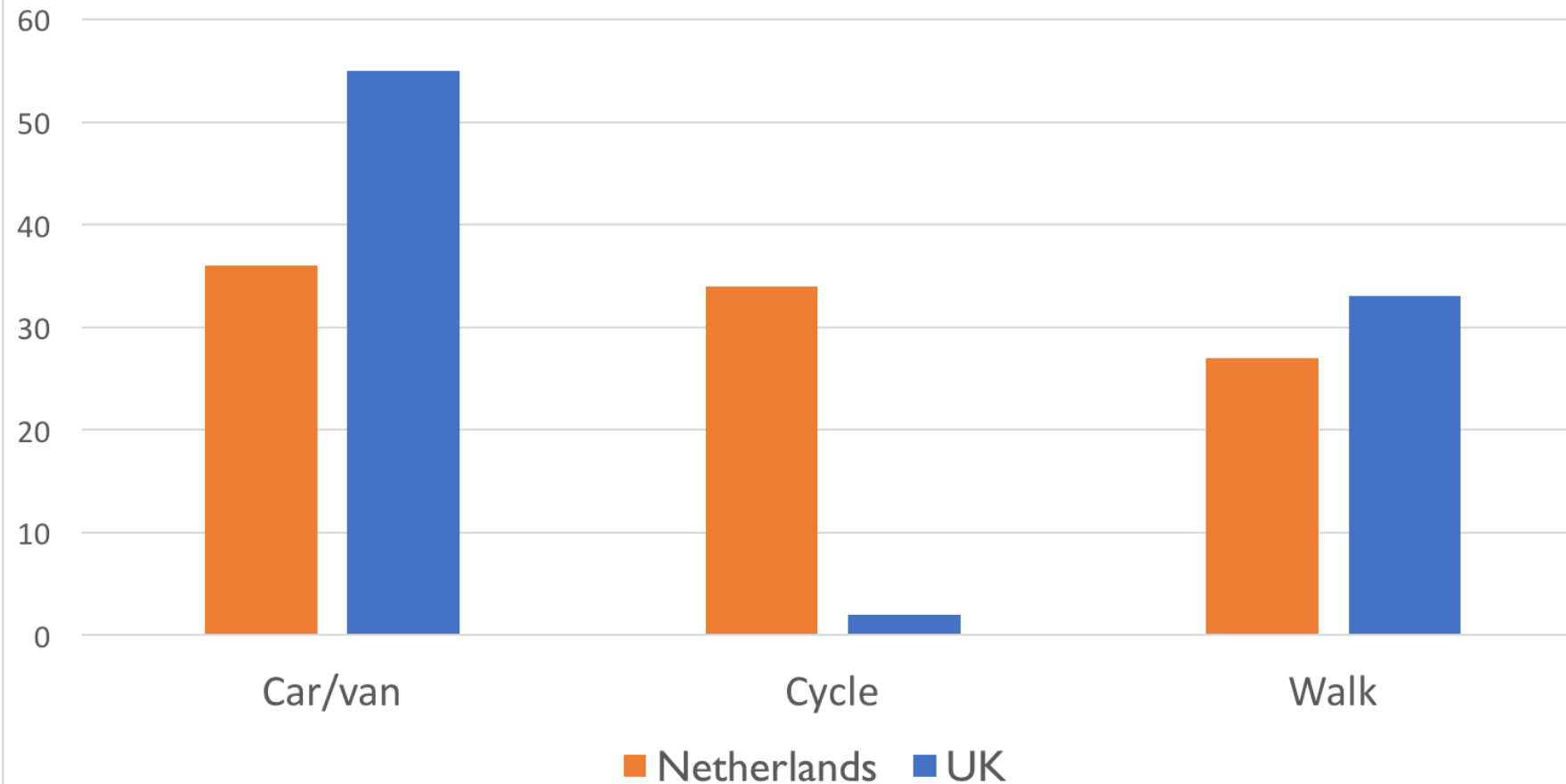
