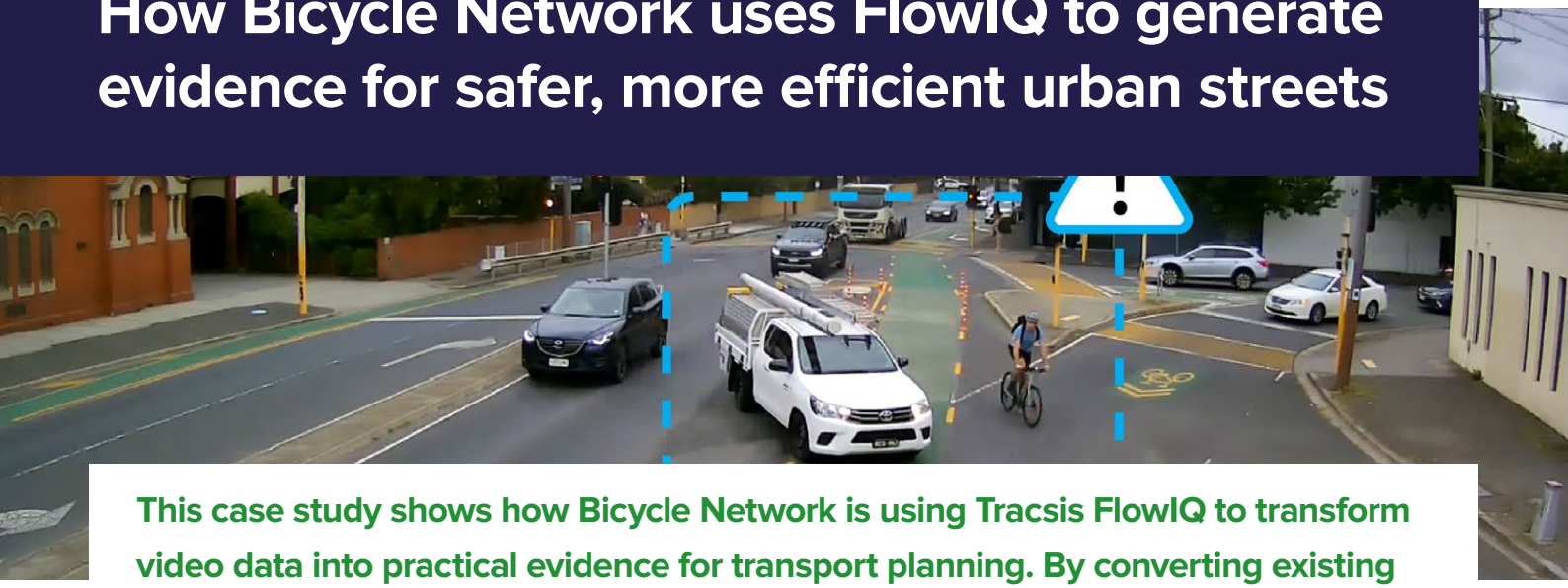
FlowIQ

BICYCLE NETWORK

How Bicycle Network uses FlowIQ to generate evidence for safer, more efficient urban streets



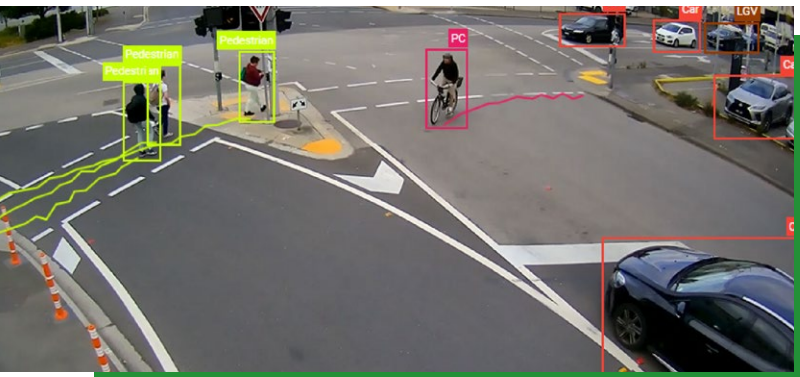
This case study shows how Bicycle Network is using Tracsis FlowIQ to transform video data into practical evidence for transport planning. By converting existing CCTV and survey footage into clear, decision-ready insights, the approach helps councils and transport stakeholders make faster, more confident choices about safety, road space allocation and investment priorities.

