



# NORWICH CYCLING CAMPAIGN *Newsletter*

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## Norwich the historic cycling city

After completion of the formal business at our well-attended Annual General Meeting in November, Matthew gave a presentation of old photographs and video footage of the city, to show the development of cycling within the city's transportation system during the past 130 years.

The above view, at the junction of Dereham Road and Barn Road at the bottom of Grapes Hill, illustrates the high density number of cyclists that occurred in the lean years immediately after the Second World War.

Matthew's thesis is that a cycling is a natural extension of the way people have moved around the city for centuries. The larger the proportion of journeys made by pedal power, the greater the economic benefit for the city – leaving aside all the potential health and environmental benefits.

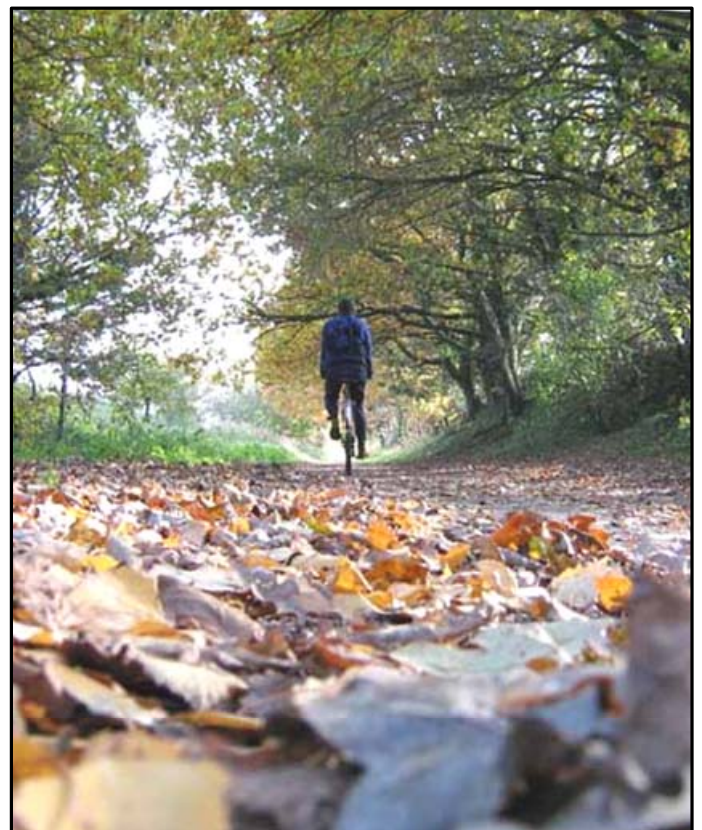
Some of these images will appear from time to time in forthcoming Newsletters, to help remind us of the wider picture that our efforts to get more use of bikes for transport in Norwich is for the benefit of everybody, whether or not they are actually riding themselves.

**Welcome** to our new format for the newsletter. Responding to requests from members and to control ever-increasing costs of paper publishing, your management committee has decided to switch to providing regular information in this simplified format. It will be produced both as a printed paper version, and as a digital (pdf) format for those members who have agreed to have it emailed to them.

Keep letting us know what you think, and do give us a hand if you can.

Matthew Williams has agreed to act as Newsletter Compiler, but the future of the newsletter depends on contributions (articles, pictures, cartoons, anything!) from all members, and that includes you!

Matthew will do his best, but says he cannot expect to match the professional standards of our now-retired Newsletter Editor David Van Edwards, to which our grateful thanks for having looked after Newsletter Nos. 61-70, from June 2006 through to Autumn 2008.



Temporary escape: Marriott's Way in November

## Message from the new Chairman

Dear Fellow Cyclists

As we start off a new year for Norwich Cycling Campaign, the nineteenth since its formation in 1990, I thought that I would begin my piece for the organisation's newsletter by going through the changes to the management committee.

At the Annual General Meeting in November, a number of changes were made to the committee. Most importantly, Matthew Williams, after many years as consultations officer, wanted to step aside and let someone else take over the role. Fortunately, Richard Bearman agreed to take it on and was elected at the AGM. I was elected to replace Richard as the chair of the campaign and Matthew agreed to take over as the minute taker. Rachel Mold and Ollie Stretton-Downes agreed to stay on as Treasurer/Membership Officer and Website Officer respectively. Jeff Jordan, Fraser Tomsett and Phyll Hardie agreed to remain as management committee members.

