

# RESEARCH SUMMARY

<b>Title</b>	<b>Developing a London cycling safety code</b>
<b>Objective</b>	To understand how a London cycling safety code/tips may be of benefit to London's cyclists and encourage them to ride more safely for themselves and others.
<b>Date</b>	<b>December 2010</b>
<b>Methodology</b>	Eight groups with London cyclists split by inner/outer London and level of experience.

## Key findings

- Cyclists quickly get into habits which are mainly driven by learning from observations and experiences on the road. Like most drivers, cyclists quickly develop a self-perception of 'being a good cyclist'.
- They generally agree on the need for 'good' behaviours on the road but at the same time justify their own rule-breaking behaviours.
- Whilst all agree in principle with the concept of a '*cycling safety code*', in reality the messages suggested by cyclists and evaluated in research contain no 'new news' and in any case cyclists tend to adhere to or breach the rules according to their own judgement.
- A simple code of conduct is unlikely to change their behaviours because they are deeply-ingrained at an early stage, and cyclists justify them rationally (as they see it).
- In order to change cyclists' behaviours, messages need to prompt Acceptance, Reflection and Adoption. They need to make cyclists re-examine their behaviours and work out for themselves why it's in their interests to comply.
- A more indirect method of changing the behaviours is required.

- **Job number:** 10001