# Proposed Engagement Strategy for Considerate Cycling in Edinburgh: Turning Negative Perceptions into Positive Actions

**University of Edinburgh**
**in partnership with**
**City of Edinburgh Council**

**Study Findings and Proposed Engagement Strategy**

**Stakeholders**

City of Edinburgh Council
Cycling Scotland
Cyclists
Heriot-Watt University
Local Businesses
Lothian & Borders Police
Neighbourhood Partnership Teams
Pedestrians
Safer Communities Teams
Schools
Scottish Canals
Scottish Government
Spokes
Sustrans
The University of Edinburgh

**List of Abbreviations:**


ATAP - Active Travel Action Plan

CRU - Central Research Unit

LPR - Local Planning Regions

SSRP - Sussex Safer Roads Partnership

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## Executive Summary

This report presents a strategy for considerate cycling on shared paths across the City of Edinburgh. Throughout Edinburgh there is a network of pathways that consists of paths with clearly separated lanes for cyclists and pedestrians, as well as paths without these demarcation lines. The strategy aims to engage all affected communities and potentially facilitate wide scale behavioural and structural change.

Cyclist and pedestrian behaviour on shared paths is a poorly researched field in comparison to studies of cyclist safety and motorist interactions. Previous and current campaigns have focused on areas of concern that were similar to those identified by this study, and include travel speed of cyclists, safety of pedestrians and a lack of awareness of other path users. Accordingly, emphasis was put on shared responsibilities for benevolent interactions on shared pathways. Our study therefore builds on existing strategies, first and foremost the Edinburgh Council's Active Travel Action Plan.

A student-led participatory approach was used to develop the engagement strategy we present in this report. Interviews with key stakeholders identified the interactions and underlying causes of conflict between users of shared pathways. The analysis of the interviews, in combination with the outcomes of a stakeholder focus group, allowed us to identify solutions to further improve mutual awareness and respect among all user groups.

The interviewees believe that considerate cycling is an important issue. They define considerate cycling as being aware of other path users, sharing responsibility and the two-way relationship between cyclists and pedestrians. Furthermore, the three main underlying causes of conflict that were identified are speeding and safety, lack of awareness and poor infrastructure. A hotspot map illustrates the location and type of incidents that were reported by interviewees.

The results indicate that conflict on shared paths can be explained in terms of influence on behaviour and attitudes. The issue is not only about safety, but also about the creation of a culture of awareness and mutual respect. Our strategy therefore aims to engage, educate and communicate in order to encourage the creation of more green spaces, more shared paths and a more relaxed environment in Edinburgh.

# Chapter 1: Introduction

The aim of this report is to propose a strategy for considerate cycling on shared paths across the City of Edinburgh. The strategy aims to engage all affected communities and potentially facilitate wide scale behavioural and structural change.

According to the Active Travel Action Plan, the goal of the City of Edinburgh Council is to have 15 per cent of all trips in the city made by bicycle by 2020 (City of Edinburgh Council, 2010). This will lead to an increase in the number of users on shared pathways, such as the Middle Meadow Walk and the Union Canal Towpath. In this report, we will be evaluating the relationships between the various shared pathway users, in order to develop a strategy that will promote considerate behaviour.

Several Neighbourhood Partnerships within the city have received complaints from their constituents about instances of inconsiderate cycling (such as speeding and cycling on the pavement). These Partnerships contacted the City of Edinburgh Council with a request for measures to address the situation.

This resulted in a student-led participatory approach that was used to develop the engagement strategy presented. Through interviews with key stakeholders, the interactions between users of the shared pathways were charted. The analysis of the interviews, in combination with a stakeholder focus group, were used to identify solutions to further improve mutual awareness and respect among the users of shared pathways.

The methods section first looks at examples of considerate cycling strategies implemented in other places around the world through a literature review. It then employs a combination of participatory methods, namely semi-structured interviews, a focus group session and interactive map which are explained in detail below.

The results were reported in three sections, namely interviews, a hot spot map (Figure 1.1) and a focus group. The interview section shows that more than a third of the interviewees believe that considerate cycling is an important issue. Moreover, considerate cycling was defined by most interviewees as having a focus on awareness, shared responsibility and the two-way relationship between cyclists and pedestrians. Furthermore, the three main underlying causes of conflict that were identified were speeding and safety, lack of awareness and poor infrastructure. The hot spot map identified 87 locations of incident reported by citizens of Edinburgh. The map shows what type of incidents they were and where they occurred (Figure 1.1).

The report concludes with a series of recommendations for strategies to promote considerate cycling on Edinburgh's shared pathways. The recommendations are shaped around the themes of engagement, communication, positive action, and future policy.
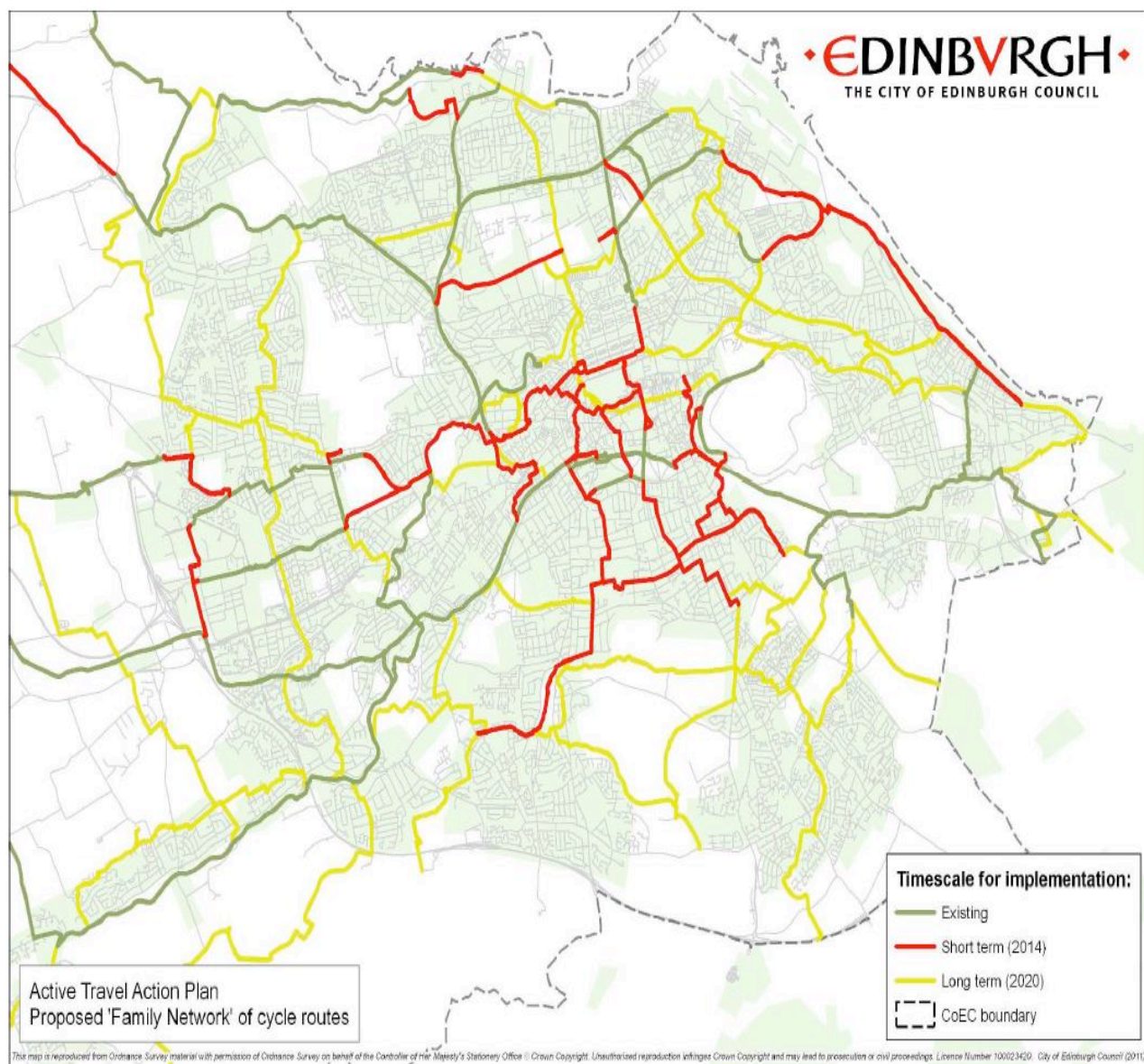
Figure 1.1: City of Edinburgh Council Map of existing and proposed cycle routes in Edinburgh (City of Edinburgh, 2010)

# Chapter 2: Literature Review

**Cyclist and Pedestrian Interactions**

There is a wealth of literature and research available on cycling safety issues and relationships between cyclists and motorists. In comparison, however, there are relatively few studies that focus specifically on cyclist and pedestrian behavioural interactions and shared path design. The review below draws on this past research, as well as on campaigns from councils and organisations and codes of conduct for path use. To discuss some of the key issues underlying cyclist and pedestrian attitudes and behaviours towards sharing paths and towards each other, this review recognises the growing interest in incorporating considerate behaviour messages in cycling strategies.

**Influences on Cyclist and Pedestrian Behaviour**

Examining the research available on the specific context of cyclist and pedestrian travel, it is clear that multiple factors influence individual behaviours and attitudes (Darlington Cycling Campaign, 2007). One such factor shown to be particularly significant is demographics (Darlington Cycling Campaign, 2007); for instance, older pedestrians and cyclists tend to have more concerns with safety provision and following laws and rules, whereas younger cyclists and pedestrians place higher priority on fast and easy travel experiences (Bernhoft & Carstensen, 2008).