Following the AGM, the new committee met for the first time in December to discuss, amongst other issues, our campaigning objectives for the year ahead. We decided on five priorities for the year ahead:

- Further the HGV Campaign
- Increase lobbying of elected city councillors
- Get more advanced stop-lines (ASLs)
- Achieve more secure cycle parking
- Get more high quality crossings on the inner and outer ring roads

The HGV Campaign against the use of the bus lane on Newmarket Road by HGVs from the Freight Consolidation Centre at Snetterton continues. Although the trial period of this mad scheme has now started, following the decision of the Joint Highways Committee, the Campaign was never in any doubt that this struggle would be a long term one and that the issues here are not just about the use of a bus/cycle lane in Newmarket Road. In my opinion, the decision to allow the use of a bus lane for freight was not an economic one or anything about congestion: it was and is a politically motivated decision based on putting cars and lorries ahead of cyclists and pedestrians in the transport hierarchy. To put it bluntly, if they had got away with this scheme without a fight, the threat to existing or potential cycle-friendly traffic schemes in the city would have increased substantially. Hopefully, by the end of the trial period the decisions on traffic/transport policies in Norwich will be in the hands of a more accessible unitary council.

You will see that a new target for this year is to increase the lobbying of city councillors. We are concerned at the level of understanding amongst the city councillors, of all parties, of cycling and transport issues. Cycling, and to some extent pedestrian issues, are still seemingly thought of in Norwich as leisure issues and not part of an integrated transport agenda. We do not believe that city councillors are opposed to cycling but that they are poorly informed of the issues involved, perhaps because at present the county council has the major say in transport issues. The Campaign believes that there is a need to convince councillors of the economic and health benefits of cycling. We want to get involved with the council before decisions are made and thus to help to form a coherent transport policy. With the possible advent of a unitary council in Norwich this will become crucial to the Campaign's success.

At the January meeting of the committee we will be trying to put some substance to our objectives especially 'how and when'. If you have any contribution or ideas on any of the objectives above or ideas on other issues you want raised, the committee is eager to hear these. You can either contact me or a member of the committee with your ideas, or come to a committee meeting yourself.

Happy New Year and good cycling!

**Michael Dale**

Chair, Norwich Cycling Campaign

# Rachael uncovers some evidence for economic benefit of cycling

I was inspired by a comment from CTC Director Kevin Mayne at the Norfolk CTC AGM about what good value cyclists are to the local economy in which they cycle - because of the volume of food we require when cycling and therefore the number of pounds spent in cafes, supermarkets and restaurants. So I had a quick google to see what facts I could find.

Two key points hit me which are on reflection blindingly obvious, but still good to see in print for others to read and understand too:

1. Cyclists are a direct benefit to the local economy as we are **more likely to shop locally** and thus minimise leakage away to other economies.

Source: How local authorities can benefit from increased cycling, cyclists as customers paragraph

[www.cobr.co.uk/e-cobr\\_information/cycling\\_initiatives/sections/ncs/local\\_authorities.shtml](http://www.cobr.co.uk/e-cobr_information/cycling_initiatives/sections/ncs/local_authorities.shtml)

2) cyclists on the C2C cycle route in 1996 and 1997 had an **average spend of £30 per person per day** on food (cafes, supermarkets, pubs & restaurants etc), accommodation, tourist attractions and cycling equipment. Just think what that could mean for Norfolk's economy as we enjoy cycling locally or wherever we may go on cycling holidays in the UK and abroad.

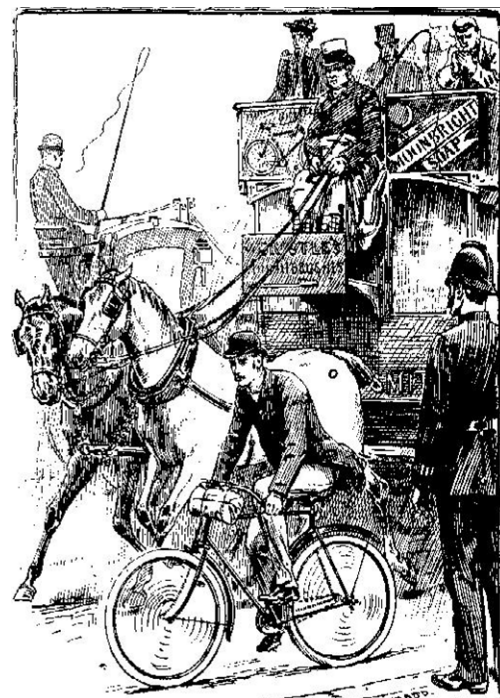
Source: Monitoring Tourism on the UK's First Long-Distance Cycle Route by Andrew M Cope, David Doxford and Tony Hill. University of Sunderland, School of Environment, Benedict Building, St George's Way, Sunderland, SR2 7BW, UK.

