

HEY LONDONER

Do you like to make dreams come true?

1 Would you like your quality of life and the one of people around you to improve?

2 Would you like friendlier and safer neighbourhoods to live in?

3 Would you like a more relaxed and greener city to enjoy?

4 Would you like our environment and lives to be better protected?

This is what the Dutch wanted in 1973 as well!
They experienced a lot of traffic, pollution, accidents, deaths, expensive oil...



So what did the Dutch people decide to do?
Protest! Why? They wanted their space back to be able to use their **secret weapon** they stole from England at the end of the 19th century.

They knew the very special weapon could help them realise all their dreams at the same time!

Oh, which secret weapon?



The 'Safety bike' aka 'English roadster'

Invented in England in 1885 by JK Starley, engineer from Walthamstow, London. 75% of the Dutch bikes came from the UK in 1895. This type of bike is now incorrectly called 'Dutch bike'.



Since then, the Dutch people and English bikes never left each other.

While cycling in mass, the Dutch make their dreams come true.

- 1 They improve their quality of life, through getting...

 - activity & health
 - light, space & air
 - freedom & power
 - savings
 - comfort & safety
 - sensations & less travel time!
- 2 They improve their neighbourhoods by...

 - making them safe through street human activity
 - socializing with people on the street
 - buying locally and increasing businesses revenues
 - discovering and sharing local hidden gems
 - slowing down the urban pace for more serendipity
 - spontaneously joining social events
- 3 They improve their cities by making them...

 - less polluted
 - less noisy
 - less busy
 - less dangerous
 - less irritating
 - more liveable
- 4 They make the planet great again with...

 - using more sustainable energy
 - using a low-tech vehicle made of recyclable materials
 - less oil dependence
 - less oil organisation funding
 - less weapons & wars
 - less Middle-East war victims & refugees

Do you like the idea? Would you like to help? Most Londoners now find cycling too dangerous, complicated and stressful...

Imagine the positive impact if millions of Londoners would cycle too!



Cyclopoly

The cycling city satirical game

From law-makers to cyclists, through officers, engineers, urban designers, planners, councillors, members of the parliament and London assembly...

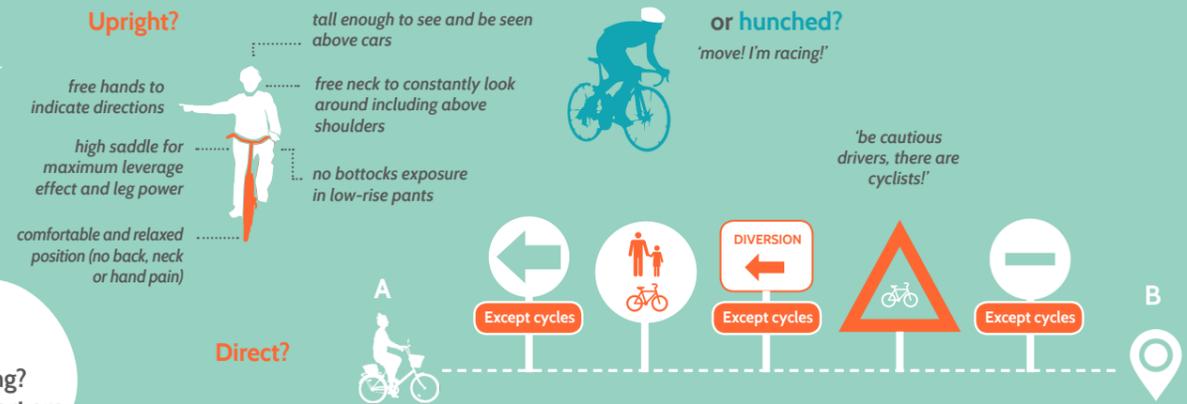
we can all participate in making cycling in London safe, easy and nice for all, from kids to elders.

Try our game demo to learn about the Dutch valuable experience of 40 years in perfecting their cycling urban design standards and planning policies, road user education and equipment, laws and regulations!



Start spotting the differences!

1
Which position for civic cycling? Being alert and communicating are essential in unpredictable and busy urban contexts.

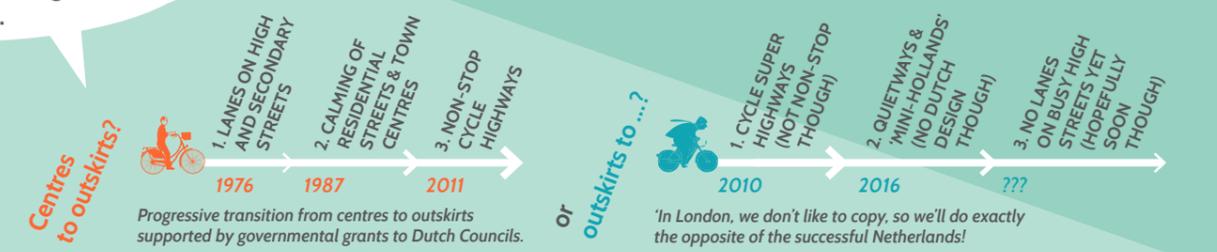


2
Which routes for efficient walking and cycling? Human-powered modes of transport are the greenest and most sustainable!



