

Cycling safety as an obstacle.
Fears, myths and social learning

Risk, Freedom, Safety

Debates on cycling safety and mobility in United Kingdom

International Conference: Bike and City
Madrid
9 March 2015

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<http://www.gov.scot/Resource/Img/316212/0091984.jpg>

"El cambio tiene que echar raíces en las mentes de la gente antes de que se pueda legislar".

Google Translate

“Change has to take root in people’s minds before it can be legislated.”

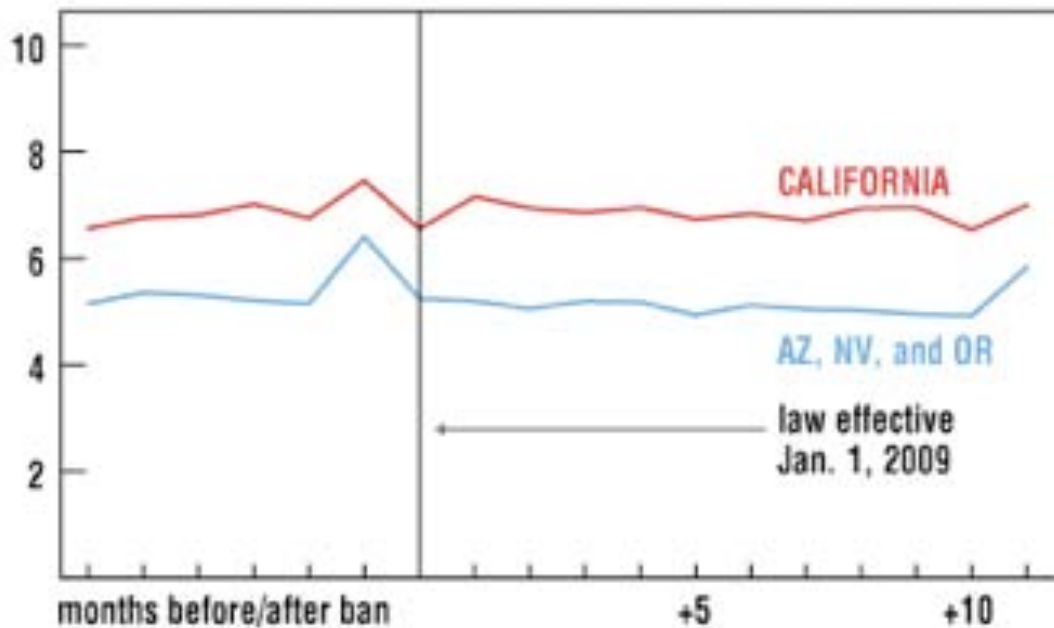
Michael Sandel,
What Money Can't Buy: The Moral Limits of Markets

“The change has to take root in the minds of people before they can legislate”

The main headline in the *Daily Mail* reads
“£90 fine if you’re texting at the wheel:
Minister warns of safety crackdown”

Highway Loss Data Institute News Release –
“Texting bans don't reduce crashes; effects are slight crash increases

California — Collision claims per 100 insured vehicle years, by month before and after texting law for all drivers, compared with Arizona, Nevada, and Oregon



If change has not taken root in the minds of texting Californian drivers a law is unlikely to work, and may be counterproductive.



<http://www.gov.scot/Resource/Img/316212/0091984.jpg>

Home time at a Dutch school



2005



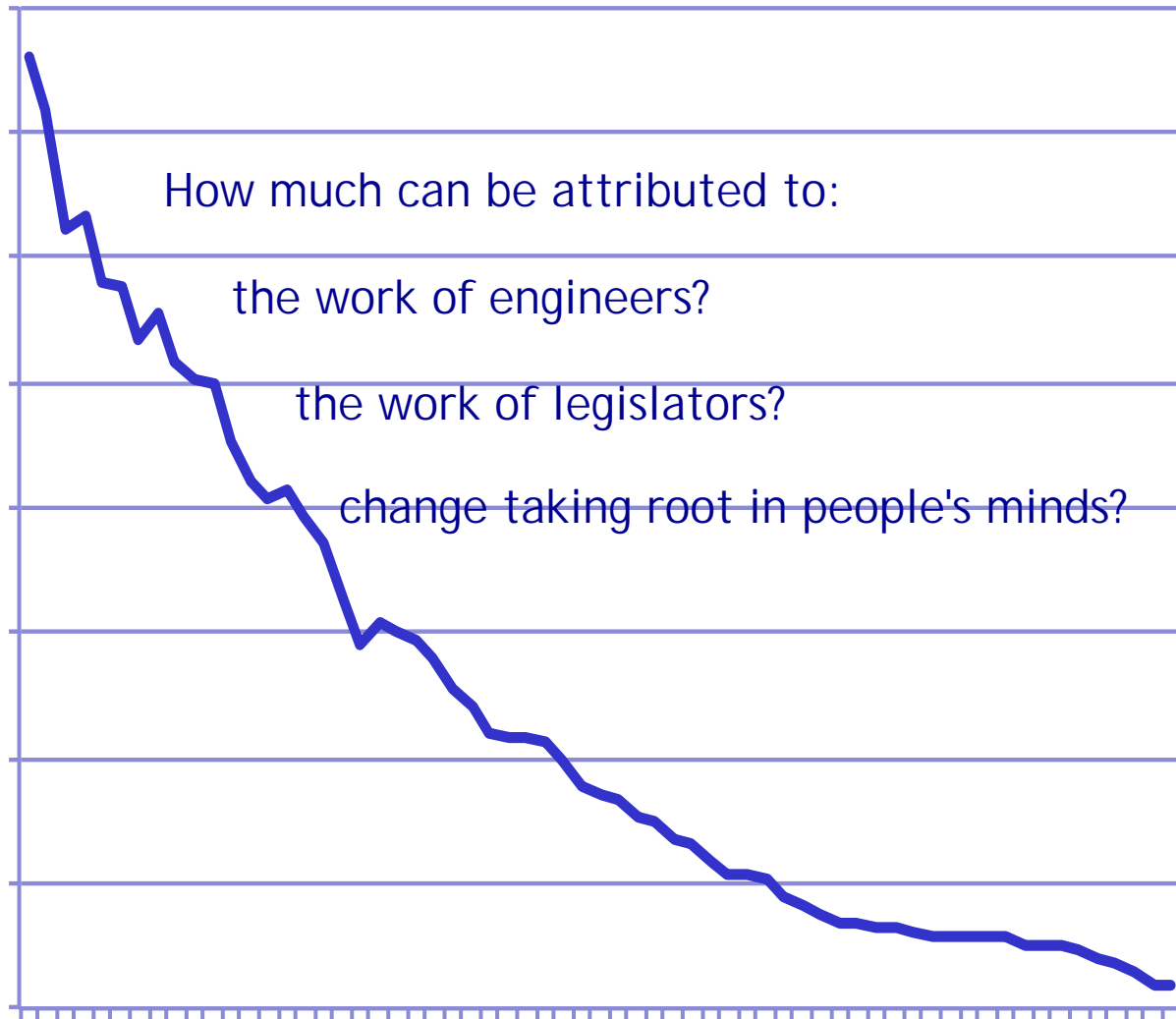


<http://www.bikehub.co.uk/featured-articles/safe-cycling-for-kids-but-not-wrapped-in-cotton-wool/>



<http://hembrow.blogspot.com/2008/08/everyone-cycles.html>

[http://steco.nl/pages/consumer/index.php?
taal=nl&page=Producten&cid=12&pid=20](http://steco.nl/pages/consumer/index.php?taal=nl&page=Producten&cid=12&pid=20)