[www.multilingual-matters.net/jost/006/0210/jost0060210.pdf](http://www.multilingual-matters.net/jost/006/0210/jost0060210.pdf)

Rachael Mold



Fill that up: true load carriers seen by Matthew in The Netherlands.



THE CITY CYCLIST

## Cyclists as customers

Cycling brings direct benefits to the local economy. Cyclists are more likely than other vehicle users to shop in their local centres and to support local businesses, so reducing the "leakage" from local economies.

It is often assumed that car-borne customers buy far more goods and so are the most profitable. However surprisingly large amounts of goods can be transported by cycle using equipment such as panniers. In many instances this will represent a more convenient option than carrying goods to a bus stop or to car parks located away from the immediate environment.

Some innovatory schemes to increase the capacity for shopping by bike have been evaluated. These include bike hod trailer schemes run by Chichester District Council and Tesco. Customers can register on the scheme and then borrow a bike trailer to get the goods home.

In rural areas, routes for cyclists often suffer from a lack of local amenities. Cyclists using rural routes will need accommodation, food and drink so there is potential to generate revenue for smaller local communities from this activity.

## For info: THREE RIVERS WAY



An ambitious project to provide a safe pleasant route through Norfolk's National Park area is making rapid progress. A proposed shared-use route for cyclists and walkers, the Three Rivers Way, will link four villages Potter Heigham, Ludham, Horning and Hoveton on the northern Broads rivers - Bure, Ant and Thurne. The proposed spinal route is seven and a half miles long with a shorter riverside route along the bank of the Thurne linking Potter Heigham to Womack Water. Creation of the route will give people the chance to get on their bikes and will encourage children to cycle to school. The road through the villages, the A1062, is regarded by many as too hazardous because it is narrow and winding and is used by heavy vehicles and fast traffic. The project aims to help people get more exercise, to reduce short car journeys, to improve access to local shops and amenities and to improve tourism.

The Three Rivers Way Association, the community action group championing the route, was formed in March 2008 and already has support from over a thousand people, parish councils along the route and Norman Lamb MP. The feasibility studies for the whole route are now complete, thanks to collaboration between the Three Rivers Way Association and the NCC Planning and Transportation Department and consultants Mott Macdonald. The Association has current funding from the Sustainable Development Fund of the Broads Authority and in-kind funding from the Happing Partnership. Roy's of Wroxham gave the organisation the thumbs up at Christmas when it gave them a donation of £2000 to help promote the idea and several local businesses are giving skilled help. What is needed in 2009 is credibility among the strategic planners and progress with funding sources. If you can help in any way please get in touch with Secretary Anita Turpin or by email [info@threeriversway.org.uk](mailto:info@threeriversway.org.uk). More information about the Three Rivers Way can be found at [www.threeriversway.org.uk](http://www.threeriversway.org.uk)

# Richard asks: 20's PLENTY FOR NORWICH?

On 15th November 2008 Richard Bearman attended the "Streets Ahead" conference in Warrington. This was the twice yearly joint CTC/Cyclenation conference, but also invited representatives from Living Streets and other groups. The focus of the day was on the **20's plenty** campaign. Norwich is one of the handful of towns & cities to have declared an intention to bring in blanket 20mph speed limits on residential roads. As campaigners, we are well aware of the huge gulf between intentions and actions by local authorities!

At the conference we heard that Portsmouth, Oxford, Norwich and now Newcastle have plans to introduce blanket 20mph schemes. We would then have nearly one million residents within these areas. However that is only a small proportion of the vulnerable road users across the country who would benefit from such lower vehicle speeds. And that is the opportunity and the challenge. **20's plenty** can become the catalyst that creates the 'paradigm shift' in the way everyone uses our roads.

There is evidence that this is possible. The experience of the **20's plenty** debate is that those who are against never argue that 30mph is a 'better' default speed limit for residential roads. Their argument is 'why we can't have 20mph' rather than why 30mph is better. The negativity stems from a continuation of the status quo. And in civil and traffic engineering terms, **20's plenty** is not 'sexy' like a new bridge, road scheme or multi sequential, state of the art, traffic light system, or even a cycle track!

The only benefit of **20's plenty** from a traffic authority perspective is that it will save lives, lead to modal change, it is cheap, it lowers noise and reduces pollution. Exactly what 80% of residents want.

