

**Date: 10 December 2015**

**Item: Update on Promoting Safer Cycling Behaviour**

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**This paper will be considered in public**

**1 Summary**

- 1.1 This paper was requested by the Panel, to provide an update on the work that TfL is undertaking to promote safer cycling behaviour.

**2 Recommendation**

- 2.1 **The Panel is asked to note the paper.**

**3 Introduction**

- 3.1 The Mayor and TfL are committed to increasing the number of cyclists on the Capital's roads, to improve their health, help reduce traffic congestion and make London a more liveable city. However, it is essential that in parallel with the investment to increase the number of cyclists, TfL delivers a programme of activity to ensure that new cyclists take to the roads in as safe and responsible a way as possible.
- 3.2 TfL's Cycle Safety Action Plan (CSAP), which was launched in November 2014, takes a 'safe systems' approach to improving cyclist safety. This means that actions focus on making London's roads safer, improving the safety of vehicles and ensuring the people using the road environment act as safely as possible. This last category includes better training and information for cyclists themselves, so that they are encouraged to act in accordance with the law and in ways that minimise danger to themselves and to other road users. This paper provides an update on TfL's main activities in cycle training, enforcement of cyclist behaviour and marketing.

**4 Cycle Training**

- 4.1 The CSAP includes actions to improve cyclists' skills through training. This is delivered both by TfL and through the boroughs, with schools and businesses targeted in particular.

**Borough Training Programmes**

- 4.2 All London boroughs offer free or heavily subsidised child and adult cycle training to anyone who lives, works or studies in London. TfL funds cycle training through the boroughs' Local Implementation Plan, Borough Cycling Programme and other funding streams.

- 4.3 TfL works closely with the boroughs and the cycle training industry to ensure all cycle training delivered in London complies with Bikeability standards.
- 4.4 In the financial year 2014/15, 27,381 children took part in a level 1 (off road) Bikeability training session, 24,207 of these children went on to level 2 (on road) of whom 580 took part in a level 3 (advanced) session.
- 4.5 In the same financial year, 7,910 adults received training through the boroughs.
- 4.6 TfL is currently working on a programme to better integrate cycle training across London and to simplify the training registration process.

## **Businesses**

- 4.7 As part of Cycling Workplaces, employers can request Commuter Cycle Skills Sessions for their employees. These can be one-hour 'taster' sessions delivered by a cycle trainer at the workplace, or two-hour one-to-one sessions. Since launching in September 2014, over 320 people have attended a Commuter Cycle Skills session.
- 4.8 Cycle Safety Seminars are offered as a one-hour presentation on cycling, delivered at the workplace as part of Cycling Workplaces. The Cycle Safety Seminars cover cycle safety and skills-building, new cycling infrastructure and how London is changing for cyclists and commuter cycling. Over 500 people have attended a Cycle Safety Seminar, since the launch in 2014.

## **5 Enforcement**

### **Policing and Enforcement**

- 5.1 TfL and London's police services fully support the ethos of 'responsible cycling' and treating all road users fairly and proportionately. This means working in partnership to reduce risk and keep all road users safe. The emphasis is on improving road user behaviour through a balanced programme of education and enforcement, focusing on the key sources of danger.