Lagos-Ibadan Expressway



Nigeria's MOST dangerous road

Tues Apr 2 2013



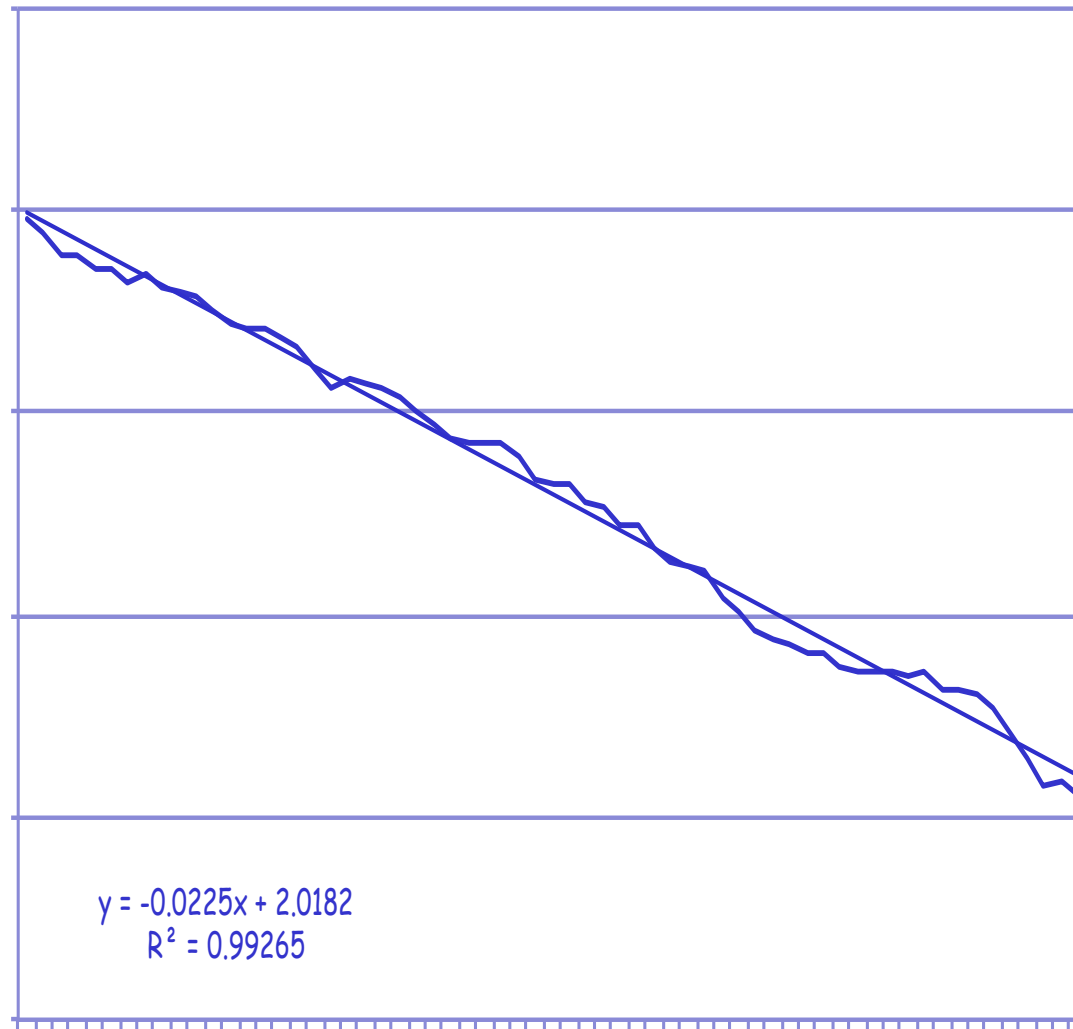


Better laws?

Legislation for road safety can be defined as “comprehensive” if the existing national and sub-national road safety laws include the following key laws:

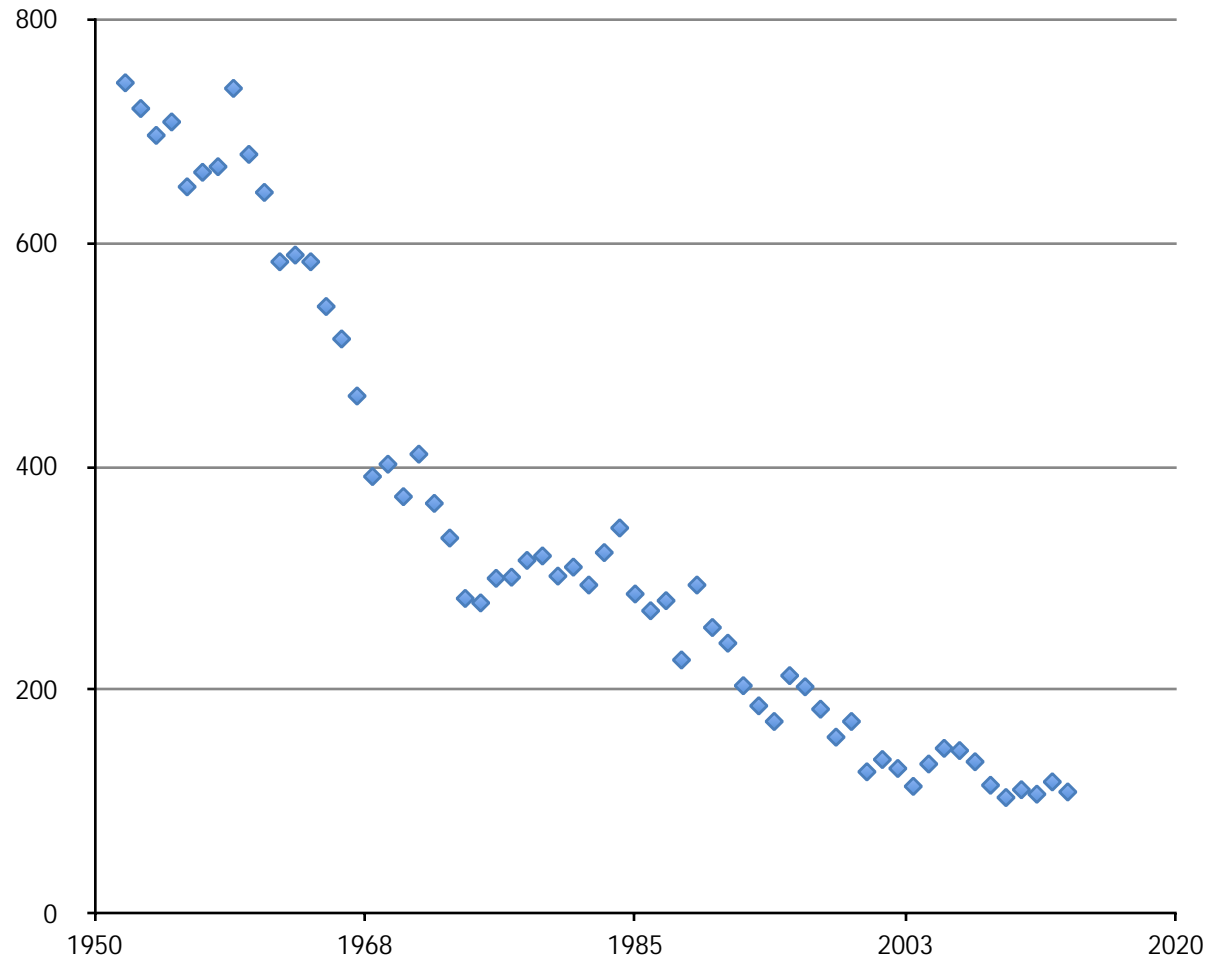
- 1) a national speed limit law
- 2) a national drink-driving law
- 3) a national motorcycle helmet law
- 4) a national seat-belt law (front and rear seats)

<http://blogs.bmj.com/injury-prevention/2013/04/16/global-progress-towards-comprehensive-legislation-for-road-safety/>

