



STUDY TOUR COPENHAGEN

WEST LONDON TRANSPORT PLANNERS LEARN
FROM DANISH CYCLING & TRANSPORT INITIATIVES

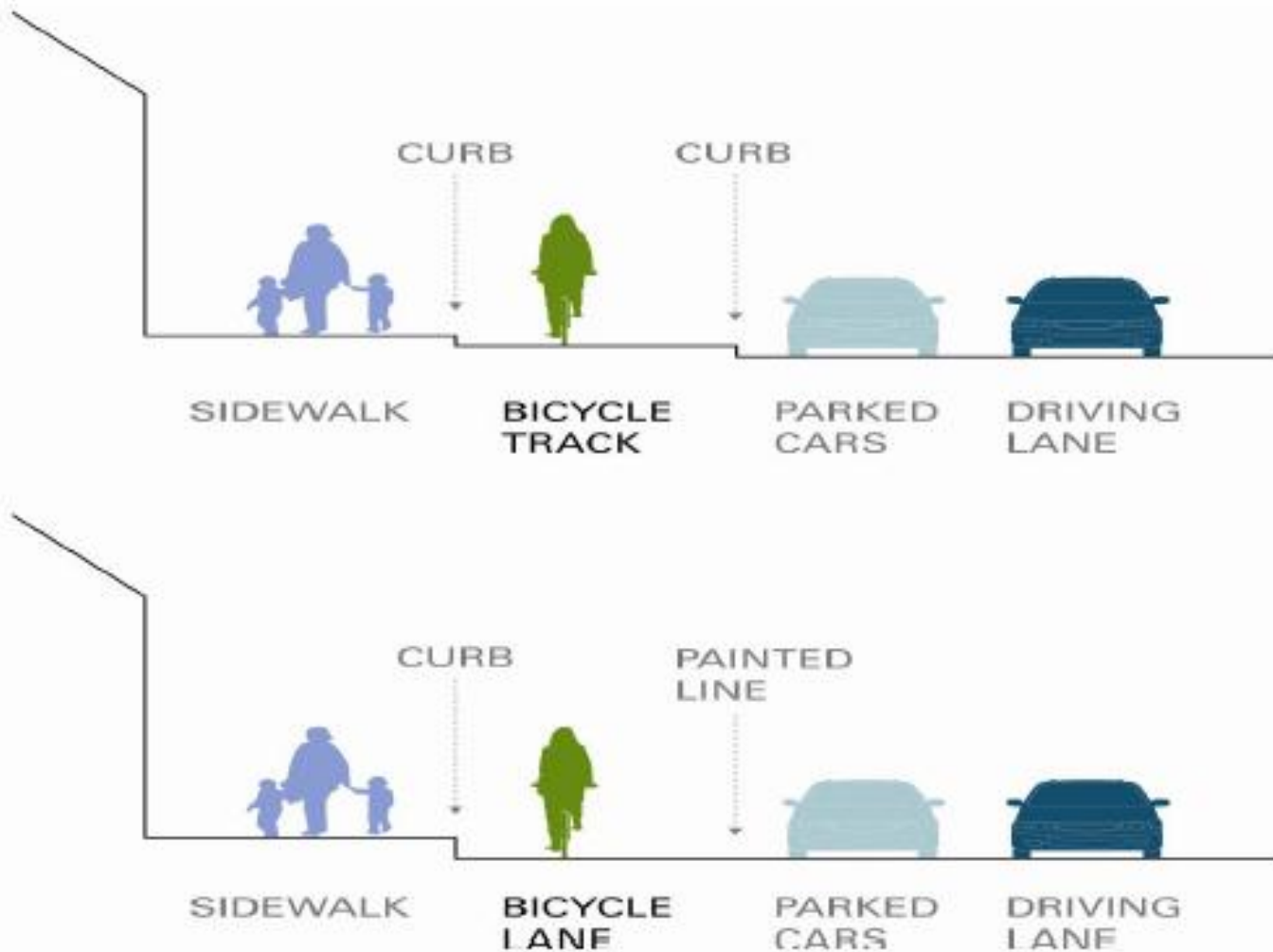


Figure 1 - The Danish Model (Illustration from Danish Cyclists federation slideshow)