Group attitudes towards other path users and norms of behaviour are also influential in determining responses to sharing paths. In a recent Australian study, resistance to blame was illustrated by both user groups. However, cyclists show a tendency to disagree with the statement 'cyclists using footpaths put pedestrians in danger' and pedestrians display a similar propensity to disagree with the statement 'pedestrians using cycle paths put cyclists in danger' (King et al, 2012, p.156). This demonstrates a tendency to rationalise one's own behaviour in comparison to that of alternative users when internalising risk and appropriate behaviour on paths.

Public perceptions of cycling have the potential to act as both barriers and facilitators in encouraging more people to take up cycling. A recent study by Daley & Rissel (2011) carried out qualitative research into public attitudes. The results showed that people had a tendency to think differently about individuals who cycle versus cyclists in general. Where some saw cycling as a 'clean and green' activity, 'healthy and fun', others see it as ''dangerous' or 'serious business'. Negative perceptions of cyclists were displayed from both some non-riders and some infrequent cyclists:

"There was a view among some of these participants that cyclists were the impostors in shared spaces and did not belong there. Interestingly, even some occasional riders were not accepting of cyclists on public roads, especially during peak hours. Regular riders however felt there was a general lack of knowledge about cyclists' legal rights." (Daley & Rissel, 2011, p.214)

The findings of this study indicate the potential for conflicting attitudes between not only cyclists and pedestrians, but also within each group, with a tendency to splinter into sub-groups connected to the

motives behind cycling, such as for recreation, commuting or fitness. These outcomes are supported by research carried out by the Scottish Executive CRU (2011), which highlighted the following aspects of cyclist perceptions:

"Cyclists generally regard themselves as equal to other road users; this status is not assigned to them by others.
"All respondents – cyclists and non-cyclists – readily admit that the failure of a small number of cyclists to observe the basic rules of the road when cycling, contributes to a poor perception of all cyclists.
"Research indicated a need for formal training to be offered to adult and child cyclists.
"Enforcement is needed as cyclist were not treated in the same manner as other road users (Scottish Executive CRU, 2011)"

This indicates the potential for tensions to arise both between cyclists and pedestrians and within both groups, requiring any strategy or campaign aiming to address behaviour on shared paths to acknowledge the diverging perceptions, attitudes and behaviours surrounding the issue of cycling.

The importance of local contexts and infrastructural provision is also recognised as an influence on behaviour, as shown in a case study of cyclist and pedestrian interactions on different types of shared surfaces, detailed in Box 1. The outcomes of this study highlight both the importance of space and path width in both determining behaviours and allowing both cyclists and pedestrians time to adjust to others around them (Atkins, 2012).

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**Box 1. Cyclist and Pedestrian Interactions on Segregated and Unsegregated Shared Surfaces** (Atkins, 2012)

This report was undertaken to study the interactions of cyclists and pedestrians on segregated and unsegregated shared surfaces. Using Cambridge and Norwich as case studies, the project team found that during the week there was more travel at peak times with most people travelling as individuals whereas at the weekend there were more people travelling in groups throughout the day. These different activities had an influence over the behaviour of user groups in relation to observance of path segregation.

An interesting finding from this study was that pedestrians travelling in groups are less likely to adhere to segregation of paths than when travelling as individuals and that larger groups tend to have some of their party walking in the cycle lane. They found that segregation was not effective as the number of users increased, as groups of pedestrians or cyclists started to use the full width of the path, irrespective of where it was divided (Atkins, 2012).

The speed that cyclists travel on shared surfaces was found to be similar on segregated and unsegregated paths. Cyclists speed decreased as the number of pedestrians on unsegregated paths

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increased. In general, cyclists' speed is determined by the number of people using the path and the nature of the path itself (Atkins, 2012).

"On shared use routes, segregating cyclists and pedestrians reduces the width available to each user group. This reduction could have implications for the level of comfort for all users", although this would depend in the dimensions of a specific path and the number of users (Atkins, 2012:5). The case study of Norwich found that users were less comfortable on segregated routes. Atkins found that there were more agreement on considerate behaviour by users on unsegregated routes, as users were forced to interact with each other and the need to interact was more clear. This study also found little difference in the number of collisions between segregated and unsegregated paths.

The main causes of conflict in the Norwich and Cambridge case studies were related to users adjusting to each other's presence, for instance slowing down or changing direction. Space was also an issue as there were more incidences of conflict on narrow unsegregated paths. As the capacity and width of the path increases, conflict is likely to decrease, regardless of whether the path is segregated or not (Atkins, 2012).

**Safety concerns**

Accidents occurring between cyclists and pedestrians are relatively rare in comparison to road traffic incidents, although safety is a concern often cited by pedestrians when discussing sharing paths with cyclists (Darlington Cycling Campaign, 2007). It is perhaps unsurprising that pedestrians generally experience more severe injuries as an outcome high speed accidents (Graw & König, 2002). Therefore, the behavioural influences, perceived barriers and safety concerns indicated above, demonstrate some awareness of cyclist and pedestrian interactions through past research. The validity of such considerations are demonstrated further through the increasing attention being paid to behaviour on shared paths at a city and local community level, as explored below.

**Past and Current Campaigns**

The issue of Considerate Cycling on shared pathways, often incorporated into broader strategies encouraging cycling and addressing cyclist and motorist interactions. This is seen through the work of local organisations, action groups and town councils. This is done by laying down guidelines and information on rights of way for all users to ensure a safe and pleasant environment that encourages more active lifestyles. Campaign material and guidelines are widely available, such as the Campaign for Considerate Cycling (Campaign for Considerate Cycling, 2012) and the successive campaigns of local cycling organisations, such as Spokes (Spokes, 2013) in Edinburgh. Campaigns such as these are emphasised at a community level; for example, the London Canal's 'Two-Tings' campaign (British Waterways London, 2007) which focuses on providing information on towpath use, rights of way and appropriate conduct for both pedestrians and cyclists.

**What is Considerate Behaviour on Shared Paths?**

There is no single definition of what constitutes considerate behaviour by shared path users. However, existing campaigns, such as Campaign for Considerate Cycling, highlight certain key aspects of behaviour they seek to promote considerate cycling. as shown below in Figure 2.1 (Campaign for Considerate Cycling, 2012).



Figure 2.1: Describing Considerate Cycling (Campaign for Considerate Cycling, 2012)

It can be seen then that considerate cycling incorporates a number of different actions and behaviours, and this is also reflected in codes of conduct advising both cyclists and pedestrians on good conduct on shared paths.

**Codes of Conduct**

There have been a number of codes of conduct concerning effective and safe ways of cycling, made for shared paths, towpaths and parks in which cyclists and pedestrians interact. For example, the Pathway Code by the Royal Parks UK advises cyclists to be considerate and remind them that pedestrians have priority over all users. A speed limit of 5mph is suggested in order to provide for sufficient reaction times in unpredictable situations. Using bells to make their presence known is also recommended.

An advisory section of the Highway Code also sets out a basic outline for how cyclists should go about cycling considerately on shared surfaces, as shown in 'Rules for Cyclists: No. 62' below:

"Cycle Tracks: ...When using segregated tracks you MUST keep to the side intended for cyclists as the pedestrian side remains a pavement or footpath. *Take care when passing pedestrians,*

*especially children, older or disabled people, and allow them plenty of room. Always be prepared to slow down and stop if necessary...*"(Highway Code, 2013)

Some organisations have developed more detailed codes of conduct, which outline more specific behaviours that can lead to shared paths being used more effectively. (See Appendix A for a more detailed example of specific behaviours that are seen to contribute to considerate cycling)

The issue of who has priority on shared paths is also one that is frequently discussed, with recognition of the effects that understandings of right of way and priorities have on how people react to others. In general, there is no rule that cyclists should give way to pedestrians on roads or shared paths, and no rule for pedestrians to give way to cyclists. However, because bicycles are considered a vehicle they are generally more regulated than pedestrians, and cyclists can be fined for cycling carelessly or without consideration for others. Pedestrians cannot be fined for walking carelessly or without consideration for others and this not deemed an offence. (See Appendix B for more on priority on shared paths)

**Education and Training**

Many campaigns aimed at encouraging more people to take up cycling incorporate education and training into their overall strategies, with emphasis on enabling cyclists to be safe, aware and confident in their travels. Whilst not the main focus, promoting considerate behaviour also plays a role in some such initiatives. For example, The City of London offers "subsidized training in safe, confident and considerate cycling" for those keen to improve their cycling skills and receive advice about cycling within a busy city (City of London, 2012). The opportunities that raising awareness of cycling rules and regulations can have to help promote respectful behaviour between cyclists and pedestrians is also recognised, such as through emphasising that cycling on footways is an offence (London Borough of Richmond on Thames, 2010).

In Scotland, the main training at school level is through Bikeability Scotland, a version of the cycling proficiency test (Cycling Scotland, 2013a). This training is focused on preparing children for cycling on the roads, and involves different levels of training, focussed around safety and confidence building (See Appendix C). Cycling promotion and education through school campaigns, such as Sustrans' 'I Bike' campaign, operates in 12 schools across Edinburgh as well as other parts of Scotland, also aims to help create a cycling culture, incorporating responsible and respectful road use from young ages (Sustrans, 2011).