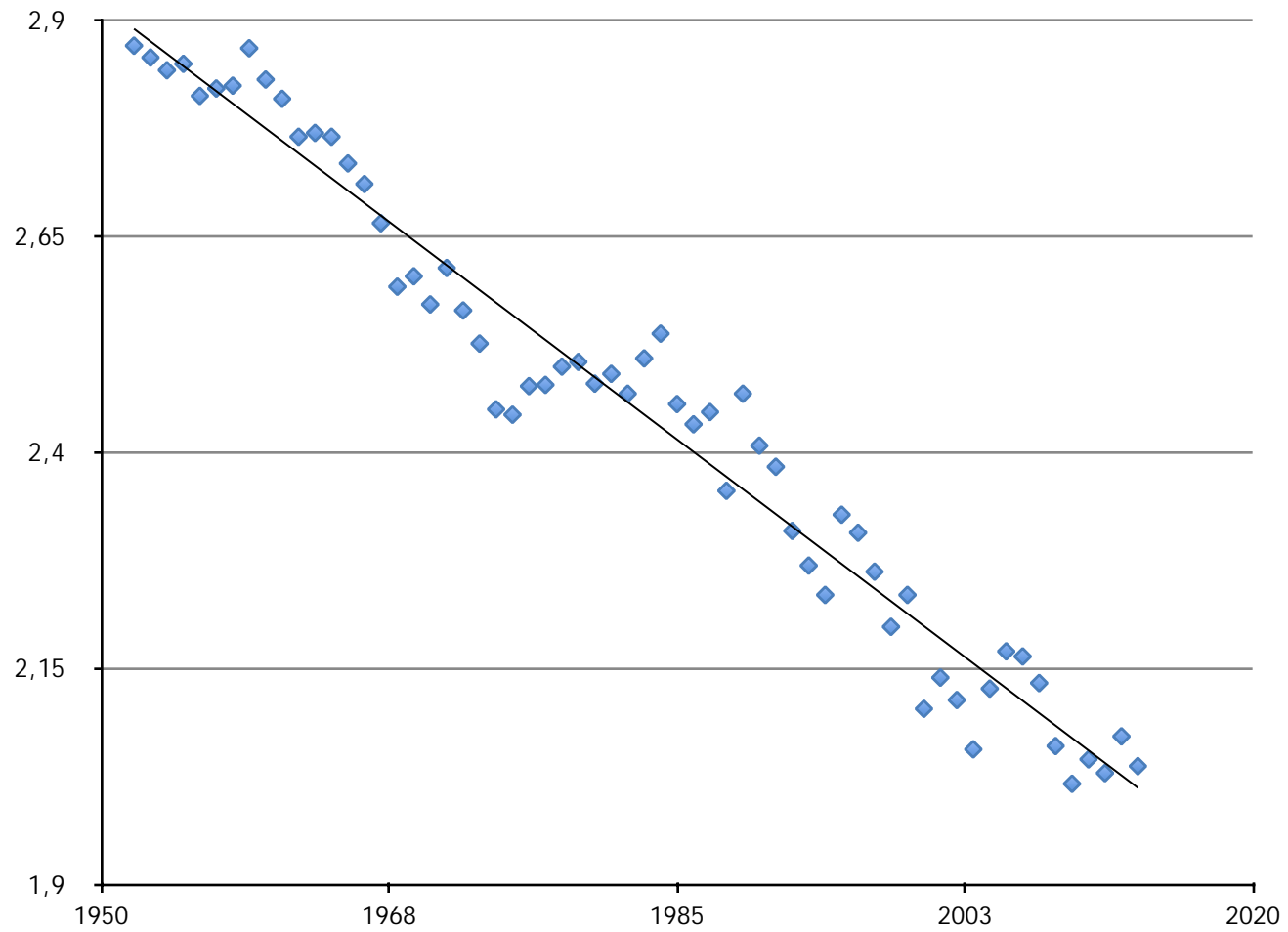




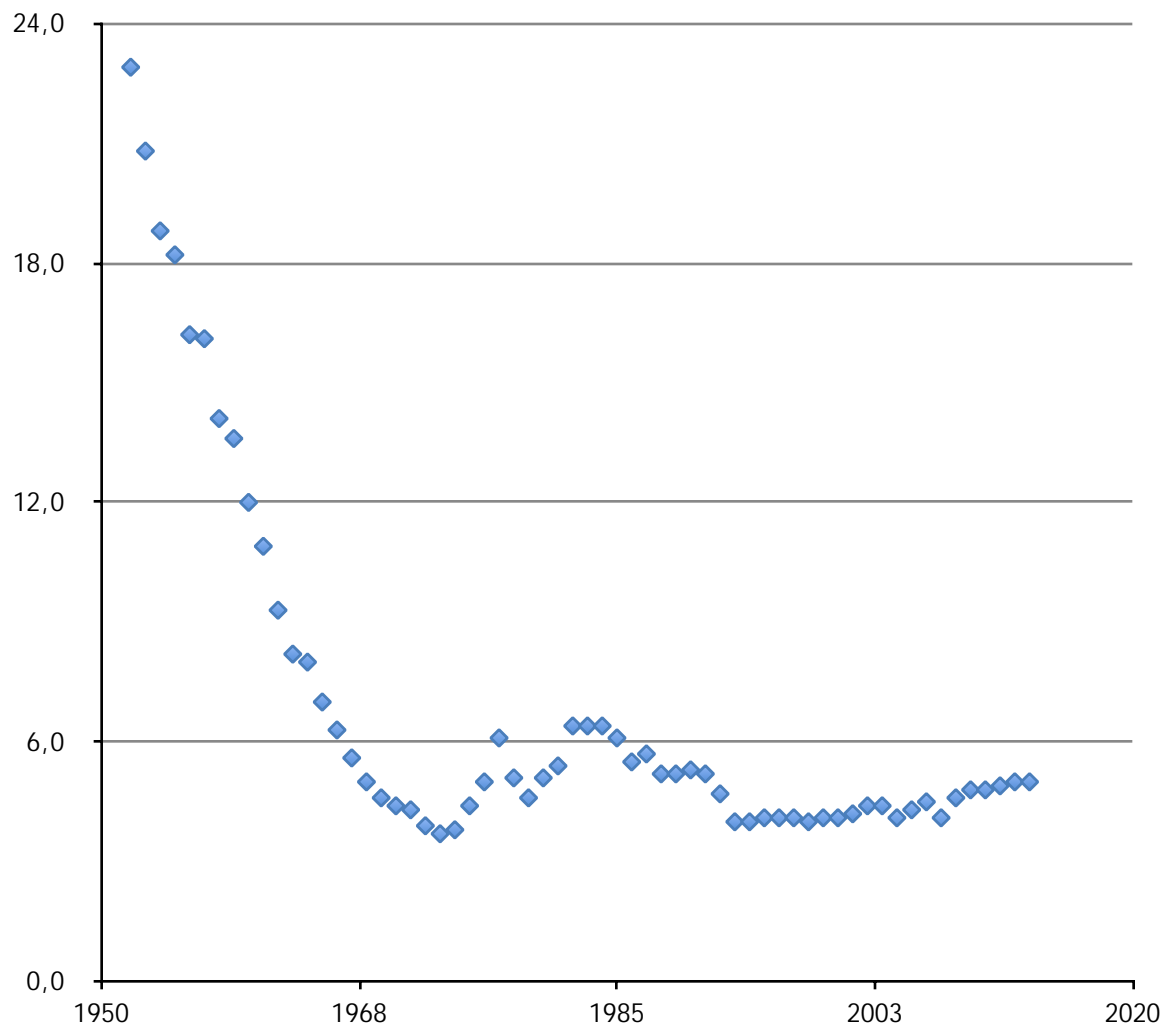
Cyclist Fatalities GB 1952 - 2013



Log cyclist fatalities GB



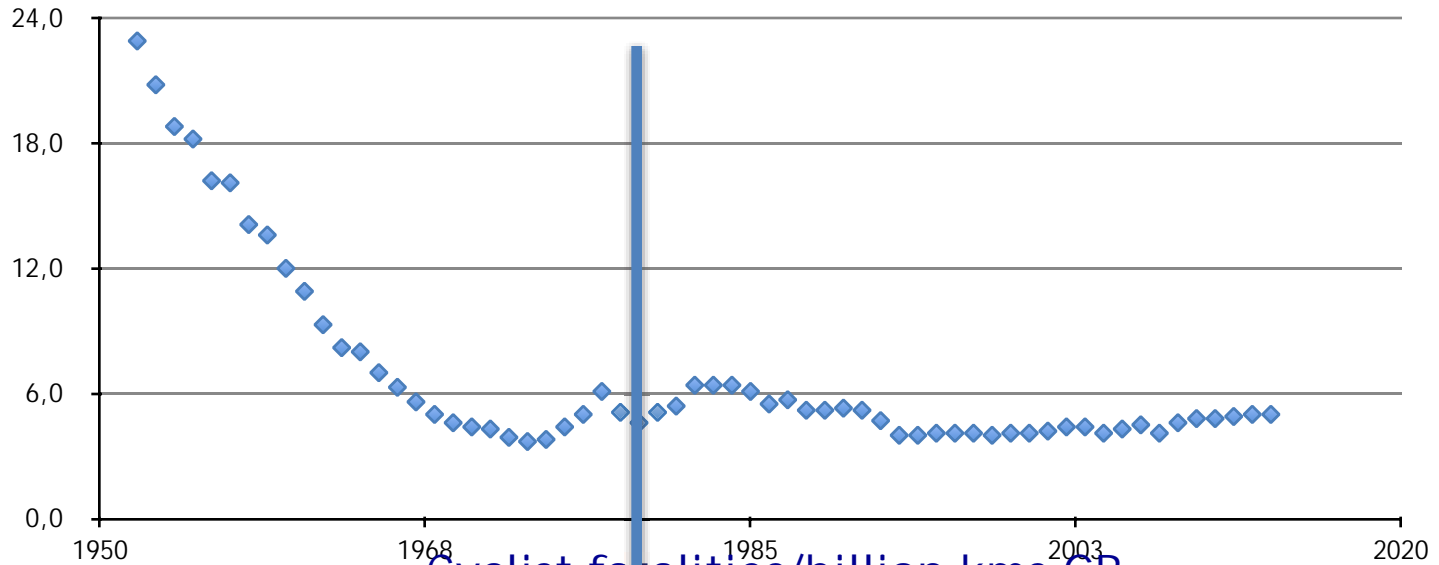
Billion kms cycled GB



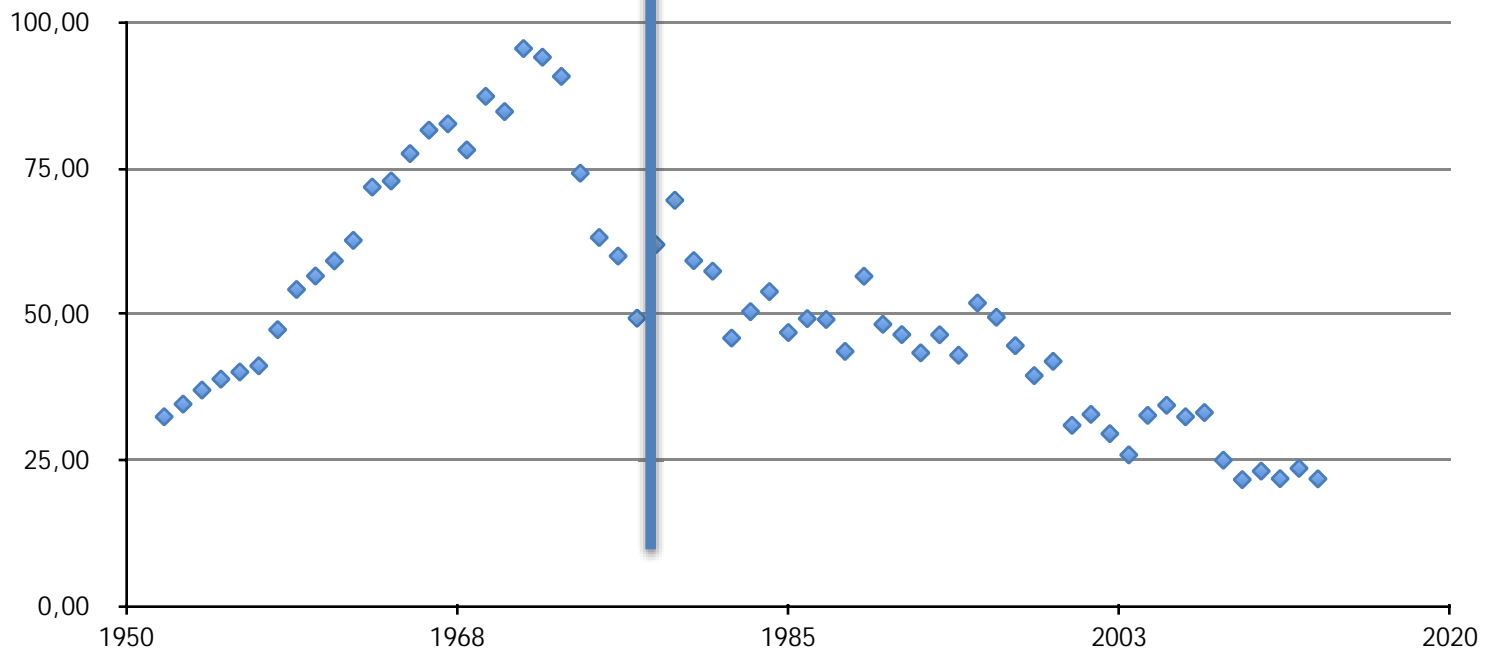
Cyclist fatalities/billion kms GB



Billion kms cycled GB

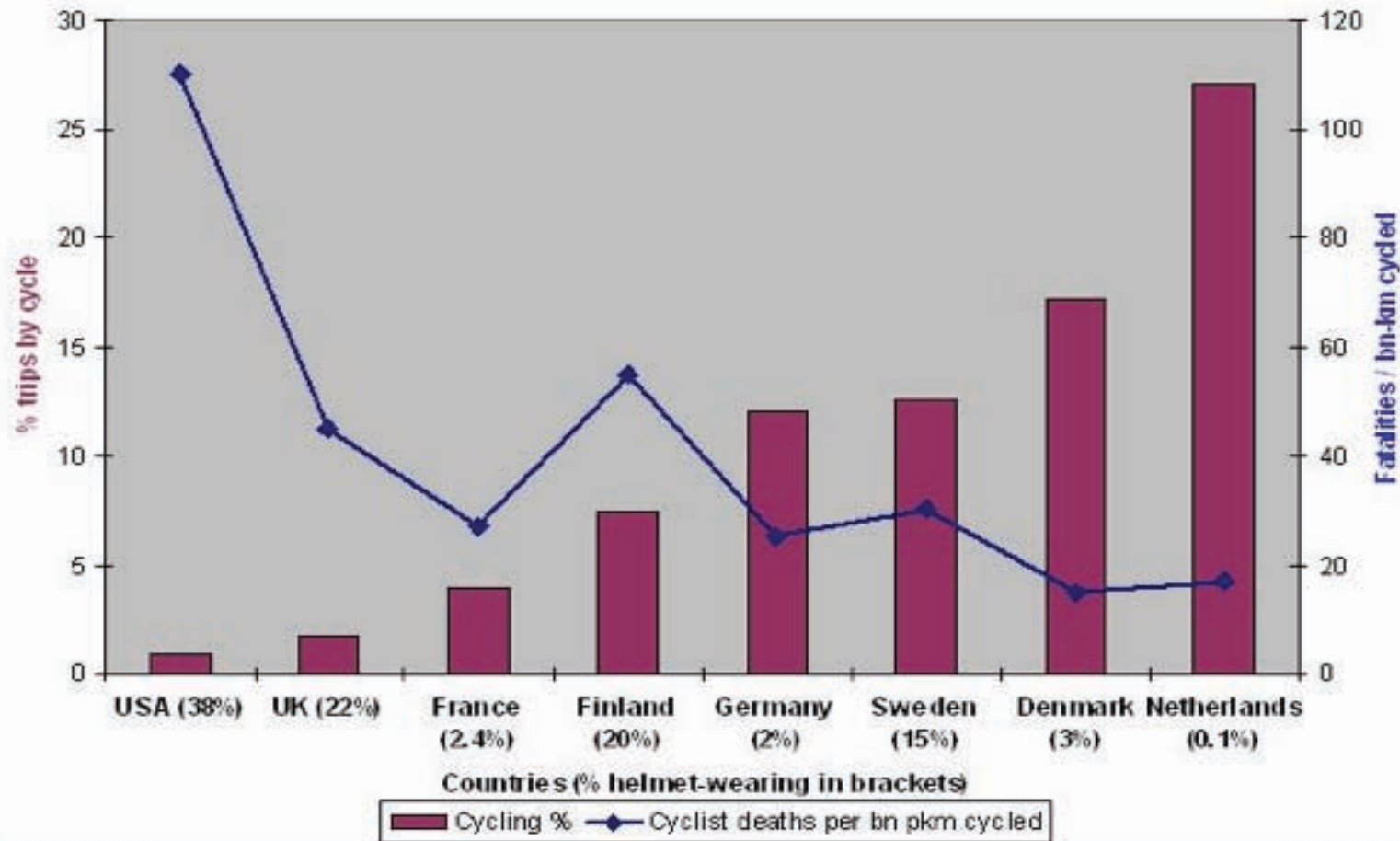


Cyclist fatalities/billion kms GB



Safety in numbers

Cycle mode share v fatality rate and helmet-wearing rate



Cycle helmet wearing:

Netherlands, Denmark, Finland, Sweden (EC, 1999); Germany (Pucher and Dijkstra, 2000); UK (Bryan-Brown and Christie, 2001); USA & France (Paris) (Osberg and Stiles, 1998).

Cyclist deaths:

EU (CIT, 2001); France (Carre, 1995), USA (Pucher and Dijkstra, 2000).

Cycle Percentage of trips:

Flanders cities (ECF, 1997); USA, Canada, France, Italy, Austria (Pucher and Dijkstra, 2000); UK, Norway, Switzerland, Sweden, Denmark (EC, 1999); Germany (Bracher, 2003); Netherlands (Welleman, 2002)

Today, the London Cycling Campaign hailed a major success as Mayor Boris Johnson (pictured above) opened the Dutch-style extension of Cycle Superhighway 2 from Bow to Stratford



http://s3.amazonaws.com/lcc_production_bucket/files/6239/in_content.JPG?1383761366







Boris Bikes go red with Santander deal



A new £51 million sponsorship deal with Santander - £7.25 million per year for seven years









68 cm





13 cm



16.5 cm









<https://aseasyasridingabike.files.wordpress.com/2014/04/screen-shot-2014-04-22-at-23-27-02.png>

