



# BikePal Conference

Ceri Woolsgrove,  
[c.woolsgrove@ecf.com](mailto:c.woolsgrove@ecf.com)

BikePal 22/09/2014

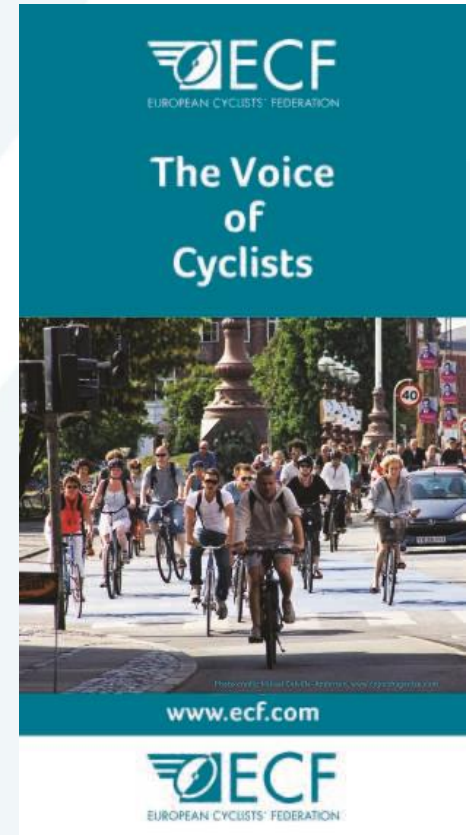
# ECF is:

## 500,000 Europeans and friends

- Over 70 member groups in 40+ countries

## 2020 Aim

- Cycling at least doubled to 15% modal share average in Europe + halve cycling fatalities



# ECF's Community

- Advocacy groups (Europe and World)
- Cities for Cyclists
- Scientists for Cycling
- National Cycling Officer
- Eurovelo Coordinators
- Cycling Industry Club
- Project partners
- 20,000+ individual contacts



# Examples - Work Areas

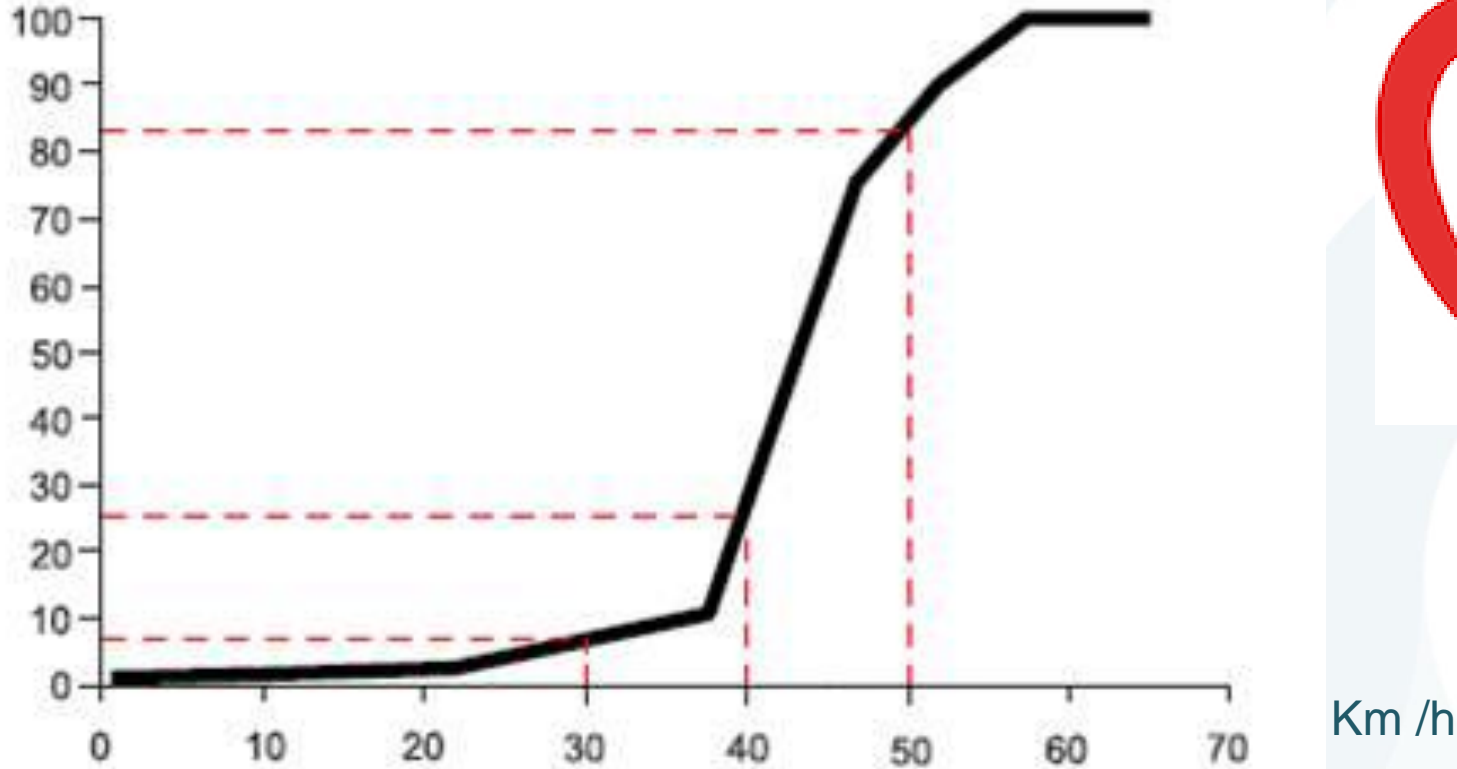
- **Advocacy**
  - EU 2014-2020 – Cycling in all policies
  - EU funding plans – national programs
  - Urban mobility
  - Road safety
  - Vehicle directives
  - Air quality directives
  - Cycling in European Mobility Week
- **Eurovelo**
  - 70,000km strategic international network
  - 19 national centres
  - 5 current route projects
  - Overlap with TENT
- **EU funded projects**
  - Presto
  - Cyclelogistics
  - Bike the Track, Track the bike
  - Switch
  - Bike2work
- **EU research Horizon 2020**
  - Safety
  - Congestion
  - Freight
- **VeloCity Conference**
  - Bringing new ideas on cycling issues