## How we can help achieve this objective for our city?

- Create a community-based and non-modal campaign for 20's plenty.
- Get involved with the community, local councillors and press.
- Avoid the sops to road safety such as 20mph around schools. This is favoured because to drivers it seems dangerous with all those children around. Statistically they are far more likely to be injured or killed closer to home where drivers do not see the same danger. 20mph around schools also legitimises 30mph in other areas.
- Resist the idea of pilot schemes. An authority wide scheme gives community commitment and benefits to all drivers, their homes also being in a 20mph zone. Education, consultation and enforcement are also far more successful across a whole urban area. Pilots cannot accurately model city-wide implementations: at best they defer introduction and at worst provide compromised evidence of benefits.
- Recognise this is apolitical and can have support from all parties. Equally, recognise the local political situation and make use of supportive individual councillors.
- Most of all, we need to be focused. Cycle and pedestrian campaigners' time is limited. We need to get the maximum return for our efforts.

**20's plenty** has made strides in being accepted as the way forward for reclaiming the streets in Great Britain. At local and national level it is being supported, but is most successful when driven by community aspiration and demand.

## So what's happening here?

Below is some information about the key decisions in Norwich, but progress (in terms of anything happening on our streets) is painfully slow. Certainly not up to 20mph yet!

## Norwich 20mph Speed Limit Timeline

**June 2006** – Norwich City Councillors unanimously agree on a blanket 20mph speed limit across the city's residential roads.

**June 2006** – January 2008 – Conservative County Councillors (casting vote holders on NHAC) block the proposal.

**29th January 2008** – Rupert Read (Green Party councillor on NHAC) raises the issue of 20mph speed limits.

**1st May 2008** – Norwich Greens become the second party on the city council, thus for the first time having a voting member on NHAC.

**22nd May 2008** – NHAC, the body with decision-making powers on the issue, vote in favour of the 20mph speed limit.

**25th Sept 2008** – NHAC decides to proceed with the introduction of 20mph limits by means of a 'trial', in three separate areas of the city.

### Norwich Cycling Campaign welcomed the following new members in 2008:

Mark Allen, Norwich

Joseph Dillon, Norwich

Daihi MacSithigh, Norwich

Clive Parsons and family, Morley St Botolph

Sharon Schofield, Norwich

Bob Wright, North Walsham



I shall be proposing to Norwich Cycling Campaign, Living Streets, NNTAG and Transition Norwich that the **20's plenty** campaign is a good one to take up. There are many benefits, from road safety to greater exercise to saving money that it should have wide appeal. So if you think this is a good idea, have a look at some of the background information and let us know how you can help.

Richard Bearman

# Remembering Les Hopkins

As the Autumn newsletter went to press, we were sad to learn of the death of Les, who was one of the founders of Norwich Cycling Campaign back in 1990 and had done so much in the early years to make the organisation effective and successful. He had recently rejoined us and had been active in survey work and campaigning for local cycle parking.

You may have read tributes to him in the local press, and the Campaign has now, with the permission of the City Council, put up a small commemorative plaque next to some cycle stands that Les had recently managed to win at Vauxhall Street Shopping Centre.



# Phyll's Philosophies

What do you reckon would encourage more people to cycle? Following a survey among women non-cyclists ten years ago, the most enlightened answer I thought was 'Seeing more people doing it.' A big concern that many people have is the perception that cycling is dangerous. They are frightened of having drivers passing too close and too fast. (Some do this deliberately - an attitude problem.) If more people cycled it would encourage others to do so and the habit would catch on; currently people use cars due to habit, something they've always done. There are many would-be cyclists out there too nervous to make the changeover. For them, ready availability of adult cycle training could be the spur. Other places have made the change, often in response to restrictions imposed on drivers, for example the London congestion charge which has resulted in a record 23+ percent increase in cycling. Maybe the credit crunch could make a difference. It doesn't appear to have done so yet, but in a year or two?

For women the possibility of having a puncture or breakdown while out on their bikes is a deterrent. Maybe a nationwide system in which car-repair garages have a competent cycle maintenance engineer who could be called out by mobile phone would put their minds at rest.

What I find so appalling is that other countries have gone out and really made an effort, for example, there's the Dutch 'Master Bicycle Plan' and the Danes have made huge progress too. It's all been done before; why can't we manage it?

\*

Since my last Philosophies I've had the pleasure of riding along part of the Camel Trail in North Cornwall. I suppose I'm lucky in having family in the area, somewhere different to visit and enjoy. The Camel Trail, along a disused railway line, runs

between Bodmin and Padstow and is part of the National Cycle Network. It follows the course of the River Camel to its estuary, is quite wooded in parts and picturesque. I was pleasantly surprised to see how the Trail has been enhanced by North Cornwall District Council, with information boards, newsletters we can help ourselves to, cards for stamping and rubber stamps to record our progress. There are also several sculptures along the way, including a metal trout the size of a horse.