The challenge

Councils and transport agencies need reliable, local evidence to plan safer and more efficient streets, but traditional survey methods can be costly, disruptive and limited in scope. Understanding how pedestrians, cyclists, e-scooter riders and motor vehicles move through an area—and where conflict or delay occurs—is essential for designing effective interventions, evaluating schemes and building stakeholder confidence. Bicycle Network identified an opportunity to support this need by turning camera footage into richer, more scalable transport intelligence through its Artificial Intelligence Road Surveys (AIRS) service.

The solution

The solution Powered by Tracsis FlowIQ, AIRS uses AI-driven video analytics to detect, classify and track multiple road user types from temporary or pre-recorded footage. This enables decision makers to move beyond basic counts and access deeper insights such as path tracing, speed analysis, queue wait times, object proximity and compliance monitoring. Because the platform can work with existing camera infrastructure as well as new survey footage, it offers a flexible and lower-disruption route to collecting evidence in busy urban environments.



"Over time we saw an increase in the number of bike riders using the road, and more people choosing to cycle means fewer cars on the road and less congestion, so all road users are better off!"

Laura Braakhuis
– AIRS Programme Manager, Bicycle Network

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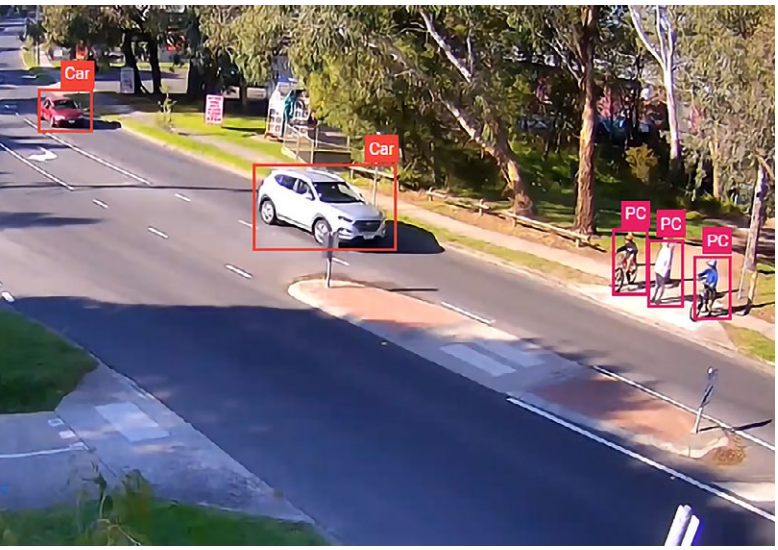

Why it matters for councils and stakeholders

For councils, transport authorities and delivery partners, the value of FlowIQ lies in its ability to produce credible, location-specific evidence quickly and efficiently. It supports better prioritisation of capital investment, stronger monitoring and evaluation, and more transparent decision-making with communities and project partners. By helping organisations understand how streets and public spaces are really being used, FlowIQ strengthens the case for safer, more inclusive and more responsive transport networks.

What FlowIQ enabled

- Road user counts by mode, direction and time period to support baseline studies, scheme design and post-implementation monitoring.
- Path tracing and movement analysis to reveal how people and vehicles actually use junctions, crossings, shared spaces and corridors.
- Speed and queue wait-time analysis to identify congestion, delay and areas of operational friction.
- Conflict and compliance monitoring to support safety reviews, behaviour analysis and targeted interventions.
- A broader evidence base for business cases, funding submissions, stakeholder engagement and urban design decisions.
- A scalable approach that makes better use of existing CCTV and survey footage, reducing the need for repeated manual observation and minimising disruption on site.

Interested in applying this approach in your own network?

FlowIQ can help councils and stakeholders turn everyday video data into actionable evidence for planning, safety and operational improvement. Whether the objective is active travel monitoring, junction performance, compliance analysis or scheme evaluation, the platform offers a practical way to generate insights that support confident, evidence-based decisions.

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