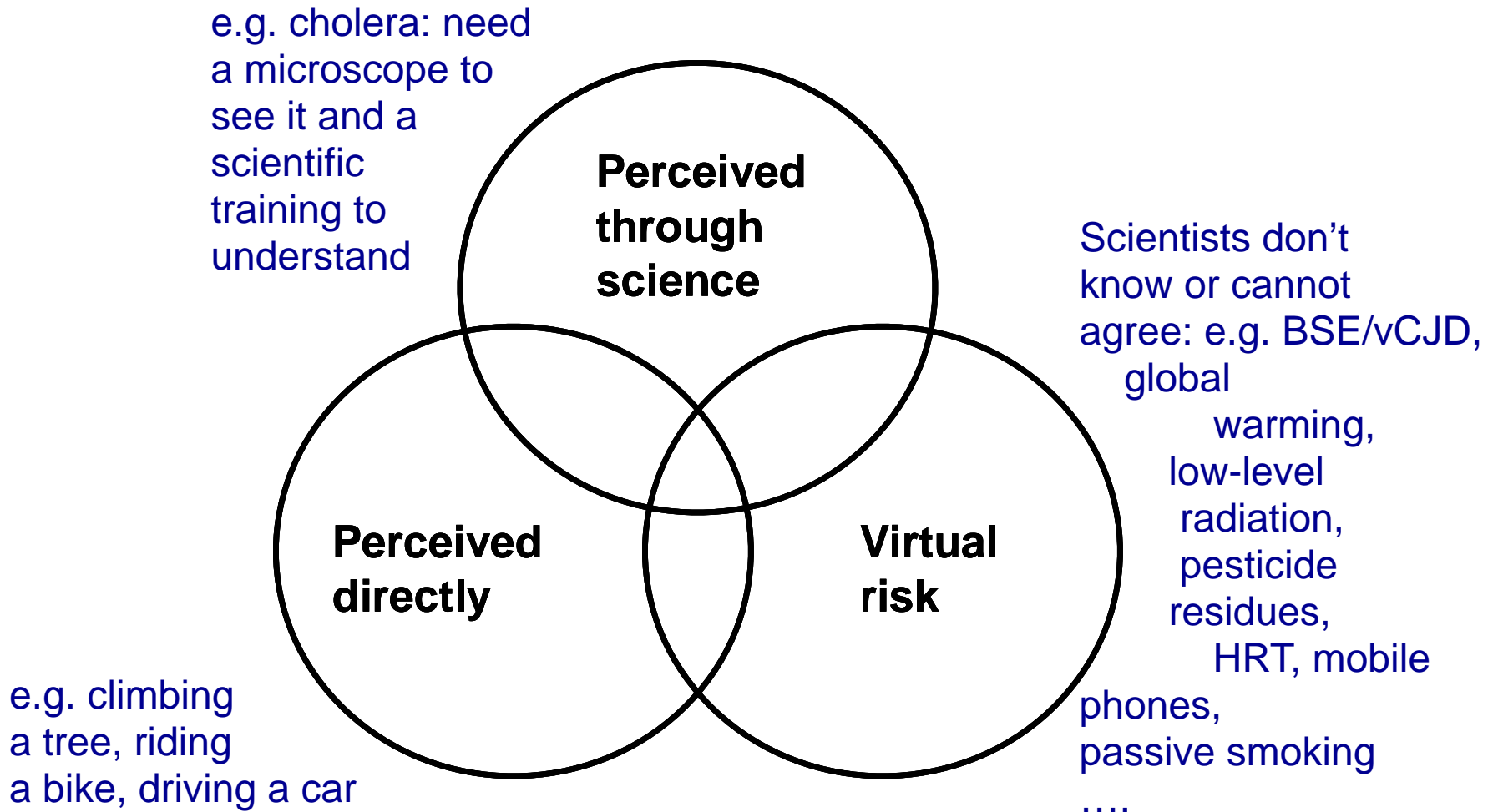


<https://aseasyasridingabike.files.wordpress.com/2014/04/screen-shot-2014-04-22-at-23-24-06.png>

