

told to **'get back in the cycle lane'**, taking a much more convoluted route, or mode shifting and becoming a pedestrian to cross a junction. Perhaps part of the issue here is that designing and implementing the connecting segments of active-travel infrastructure is not sexy. No politician is interested in a photo-op at a junction that has benefitted from a minor modification and requires a full paragraph to explain how the new thing is better than the old thing.

Glasgow is a **car oriented city**. It is perhaps **only just reaching a cycle-tolerant state**, with a long way still to go before it could claim to be cycle-friendly. When drivers are given such precedence, **it breeds a tendency to see other road users as an inconvenience**. Drivers are of course not a homogeneous group, but for some individuals this feeling of being **inconvenienced and frustrated** can lead to very **aggressive behaviours** (will these drivers ever know how overtly aggressive the act of a purposeful close pass is?). But here we meet a contradiction. Inconvenienced drivers are more likely to be reckless. But to encourage more active-travel we need to de-incentivise driving. One way to do this is to reduce the convenience (building more roads does not decrease congestion but increases uptake in driving). A lot of care is required when considering how to encourage people out of cars, or to slow them down if they have to keep using one. **Where cycling thrives and all road users coexist there are simple and clear instructions.**

Both practical and cultural change is needed in order to improve safety. The two must go hand in hand. One (can be) relatively fast to implement, the other is slow and less tangible. Perhaps this is where we will focus efforts when the survey closes and we determine the best route forward with the data collected. We are urban designers who are also cyclists and/or drivers. We know that public realm design is always far more complicated than it looks, with an impossible number of competing priorities to be juggled, on a budget that can only do so much. To simply just berate the City Council would be lazy and unproductive. But as architects there is a degree to which we can act as a go-between for the council and the public. With a foot in both camps we can translate and present information to the public, and then feed responses back at strategy level. Change is still needed for **cycling to be treated as a serious mode of transport, with the same consistency of design and construction of infrastructure as is given to road networks**. Cyclists are expected to put up with temporary measures or dangerous junctions/routes for far longer than drivers ever would be.

Just days after Emma's death, two more women (on foot) were hit and killed in the city centre, in separate incidents but just metres away from each other. Four days following that another pedestrian was killed in the East End. Four days after that, a pensioner was hit and killed by a motorcyclist; on the same street three months later there was another tragic collision, this time involving a child. By the end of that month another cyclist victim, this time on a road in the East End that residents had previously written a joint letter about to the Council, reporting its dangerously common use as a drag strip. Each of these tragic incidents (and 2023 has seen more still) will have its own unique set of contributing factors.

What they collectively indicate is the urgency of the situation.

The way these deaths came and went in the local news cycle highlights a cultural acceptance that such tragedies are an inevitable collateral of driving. Oslo, a city of the same size as Glasgow, proves that

we do not need to accept this inevitability. In 2019, zero pedestrian or cyclist deaths were recorded, the result of years of joined-up concurrent action that spanned driver education, speed restrictions, traffic calming measures, increased pedestrianisation, tolls and reducing car parking to name a few. There is a way to make our cities safe. But it takes time, money, effort all while making some people (potentially) very angry. We are tired of Waiting for it Happen.

¹ You might have heard the phrase "accident waiting to happen." At the request of Emma's parents we will not use the word accident to talk about collisions on the road. An accident implies no responsibility, that the event was unavoidable. We know this is not true of most collisions.

