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**Lighting up for cycle safety**

A NEW campaign has been launched to try and halt the alarming rise in deaths of cyclists on the roads.



Backed by Woking's Tony Doyle — former world and European track cycling champion — the scheme is aimed at cutting casualties this winter.

Pedal pushers are one of the groups of road-users most likely to be involved in an accident.

"And as the nights draw in and the days grow shorter the danger is increased. There are more people on their bikes than ever before," said Tony, the president of the British Cycling Foundation, who lives in Woking with his family.

"It's going through a very rapid growth. It's great because people are riding their bikes for all the right reasons — it's green, it reduces congestion and it gets people to exercise.

"You've only got to look at the number of bikes in Woking town centre and particularly at the train station to see there are more people on their bikes than ever before."

But the rise in cycling's popularity has led to a rise in casualties. Since 2002 deaths of cyclists have risen by around 30%.

For cyclists to be safe they need to be seen on the roads. This is why the campaign has got behind a product from Kingston-based company Pedalite International Ltd.

Tony has heralded Pedalites as the biggest innovation in cycling safety since helmets. He said: "They are pedals which fit on the bike. These have LEDs fitted on to them giving 360 degrees visibility. You are seen from the side front and the rear.

"As soon as you start pedalling they start flashing. They don't use batteries, the kinetic energy you have generated after 150 yards keeps the pedals flashing after you've stopped at traffic lights or at a junction — where 75% of accidents happen.

"They have been very well received and are helping to make cycling safer."

Pedalites are available from any good cycle shop, as are the high visibility clothes, reflective strips and helmets a cyclist needs to be safe on today's roads.

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