

Tulip Cycle Wands

Trial Insights

November 2025

About the trial

We are currently conducting a two-year trial with Westminster City Council, using the Tulip Cycle Wands to improve cycling infrastructure, beautify the streets and promote active travel.

To gather feedback, Westminster conducted an online survey, and an on-the-spot survey specifically for cyclists. The results will help determine whether the Wands should be made permanent.



Survey objectives

Online (general public) and on-the-spot surveys (cyclists only) were conducted in July to get public feedback on the:

🌈 **design and rainbow layout of the Tulip Cycle Wands**

 **impact of the Tulip Cycle Wands on cyclist safety and visual impact of the street**

👀 **perception of Tulip Cycle Wands compared to typical cycle barriers in terms of look, feel and safety**

Key findings

	Feedback	Online respondents (208 people)	On-the-spot respondents (51 people)
Design & Appearance	Like the design	75%	71%
	Like the rainbow layout	73%	63%
Impact	Think the Tulips make the cycle route safer	75%	84%
	Think the Tulips improve the look and feel of the area	74%	86%
	Believe the Tulips will attract more cyclists to use the lane	60%	71%
Comparison with other cycling barriers	Think the Tulips are better	78%	71%

What people said

"I think the Tulips are an excellent addition to the streetscape"

"Let's see more of them throughout Westminster and beyond"

"They serve a safety function but also just really cheer up the road"

"Imaginative and cheery!"

"Honestly they are absolutely hideous"

Implications

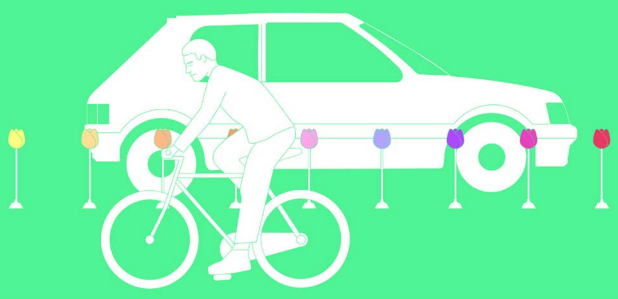
The largely positive response suggests strong potential for wider rollout across Westminster.

We are hoping to conduct a future survey studying the longer-term impact of the Tulip Cycle Wands.



Bloom with us

If you'd like to discuss a trial in your area, get in touch with us at info@tulipcyclewands.com
We'd be happy to provide more information and explore how we can work together.



Follow our journey

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