Percentage of all trips under 7.5km (5 miles)

National Travel Survey/Fietsberaad

- Car/van
- Cycle
- Walk

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

- **Driver**
  - Every day or nearly every day
  - 2-5 days a week
  - Once a week
  - Less often than that
  - Never (don't drive - car as driver)

- **Passenger**
  - Every day or nearly every day
  - 2-5 days a week
  - Once a week
  - Less often than that
  - Never (don't drive - car as driver)

Source: 2015 British Social Attitudes Survey/DfT
Cycle trips per year by age and gender, England 2013-15

National Travel Survey

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>11-16</td>
<td>35</td>
<td>25</td>
</tr>
<tr>
<td>17-20</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>21-29</td>
<td>40</td>
<td>30</td>
</tr>
<tr>
<td>30-39</td>
<td>45</td>
<td>35</td>
</tr>
<tr>
<td>40-49</td>
<td>35</td>
<td>25</td>
</tr>
<tr>
<td>50-59</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>60+</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>All aged 5+</td>
<td>20</td>
<td>15</td>
</tr>
</tbody>
</table>
‘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.”

Sir Hugh 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
Language

‘For cyclists’

‘For people cycling’
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
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
'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?

Source: 2015 British Social Attitudes Survey/DfT
Are we a minority?

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

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
‘invisible’ cycling –

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

www.cyclingfallacies.com