

# CYCLE TRAINING UK

## Addison Lee

Working with London's largest minicab company to improve cycle awareness

<b>CLIENT:</b>	<b>Addison Lee</b>
<b>OVERVIEW:</b>	<b>Addison Lee is London's largest minicab company with over 3,500 minicabs.</b>
<b>AIM:</b>	<b>To improve awareness of cyclists to their fleet of drivers.</b>
<b>SERVICE:</b>	<b>Cycle Training UK (CTUK) worked with Addison Lee on a number of projects including a practical cycle awareness session on bicycles for their drivers, developing a training video about sharing the road with cyclists and training staff to deliver cycle awareness sessions internally.</b>

In 2012 Cycle Training UK delivered training to Addison Lee to help them improve awareness of cyclists within their driver fleet. The first stage of the training was a practical session for 20 Addison Lee drivers. In the half day course the drivers were taken on road on bikes to explore potential areas of conflict between drivers and cyclists in the city.

The training on bicycles gives drivers a cyclist's perspective of riding on busy roads. Training exercises covering issues such as cyclist positioning on the road, junction turns and Advanced Stop Lines (ASL), help drivers to empathise more closely with cyclists and to understand why they ride the way they do.

Feedback from the Addison Lee drivers:

"Made me feel that, as a cyclist, I am more vulnerable than cars and as a car driver that cyclists need more respect"

"It opened my eyes. I will give cyclists more consideration"

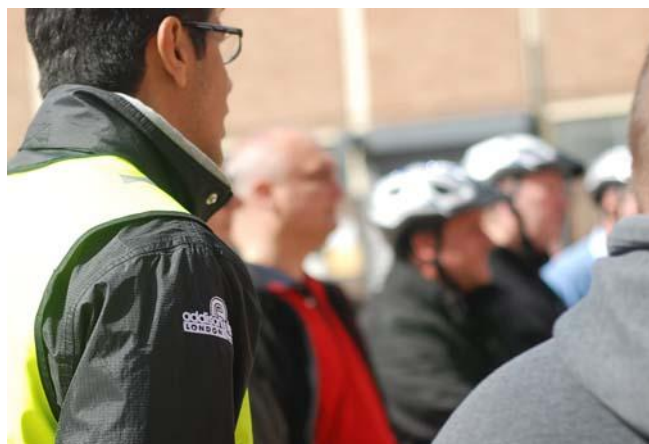
"It was great to be in the cyclist's shoes and feel what they are up against"

Addison Lee asked Cycle Training UK to help develop a training video which they could use as part of their driver training. This video was shot on roads around Euston and includes issues such as car door opening, left turns at junctions, overtaking people that cycle and the ASL.

Many drivers at Addison Lee are also cyclists. Two Addison Lee employees were trained to become National Standards cycling instructors (a four day course) and to deliver the on-road cycle awareness session. This means that Addison Lee has an in-house resource to manage cycle related issues (as well as to give drivers free cycle lessons!)

These types of cycle awareness initiatives for drivers, alongside cycle training for cyclists, are key to enabling drivers and cyclists to share the road safely and considerately.

"Addison Lee is the only cab company to offer taxi-specific cycle awareness training to our drivers and we'll be rolling this out in full in 2013. This includes practical on-bicycle training for some of our drivers, an instructional video made with Cycle Training UK, as well as training our staff (who are cyclists) to become cycling instructors so they can inform our training from a cyclist's perspective." *Alistair Laycock, Marketing Manager, Addison Lee*



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