Cycling Scotland (2013b) also offer training courses for adults, focussed on training adults who wish to commute to work via cycling and want to regain their confidence and cycling skills. This involves learning how to maintain a bicycle and make minor repairs, as well as how to cycle on roads and plan journeys. As with the training for those of school age, this focuses on training in terms of road safety and building confidence interacting with road vehicles.

The Bike Station Edinburgh is accredited as Scotland's first cycle training centre (Bike Station, 2013). They run a number of courses, for groups and individuals of any ability level, about cycling safety and bicycle maintenance. Their courses do refer to some training on shared surfaces, as the description of the courses says it teaches participants to cycle on city roads but also the cycle network (Bike Station, 2013). It is well recognised that through face-to-face engagement, education and training can offer benefits for promoting cycling in general, whilst also helping to foster positive attitudes and behaviours towards other cyclists and other road users. However, there is considerable lack in the availability of training for cycling on shared paths.

**Considerate Cycling Campaigns: Edinburgh**
Campaigns have been undertaken in Edinburgh to promote considerate cycling in the past, some of which by Spokes, an organisation that campaigns for better conditions for cyclists in Edinburgh and the Lothian region. The Bike Polite Campaign was launched by Spokes in 2007 in response to the growing number of cyclists in Edinburgh and complaints that the organisation had received about some instances of inconsiderate behaviour from both cyclists and other path users (Spokes, 2007). This campaign involved the distribution of reflective slap bands for cyclists to wear, which were printed with the Bike Polite code, concerning 5 key issues aspects of considerate cycling. These were behaviour on shared paths, on footways, at traffic lights, cycling after dark and cycling on canal towpaths. The campaign was later repeated in Glasgow in 2008 (Spokes, 2007). The campaign encourages positive interactions and friendly communication between path users.

Spokes have also worked with the Bike Station in Edinburgh to promote considerate behaviour through the distribution of promotional leaflets (Spoke, 2010, 2013). These are distributed across the city to Spokes' members as part of their bulletin, and through bike shops and libraries. The campaigns are focussed on both cyclists and other road users rather than targeting one group (Spokes, 2013).

Local Authorities are also incorporating the issue of conduct on shared paths into their wider cycling safety and active travel campaigns. For example, in Sussex, the Sussex Safer Roads Partnership (SSRP) is incorporating considerate behaviour into their recent promotion of safe cycling, through a collaborative effort between local Councils and local police to allow for cycling offences, through enforcement of driving and cycling offences, and drawing attention through the promotion of codes of conduct on roads and shared paths for all users (SSRP, 2009). However, guidelines provision is little examined; this is likely influenced by the recent nature of many such campaigns, and the difficulty in assessing the effectiveness of specific campaigns. Also, given that as the number of cyclists and pedestrians increase, the number of complaints inevitably also increases (Bike Polite).

**Events, Engagement and Social Media**
Building awareness through promotional materials is common, but by no means the only method of encouraging considerate behaviours; events can act as a way of interacting directly with cyclists and pedestrians on shared paths. For example, The Royal Parks in London is showing signs of success in engaging with cyclist needs by holding consultations with the parks' users through event weeks,

involving bike maintenance, information provision, surveys and face-to-face engagement with cyclists, through which they gain valuable feedback (The Royal Parks, 2011).

Further potential to better engage with shared path users lies in utilising the power of social media new campaigning tactics. For example, in London, 'flash mobs' were used by cycling campaign groups to protest the city's approach to cycling, and were quite successful in doing so (Guardian, 2011). Flash mobs are events which use a group of people to suddenly assemble and perform an unusual and organised piece in order to draw attention. The Dublin model saw the cooperation of local cycling campaign groups, residents, the police and the city council to stage a flash-mob in 2011, raising awareness and demonstrating the importance and desirability of considerate cycling (Dublin Cycling, 2011). Brighton & Hove City Council's approach was similar, though tailored to greater pedestrian care and diligence (Brighton & Hove City Council, 2012). In both cases, publicity of the events in local media (98FM, 2011) and social networks (Youtube, 2011), before and after they happened. Aberdeen City Council also found flashmobs particularly good at reaching young people (Aberdeen City Council, 2010). Academic research corroborates this finding, and reveals that flash mobbing has the most profound effect on those participating and involved (Gore, 2010). As such, the benefits of adopting this kind of participatory approach could be substantial.

A further opportunity to tap the immense reach of playful online campaigning is demonstrated in Dutch artist Lepe Rubingh's work, in which 500 litres of colourful water-based paint is spilled onto a busy intersection. Pedestrians, cyclists and motorists, each walking across a corresponding colour, create a collage that demonstrates visually the shared nature of the space and the ways in which considerate individual action leads to fruitful collective outcomes (Painting Reality, 2011). Playful, local actions have the ability to generate collaborative approaches that can be more successful than the old imperatives meted out in traditional media (Silva and Hjorth, 2009).

By remaining playful, and bringing together relevant stakeholders, it is possible to demonstrate the possibility and desirability of considerate attitudes to shared surfaces. It may be quite possible to replicate the successes of Dublin and Brighton City councils, and more effectively advertise these events with a visually distinctive viral video publicised online.

**Summary**
Whilst cyclist and pedestrian behaviour on shared paths is not a well-researched field in comparison to studies of cyclist safety and motorist interactions, campaigns to address the issue are becoming more common. Highlighting the need for polite behaviour from both parties, including cyclist speed, use of bells and considerate passing on paths, as well as laying down general rights of way of the path or area in question are important aspects and tools in promoting considerate behavior. Such campaigns tend to be informational, based around leaflets, posters and direct communication with path users, with events being used less frequently to attract attention and engage with both cyclists and pedestrians more interactively, but offering significant potential in providing more interactive and memorable means of garnering attention and engaging with a wider audience on the issue.

# Chapter 3: Methods

The research approach employed was a combination of participatory methods, including semi-structured interviews, a focus group session and an online survey and interactive map which are explained in detail below.

**Semi-Structured Interviews**

The primary method of data collection was semi-structured informal interviews. An initial stakeholder analysis identified the key stakeholders groups. Each of these groups was then further sub-divided and analysed in terms of interests and influence so that specific individuals could be identified and interviewed.

Teams were formed around each stakeholder sub-group. Each team developed interview schedules which included both general questions which were relevant to all stakeholders and questions which were of specific concern to a given stakeholder group. The general questions were collated so that there was uniformity across interview schedules where appropriate. The stakeholder specific questions were then added to give a complete stakeholder specific schedule. All interview schedules abided by the pertinent ethical guidelines and included an explanation of the aims of the interview and a request for consent in using responses given as basis for the strategy. Interviewees were also consulted about what level of anonymity they expected for the final report. Every member of the group then contacted at least two stakeholders to interview. These interviews were conducted at a time and place agreed upon by both the interviewer and interviewee. On completing the interview, each interviewer completed a short report detailing the responses (where consent was given) and potential insights of significance for the development of an engagement strategy.

In view of the wealth of qualitative information drawn from interviews, a combination of qualitative and quantitative approaches was adopted to analyse the interview data. A qualitative process of "Coding" was used to analyse all the interview information collected. In this method, the interview information was first categorised into four overarching themes; Perception of issues, Definition of Considerate Cycling, Underlying Causes of Conflict, Past/Current and Future Strategy Development. The responses of interviewees were then analysed and coded using representative keywords which best captured the issue in question. In order to identify a general pattern for each theme amongst the interviewees, the frequency of the occurrences of each of the codes were calculated and compared. This analysis approach enables data to be summarised, by identifying common features that occur frequently across the data, and segregated; disentangling confounding factors that obscure the main qualitative findings (Abeyasekera, 2002). However, prudent care has been taken as to avoid overgeneralization of the results using quantitative terms. As such, qualitative analysis of the interview information was also conducted by identifying key points for consideration provided by interviewees and presented together with the quantitative data.

A detailed discussion of the interview outcomes is provided in the discussion section (chapter 5) below.

**Map of Perceived Problem Areas**

A map was created using the online map-creating site Zeemaps, which was used to determine which areas in the city are most problematic in terms of pedestrian-cyclist interaction. Instructions were provided on how to use the map. Both were then posted on the group website with a request for the email and link to be distributed via email. A large number of people have responded to the email and have posted many different incidents on the online map. This map shows the various points throughout the city where there are perceived issues (see chapter 4 results).

**Focus Group**

Key stakeholders participated in one focus group with the aim of advancing the strategy suggestions derived from the semi-structured interviews. These stakeholders included cyclists, pedestrians, local authorities, facilitators (i.e. local institutions) and other users (i.e. Spokes, Sustrans etc.) The focus group was designed to help determine the overall strategy for the considerate cycling project. The final strategy was decided upon through a deliberative process whereby the outcomes of the initial interview process were discussed by the group. The recommendations from the focus groups were combined with the results from other participatory methods to produce the final engagement strategy.

# Chapter 4: Results

In this section, the results of the interview, the hot spot map and the focus group will be presented.

