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Sent by email

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Department for Transport
Road User & Licensing Insurance
Safety Division
3/19 Great Minster House
33 Horseferry Road. London
SW1P 4DR

Web Site: www.dft.gov.uk
03 October 2011

Dear XXXXXXXX,

Freedom of Information request – F0008076
Efficacy of alternatives to strict liability in improving driver behaviour.

Thank you for your information request of 4 September 2011. You requested the following information:

Please list what programmes or initiatives, and when, have DfT implemented to improve driver behaviour towards cyclists since 2002?

In addition for each programme or initiative please provide as much details as possible within the cost threshold:

- a) what criteria were used to determine whether the programme was a success?
- b) what was the estimated impact to driver behaviour?
- c) what was the actual measured impact?
- d) what lessons were learned?

Your request has been considered under the Freedom of Information Act 2000.

I am writing to confirm that the Department has now completed its search for the information.

Measures to improve the safety of cyclists on roads include providing better infrastructure, funding cycle training, improved training and testing for motorists and encouraging cyclists to protect themselves, by making themselves conspicuous and by wearing a safety helmet. You have specifically asked us to list what programmes or initiatives, and when, DfT have implemented to improve driver behaviour towards cyclists since 2002. We have identified the following measures:-

- 1 There have been numerous **publicity and marketing campaigns** aiming to improve driver behaviour since 2002, for example anti drink-drive and speeding campaigns. Any resulting improvement in driver behaviour will help to improve the safety of cyclists.
- 2 The Department's **THINK!** Website promotes safe cycling practices and aims to increase awareness of cyclists' needs. We produced a "Drive Safe Cycle Safe" leaflet, before 2002, which aimed at making cyclists and motorists more aware of each others' needs on the road. This was previously available on the Think website since 2002;

however it is not currently available.

- 3 The provision of **20 mph zones** can also contribute to cyclist safety through changes in driver behaviour, i.e. lower speeds. The provisions of such zones are a matter for the local highway authorities, not the Department for Transport, but many such schemes have been introduced since 2002. Compliance with 30mph speed limits has also improved in recent years.
- 4 The new edition of the **Highway Code**, issued in September 2007, strengthens the advice given to car and other drivers on the need to be aware of, and look out for, vulnerable road users including cyclists. A number of rules were revised to enhance this advice to allow all vulnerable road users, including cyclists, more room and to give them more consideration.
- 5 **Driver Licensing and testing:** Cyclist safety and the dangers of road sharing are included in the assessment of a candidate's awareness and consideration for cyclists, in both the theory and practical driving test. To help make drivers more aware of cyclists, the theory test question bank contains a large number of questions about vulnerable road users. The screen-based theory test allows the use of digitised video clips to help test hazard perception with moving images, which include cyclists. There have been various changes to the driving test since 2002 which will have contributed to improving motor vehicle drivers' awareness of and behaviour towards cyclists. These include:-
 - Introduction of the Hazard Perception Test – November 2002
 - Theory test changes – increased duration to 50 questions for car driving test candidates – September 2007
 - Theory test changes – introduction of case studies – September 2008
 - Safe road user award – Jan 2010
 - Independent driving – October 2010
 - Observer on test – April 2010
6. **Large Vehicle Driver CPC:** European Directive 2003/59/EC requires professional lorry, bus and coach drivers in all Member States to hold a Certificate of Professional Competence (CPC) in addition to their vocational driving licence. A Driver CPC scheme for bus and coach drivers must have been implemented by September 2008 and for lorry drivers by 10 September 2009. The Driver CPC is intended to improve road safety, through better skilled and trained drivers, including their behaviour towards cyclists.
6. **Fresnel mirrors:** European legislation came into effect in January 2007 that applies to all new goods vehicles above 3.5 tonnes gross mass. http://www.legislation.gov.uk/ukxi/2005/3165/pdfs/ukxi_20053165_en.pdf This legislation requires the fitting of improved mirrors offering a greater field of view around the vehicle. This will help to improve driver awareness of and behaviour towards cyclists. Large goods vehicles are required to have an enhanced "wide-angle" (Class IV) mirror on both sides that provides an increased area of vision to the side and to the rear and an enhanced "close proximity" (Class V) mirror, which gives a downward view of the road on the passenger side of the cab. European legislation came into effect in March 2009 that requires existing large goods vehicles, first registered from January 2000, to be retro-fitted with mirrors, on the passenger side, that provide a similar field of view to that required for new vehicles.
7. **Trixi mirrors:** Transport for London is currently conducting a trial into the use of Trixi mirrors which will also help to improve driver behaviour towards cyclists by increasing awareness of cyclists. DfT facilitated this trial by authorising use of the mirrors under traffic signs legislation.

As far as we are aware, none of these initiatives has been evaluated specifically with regard to their effect on driver behaviour towards cyclists. Some of the measures may have been evaluated in more general terms, for example, most Think campaigns are evaluated for their effectiveness, there have been several evaluations of the effect of 20mph zones and some of the changes to driver training have been or are being evaluated. TfL's trial of Trixi mirrors is ongoing and has not yet reported.

We do consider the combined impact of all road safety measures through the monitoring of overall and specific road data. The latest publication of casualty data is available in the 2010 annual report at <http://www.dft.gov.uk/statistics/releases/road-accidents-and-safety-annual-report-2010>.

We also undertake specific research including the cycling as to consider the effectiveness of policies. "Collisions Involving Cyclists on Britain's Roads: Establishing the Causes", published December 2009 at <http://webarchive.nationalarchives.gov.uk/+/http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/ppr445.pdf>

"The Potential for Cycle Helmets to Prevent Injury: A Review of the Evidence", published December 2009 at <http://webarchive.nationalarchives.gov.uk/+/http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/ppr446.pdf>

"Safety, cycling and sharing the road: qualitative research with cyclists and other road users", published September 2010, at <http://www2.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/researchreport/index.html>

A further report on cycling infrastructure is due to be published shortly.

In keeping with the spirit and effect of the Freedom of Information Act, all information is assumed to be releasable to the public unless exempt. A copy of this response and the information provided may now be published on our website together with any related information that will provide a key to its wider context.

If you are unhappy with the way the Department has handled your request or with the decisions made in relation to your request you may complain within two calendar months of the date of this letter by writing to the Department's Information Rights Unit at:

Zone D/04
Ashdown House
Sedlescombe Road North
Hastings
East Sussex TN37 7GA
E-mail: FOI-Advice-Team-DFT@dft.gsi.gov.uk

Please see attached details of DfT's complaints procedure and your right to complain to the Information Commissioner.

If you have any queries about this letter, please contact me. Please remember to quote the reference number above in any future communications.

Your right to complain to [DfT/Agency] and the Information Commissioner

You have the right to complain within two calendar months of the date of this letter about the way in which your request for information was handled and/or about the decision not to disclose all or part of the information requested. In addition a complaint can be made that DfT has not complied with its FOI publication scheme.

Your complaint will be acknowledged and you will be advised of a target date by which to expect a response. Initially your complaint will be re-considered by the official who dealt with your request for information. If, after careful consideration, that official decides that his/her decision was correct, your complaint will automatically be referred to a senior independent official who will conduct a further review. You will be advised of the outcome of your complaint and if a decision is taken to disclose information originally withheld this will be done as soon as possible.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours Sincerely

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