# Themes

- Speed/Infrastructure/ISA
- HGV safety/Direct Vision
- Cycling road safety, health and promotion

# Speed

Fatal accident in %



The chance of a fatal accident increases greatly if the speed of the car is higher than 30 kph

# If speed/volume is high separate

OUTSIDE THE BUILT-UP AREA	INSIDE THE BUILT-UP AREA
ALWAYS strict <b>separation</b> of cyclists and motorized traffic.	Mixing as the default option <b>Separation</b> where necessary, because of high speed (> 50 km/h) and high intensity of motorized traffic
CONFLICT AVOIDANCE	CONFLICT PRESENTATION

✘ Speed limit values vary from country to country !!

source: [PRESTO](#)

# Reduction of speed - ISA

## HOW IT WORKS

**1** Satnav-style monitor features a highly-detailed digital map programmed with speed limits right down to 20mph residential zones.



**2** Operated in two modes - voluntary or advisory - it also has an override button to switch it off altogether.

**3** If a driver reaches the speed limit in voluntary mode sophisticated electronics fitted to the car cut in to prevent the engine from going faster.



**4** If the car travels into a 30mph area from a 40mph zone the car is automatically and gradually slowed down.





# HGV Safety



- The height of the drivers seating position too high
- Direct vision specification—**Why don't they exist?**
- Indirect vision is not good enough!
- The shape and size of the windscreen too small?
- No Deflective shape – flying brick!
- CPC qualifications – urban driving safety?