3
Which priorities to quickly create a critical mass of cycling residents? Seeing many people cycling is the best way to encourage others to cycle.

or voluntary & sporadic?
For instance through the 'bikeability' and 'bike it plus' programmes in London.



4
Which education to make sure everyone, including kids, know the code, learn how to move around and cycle in a safe and civilised way?

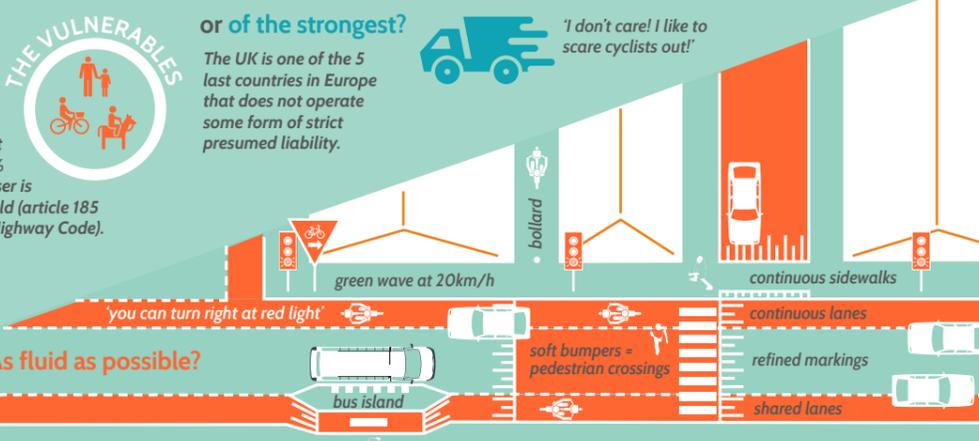
Compulsory & regular?



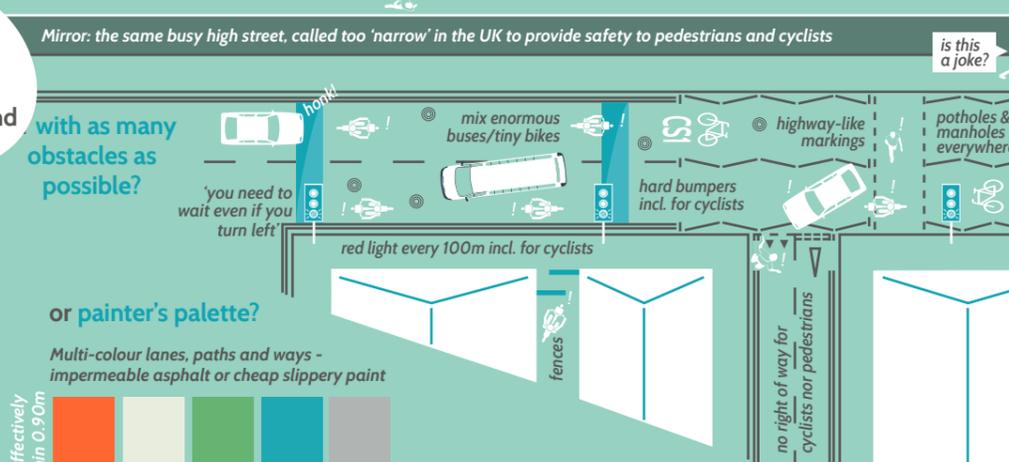
5
Which outfit for urban cycling and to encourage people to cycle, whoever they are, wherever they go, whenever they want?



6
Which law to encourage caution and change attitude in regards with vulnerable road users such as pedestrians and cyclists?



7
Which journey to design for making walking and cycling more attractive than driving and using public transports?



8
Which surface for a cycling infrastructure that is safe, recognisable and environment-friendly?



Do you want to see more?

Visit us on DutchCyclinginLondon.com or on [facebook](#) and [twitter @DuCyclon](#).

Vote!

We have lots of ideas to support London and Londoners in going more Dutch in terms of cycling. Vote for the projects you would like to see happening here:

DutchCyclinginLondon/participate

project supported by THE ACADEMY OF URBANISM young urbanists



We have over 30 more practical tips and tricks for you to discover and use!

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