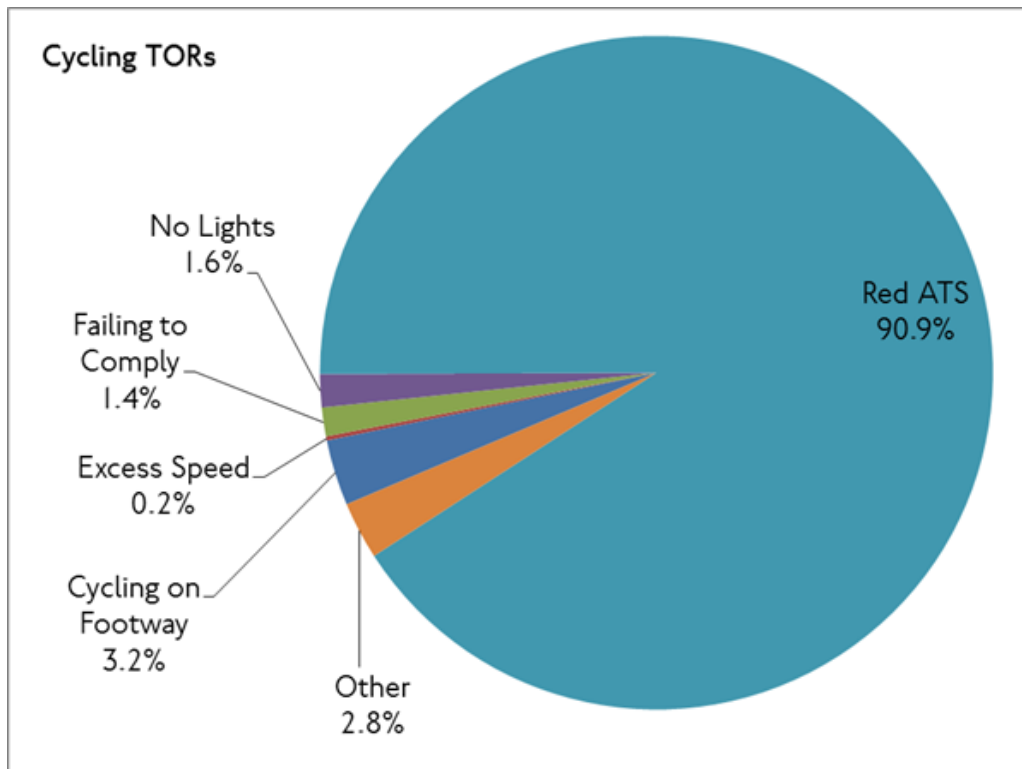
### **Roads and Transport Policing Command**

- 5.2 TfL has a strong and successful partnership with the Metropolitan Police Service (MPS) through the Roads and Transport Policing Command (RTPC) built on a track record of delivering low levels of crime and anti-social behaviour on the bus network. The RTPC was formally launched in January 2015 and is a new Command combining the skills and expertise of traffic policing with dedicated policing for the surface transport network.
- 5.3 The RTPC has over 2,300 officers, all of whom have road safety as a priority. Out of the 2,300 officers in the RTPC, 631 officers are in specialist traffic policing teams dedicated to road safety and reducing collisions. These teams include Cycle Team, Industrial HGV Task Force, Commercial Vehicle Unit, Motorcycle Safety Team, Serious Collision Investigation Unit and Road Policing Teams. All these teams, alongside the generic officers in the Command's local policing team support pan-London road safety operations such as Operation Safeway and Operation Cubo (against uninsured vehicles).

- 5.4 The RTPC has a dedicated Cycle Team which was formed in 2010. Its role is improving road safety for cyclists and promoting cycling across the Capital. It is a team of police officers on bikes who undertake proactive enforcement and engagement with cyclists and other road users to reduce risk on the road, across the Capital. From December 2014, the team strength was uplifted to 50 dedicated officers in line with the commitment made by the Mayor in his Cycling Vision. The RTPC Cycle Team is a centre of excellence for the whole MPS on promoting responsible cycling and provide expertise to TfL and London boroughs on cycle safety work.
- 5.5 The RTPC is responsible for delivering a number of commitments in the CSAP. The Cycle Team patrol high risk corridors, identified by intelligence of changing risk and behaviour, including data and information from local communities, RoadSafe London and near misses. To encourage behaviour change and responsible cycling, the RTPC promote Safe Ride Safe Road, which provides cyclists the option to undertake an educational course on responsible cycling for a reduced payment of a fixed penalty notice.