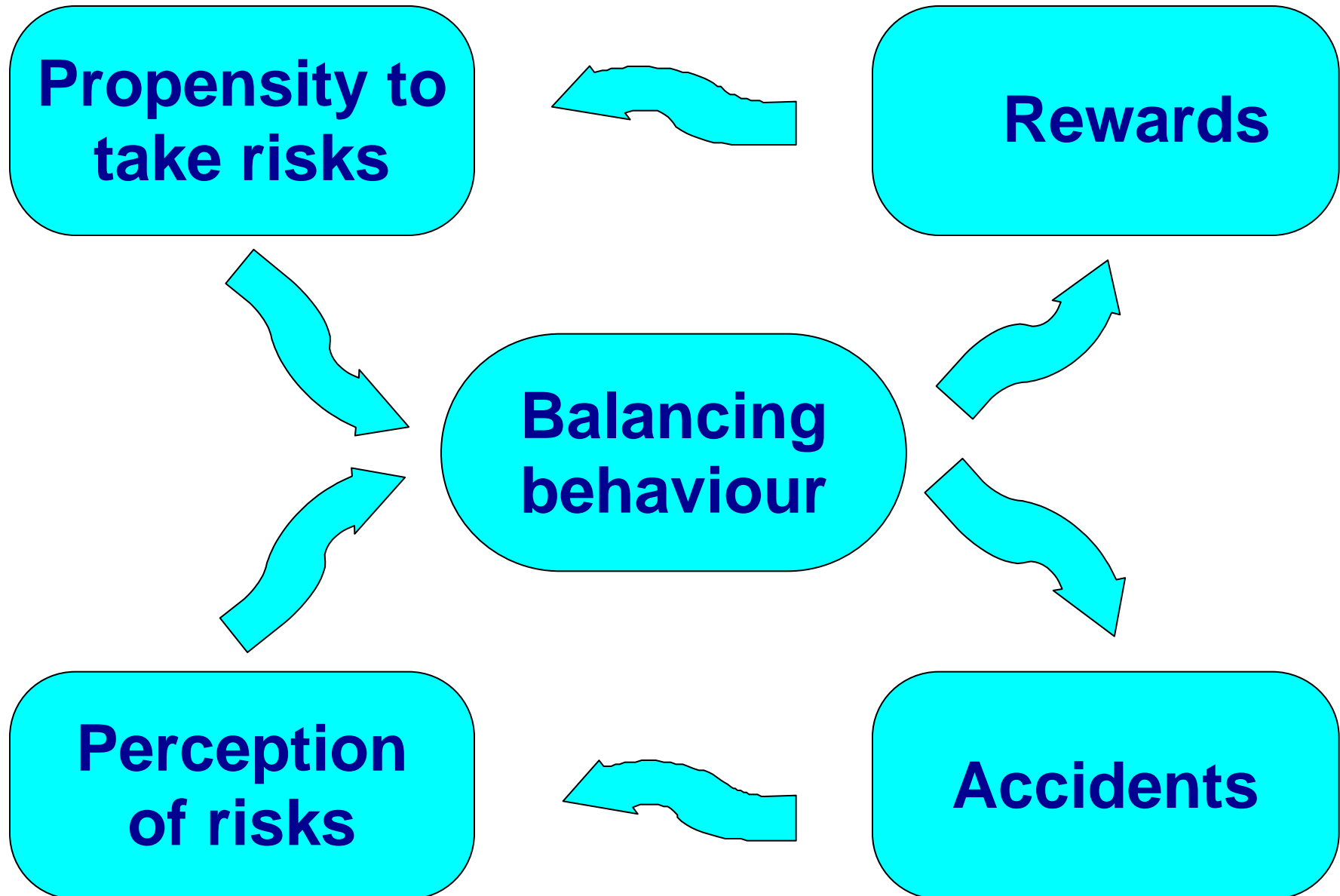


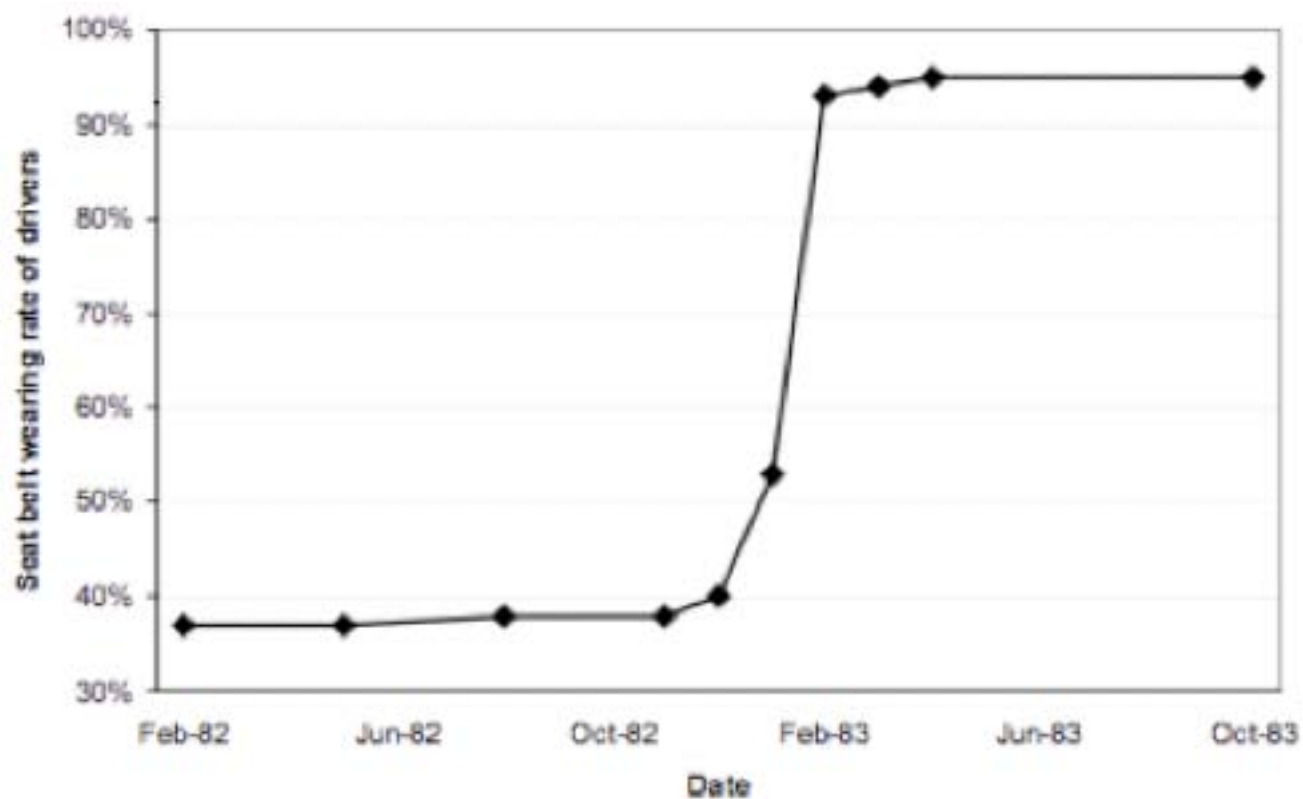


Different kinds of Risk



The Risk Thermostat







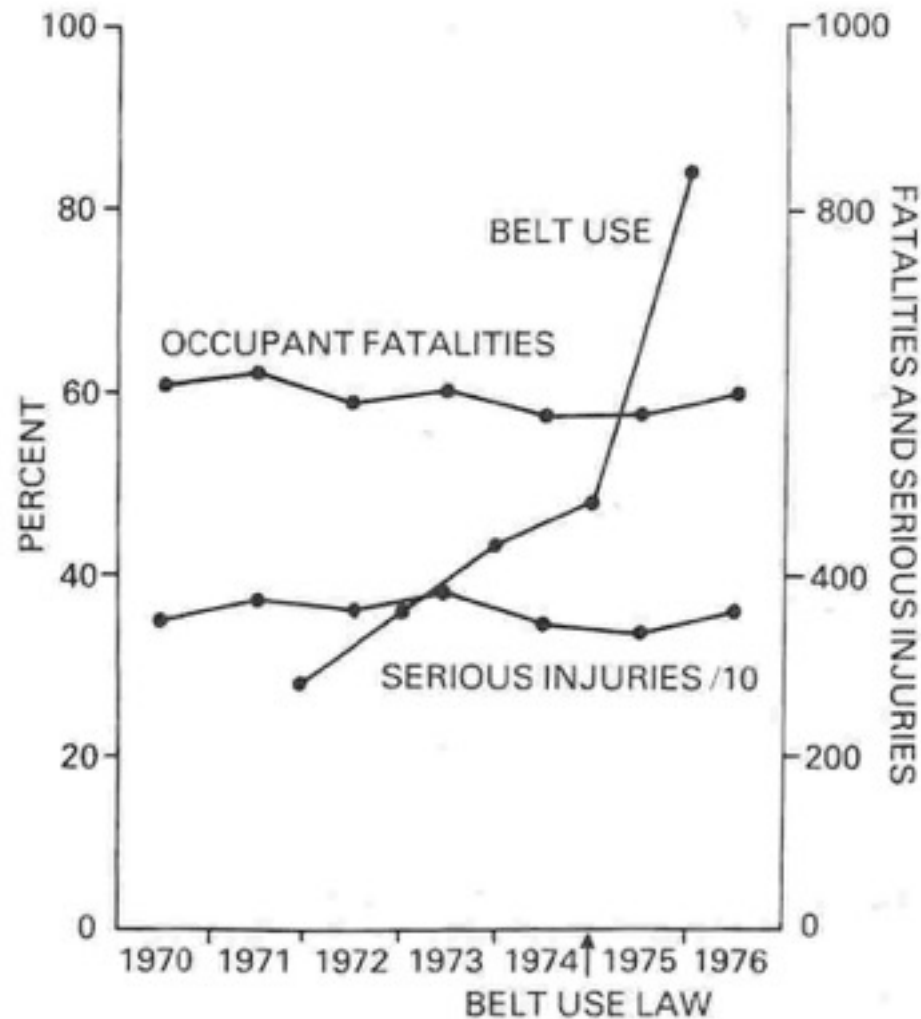


Figure 5.15 Motor vehicle occupant fatalities and serious injuries; seat belt wearing rates: Sweden. Source: IIHS, Figure 9, p.261.



*The Engineering
Resource For
Advancing Mobility*

400 COMMONWEALTH DRIVE WARRENDALE, PA 15096



SAE Technical Paper Series

820819

The Efficacy of Seat Belt Legislation

John G.U. Adams

Geography Department
University College London

Published in SAE Transactions, 1982, pages 2824-38

Passenger Car Meeting
Troy, Michigan
June 7-10, 1982

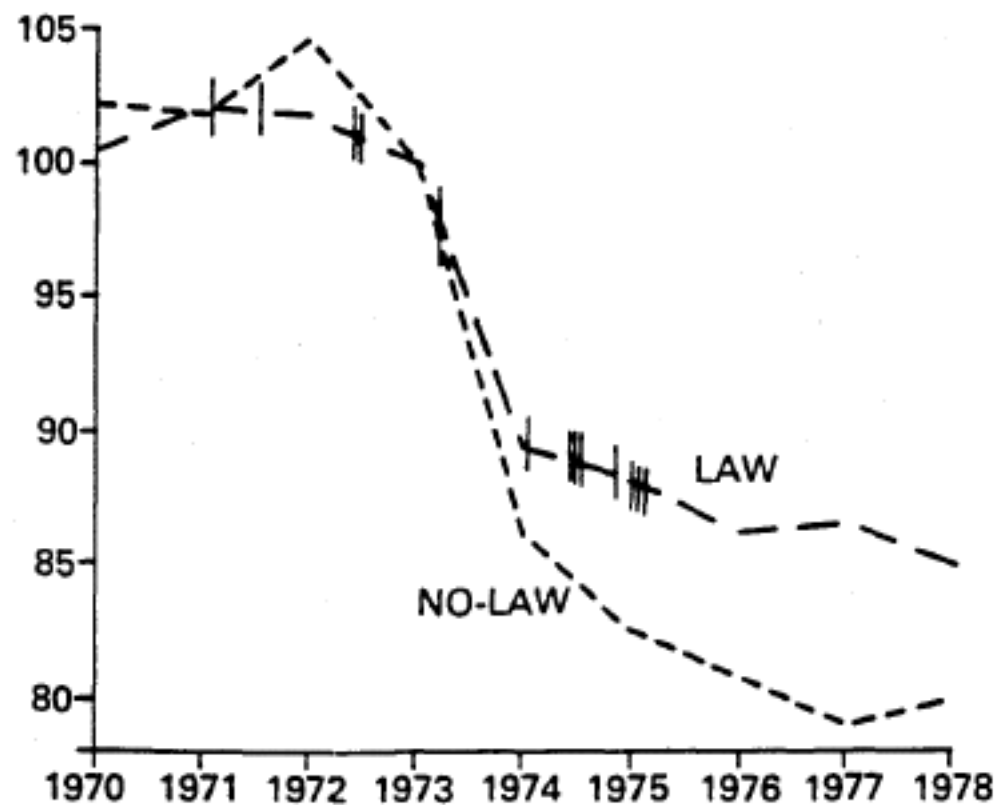
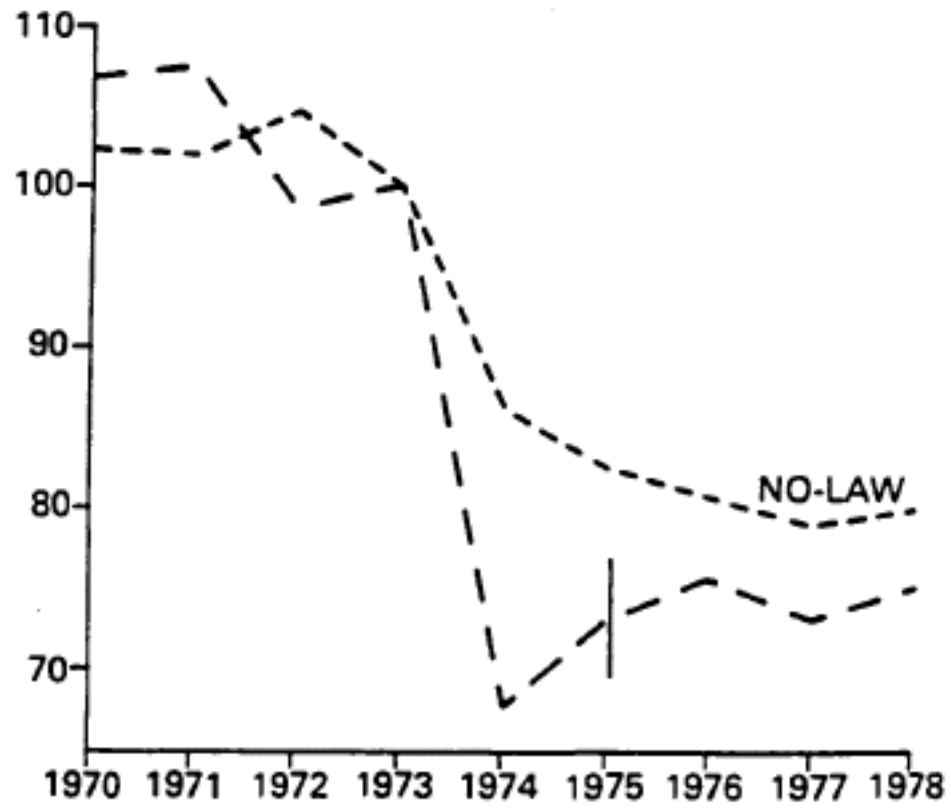
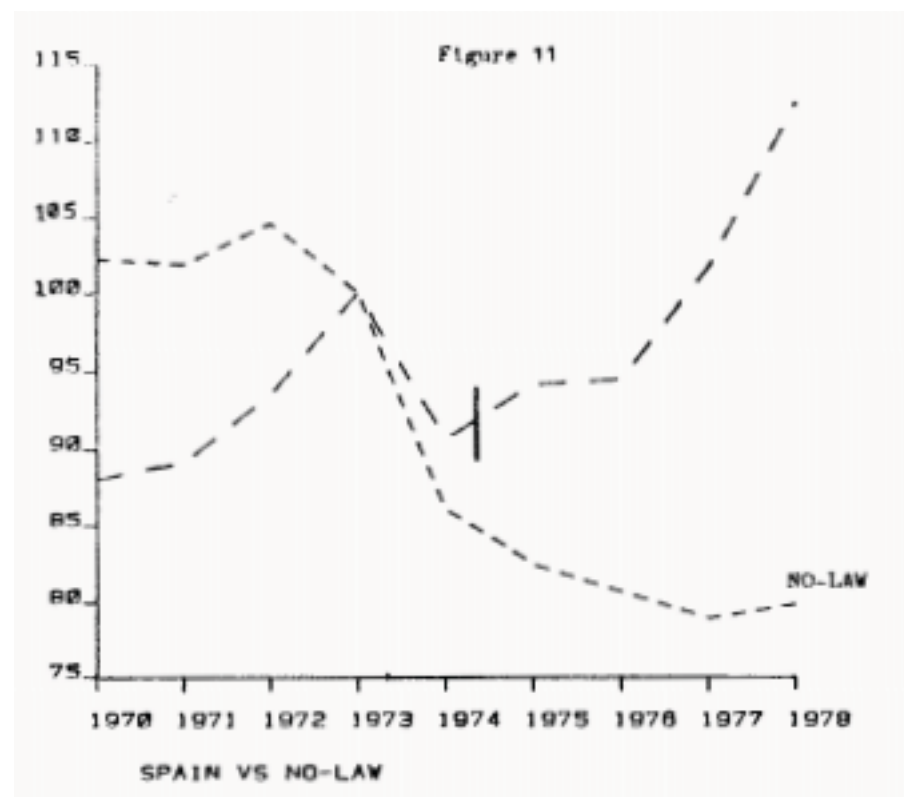


