

Press Release

Response to the Advertising Standards Agency's (ASA) view of cyclists' road position



THE ASSOCIATION OF BIKEABILITY SCHEMES

www.tabs-uk.org.uk

The Association of Bikeability Schemes (TABS) is a trade association which works with the Department for Transport to ensure the highest quality of delivery of Bikeability cycle training. Within TABS are the expert practitioners of the delivery of the National Standard for cycle training. TABS's ultimate aim is more people taking trips by bike more often and more safely.

The National Standard for Cycle Training (Bikeability) is overseen by the Department for Transport. Its' aims are to teach people the skills they need to cycle safely and appropriately. They learn to control their bike well off road before learning how to ride on road sharing the road with other road users.

Ruling on a complaint against a TV advert produced by Cycling Scotland on behalf of the Scottish Government, the Advertising Standards Authority told Cycling Scotland that any future ads featuring cyclists should show cyclists riding in the "most suitable cycling position," which the ASA said is towards the side of the road (or what they describe as the "parking lane.")

A core principle of the National Standard guidance is about riding in a position where a cyclist is most likely to be seen by drivers. The advice from the ASA contradicts the Department for Transport's own guidelines which state: ¹

***(Riders must) understand where to ride on roads being used:** Trainees must understand the primary and secondary positions. Trainees must position themselves where they can be seen and should not cycle in the gutter. Where there is little other traffic and/or there is plenty of room to be overtaken they may ride in the secondary position. Where the road is narrow and two-way traffic would make it hazardous for the trainee to be overtaken by a following vehicle they must be observed to ride in the primary position. If the trainee is riding at the speed of other traffic then they should do so in the primary position.*

TABS recommendations to the ASA

If the ASA wish to issue guidance regarding how to reduce risk while cycling we would suggest that the ASA consult the National Standard for cycle training. We are happy to offer people within the ASA a cycle training session to explore these points in more detail with a view to the ASA offering better advice about cycling safety.

For more information:

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¹ http://bikeability.dft.gov.uk/wp-content/uploads/Bikeability_Delivery_Guide.pdf