Now why can't our Marriott's Way have something similar to encourage tourists. Part of NCN route 1, every time I ride on it I see at least one group of cycle tourists with laden panniers. Stamping cards plus more tourist publicity, would surely encourage more to try it. I am surprised to find how many Norwich citizens have never heard of Marriott's Way.

\*

When friend Christine and I were cycle touring along the Rhine route we came upon one point, somewhere near Basel, where we crossed the 6 degree E meridian. We were crossing a wooden bridge at this point, and the meridian was shown as a painted line across the bridge and the parapet, with a notice saying what it was. Now our Greenwich meridian, surely the most important of all, must cross the National Cycle Network in many places. Is there any demarcation showing it? I've never seen it anywhere (it passes just east of Peterborough). It could surely act as an educational spur, as well as being interesting information. I'm afraid we are not very good at promoting our assets in this country, particularly where cycling is concerned.

Take care during these dark, cold winter days and nights.

Phyll Hardie

# Jeff's suggestions for our campaigning on cycle parking

I would like to support the high priority we have chosen to give to campaigning for better facilities for cyclists next year, particularly cycle parking.

This could include cycle parking in all multi-storey car parks in the city, pursuing the St Andrews provision which is long overdue.

Cycle parking in schools also leaves much to be desired, with insecure, uncovered and sometimes poorly designed racks.

The city high schools should top our list, as those attending are felt to be old enough to cycle to school, and distances generally make this a good option. Health benefits, climate change, congestion and establishing good habits for adult life all make this a high priority.

We need to make our case when new developments are planned, as at Heartsease and Earlham. Millions of pounds will be spent, and cycle parking may be provided for a few hundred if the schools and local govt officers are not lobbied to make a good quality and plentiful supply available.

Other major schemes could be targeted, such as the massive church planned for Drayton High Rd. Even a planning for 10% to attend by bike would see a huge cycle parking provision, and help deal with complaints of excessive car traffic.

Recent developments of flats around the city have included some storage for bikes, but some of it is deplorable, as at St Augustine's Gate and Havers Gardens. I feel sure the developers were required to make some provision, but they should never have been allowed to get away with such cheap and poorly designed facilities.

Our Campaign has had many successes in getting better facilities for cyclists in Norwich thanks to the dedication of Matthew and other members. Recognising we are a small organisation with few active members, it would be a mistake to lay out grandiose plans, so I suggest much of this could be pursued by letter writing, targeting individual officers and councillors and other decision makers. These are the people and bodies with policies and resources to promote cycling, but without pressure from groups like ours to hold them to account, little priority has been given to cycling.

The local press has welcomed our stories recently, so following up our letters with with publicity in the Evening News could bring results, without overwhelming demands on our limited time.



The best cycle parking Halfords can manage?

I have looked around the city at present cycle parking, which varies a great deal

One example of good cycle parking locally is at Hellesdon High School New undercover racks have been provided in a compound which is locked during the day, but with some accessible racks for latecomers, visitors etc. This facility is conveniently at the front of the school, in full view, giving additional security. The cycles are in U profile stands, rather than Sheffield types, but they are new and look good quality. This seems to me the standard that should be aimed for, and would be a small element in the budget when upgrading a school.

Secure cycle parking for the public in the city should also be a priority, but despite the local councils' commitment to this provision in St Andrews car park 3 years ago, we still have not a single secure cycle rack for the public in Norwich. Cycle parking could be provided so easily and cheaply with a degree of security in all multistorey car parks. This is shown by secure compounds for staff or residents in car parks at the Forum, St Giles and John Lewis.

Theft and vandalism affect people who have already taken up cycling, and if cycles can be kept safe and secure, then these people will be much more likely to continue.

The Evening News recently published figures showing that 1,246 cycles were reported stolen during Sep, Oct and Dec 2008. Many people do not report cycle theft, so far more cycles will have been stolen. The number of people cycling in Norwich must be greatly reduced by the reported theft of more than 100 bikes every week

If we can campaign successfully for better provision of cycle parking, this will encourage people to use their bikes, with all the benefits that this will bring.

Jeff Jordan



## Contacts and Who's Who

Website: [www.norwichcyclingcampaign.org](http://www.norwichcyclingcampaign.org)

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*Norwich Cycling Campaign members' meetings normally take place on the 3rd Thursday of the month in The Copeman Room, United Reformed Church, Princes Street. Next meetings 15 January and 19 February.*

Norwich City Council (part time cycling officer): Tim Mellors (01603 212237, [timmellors@norwich.gov.uk](mailto:timmellors@norwich.gov.uk))