# Future Issues - technology

Pedelecs – A growing market



New technologies /  
interconnectivity

# Why Cycling ? ... Active Transport

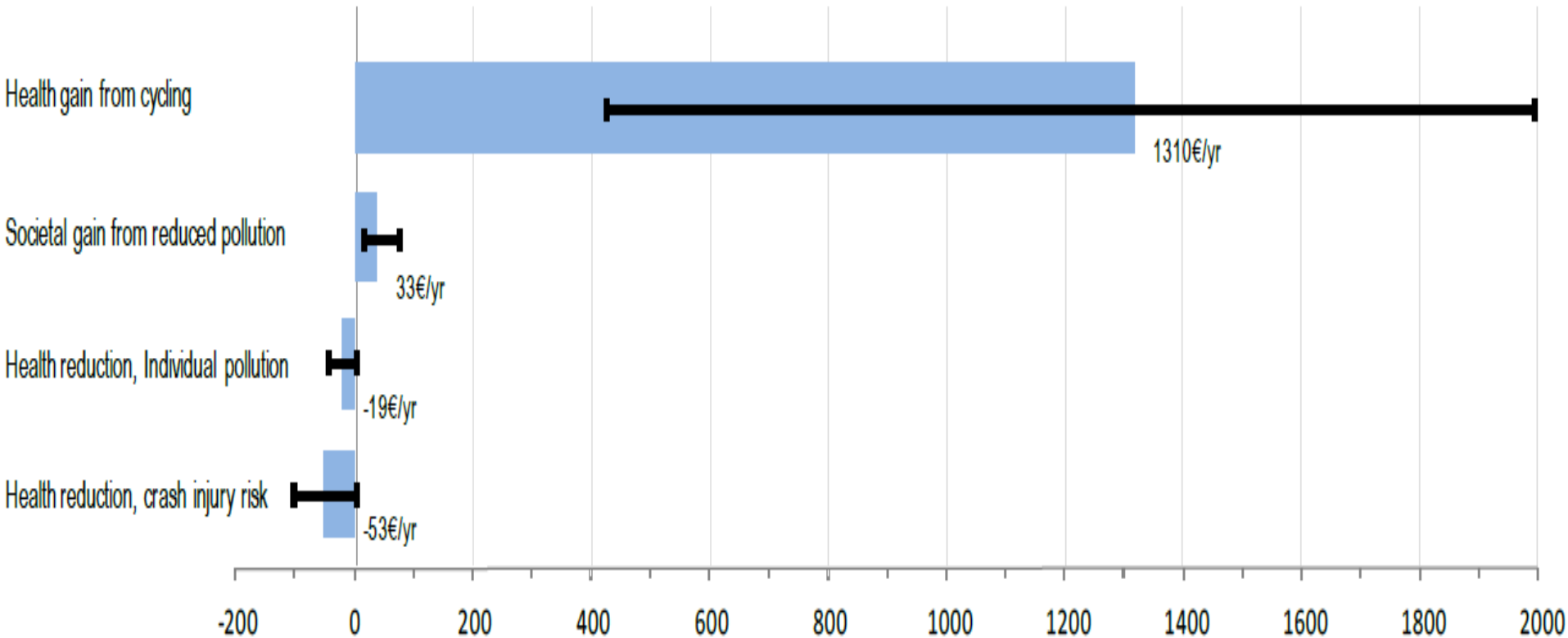
## Cycling ...

- reduces traffic congestion
- lowers infrastructure costs
- lowers transport emissions
- improves health
- Less third party accidents



**The evidence of benefits of active transport is very high**

# Benefits of active transport for the individual



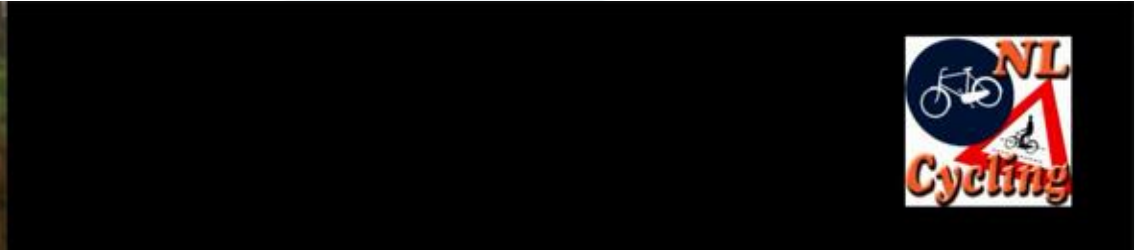
Rabl and de Nazelle, 2012, Estimated mortality costs and benefits per individual switching from car to bicycle for work trips taken from ITF report Cycling, Health and Safety

# No Dangerising!

Selen Sie vorsichtig, wenn Sie  
Zerbrechliches transportieren.  
Initiative ProHelm