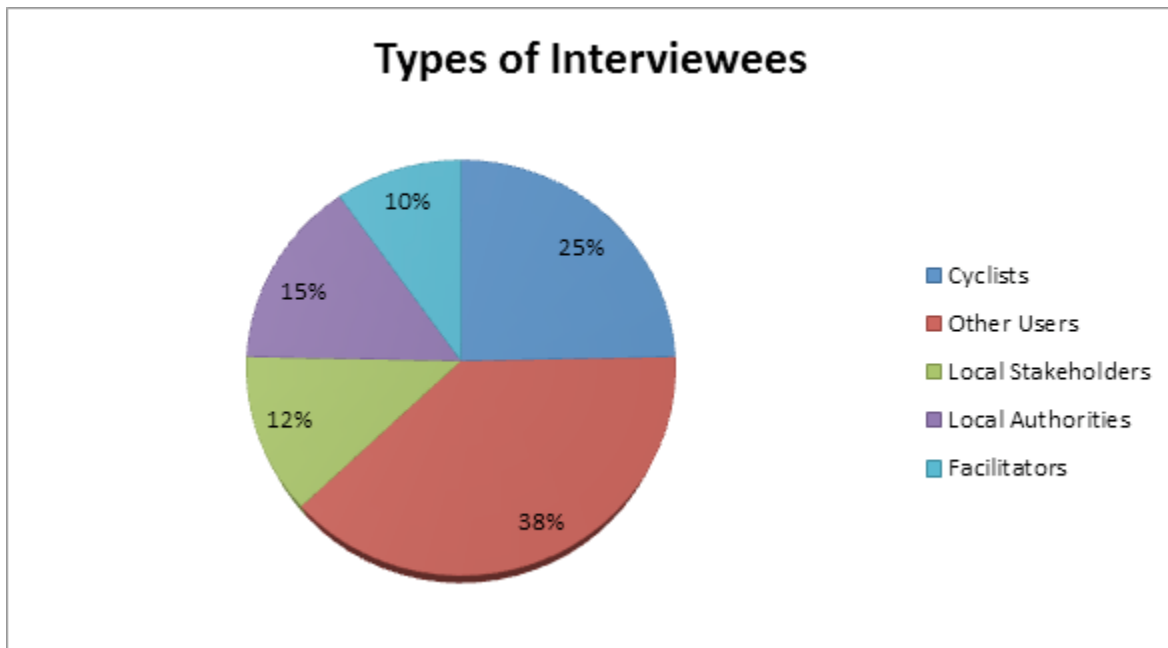**Results of interviews conducted on considerate cycling**



Figure 4.1 Interviewees per stakeholder group

| Group | Types of Interviewees |
|---|---|
| Cyclists | Cyclists (commuters, leisure, etc.), bike shops, Spokes, Cycling Scotland, Critical Mass Edinburgh, victims |
| Other Users | Pedestrians, students, dog walkers, parents, victim, motorised vehicle users, nursing home, joggers, homeless shelter manager and resident, local residences, horse rider |
| Local Authorities | The Scottish Government, Edinburgh Council, police, Neighbourhood Partnership Teams, Safer Communities Teams |
| Facilitators | Scottish Canal, Sustrans, manager of Lothian Buses, bus driver |
| Local Stakeholders | University of Edinburgh, University of Heriot-Watt, local businesses, schools |

All the interviews included questions covering the following themes:
1. Perception of considerate cycling issues
2. Definition of considerate cycling
3. Underlying causes of conflict
4. Past/Current and Future Strategies

*[NOTE: The following expressions are those of the interviewees and have been paraphrased or quoted directly where appropriate; words in [..] indicate quotes from those particular stakeholders].*
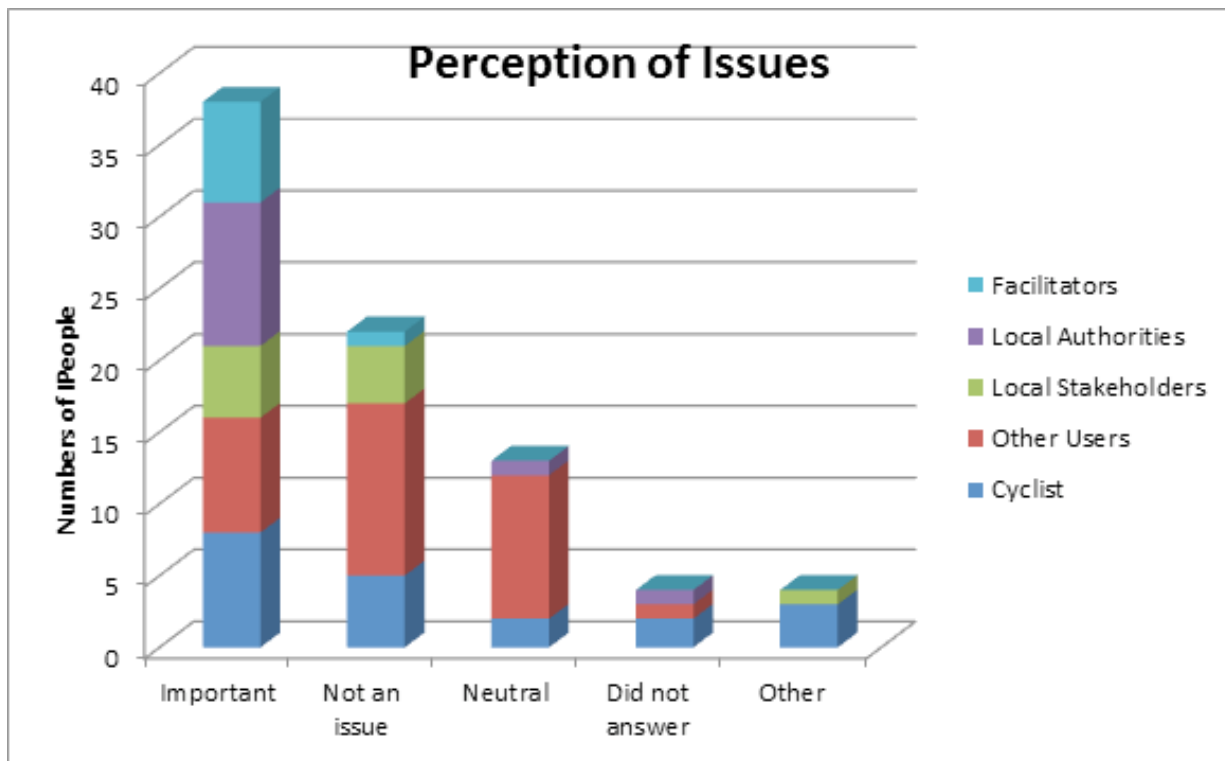
**Perceptions of Considerate Cycling Issues**



Figure 4.2 Perceptions of considerate cycling issues across stakeholder groups

Various perceptions of inconsiderate cycling emerged through the interviews with different stakeholder groups. As shown in Figure 4.2 above, more than one third (38) of the interviewees judged considerate cycling to be an important issue. However, 22 of the interviewees did not perceive it to be an issue. The other respondents did not answer, gave different answers or held a neutral opinion on the subject.

The proportion of stakeholders that expressed each perception is also shown in Figure 4.2. Out of the total 38 those who perceived inconsiderate cycling as an important issue, the local authorities group accounted for the largest proportion (10 interviewees). Out of the 22 people who did not view inconsiderate cycling as an issue 12 were other users, 5 cyclists, 4 local stakeholders and 1 facilitator. The majority of those that held a neutral opinion on the subject were those in the other users group. There were 4 people who chose not give an answer and 4 gave other answers, 3 were cyclists, and 1 was a local stakeholder.

The cyclist and other users groups that incorporate the majority of interviewees had relatively balanced perceptions of whether considerate cycling was an issue or not.  Local stakeholders had a similar distribution of responses whilst the majority of the interviewees from the local authorities and facilitator groups considered it to be an important issue.

On the whole, a relatively large number of interviewees saw inconsiderate cycling as an important issue, spread across all of the stakeholder groups. However, a significant proportion communicated that they did not perceive inconsiderate cycling as a serious issue.
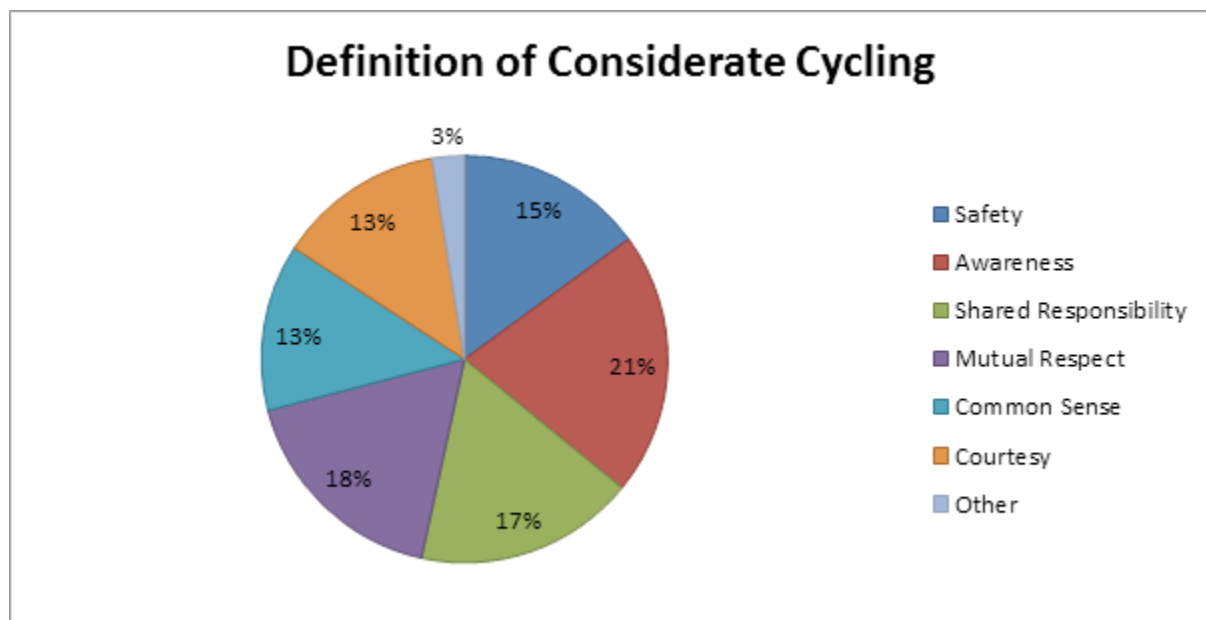
**Definitions of Considerate Cycling**



Figure 4.3 Definitions of considerate cycling across stakeholder groups

The interviewees defined "considerate cycling" using different terms.  These have been coded into 7 categories as follows: Safety, Awareness, Shared Responsibility, Mutual Respect, Common Sense, Courtesy, and Other. The percentages were calculated based on the frequency of the codes identified from the interview reports.