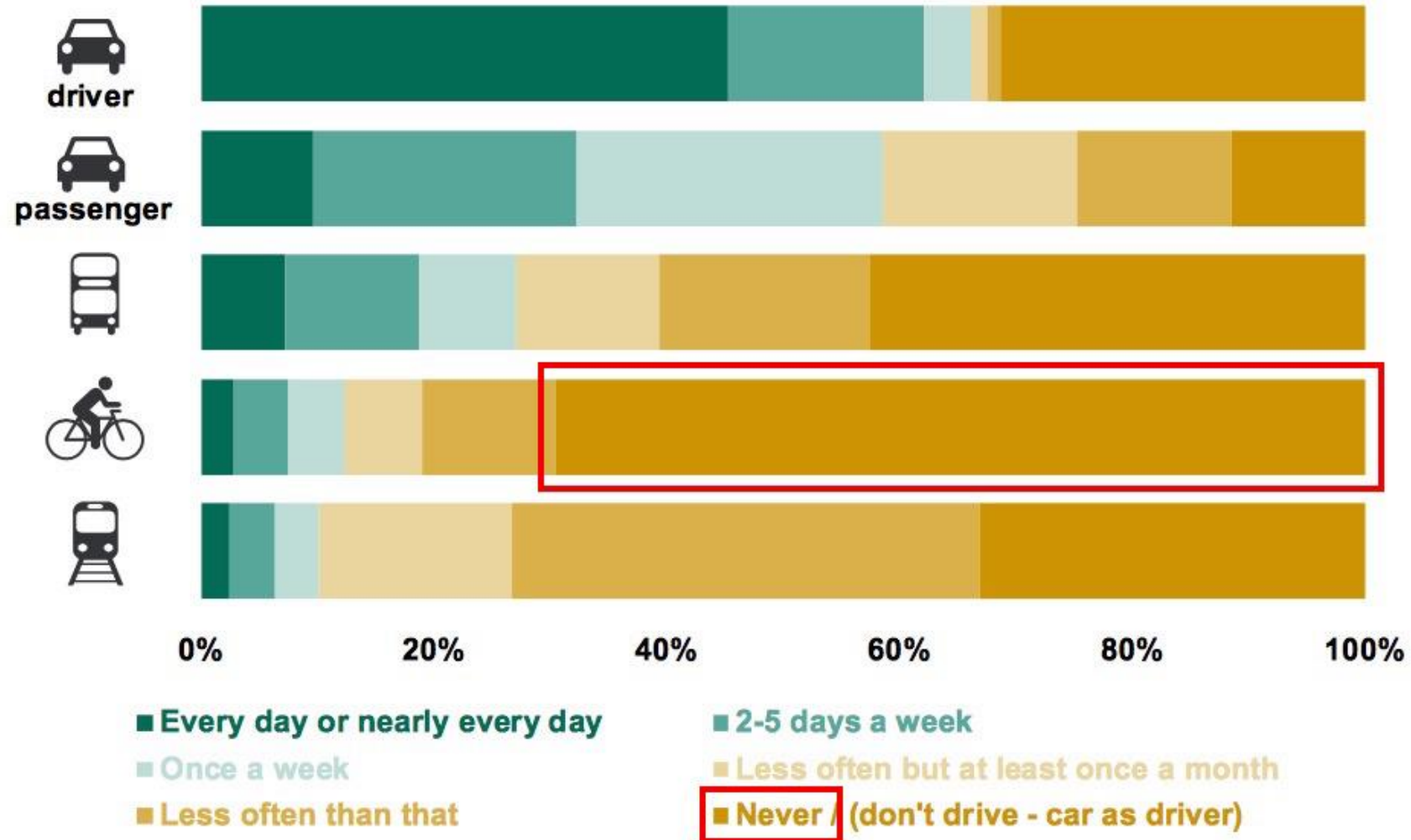