### **Operation Safeway**

- 5.6 Operation Safeway is an RTPC road safety initiative to reduce the number of Killed and Serious Injuries (KSI) collisions in London, using the evidence based tactics of high visibility traffic enforcement at junctions, randomly allocated. Operation Safeway takes place at least two days every month and at peak seasonal months there is an uplift of weeks of activity. The last pan-London operation ran during October and November 2015 to address the seasonal spike in KSI collisions. During the 20 days of Operation Safeway to 6 November, a total of 7,202 officers and staff were deployed, which resulted in 3,322 traffic offence reports being issued, 22,914 engagements and 81 arrests. Nearly 14 per cent (506) of the Traffic Offence Reports (TORs) were issued to cyclists. 45 per cent of all TORs for cyclists were issued in Camden (230). Out of the 506 TORs issued to cyclists, 447 were for traffic signal offences.



### **Exchanging places**

- 5.7 TfL funds the MPS and City of London Police to run Exchanging Places events. These events allow cyclists the opportunity to experience what a driver of a Heavy Goods Vehicle (HGV) sees from the cab, to encourage a more aware and responsible road use. It highlights to cyclists the importance of being seen by the driver and where this is unlikely to happen in certain blind spots surrounding the HGV.
- 5.8 To date, more than 20,000 cyclists have taken part in an MPS Exchanging Places event since the initiative started in 2007. Feedback shows that 97 per cent of participants have confirmed that the experience will change their behaviour.
- 5.9 Exchanging Places was awarded a Prince Michael International Road Safety Award in 2013.

### **Engineering**

- 5.10 The RTPC Traffic Management Unit provides expert advice as per their statutory obligation on major changes to the road layout. This includes quality assurance of TfL roads modernisation programme.

## **6 Marketing**

- 6.1 TfL runs, in parallel, a number of marketing campaigns to improve cyclist safety through changing road user behaviour. All campaigns are monitored for recognition, attitudinal shift and claimed behaviour change. The marketing campaigns listed below are those which include a focus on cyclist behaviour.

## **Share the Road**

- 6.2 Share the Road is an emotive campaign, launched in summer 2014, which aims to prompt mutual understanding and respect between all road users, asking them to reconsider their attitudes. The campaign has been run in cinemas and on television.

## **Road User Behaviour Campaign**

- 6.3 In October 2015, TfL announced a new approach to road safety, refocused on ensuring its actions more effectively address the five main sources of road danger:

- (a) travelling too fast;
- (b) becoming distracted;
- (c) undertaking risky manoeuvres;
- (d) driving under the influence of alcohol or drugs; and
- (e) failing to comply with the laws of the road.

- 6.4 The new approach to road safety is to be delivered across the key intervention groups responsible for road safety within TfL: marketing and communications, engineering, enforcement, and education and training.

- 6.5 Initially the marketing campaign will include road-side posters, social media and radio advertisements. Some of these are relevant to cyclist behaviour, particularly compliance and risky manoeuvres.

## **HGV Cycle Safety Autumn Advert**

- 6.6 In the week of 2 November 2015, TfL launched a new on-street poster targeted at bringing home the dangers of cycling close to HGVs (primarily at junctions), depicting the moments just before impact. The poster is targeted at both cyclists and lorry drivers.

## **Cycle Safety Tips Campaign**

- 6.7 In June 2013, TfL launched the Cycle Safety Tips marketing campaign both online and on street. The campaign targets motorists and cyclists in an even-handed and balanced way.

- 6.8 The key messages to cyclists include:

- (a) cyclists, always stop at red lights;
- (b) cyclists, ride centrally in narrow lanes; and
- (c) cyclists, be seen (visibility).

- 6.9 Advert tracking results of last autumn's Cycle Safety Tips activity show 65 per cent campaign recognition amongst cyclists.

## **7 Summary**

- 7.1 As some of the most vulnerable road users, protecting cyclists from collisions is a key priority for TfL. Improving cyclist behaviour is an important element and TfL has developed a programme of coordinated activities balancing education, training and persuasive marketing with even-handed enforcement activities. Programmes are monitored and evaluated for impact, which allows for them to be adapted as necessary and expanded when successful.

### **List of appendices to this report:**

None

### **List of Background Papers:**

TfL's Cycle Safety Action Plan (November 2014)

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