Based on the interviews, the majority of the participants (21%) considered "considerate cycling" as being equivalent to "awareness". The expressions coded under "awareness"  included those that mentioned awareness of the surrounding area incorporating traffic, other users including cyclists and pedestrians as well as signage.  This also included users being aware of their presence and proximity to others using the space.

"Mutual respect" was the second most identified (18%) term used to define considerate cycling by interviewees. The expressions included under "mutual respect" were those referring to respect amongst

all road users and about respect being needed from both sides of interactions.  This also included respect of the right of way.

17% of interviewees understood considerate cycling as being about "shared responsibility". The expressions coded under "shared responsibility" included those that described the problem, and the causes of conflict, as laying with both walkers and cyclists and about the two-way relationship and responsibility of these groups.  This included feelings that cyclists have the most responsibility to act with care, due to their speed, but all path users have a responsibility to be aware of those around them. "Safety" was indicated by 15% of interviewees as being something closely related to considerate cycling. These expressions included concerns about safety issues surrounding cyclists travelling too fast on the shared paths.

13% of all interviewees defined "considerate cycling" as "courtesy", including staying on the path that is designated for cyclists, not riding too rashly, considering his/her actions in relation to other road users and thinking about the situation from other road users' point of view.  This section also included views that considerate cycling is about cyclists not making people's life difficult, staying out of their way and being nice to them as well as avoiding putting pedestrians at risk. 13% of interviewees defined "considerate cycling" as "common sense".  One of the responses included under "common sense" is "multi-use paths are multi-purpose and their proper use is the responsibility of the individual. It is common sense".

Finally, 3% of the interviewees' responses were coded under "other". Those responses included considerate cycling being described as cyclists being observant of and sticking to a set of rules and in some cases the need for cyclists to follow the same rules as cars.  This section also included inconsiderate cycling being defined as anti-social and emerging from a lack of education amongst cyclists that could also be a reaction to their lack of protection from authorities.
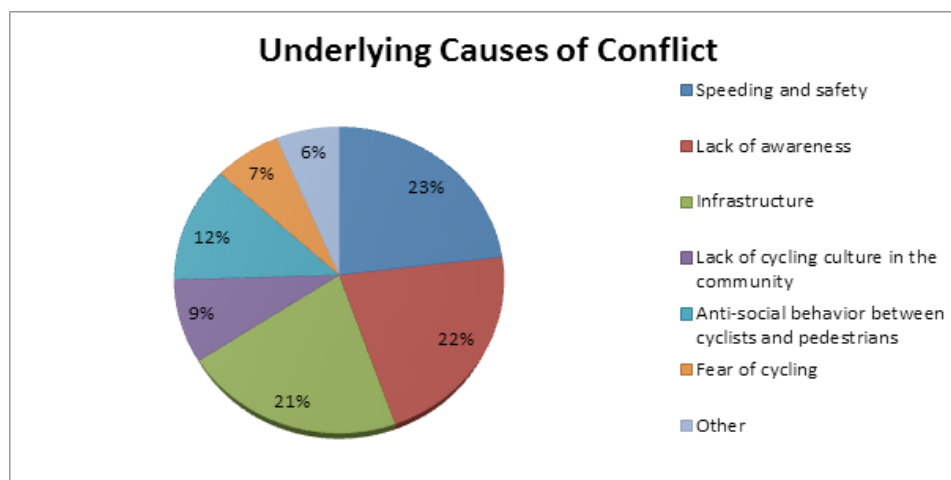
**Underlying causes of conflict:**



Figure 4.4 Underlying causes of conflict identified across stakeholder groups

*NOTE: For the category of 'underlying causes of conflict', the most frequently recurring reasons have been used to find out which are the factors most commonly understood by people as underlying causes. The causes are coded into 7 categories: Speeding and Safety; Lack of Awareness; Infrastructure; Lack of Cycling Culture in the Community; Anti-social Behaviour between Cyclists and Pedestrians; Fear of Cycling; and Other.*

As can be observed from the pie chart above, the most frequently cited reason behind pedestrian-cyclist conflict is "Speeding and Safety". This problem is the most prevalent reason with 23% frequency. Most interviewees believed that the high speeds at which some cyclists travel lead to conflicts between them and the other shared pathway users. This reason is closely followed by "Lack of Awareness" at 21%.

From the information gathered through the interviews, the following were some of the key descriptions given for "Speeding and Safety" and "Lack of Awareness":
·    There is a safety issue with cyclists traveling too fast on the shared paths.
·    Cyclist speed is a particular concern for pedestrians and runners.
·    The problem is experienced by both pedestrians and cyclists and cannot be attributed to just one of these groups.
·    There is a general lack of awareness, e.g. using earphones acts as distraction.
·    Groups of people spread across path with no awareness of what is coming from behind are problematic, as are dog walkers with dogs not on the leash.

"Infrastructure" requirements are found to be the third cause of conflict at 20%. Some of the common explanations given for this reason are as follows:
·    Incidents are prone to occur due poor cycling infrastructures.
·    There is a safety issue with cyclists traveling too fast on the shared paths.
·    Better maintenance of shared paths is needed.
·    There is insufficient information on using shared paths.
·    Adequate infrastructure is needed to promote considerate cycling because there is no clear demarcation.
·    The cycling lanes are not segregated. Cycling is unsafe unless there are physical barriers.

The next underlying cause is "Anti-social Behaviour between Cyclists and Pedestrians" at 13%.  The most common explanations given regarding this factor are as follows:
·    Going through red lights and speeding.
·    Tackling inconsiderate cycling is tackling the problem of the anti-social behaviour of a minority.
·    Both pedestrians and cyclists can be the cause of conflict, with cyclists cycling too quickly and pedestrians being unaware of cyclists.
·    Inconsiderate behaviour is a two-way relationship between cyclists and pedestrians, both are responsible.

At 9%, "Lack of Cycling Culture in the Community" has been stated as an underlying cause. The common views of the interviewees regarding this are as follows:

·       Creating a better coexistence between cyclists and pedestrians can help to achieve behavioural change through initiatives that aim for the creation of a cycling culture in Scotland.

·       [Local Authority] There is no cycling history in Scotland as elsewhere in Europe, which can lead to conflicts.

The second least frequently stated cause is that of "Fear of Cycling" at 7%, mainly due to the unfavourable conditions existing for cycling. The last 6% is a combination of "Other" causes mentioned by the interviewees which have been grouped together since they were not stated as frequently as the rest. These other causes are as follows:

·       No clear, defined, known rules for cyclists.

·       Co-operation from different stakeholders is needed.

·       A more participatory approach is necessary to engage all stakeholders to resolve issue.

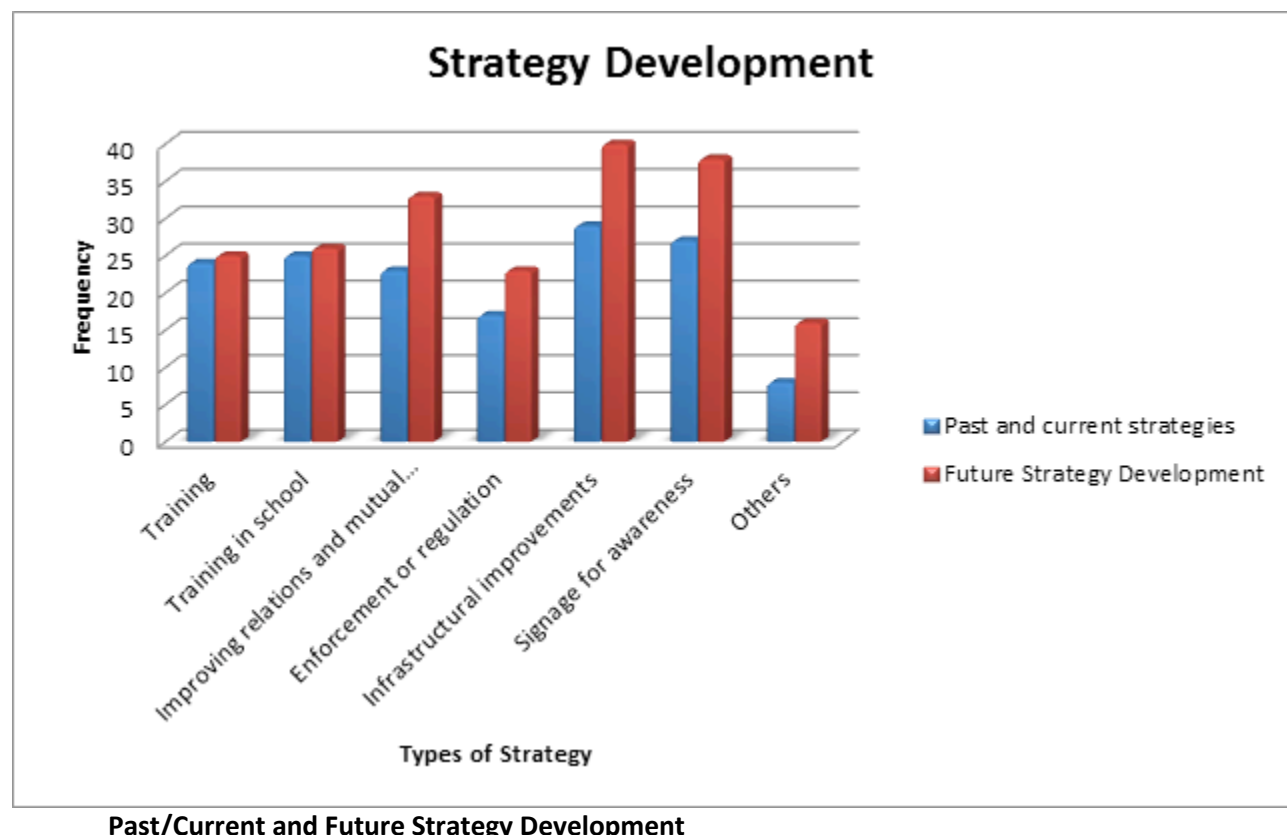·       There is no method to identify individual cyclists who break rules.