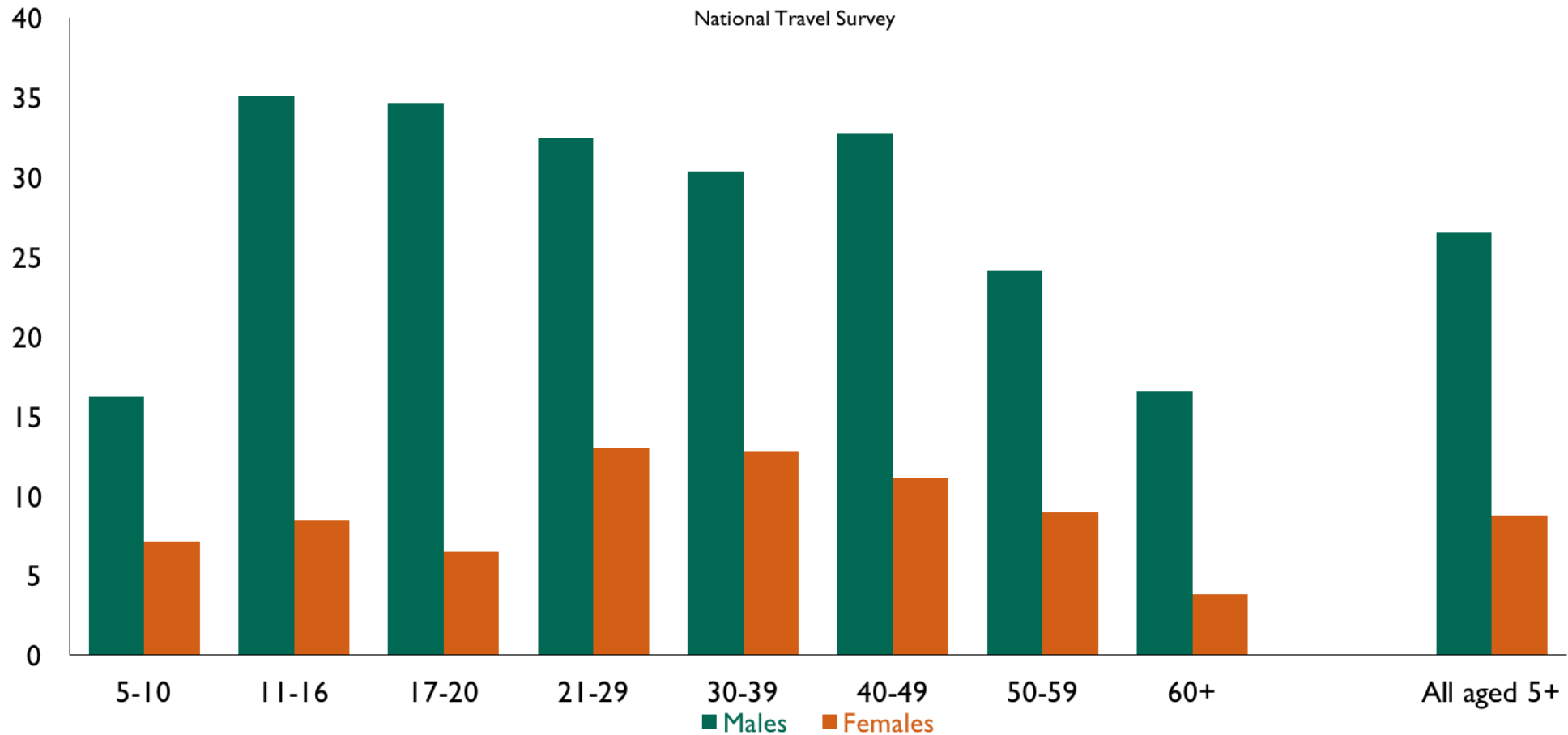
Chart 1: Frequency of travel by mode [ATT0301 - ATT0305]