Figure 5.1 Indices of road accident deaths for countries with seat belt laws, and without. Bars indicate the dates at which laws came into effect in countries in the "law" group. Source: IRF Table VII.

Denmark





25th anniversary of seatbelts - 60,000 lives saved

Published: Thursday, 31 January 2008



Twenty five years of seatbelt wearing laws have helped save 60,000 lives, Road Safety Minister Jim Fitzpatrick revealed today.

Seatbelts have prevented an estimated 60,000 deaths and 670,000 serious injuries since 31 January 1983 when seatbelts were made mandatory for drivers and front seat passengers.

But on the 25th anniversary of the law change all passengers are being reminded to belt up in the back as well as the front. New research shows 9 out of 10 people agree it is dangerous to travel in the back of a car without a seatbelt but only 7 in 10 adults actually wear belts when sitting in the back.

Jim Fitzpatrick said:

"Tens of thousands of lives have been saved since the first law on wearing seatbelts was introduced 25 years ago. Government campaigns have helped increase the numbers of people wearing seatbelts to more than 90% for drivers and front seat passengers but too many back seat passengers are still not belting up.

"With up to 15 drivers and front seat passengers killed each year by the impact of an unbelted rear seat passenger it is vital that everyone - young or old, travelling in the front or back - wears a seatbelt."

The Department for Transport is undertaking a major research project into the use of and attitudes towards seatbelts and will use the findings to inform a new seatbelts campaign which will launch towards the end of 2008.

http://www.direct.gov.uk/en/NI1/Newsroom/DG_072333



DfT Celebrates 25th Anniversary of the introduction of seatbelts

On the 31st January 2008, the 25th anniversary of the law change which made front seatbelt wearing compulsory was celebrated. PACTS itself was set up by Barry Sheerman MP as part of the fight to get mandatory seatbelt wearing turned into legislation. Eight years later it became compulsory for all backseat passengers to use seatbelts and it is estimated that since the introduction of the first law change in 1983, **seatbelts have prevented 60,000 deaths** and over 670,000 serious injuries.

<http://www.pacts.org.uk/newsletters.php?id=2>



Chief Executive's Report

A year ago, my report touched on our philosophy that a few minor bumps and scrapes, on the route through childhood will lead to a safer adulthood. This seems to have struck a chord with the public, not least on a Radio 4 comedy show where a lampooned new sobriquet – “The Royal Society for the *Promotion* of (small) Accidents”, seems to have raised a much needed laugh in the dry old world of health and safety. The serious point is that the application of common sense and balance is much more reasonable than the seeking of mindless increments towards “absolute safety”, a destination which is neither feasible nor, in all probability, desirable, since it would come at such cost to our freedoms.

The communications battle, although well underway, is not nearly won. In truth, accident prevention is no mean science – it involves so many technical, legal and ethical issues, ultimately defining life and death, that there is no simple shorthand for explaining how the whole thing works, for the benefit of the 60 million people who rely on it. So, never short of ambition for our cause, we have tried to evolve one.

Our paradigm is designed to take safety education/explanation to the

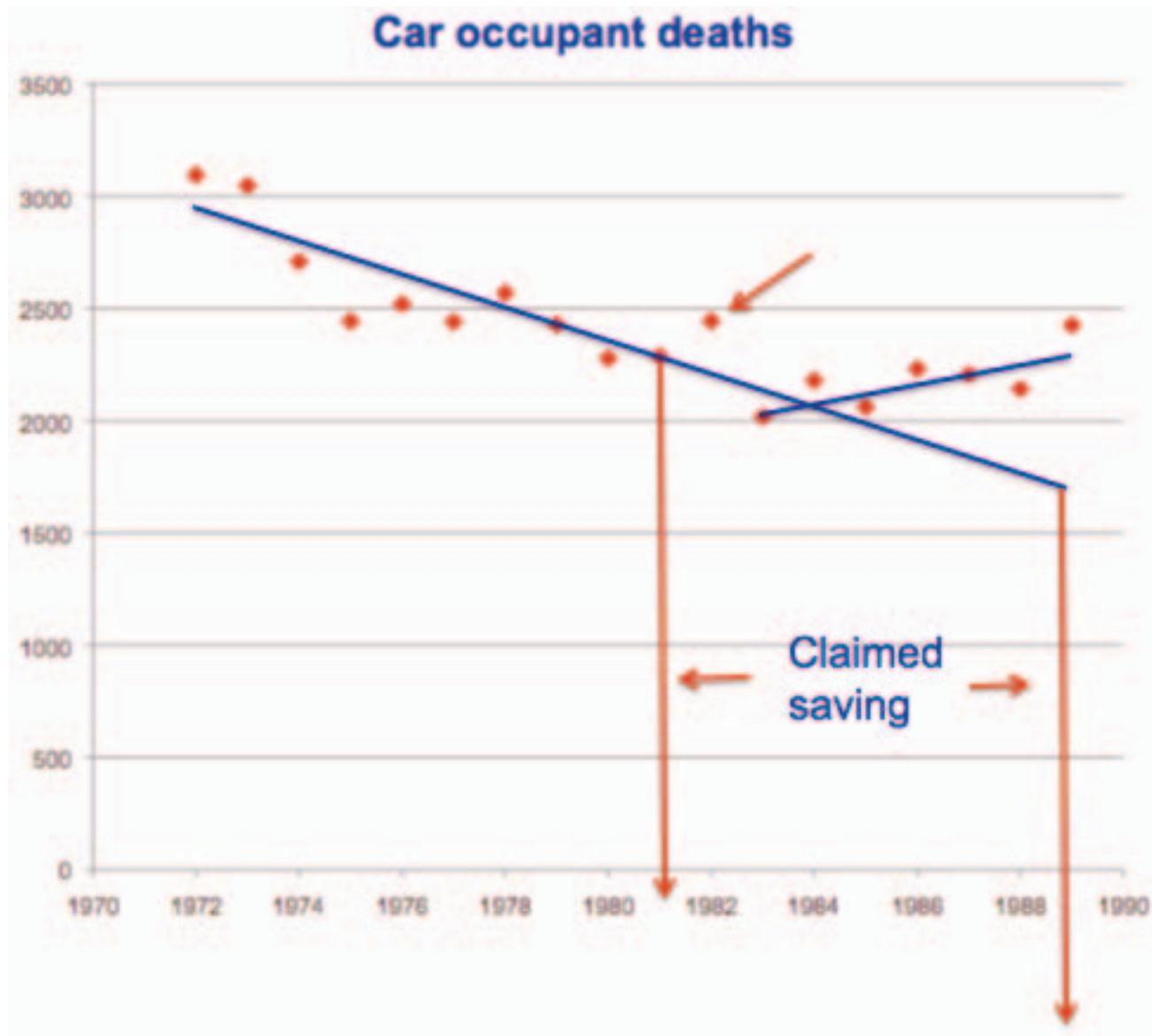


“We have just marked the 25th anniversary of the seat-belt law, engineered through Parliament by our then President, Lord Nugent, a single act of intervention which has saved 60,000 lives.”