**Past/Current and Future Strategy Development**

Figure 4.5 Potential areas for strategy development identified by stakeholder groups

*NOTE: The interviewees have chosen one or more strategies. These perspectives have been coded into 7 categories: Training, Training in School, Improving Relations and Mutual Understanding, Enforcement of Regulation, Infrastructural Improvements, Signage for Awareness and Others. The data was calculated based on the frequencies of codes identified from the interview reports.*

Past and current strategies show "Infrastructural Improvements" as the most frequent strategy with a frequency of 29. This is followed by "Signage for Awareness" (27) and "Training in School" (25). The least coded categories are "Training" (24), "Improving Relations and Mutual Understanding" (23), and "Enforcement of Regulation" (17).

Some of the past and current strategies mentioned by the interviewees were distributing leaflets, imposing fines, and various social marketing strategies.

For future strategy development, the interviewees noted "Infrastructural Improvements" as the highest type of development needed, with a frequency of 40. This is closely followed by "Signage for Awareness" (38). "Improving Relations and Mutual Understanding" (33) is also very frequently stated. Interestingly, "Training" (25), "Training in School" (26), and "Enforcement of Regulation" (23) are least stated by the interviewees.

The expressions from the interviewees regarding future strategies are as follows:
  i. Training and Training in schools:
     · Extra cycle training to educate children and international university students
     · Training for drivers and cyclists
     · Establish more doctor bikes to improve cyclists confidence
     · Training won't make a difference to common sense and general awareness

  ii. Improving relations and mutual understanding:
     · All respondents are in agreement that pedestrians have right of way on shared paths and the promotion of cycling given adequate infrastructure.
     · One respondent emphasized the trade-off between cycling as an attractive option and achieving perception of safety on shared paths.
     · Have mutual respect
     · Role model for positive interaction between pedestrians and cyclists

  iii. Enforcement or regulation:
     · Soft ('Stop and Speak') enforcement
     · Enact a strict set of rules such as speed limits
     · Government promotes raising awareness of people by providing public information and introducing more strict regulations for both cyclists and car users
     · Reinforcing rules in a non-punitive ways

· More active promotion of considerate cycling by cyclists, not police or Council.

· No police enforcement desired, mostly about social and cultural issue.

    iv.      Infrastructural improvements:

· Improving path conditions (fix potholes on streets and pathways, clean up obstacles on streets, keep up the maintenance of painted pathways, install lighting on canal towpath etc.)

· Clearly demarcating shared paths

· Widening paths and/or segregation of pathways

· Increasing the number of shared paths

· In some cases explicitly designating a cycle lane, next to a foot-way, can lead to new unhelpful norms of cycling behaviour developing, such as travelling at excessive speed.

    v.      Signage for awareness:

· Signage that is prominently placed for users, such as Information boards

· A positive image campaign

Some of the interviewees mentioned who should be targeted with the above strategies. For example, specifically cyclists, pedestrians or motorised vehicle drivers.

**Results of Map of Perceived Problem Areas**

The map below indicates the 'hotspots' in the City of Edinburgh where cycling conflicts occurred. A total of 87 conflicts were identified from the online survey and are categorised as follows. *(NOTE: The grey areas denote locations for further investigation due to lack of information)*

*Source: Zeemaps, 2013.*
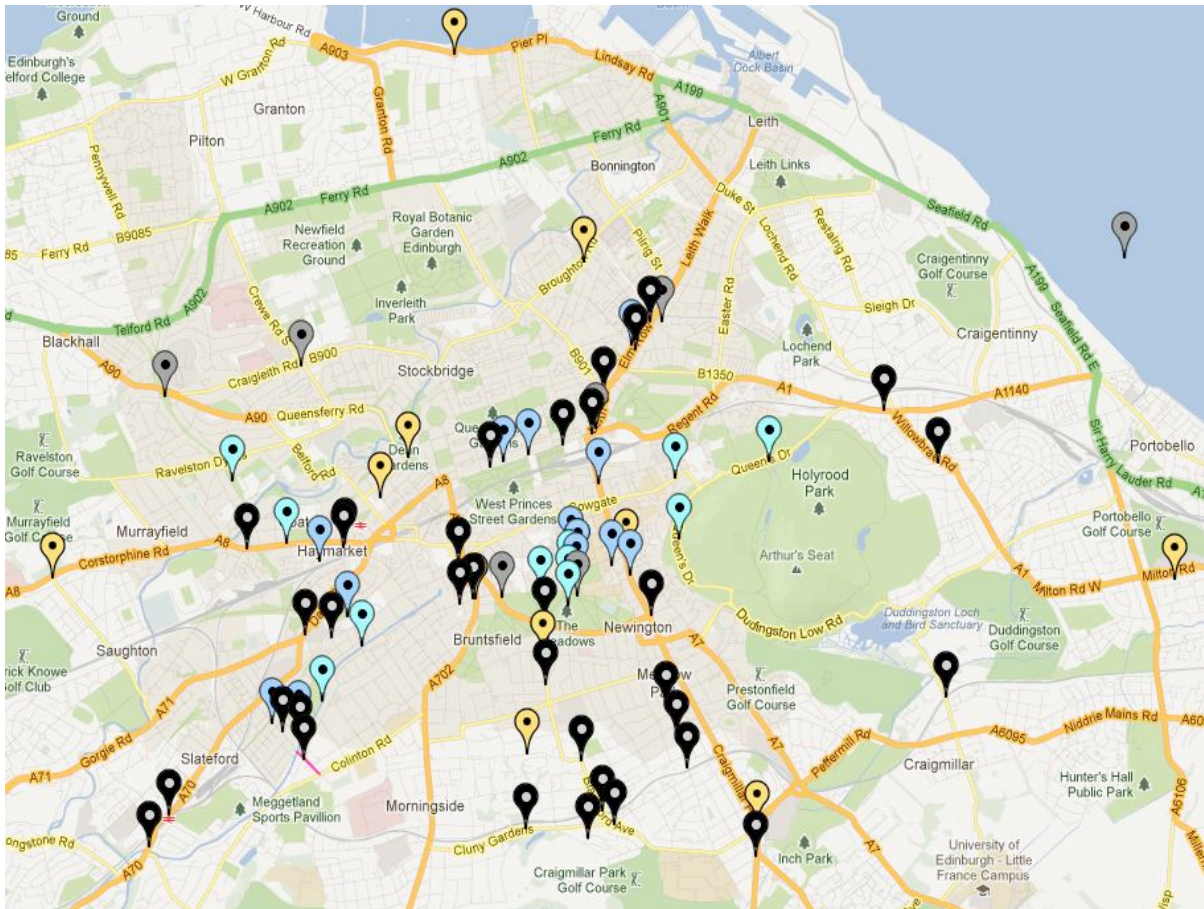


| Marker's Colour | Types of conflict | Number of conflicts |
|---|---|---|
| Light blue / Aqua | Shared path conflict | 11 |
| Sky Blue | Pedestrians/cyclist conflict | 14 |
| Yellow | Car related | 15 |
| Black | Infrastructure, traffic rules | 36 |
| Grey | Unspecified conflict | 11 |
| **Total** | | 87 |

# Chapter 5: Discussion/Implications of findings

The interviews conducted found that the relationships between cyclists and pedestrians are influenced in a number of ways. Although the literature suggests that there is a clear division between different generations concerning attitudes towards cycling, the results did not confirm this. This can be explained by the fact that many older people also had experience as cyclists, and so could identify with the motivations behind their behaviour. However, in terms of group attitudes, anti-social behaviour of cyclists is considered an important contributor to misunderstanding of social norms on shared paths. Nevertheless, it must not be neglected that the acts of pedestrians are sometimes similarly perceived as anti-social by cyclists. One of the sources of annoyance for pedestrians is a perceived lack of awareness on the cyclists' side. Less frequently, this was also reported about pedestrians making use of shared paths. Although not given high priority by respondents, an overall lack of a cycling culture in Edinburgh is considered to contribute to misunderstood relationships.

