



Madonna del Ghisallo | Cycle Safety Project

I've been a keen cyclist for as long as I can remember. I ride almost every day, though in recent years I've found that cycling in the city has become far less enjoyable. Sure it's always been a challenge, but having just returned to London after a year of living in the countryside, it seems to have reached new levels of ridiculousness.

It's started to feel like you're running some kind of medieval gauntlet, where danger lies in wait around every corner. Though instead of putting one's life & limbs at risk just the once, it's every single day. Most worrying is the thought that when you keep rolling the dice like that, probability suggests 'it's not *if* you'll come a cropper, but *when*'. After experiencing so many close encounters, I eventually decided to invest in a GoPro & record some of the craziness that cyclists endure on a daily basis.

To that end, I've created a series of short films & started sharing them amongst the cycling community. In terms of interest, it's early days as I build awareness of what I'm trying to do. Perhaps most useful for those newer riders with limited experience, or for those who don't know what to expect...but on the whole, I feel there's something in there that will be of benefit everyone. The primary purpose is therefore to educate & raise awareness of the kind of hazards that cyclists face when pedalling the streets, and for road users to think about what actions they can take to help avoid them.

There's a secondary (albeit implicit) benefit, which is to nudge government into further improving rider safety, and for councils & police to better enforce the laws already put in place for their protection. And in the case of dooring, I would love to see the 'Dutch Reach' incorporated into the UK driving test. It's a super simple technique that everyone should be aware of & using whenever they open a car door. Doing so will help prevent horrible accidents, and in some cases, save lives. Introducing it into the Highway Code is just the first step.

All of the films I create are saved onto a dedicated YouTube channel, then the links are shared on Twitter & Facebook. To note, I'm not doing this for credit or personal gain - there's no mention of me (I'd very much prefer to remain anonymous) - so all of the messaging comes from 'Madonna del Ghisallo', the Patron Saint of Cyclists. Who felt like the perfect spokesperson for these cycle safety alerts. This is a charitable venture, so to speak. I'm not profiting from it in any way, my social media channels aren't monetised, and I don't receive any money for the work I do.

There are also no brand affiliations in my films, beyond a note in the written descriptor stating my support of the 'Stop Killing Cyclists' campaign (<http://stopkillingcyclists.org>). Their logo also features at the end of the dooring film. And wherever possible, any people or vehicles that feature have their faces, registrations & company branding blurred out. This isn't about finger-pointing or assigning blame. It's simply a means of highlighting the kind of dangers cyclists should be aware of when out & about, improving their well-being, and helping to make the roads a safer place for them to ride. So me doing my bit.

Many of my friends are too scared to cycle in the city...which pains me greatly. It really doesn't have to be that way, and it's sad to think of all the awesomeness they're missing out on. That absolutely needs to change.

Below are some examples I've created recently. Each film covers a different hazard topic...

Nose Over The Liners: <https://youtu.be/l5nz-11yQkU>
Reversers In Roaders: <https://youtu.be/-dpJKdcOtLE>
Cutters Across Yers: https://youtu.be/3YwM9X5L_eM
Cross Without Lookers: <https://youtu.be/C9E-uuFyNtA>
The Deathly Doorers: <https://youtu.be/xAMGH1tbAGo>
Pull Into Your Pathers: <https://youtu.be/GqJPyatOO7Q>
Turn Without Thinkers: <https://youtu.be/xtkKwNBj9YM>
Pull Out Without Lookers: <https://youtu.be/SBkUlxjuBiU>

*Madonna del Ghisallo is the Patron Saint of Cyclists. A symbol of salvation.
Protecting them on the roads, steering from danger & guiding to safety. Always Ride Safe.*