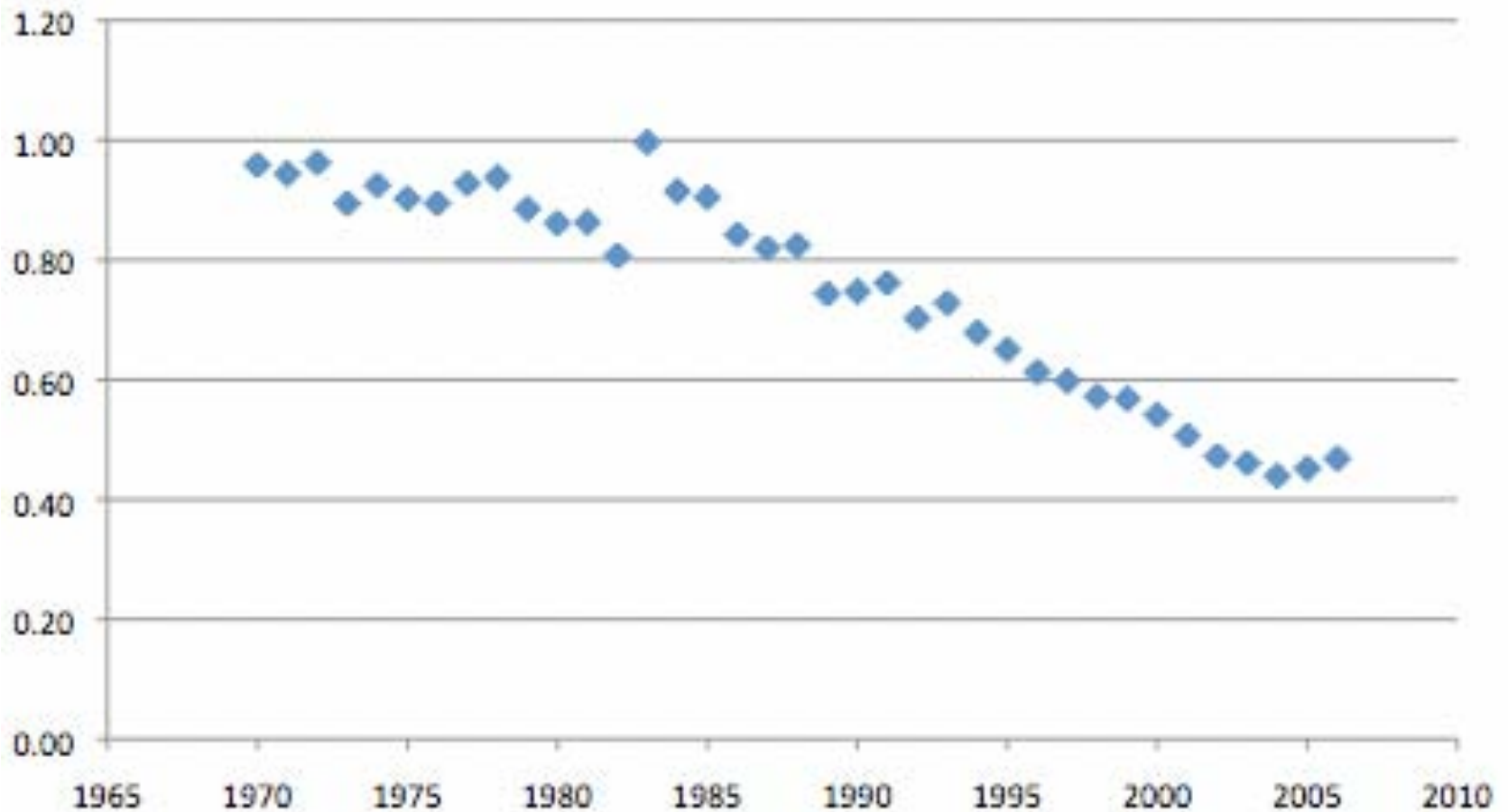
<http://www.rospace.com/about/annualreview/Info/review2008.pdf>



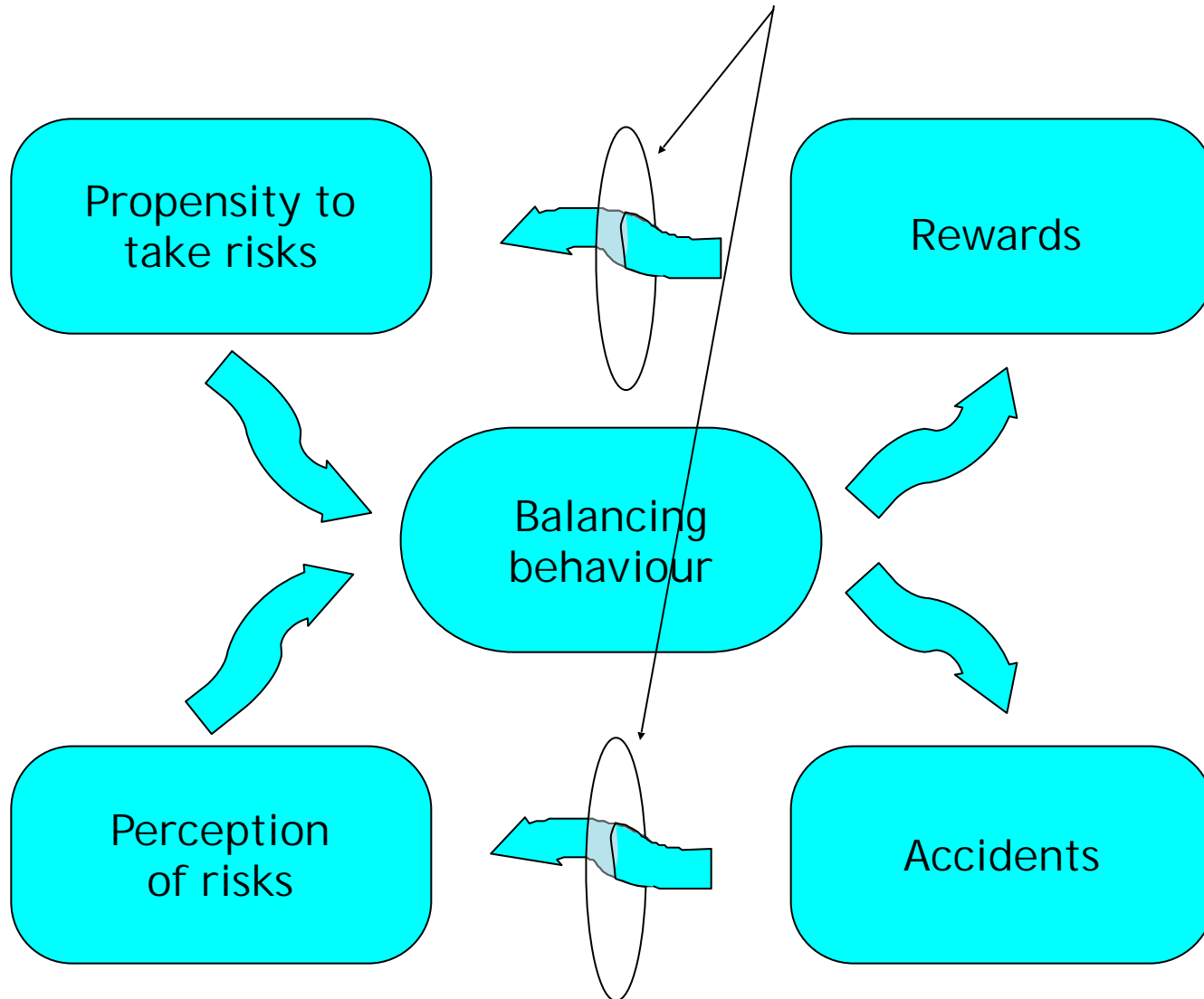
be provided so that people can decide what risks they wish to take. Whether walking in the hills or mowing the lawn, people need to be able to get on with it themselves, ideally armed with the tools of knowledge and experience, often when that is the experience of others.



Ratio of pedestrian & cyclist fatalities to car occupant fatalities 1970 - 2006



Risk thermostat with perceptual filters



Cultural bias



Fatalist



Hierarchist



Individualist



Egalitarian

Societal Safety Culture





http://www.edwardburtynsky.com/WORKS/Ships/Shipbreaking/Shipbreaking_04.jpg



Bangladesh - road fatalities per 100,000 motor vehicles - 6300

UK - road fatalities per 100,000 motor vehicles - 6.2



Egypt: road fatalities per 100,000 motor vehicles - 188

BG LNG Plant, Idku, Egypt



Lunch Atop a Skyscraper, 1932



CAUTION
THIS DOOR
IS HEAVY





**ONE FALSE
MOVE
AND YOU'RE
DEAD.**

BEFORE YOU CROSS THE ROAD.

STOP AT THE KERB.

One False Move...

A STUDY OF CHILDREN'S
INDEPENDENT MOBILITY

RESEARCHED BY
JOHN ADAMS
JOHN WHITEHEAD



In 1971 80% of 7 and 8 year old children got to school unaccompanied by an adult.

By 1990 it had fallen to 9%.

The parents who let their children cycle to school alone deserve praise, not the social services

Fear of traffic and stranger danger

“Change has to take root in people’s minds before it can be legislated.”

Michael Sandel,
What Money Can't Buy: The Moral Limits of Markets





<https://aseasyasridingabike.files.wordpress.com/2014/04/screen-shot-2014-04-22-at-23-27-02.png>

Home time at a Dutch school



Muchas gracias

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