Source: 2015 British Social Attitudes Survey/DfT



Cycle trips per year by age and gender, England 2013-15







‘Cyclist
,



‘Cyclist
,





‘Wielrenner’



‘Fietser’





“We are particularly concerned about the impact on patients and carers, especially the elderly, disabled, and families with children in buggies and wheelchairs coming to Evelina London Children’s Hospital”

Simon Taylor, chairman of Guy’s and St Thomas’s NHS trust







“We welcome improvements **for cyclists**, but not as part of some ill-conceived plan leading to a marked deterioration of safety for **other users of the area’s roads, in particular school children.**”

School response to proposed cycle scheme, Newcastle-upon-Tyne



“Why should **cyclists** get preferential treatment? What about **the very young, the elderly, and the disabled**, people who may not want to, or be able to cycle?”

Journalist Janet Street Porter, BBC Daily Politics



‘Barriers have been put up along a number of bridges across the River Thames in London **to protect the public** following Saturday night's terror attack.

‘Metropolitan Police Assistant Commissioner Mark Rowley said: "Our security and policing plans for events are being reviewed. The public will also see increased physical measures **in order to keep public safe** on London's bridges.’”





“Bus lanes form an important part of cycle route networks. They are often placed on primary transport routes, providing cyclists with direct routes to town centres and other important destinations. **Bus lanes are generally popular with cyclists.**”



*‘Cycling Infrastructure Design’ LTN
2/08 - Department for Transport*

Credit: @AlternativeDfT



‘Cyclists’ are frequently a narrow stereotype – not children, not the elderly, not the frail or infirm, not disabled.

Cyclists are ‘them’ not ‘us’.

Imagery



Visualisations matter!

Is this going to make the public more, or less, likely to support a design proposal?



Credit: Peterborough City Council

Imagery



Credit: Transport for London



Credit: @AlternativeDfT

Imagery



Credit: Transport for London



Imagery



Credit: Transport for London



Imagery



Credit: Enfield Council

Imagery



Credit: Hampshire County Council



Credit: Warwickshire County Council

Language



‘For cyclists’



‘For people cycling’



Language



Is 'Superhighway' helpful branding?

" We will offer two clear kinds of branded route: high capacity Superhighways, mostly on main roads, **for fast commuters**, and slightly slower but still direct Quietways on pleasant, low-traffic side streets for those wanting **a more relaxed journey**."

There will be greatly-improved **fast routes on busy roads for cyclists in a hurry**. And there will be direct, continuous, **quieter routes on side streets for new cyclists, cautious cyclists and all sorts of other people** who would rather take it more slowly.

Mayor's Vision for Cycling, 2013

Language



This is a problem even in the Netherlands too!

The F59 Fietssnelweg (fast cycle route) runs “through Geffen, where the village council had opposed to the route from being built in their village centre, **because they felt fast cycling would not be appropriate in a village centre**. The village council only wanted to discuss a detour around the village and they ‘distanced’ themselves from the F59 cycle route when that was not considered a viable option. As a result, the fast cycle route is now interrupted for about 900 metres.”

BicycleDutch blogpost, ‘The F59 fast cycle route officially opened’

