

RESEARCH SUMMARY

Title	Blaze Laserlight Trial		
Objective	To measure the success of the Blaze Laserlight trial from a user perspective and provide detailed feedback on the new safety feature		
Date	December 2015	Agency:	Future Thinking
Methodology	Mixed methodology face-to-face and online surveys with 740 Santander Cycle users, including 108 using a bike fitted with the Blaze Laserlight		

Abstract

Santander Cycle users were positive about the Blaze Laserlight with the vast majority of those using a bike fitted with the light saying that it made them feel safer, more confident and that it made them feel more visible. The lights appear to be functioning well and the majority of users think that the Blaze Laserlight should be rolled out across the Cycle Hire scheme. However, there is evidence that the Blaze Laserlight could encourage negative cycling behaviours (i.e. undertaking on the left).

Key findings

During the day most Santander Cycle users feel confident, safe and visible to other road users, but this significantly declines when using the bikes at night.

Among those who have used a bike fitted with the Blaze Laserlight the vast majority agree that it made them feel safer (73 per cent), more confident (75 per cent) and that it made them feel more visible (83 per cent).

Very few reported problems or issues with the functioning of the lights and 88 per cent say that the light was clearly visible on the road at all times during their cycle.

The vast majority of those using a bike fitted with the light agree that it would make cycling in London safer (69 per cent) and that the Blaze Laserlight should be rolled out across the Cycle Hire scheme (75 per cent). Some do think that the light is an unnecessary distraction but they are in the minority (15 per cent).

A large proportion of Santander Cycle users say that they would be more likely to use the bikes at night if fitted with the Blaze Laserlight (55 per cent among those using a bike fitted with the light and 43 per cent who haven't yet).

However, there is an indication that the Blaze Laserlight could encourage negative cycling behaviours with riders slightly more likely to say they would pass a vehicle indicating left quickly on the inside if riding with Blaze Laserlight and less likely to say they would wait until a vehicle has moved a safe distance ahead.

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