Cycle trips as % of total trips

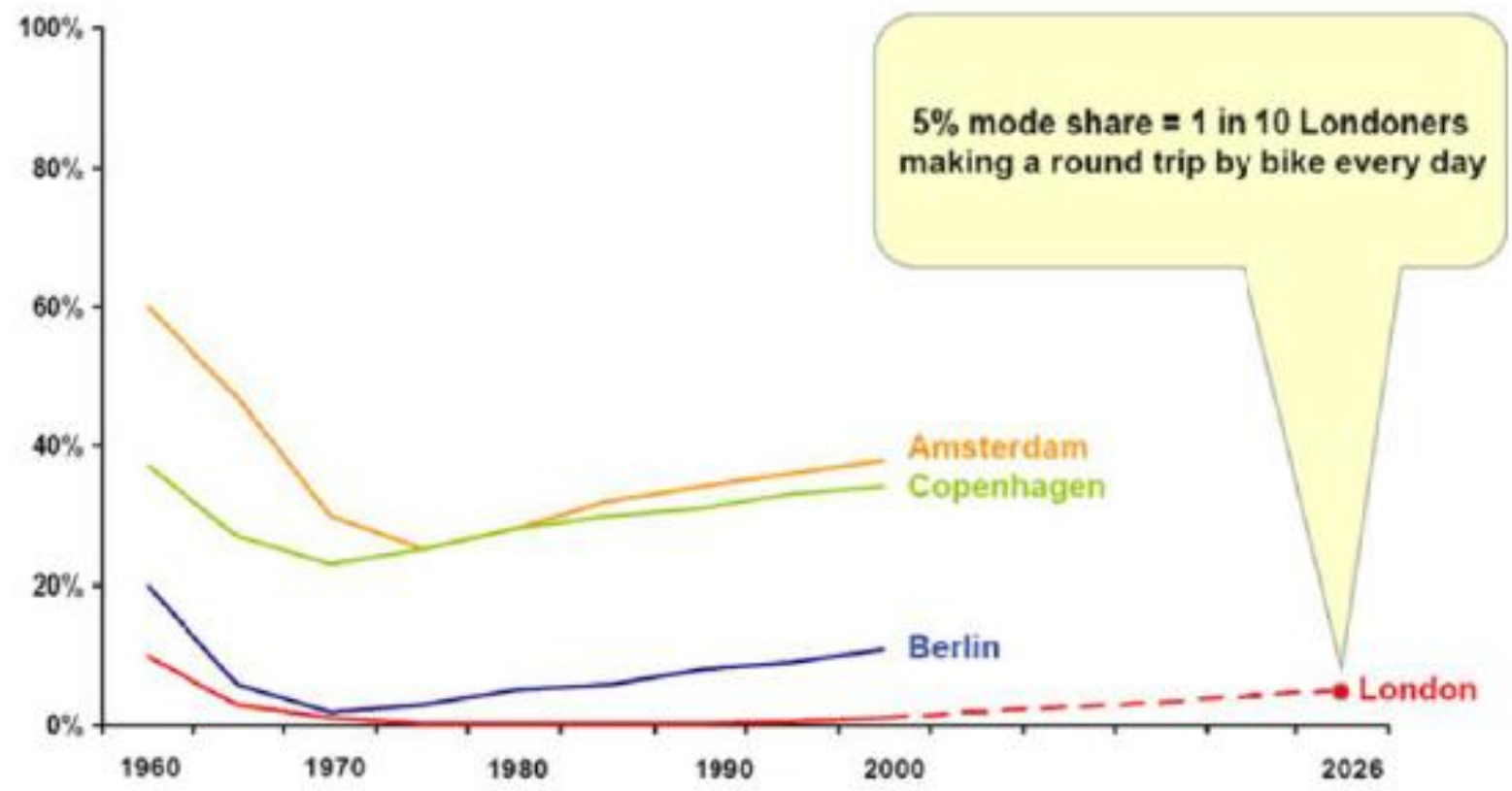


Figure 2 - London compared to other European cities (Illustration TfL)

How has cycling been made 'normal'?

- a. Cycling is for everyone e.g. shopping with 'cargo bikes' (25% of families), getting to school, commuting, enjoyment
- b. People cycle in Copenhagen because it makes more sense for them

- Easy and Fast **55%**
- It's more convenient **33%**
- Healthy **32%**
- Financial reasons **29%**
- Good way to start the day **21%**
- Shortest route **10%**
- Environment **9%**



Five C's:

1. Consistency
2. Connectivity
3. Continuity
4. Comfort
5. Culture

What are the lessons for West London?

- **Start with a common challenge e.g. accident rates**
- **Promote a strong vision e.g. 'eco metropolis' and liveable cities**
- **Ensure municipal leadership e.g. global ambitions**
- **Use an incremental approach over many years e.g. gap filling**
- **Run experiments backed up with evidence e.g. turning main roads into streets**
- **Show visible results e.g. traffic lights for cyclists**
- **Join up development and infrastructure e.g. Oresrad new town and the Metro**
- **Introduce innovative funding e.g. land taxes**
- **Seek to improve planning process and reduce over reliance on impacts to road network where enhancement to overall urban environments should be the key**
- **Dedicated investment in road surfaces make cycling safer and more enjoyable**
- **Wider education to all road users to lead to a culture change in how cyclists are viewed and treated is needed**
- **Review road user priority? This could include trialling cycle 'green waves'**