Language



Language

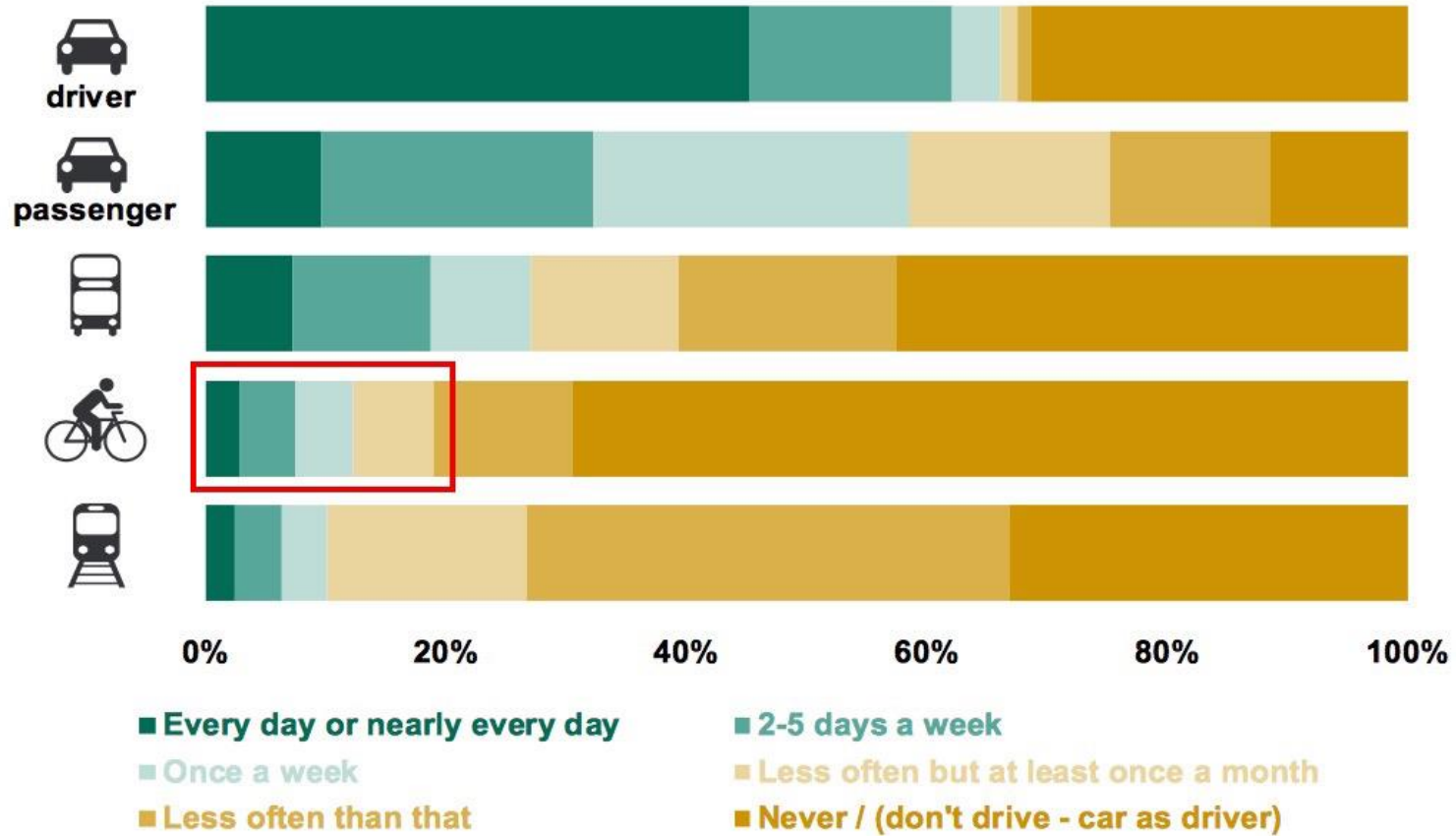


- 'We're breathing new life into our streets'
- 'Cycle Enfield is about creating a better Enfield for everyone. It's about transforming our high streets and town centres'

Are we a minority?



Chart 1: Frequency of travel by mode [ATT0301 - ATT0305]



Source: 2015 British Social Attitudes Survey/DfT

Are we a minority?



Borough/area	Crime rate per 1,000 population		Adults who cycle at least once a month (%)	
	2012/13	2014/15	2010/11	2013/14
	-1		-2	
Barking & Dagenham	92.2	83.4	9.0	6.5
Greenwich	82.5	79.4	14.0	11.6
Hackney	112.2	99.6	22.0	24.1
Newham	102	90.8	11.0	7.1
Tower Hamlets	113.4	99.9	15.0	19.3
Waltham Forest	94.1	78.0	11.0	12.8
Inner London	121.7	106.4	18.4	17.5
Outer London	75.7	69.4	12.7	12.7
Greater London	93.9	84.0	16.0	14.2

Source: TfL Travel in London Report 8

Are we a minority?