As the literature suggests, infrastructural provisions also affect the views of pedestrians and cyclists on shared paths. This was confirmed by our results, which suggest that everyone would benefit from increased availability of and access to information about cycling and better maintenance of roads. Although it has been mentioned before that segregation of paths would not be effective, some respondents felt that the opposite would be true. Most importantly, although this falls outside the scope of this study, respondents agreed that an adequate infrastructure for cycling is lacking in Edinburgh, and that one of the prerequisites for improving considerate behaviour is to better facilitate cycling.

The most frequently cited reasons behind pedestrian-cyclist conflict concern safety. Therefore, a strategy for considerate cycling ought to address and reduce the underlying causes of unsafe road use. Moreover, it ought to change the perception that interactions on and the use of shared paths is unsafe.

Previous cycling strategies pick up on most of the issues that are central to the findings of this report. Past and current campaigns, such as considerate cycling initiatives by Spokes, are largely consistent with the main findings of the interviews conducted. The major concerns that were expressed by the interviewees centred around the impact that speeding cyclists have on the safety of pedestrians on shared paths, which is explicitly addressed in the Spokes campaign. The various codes of conduct by both government and non-government organisations, including the Highway Code 2013 and the Sustrans Code of Conduct make explicit reference to promoting a general sense of awareness, as well as mutual respect between cyclists and pedestrians, which were found to be the other major concerns of the interviewees. These additionally address underlying issues of antisocial behaviour between user groups, and aim to overcome these difficulties.

While there are various cycling training and education campaigns in place in Edinburgh already, every event, course or campaign promoting a culture of cycling, as well as increased safety and respect can become highly appreciated by the community. Playful promotions on polite conduct on pathways, such as the "Victorian Etiquette Extravaganza" on Regent's Canal in London (Debrett's, 2010), again tapped into areas the interviewees defined as anti-social behaviour on behalf of both pedestrians and cyclists. The implications for the development of a community engagement strategy are clear; the focus cannot lie on cycling alone, but on considerate behaviour *per se*, of everyone that is using a shared path, from dog walkers to joggers, cyclists and groups of pedestrians.

# Chapter 6: Strategy

**Engaging Edinburgh through inclusive communication and positive actions**

Contained herein is a strategy for considerate cycling in Edinburgh. Innovative, engaging and different options have been considered to produce a dynamic strategy suited to the needs of the city. The designs and proposals are based on research available in the literature and results from the survey conducted, as well as the Transport 2030 Vision (City of Edinburgh Council, 2010) and the Active Travel Action Plan (ATAP) (City of Edinburgh Council, 2010b).

The guiding principle has been the Transport 2030 Vision: "By 2030, Edinburgh's transport system will be one of the *greenest*, *healthiest* and *most accessible* in northern Europe". This principle informs our vision for the strategy, that Edinburgh ought to have:

*More shared paths, more relaxed people, better relationships*

The strategy envisaged is multi-tiered, addresses the diverse needs of stakeholders, and extends into the long term. Our two main action points to deliver the Transport 2030 Vision are positive communication and inclusive actions.

The survey was designed to be as participatory as possible in order to facilitate more engagement from the breadth of user groups involved in considerate cycling in Edinburgh. This strategy was developed through a process of semi-structured interviews, then confirmed and amended through a focus group, in which nearly all stakeholder groups were involved. These user groups included the City Council, two representatives of cycling organisations, one person working at a bike shop, one cyclist, one pedestrian, and one dog walker. What follows is the culmination of a collaborative process between ourselves and the users of Edinburgh's network of shared paths.

**Positive communication**

A solution to a problem is often found in how the issue is perceived. Therefore, in order to solve issues the approach taken must be examined. To achieve this *Positive Communication* on considerate cycling is a key element of our strategy. It was found that that positive messages concerning behaviours on shared paths could significantly reduce perceived issues and help, in the longer term, to change people's perception of other user groups. This would require the cessation of negative perceptions of user groups while still retaining the public focus on a topic they are familiar with. In order to achieve this, communication plans must target all shared path users at different levels through a diversity of means.

Our objectives: *communicate, inform and educate*.

**City wide**
- *Develop a new positive communication approach* – by making considerate cycling a recurrent topic in policies that involve cycling and active travel. The expression of considerate behaviour has to become a visible part of the Council strategy. We believe that systematically associating

considerate cycling with mutual respect would be an effective way to avoid any negative enforcement.

- *Communicate the vision more intimately and holistically* – by using public media and outreach to make the issues that impact on local communities apparent to everyone. In order to do so, the city could use social media such as TV campaigns or radio, alongside traditional and contemporary methods such as bus billboards etc…

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**Box 1 – Examples of actions through social media: flash mobs and radio talks**

There exists further potential to better engage with shared path users through utilising the power of social media and new campaigning tactics. For example, in London, 'flash mobs' were used by cycling campaign groups to protest the city's approach to cycling, and were quite successful in doing so (Guardian, 2011). Edinburgh is in the enviable position of being able to pursue a cooperative and participative process that can involve multiple stakeholders. To this end, it ought to look to emulate the successes of other councils. The Dublin model saw the cooperation of local cycling campaign groups, residents, the police and the city council to stage a flash-mob in 2011, raising awareness and demonstrating the importance and desirability of considerate cycling (Dublin Cycling, 2011). Brighton & Hove City Council's approach was similar, though tailored to greater pedestrian care and diligence (Brighton & Hove City Council, 2012). In both cases, publicity of the events in local media (98FM, 2011) and social networks (Youtube, 2011), before and after they happened, maximised impact, and it would be prudent to adopt the same communication strategy. Interestingly, Aberdeen City Council found flash mobs particularly good at reaching young people (Aberdeen City Council, 2010). Academic research corroborates this finding, and reveals that flash mobbing has the most profound effect on those participating and involved (Gore, 2010). As such, the benefits of adopting this kind of participatory approach could be substantial.

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- *Identify* – groups that are not traditionally consulted and incorporate them into city-wide communication.
- *Deploy softened communication techniques* – utilising conventional signs and the extant media presence to promote considerate cycling through green and idealised adverts and comparisons drawn between Edinburgh and less favourable cities. Humour and positive emotions are key to promoting positive messages, and should not be neglected. This would assist in removing the tension and emotions from incidents surrounding inconsiderate behaviour and provide a framework for conflict resolution. It would also promote Edinburgh's vision as a leading European city in sustainable travel through the support and participation of all its communities.
- *Use existing networks as intermediaries* – improving the existing partnerships between the City Council, schools (state and independent), universities, and cycling organisations and shops. The communally branded leaflets (by members of these existing networks) about safety and considerate cycling could be included in induction packages for all university students. For schools, the focus should be put on educating both parents and their children. This could potentially be achieved through outreach programs, already promoted in other fields by the University of Edinburgh. For bike shops or organisations, a leaflet on considerate cycling and

branded promotions (e.g. bells, lights) could be developed. Pledges could also be signed to support personal considerate behaviour and communities could support the development of more Dr. Bike sessions across the city.

● *Public events* – taking advantage of extant events to promote the involvement and inclusion of all user groups and interested parties throughout the city to promote considerate behaviour on shared paths with an innovative and "pay it forward" mindset.

**With Local Communities**
● *Neighbourhood specific signs that are friendly and positive* – Suggestions for these could be annual school-based projects, where local primary schools design and implement their own community signs that illustrate guidelines and local concerns.
● *Putting local faces to local paths* – More personable signage could be used to forge a sense of community.  "Look out for Jessie, she likes to take Spot on a wee walk along the canal to check on how the swans are doing but might not hear you coming" or "James commutes to his work at the post office every morning, he might be running late so don't take it badly if he rushes past!". This would give personalities to other shared path users, making it more difficult to behave inconsiderately by helping people think about what it's like to be in the other user's shoes (e.g. remind people that certain individuals may have difficulty hearing).

**With Cyclists**
● *Better advertisement of training opportunities and the proficiencies required to cycle safely, confidently and considerately in Edinburgh*.
● *Catchy messaging* – Short and memorable messages throughout the city (e.g.  Life's too short to be stressed, but long enough to be considerate) on public notice boards and local radio.
● *Seat cover campaign* – guerrilla marketing could be used to spread the word on considerate cycling through distributing message bearing seat covers to cyclists. There is the potential to take advantage of this exchange to raise awareness on considerate cycling.
● *Use cyclists as ambassadors to promote good behaviour* – creating projects with cycling organisations in which Cyclists would act as good role models
● *Local bike oriented events* – to connect with the cycling community of all ages and take advantage of these events to distribute free-bees like bells, lights or fluorescent jackets.