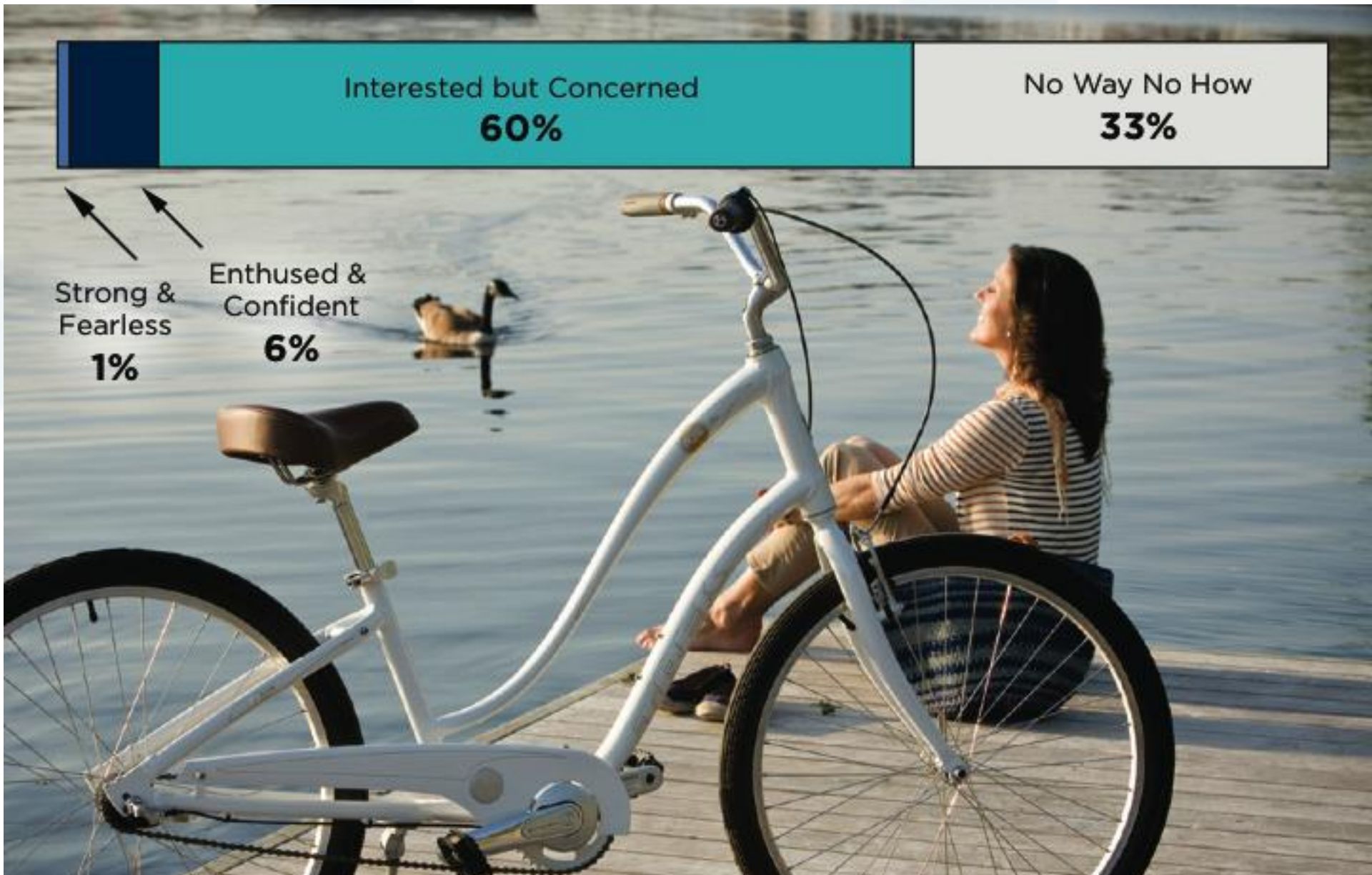


# Don't Dangerise...Entice!



Before

After



Interested but Concerned  
**60%**

No Way No How  
**33%**

Strong &  
Fearless  
**1%**

Enthusied &  
Confident  
**6%**

Over 50% of car journeys are under 5 km; 30% under 3 km

# Conclusion

1. Speed is always important (ISA)
2. HGV regs not seem sensible for urban areas
3. There are some cycling specific issues to take into account
  - Decreasing cycling numbers = public health disbenefit
  - Cycling must be safe **and look safe**

Cycling is an incredibly beneficial activity, lets nurture it, as well as making it as safe as possible!





Thank you for your attention !

For more information  
[c.woolsgrove@ecf.com](mailto:c.woolsgrove@ecf.com)  
[www.ecf.com](http://www.ecf.com)

Rue Franklin, 28 1000 Brussels, Belgium Phone: +32 2 880 92 74 Fax: +32 2 880 92 75 [office@ecf.com](mailto:office@ecf.com)

[www.ecf.com](http://www.ecf.com)