

Principal Design Engineer at Urban
Movement

Technical advisor to the Greater
Manchester Walking and Cycling
Commissioner

Design review panel for Urban Design
London

Healthy Streets Advisor to the Mayor of
Leicester



Brian Deegan @bricycle

The UK's leading cycling expert (and humble with it)

urban
movement

RESEARCH | PLANNING | STRATEGY | DESIGN



Northern Ireland



Wales



England



Scotland

United Kingdom

In Europe

Population = 65million

Inventor of the modern bicycle

Perception

A family of four is riding bicycles on a city street. A woman in a light blue shirt and black shorts is riding a red bicycle. A man in a red shirt and black shorts is riding a black bicycle. Two children are riding blue bicycles. They are all wearing helmets. The background shows a city street with cars and traffic lights.

MAKE YOUR MOVE TO CYCLING

A family affair.

“We cycle to school every morning, we used to be a two car family now we are just one.”

The Youngs, Pudsey.

#MakeYourMove
cyclecityconnect.co.uk/makeyourmove

CityConnect
A project led by the

West Yorkshire Combined Authority

Leading Forces

- City Mayors
- Walking and Cycling Commissioners
- Regional transport authorities



Transport
for London



Planning Approach

Top down
Design and defend
Judicial review
Public enquiry
Increasing opposition

Technical Standards

No longer specific standards

Covered by London Cycling Design Standards



2014 EDITION



LONDON CYCLING DESIGN STANDARDS

MAYOR OF LONDON



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

The image shows the cover of the 'London Cycling Design Standards' 2014 Edition. It features a purple background with white icons of a cargo bike, a bicycle with a basket, a tree, a bus, and a bicycle. The title 'LONDON CYCLING DESIGN STANDARDS' is prominently displayed in white, along with the Mayor of London logo and the Transport for London logo with the slogan 'EVERY JOURNEY MATTERS'.



Target Groups

Move from commuter cyclists to more inclusive cycling of all age ranges