**Other Shared Path Users**
*Promote reciprocal considerate behaviour* - targeting all the users of shared paths and promoting mutual respect

**Box 2 – Example of campaigns on mutual respect**

'Waterway to Behave'
Unconventional approaches to engaging with the public have also been taken, such as 'Waterway to Behave', a collaborative approach between British Waterways and etiquette experts Debrett's which

resulted in the hosting of a 'Victorian etiquette extravaganza' on Regent's Canal in September 2010 (Debrett's, 2010). The Victorian theme was chosen to reflect survey results which indicated the belief that Victorian Britain was the most polite society in British history. This event aimed to raise awareness of the benefits of polite conduct and considerate sharing of paths, and was adopted after previous, more traditional methods such as educating people through leaflets and posters met with little change in behaviour and awareness, prompting rangers to find more interactive and unusual ways of engaging attention from towpath users:

"We've found that capturing people's imagination works best. Something creative on the towpath like a group of Victorian gentlemen riding penny farthings makes people stop, smile and then think about what we're asking them to do" (Joseph Young, Towpath Ranger - quoted in Debrett's, 2010). The campaign communicated five tips for safe shared towpath use and targeted both cyclists and pedestrians:

"1. Cyclists must be aware of pedestrians at all times. Remember that pedestrians have priority - ring two tings on your bell to warn them that you are approaching. Pass people carefully and slowly, and never cycle too quickly.
2. Pedestrians should allow cyclists to pass wherever possible. Don't forget to listen out for the two tings warning you that a cyclist is approaching.
3. Both cyclists and pedestrians should be considerate to each other, as well as both being extra careful at bends and entrances along the towpath. A smile and polite 'thank you' is courteous if someone has let you pass.
4. Respect the environment and the waterway's natural beauty. Never drop any litter.
5. Dog walkers must always clean up after their dog"

(Debrett's, 2010)

- *Soft enforcement* – voluntary petitions and pledges for the cycling community signed at current institutions (cycling clubs, bike shops and Dr. Bike sessions etc.) would promote individuals and their own considerate behaviour. The deployment of speedometers that advise cyclists on their speed on shared paths with soft messages of reinforcement or disapproval (e.g. smiling or frowning face) would also support the enforcement of considerate behaviour by individuals rather than the community at large.
- *Promoting a positive image and communicating with the community* – visual aids such as pin badges, fluorescent jackets and helmet covers to identify considerate individuals. Also, welcoming and thanking cyclists as they enter shared paths and supporting a greener Edinburgh

**Inclusive actions: reinforcing success**
Edinburgh is more than the sum of its parts and encompasses a wide range of cultures, societies and communities. A successful strategy needs to incorporate this diversity and identify shared views and beliefs to work on more inclusive and participatory actions. We believe that it is essential to include

people on the discourse surrounding considerate behaviour on Edinburgh's shared paths and that this needs to be conducted in a respectful and positive manner. To promote this engagement we suggest that communities should have a sense of ownership and respect for the shared paths that run through their communities.

A series of works and actions have been suggested, but to maintain the interest and engagement of the city it is essential to reinforce and exploit short successes through positive actions into the medium and long term. These actions need to build on the successes of the engagement component of the strategy which are intended to be continuous and integrated policies rather than singular entities acting in isolation.

Our objectives: foster *constructive attitudes, exploit success, involve everyone*

**City wide**
- *Adopt a citywide consistent strategy on considerate cycling* – create a toolkit of measures for use across Edinburgh, and developing a culture of tolerance.
- *Specific actions for specific areas* – identify the hotspots of inconsiderate cycling and by gathering more efforts and communication tools (stands, events, posters) at these locations.
- *Improved existing infrastructures* – improve the use of colour coding systems on shared paths and explicit surface designations, the maintenance of degraded surfaces, and the increase the provision of communal bike lock ups and bike stands to promote a cycling culture within the city.
- *Improve signage and include courtesy messages* – develop more comprehensive signs using colours to distinguish the two sides of shared paths, or more ground markings to reinforce messages such as "slow down", "be aware", or "cycle left"; also by targeting all shared paths users; cyclists as well as pedestrians, and reminding each of their responsibilities to each other.
- *Develop an official code of conduct on shared paths for all users* – put an information board at the beginning of each shared path. This would remind users about the basic guidelines of travelling on shared paths, the responsibilities of each user, and also insisting on who can legally be travelling on shared paths (cyclists over 20 miles an hour should be on the road). This could be developed as a storyboard or tailor information to the local context.
- *Insist on improving alerts and inter-user group awareness* – educate and inform all shared paths users about the importance to be seen and heard. Give basic and common guidelines to cyclists on how to use bells appropriately and considerately and make pedestrians aware that these guidelines are the norm. Also, encourage pedestrians travelling at night wear lights and put them on their dogs etc., to be sure they are seen. Guidelines could also raise individual awareness and emphasise a personal responsibility to be mindful of other users by, for example, not wearing headphones in both ears.
- *Incorporate* – different stakeholder groups and discuss perspectives and strategies for mediation and implementation by starting a shared paths users forum, for instance, where cyclists, pedestrians, institutions and organisations could give their voice on any issue from maintenance

to anti-social behaviours. This would preferably be a physical forum to increase the sense of a physical community and allow the establishment of relationships between individuals.

- *Public information* – set up meetings with representatives from communities throughout the city (from local areas up to city wide concerns such as representatives from industry) to promote transparency and increase public participation.
- *Public consultation* – undertake prior to future developments to make people feel they are part of the citywide project and develop a sense of communal ownership for local shared paths. This approach is already familiar to the Council through consultation on the Active Travel Action Plan, but needs to be become more systematic, involve more people and occur prior to every project in order to inform and avoid future conflicts.
- *Smartphone (etc.) apps for shared paths* – these can detail the proximity of shared path locations and other information such as time saved, $CO_2$ emissions saved, as well as positive messages on considerate behaviour and other subjects or promotions (e.g. bike servicing).

**Local organisations and representatives (e.g. Spokes, SUSTRANS etc.)**
- *Training of volunteer officers* – as promoted by SUSTRANS to communicate, advise and promote considerate behaviour on shared paths.
- *Formal and informal cycle training* – directed towards international students, schools, new residents of the city and those who do not feel confident on bikes.
- *Integrate citywide visions with local concerns* – utilise the expertise and resources of the council with the knowledge and passion of local organisations by finding common aims and views.
- *Public outreach* – work within user group communities to spread the word and support the vision of a greener, better and more considerate Edinburgh.

**Going further**

With the successful involvement and engagement of all stakeholders in the city on the issue of considerate cycling the potential to promote and act is only limited by the imagination of those involved. So far the strategy has only proposed those actions and methods that are deemed achievable in the current context with the information at hand. By thinking out of the box and looking forward, the potential for more innovative and imaginative actions exists, including projects such as 'people only' days where only bicycles and pedestrians are allowed through the centre of the city.

We strongly believe in the participatory approach, but also recognise the complexities of social interactions. Therefore, any future forums, public consultation or focus groups, should incorporate facilitated inclusive discussions and the opportunity for collective workshops as well as separated ones. Separate workshops provide a forum for non-professionals only to fully explore their ideas and comment constructively. The idea behind this distinction is that professionals and experts tend to lead the discussion in collective workshops, keeping non-professionals from expressing their own opinions on a matter. Everyone should get the opportunity to give their voice and be heard, giving weight to the local community voice.

By thinking out of the box we have also identified that inconsiderate cycling is not necessarily a large issue, and the results of many interviews were that the majority of encounters on shared surfaces are perfectly cordial. However, as the focus has moved onto cyclists, we believe there is the potential for a change in scope and a reversal of perceptions. If cyclists are perceived as the instigators of inconsiderate cycling (based on their higher speed etc.) we believe that this attention can be utilised to disseminate and spread the word about the thousands of positive interactions that occur each day by turning cyclists into the ambassadors of best practice on shared paths, and the epitome of considerate behaviour.

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## Appendices

**Appendix A: Sustrans Code of Conduct**
A more detailed example of specific behaviours that are seen to contribute to considerate cycling:

· Give way to pedestrians and wheelchair users and take care around horse-riders leaving them plenty of room, especially when approaching from behind

· Be courteous and patient with pedestrians and other path users who are moving more slowly than you – shared paths are for sharing, not speeding

· Slow down as needed when space is limited or if you cannot see clearly ahead

· Be particularly careful at junctions, bends, entrances onto the path, or any other 'blind spots' where people (including children) could appear in front of you without warning

· Keep to your side of any dividing line

· Carry a bell and use it or an audible greeting – avoid surprising people, or horses

· However, don't assume people can see or hear you – remember that many people are hard of hearing or visually impaired

· In dull and dark weather make sure you have lights so you can be seen

**Appendix B: Considerate behaviour on shared paths**

According to the UK Cycle Rules, 2011:

"What's important is that both pedestrians and cyclists use the paths considerately, rather than insist on their rights and it is all of our interests to be considerate of other path users, so shared paths become more widespread for everyone to use." (UK Cycle Rules, 2011). Examples provided of what behaviors are considered considerate include:

· Riding in a way that makes pedestrians jump out of the way;

· Passing pedestrians too closely and failing to allow plenty of room

· Not slowing down or stopping

· Cycling on the pedestrian side of a segregated path

· Causing injury or damage to property (which can also apply to pedestrians)

Information on Shared Paths from Spokes, 2007:
"<u>Shared paths</u>: Paths that can legally be shared by cyclists and pedestrians will be clearly signed as such. Although cyclists and pedestrians can mix perfectly safely on shared paths, cyclists do have to slow down when passing and warn people when they approach from behind by ringing their bell or saying "Excuse me". Unlike the driver stuck inside a car, cycling is a sociable activity. Cyclists can say hello & smile at people when riding past.

<u>Canal Tow Paths</u>: Canal towpaths are often very narrow and sightlines can be restricted at bridges. But these problems can be overcome if cyclists slow down when passing other canal users, if you are

approaching from behind, ring your bell or say "Excuse me". Be very aware that young children and dogs can move unpredictably, so go slowly & give them plenty of room."

**Appendix C: Levels of training indicated in Cycling Scotland**
- "Level 1 is taught in a traffic free environment, like a playground, and teaches essential bike handling skills;
- Level 2 is taught on-road and teaches children the skills necessary to be able to negotiate most on-road situations;
- Level 3 is taught on road and teaches children how to journey plan, how to deal with complex road junctions and how to become an independent cyclist."
  (Cycling Scotland, 2013)