‘Seeing it from a cyclist’s point of view is totally different’:

Cycle training, driver training and the normalisation of cycling

Dr Graeme Sherriff

Cycling & Society 2017
Communicating Cycle Training
Perceptions and Experiences of Adult Cycle Training

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SHUSU

August 2014

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Understanding the impact of cycling awareness training for HGV drivers

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January 2017
Barriers and sticking points

- Watson’s ‘systemic sticking points’ emphasise the interconnected nature of cycling within multimodal cities. Cycling and driving, as two practices, compete for time, money and space in our cities.

- Competing in ‘discursive and symbolic realms, and in debates about safety, health, responsibility, convenience and status.’

- Understood as ‘automobility winning’ across a range of systemic level competitions. (Banister, 2005: 6) points to a ‘vicious circle’ effect in that ‘the fragmented city becomes more hostile…’
Dangerous and marginal

Cycling is perceived as a dangerous and marginal activity and ‘...most people are only willing to cycle under quite specific conditions. When those conditions do not hold, most people we spoke to are simply unprepared to cycle’ (Poole et al 2013:132).
'Unthinkable'

‘...following uproarious and universal laughter, these participants finally take pity on the facilitator and attempt to answer the ridiculous question.

It is the laughter, and the interaction, which provide the insight into the shared, taken-for-granted, tacit knowledge which frame the rationales offered later in response to the interviewer’s question.’

‘...respondents were obviously ‘not the sort’ to cycle’.

(Nettle and Green, 2014)
Communicating Cycle Training

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Why cycle training?

• ‘A lot of people they go like… ’I’ve been cycling for five, ten, fifteen, twenty, thirty years… and I’ve survived’… but when I stand and watch people… the first question that comes to my mind is how have you survived for so long?’ (cycle trainer)

• Implications of ’dangerous behaviour’

• Red lights
'it doesn’t necessarily mean that people around you are going to treat you [with respect], even though you’re in the correct position as per all recommendations.' (FG2)
• '…if I am turning right or if I’m moving round a parked car and I’m going in front of them. I don’t know how much they understand about why I have to do that.' (FG3)
• 'There’s a general sort of nationwide feeling that cyclists should take all the responsibility and train themselves up so that they then are the minimal users on the road and they make themselves as insignificant as possible, drivers can continue doing whatever they want, which is not what I’d like to see...'(FG2)
Share the road
It takes two to tango

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'Seeing it from a cyclist’s point of view is totally different.'

Understanding the impact of cycling awareness training for HGV drivers

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January 2017
<table>
<thead>
<tr>
<th>Who is involved?</th>
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<td>Proportion of traffic in Great Britain for each of the main road user types and the proportion of pedal cyclists fatalities and non-fatal injuries which those vehicles were involved in, GB: 2009–2013</td>
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<tr>
<td>HGVs</td>
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<td>% of GB traffic</td>
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<td>% of cycle deaths</td>
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<td>% of cycle serious injuries</td>
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<td>% of cycle slight injuries</td>
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<td>% of cycle casualties</td>
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About this infographic...
This graphic only includes two vehicle accidents between a pedal cyclist and motor vehicle in which one or more pedal cyclists were killed or injured.

Focus on HGV driver training not more technology could help reduce cyclist fatalities, says RTITB

1 April 2016  Hayley Pink

Driver behaviour is key to preventing serious collisions between HGVs and cyclists, according to transport training standards body RTITB.

The organisation is calling for more focus on driver training to prevent cyclist fatalities, rather than predominantly concentrating on HGV technology and legislation as a solution.

Pointing to recent statistics from the Royal Society for the Prevention of Accidents (ROSPA), which show ...
• Driver Certificate of Professional Competence
• 35 hours of training every five years
• Safe Urban Driving
  • Fleet Operator Recognition Scheme (FORS)
  • Work Related Road Risk (WRRR)
  • Construction Logistics and Cyclist Safety (CLOCS)
• Identifying vulnerable road users when in an urban environment
• Situation exercises: recognising hazards and incidents; how to avoid them
• Mirrors and blind spots
• Highway code rules
• Cycling to National Standards (Levels 1, 2, 3)
• Understand why cyclists do what they do
Reasons for participation

• ‘So now it’s sneaking its way towards Manchester, which is another reason. We haven’t been for it specifically but some suppliers have encouraged us to get it.’

• ‘…one of our bosses, is a keen cyclist so he’s pushing this cyclist lark.’

• Get ‘this sort of thing’ stopped
Perceptions

• ‘I’ve always said you get good drivers and bad drivers but you get good cyclists and you also get bad cyclists as well.’
Perceptions

• Who cycles?
  ‘hippies, tramps and fitness freaks’
• ’You just have dickheads that just don't give a sh*t about who else is on the road but themselves, and they think they can ride where the f*ck they want when they want, and however they want. Then, if there's an accident, they think they're always in the right... They think there's nobody on the road but them.’
• ‘...it would be a good exercise to get the cyclists doing what we do, even if it’s just driving. Obviously you’ll not be able to drive the wagon but sometimes sat in the cab... ‘There’s my blind spot,’
New understanding?

- I didn’t have a clue…
  ‘Why’s he pulling out there?’ You say, ‘Well he’s positioning himself in so he’s in a more commanding position.’ Yes, things like that.’

- ’It makes you more aware of a cyclist coming up the passenger side of you, and maybe you’re turning left. It just made me more aware of being extra careful with them.’
Changing attitudes

• ‘We all were in agreement that if there’s a cycle lane there use it but then at the end of it, it was like, ‘Yeah, I can see your point.’”
• ‘Like I say, because of our work, we're pretty much aware of stuff like that anyway. You just have a different view of cyclists. They're more vulnerable than maybe we thought before’.'
Changing practice

• ‘... and as was pointed out on the actual course, the reason for them riding in that group and maybe bunched up together is not to inconvenience the likes of car drivers, lorry drivers whatever it’s for their own safety. So, I put them in my mind and I give them a lot wider berth now as well...’
Experiencing vulnerability

‘We’re in a group of ten cyclists all with hi-vis on and this guy just completely shot right through the middle of us to make a left turn. So a different view of things altogether then.'
• ‘No, I drive a car but like I say, it goes back to that one I just can’t understand why people want to put their lives at risk when the bad drivers are on the road. ‘
What is a good cyclist?

• The National Standard?
• Doesn’t take up too much room? (Aldred 2013; Wesslowski 2014)
• ‘Ride fast and slalom around cars to avoid being pushed into the gutter’, ‘being brave’ (Daley & Rissel 2011)
• Plain clothes to challenge image of the ‘cyclist’

• ‘Proper cyclist’ with helmet and high vis to challenge the perception of risk taking attitudes (Aldred 2013)

• Non-conformity is indicative of a cycling city, drivers should anticipate this (Brailsford 2015)

• I want to de-Lycrafy cycling. I want to make it normal, something for everyone, something you feel comfortable doing in your ordinary clothes. (Borris Johnson 2013)
• Cycle training imposes a ‘normal’ on cycling
• Compare with driving, which is already highly codified and regulated.
• Requirement for competence is dependent on the cycling environment: a more benign environment may remove this need?
• But to discount training now would be to limit cycling to people with the skills, confidence, risk adverse nature...
Contacts and Publications

g.sherriff@salford.ac.uk
@graemesherriff
bit.ly/graemesherriff