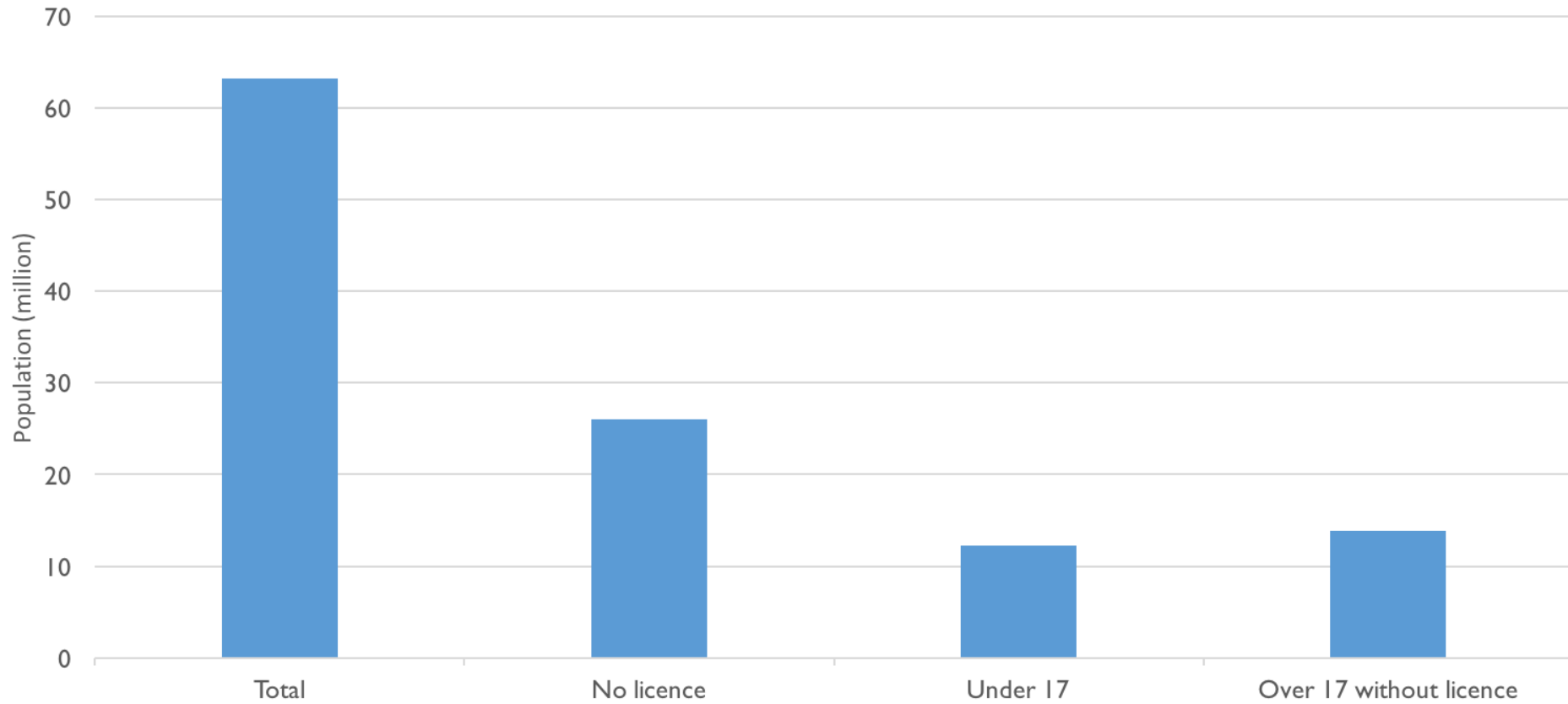
'invisible' cycling –

- cycling in parks
- cycling on pavements, or in pedestrianised space
- cycling (literally) at the margins



Who drives? A breakdown of the UK population

Based on 2011 Census



Not just for the fit and able



'Closed Road' events



'invisible' cycling –

- cycling in parks
- cycling on pavements, or in pedestrianised space
- cycling (literally) at the margins

The environment has to be good enough



'invisible' cycling –

- cycling in parks
- cycling on pavements, or in pedestrianised space
- cycling (literally) at the margins

Insert Loved One Here



'invisible' cycling –

- cycling in parks
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- cycling (literally) at the margins

Myth busting!



English

[Fallacies](#) [Bingo!](#) [About](#) [Contact](#)



Don't be fooled by common myths about cycling - use these explanations to help spread the truth!



Our roads are too narrow



It's too hilly here



Shopkeepers rely on people driving



Shops won't get deliveries



We're not Dutch or Danish



Cycling isn't safe



People with physical disabilities can't cycle



I'm too old to cycle



Liability laws will make people drive safely



Everyone needs to share the road



We need more cycle training, not cycling infrastructure



The weather isn't right