

# ***Velo-city* 2015. Highlights**

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Coordinator**



**Ideas  
From  
Velo -  
City**

**8pm  
Monday 10  
August 2015  
Central Hotel**

**Bringing home ideas  
from the 'Velo-City'  
cycling planning  
conference in Nantes**





# Economic benefits of investing in cycling:

## New evidence emerging from research

### Lots of jobs in cycling industry

- 650 000 jobs today
- 1 000 000 jobs doubled modal share
  - Exploratory calculation
- Accessible for low skilled workers
- Difficult to delocalize

### Contributes to effective public spending

- High job intensity in cycling sector

|                       | Bicycle              | Other transport mode    |
|-----------------------|----------------------|-------------------------|
| <b>Sales</b>          | 5.42 – 8.13          | Motor vehicles: 1.92    |
| <b>Manufacturing</b>  | 4.89                 | Car: 1.63               |
|                       |                      | Ships and boats: 4.07   |
|                       |                      | Air and spacecraft: 3.9 |
| <b>Repair</b>         | 5.23                 | Motor vehicles: 7.59    |
| <b>Infrastructure</b> | Cycle-specific: 7.33 | General: 5.73           |



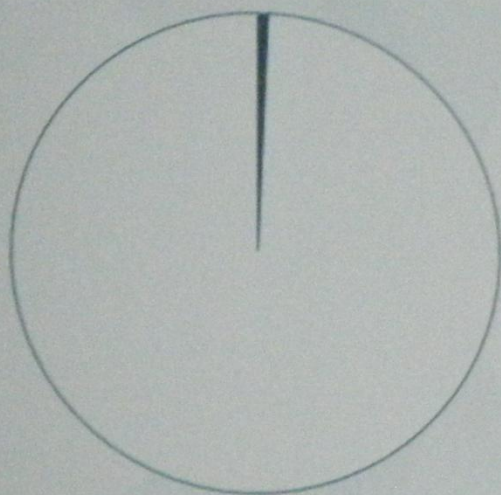
- Where spend money if money is scarce?





# Lessons learnt from the last financial period

## EU Spending on Transport



■ Cycling

□ Other Transport Modes

European funding of cycling-related projects between 2007 – 2013 was 600 million Euros.

Four countries spent over 100 million Euro each:





## Toward an aesthetics of cycle design: using bio-sensing to apprehend and represent visual and sensory experience of older cyclists

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## Cycle Level of Service Audit

**Cyclist Level of Service Assessment Tool**

This tool assesses cyclist safety and is intended to be used in conjunction with other data generated by other projects in other categories.

| Measurement       | Indicator                | Score (for reference)   |  | Notes/Comments/Other Issues  |
|-------------------|--------------------------|---|--|--|
|                   |                          | Good  | Poor   |  |
| Cyclist Use       | Usage: road or cycleway  | Where heavy vehicles or heavy traffic is present, there is a clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane |
|                   | Cyclist density at peak  | Where heavy vehicles or heavy traffic is present, there is a clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane |
|                   | Cyclist density at peak  | Where heavy vehicles or heavy traffic is present, there is a clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane |
|                   | Other indicators in use  | Where heavy vehicles or heavy traffic is present, there is a clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane |
| Feeling of safety | Perceived risk of injury | Where heavy vehicles or heavy traffic is present, there is a clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane |
|                   | Perceived risk of injury | Where heavy vehicles or heavy traffic is present, there is a clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane |
|                   | Perceived risk of injury | Where heavy vehicles or heavy traffic is present, there is a clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane | Where heavy vehicles or heavy traffic is present, there is no clear and visible cycle lane |
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## Representing and analysing GSR data

