

NEWSLETTER No. 12  
JULY - AUGUST '94

**NORWICH  
CYCLING  
CAMPAIGN**

NORWICH CYCLING CAMPAIGN was formed in 1990 to promote cycling in Norwich and lobby for better cycle facilities. We are affiliated to the National Cycle Campaign Network.



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**EDITORS COLUMN**

I think I know how Norwich City manager John Deehan must feel seeing his best players sold from under his nose! Just after National Bike week, our newsletter editor, Dave Cox, got a job in Reading which means that he can no longer carry on as Editor (although he'll still be around for weekend events). Many thanks to Dave for all his hard work over the last few months and I wish him well in his new job.

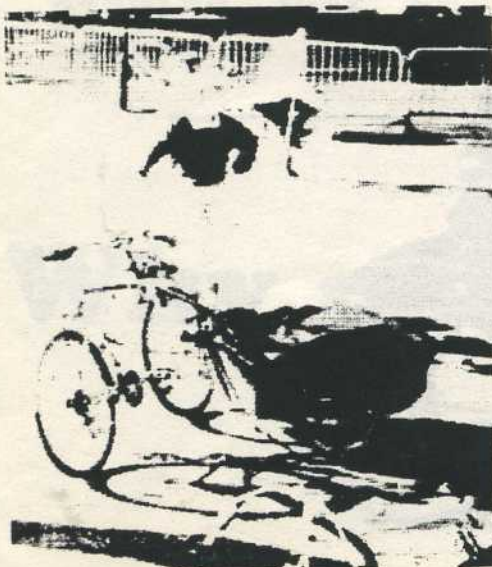
From this issue on our new editor will be long-time member Ross Nockles. Ross has considerable computer and publishing experience as well as a keen understanding of cycling issues and will, I am sure, be a considerable asset to the campaign. Ross is based in the Greenhouse, 48 Bethel St, Norwich (tel. 631007 fax: 666879), so if you have any items for inclusion, comments, criticisms etc. please pass them on to him there.

A week after Dave had to resign, Matthew Williams, who, along with me, formed the Cycling Campaign back in 1990 told me that, due to work pressures, he too would have to stand down as joint coordinator. Mathew will remain 'on board' as our Campaign Consultant as well as Vice Chairman of the City Council Cycle forum. However, in future, he will concentrate on specific cycling projects (like the Wensum Valley Cycle Path) rather than the hurly-burly of day to day campaigning. This work will be continued by myself and anybody else who would like to help (please!)

At our meeting on 20th July, Matthew was presented with a framed print by members of the campaign in recognition of all his hard work over the last four years. I would also like to thank Matthew as it is doubtful whether we would have achieved quite as much success and respect as a campaign group without his input, and I wish him all the best for the future.

Les Hopkins  
Coordinator  
July '94.

Meetings.....  
are now held in the  
Greenhouse , 48  
Bethel Street,  
Norwich on the 3rd  
Weds. of each month  
at 7.30pm. All  
members are welcome  
and secure cycle  
parking is available  
in the courtyard  
(all the way through  
the archway behind  
the huge wooden  
gates N.B. do not  
obstruct the access  
to the garage at  
rear of courtyard)  
Next meetings:  
17th August  
21st September  
19th October





## NATIONAL NEWS

Without doubt the most important national development in cycling was the announcement, by Roads and Transport Minister, Robert Key, of a new Govt. Cycling Policy Statement. Launched significantly, at the end of the most successful National Bike Week ever, it has been described as a 'sea-change' in the official attitude towards cycling and is light years ahead of the appalling Dept. of Transport evidence to the Transport Select Committee some three years ago. The new policy has six key (no pun intended) elements:-

\* The endorsement of local authority targets to increase cycling.

\* A recognition, at last, of the huge suppressed demand for cycling.

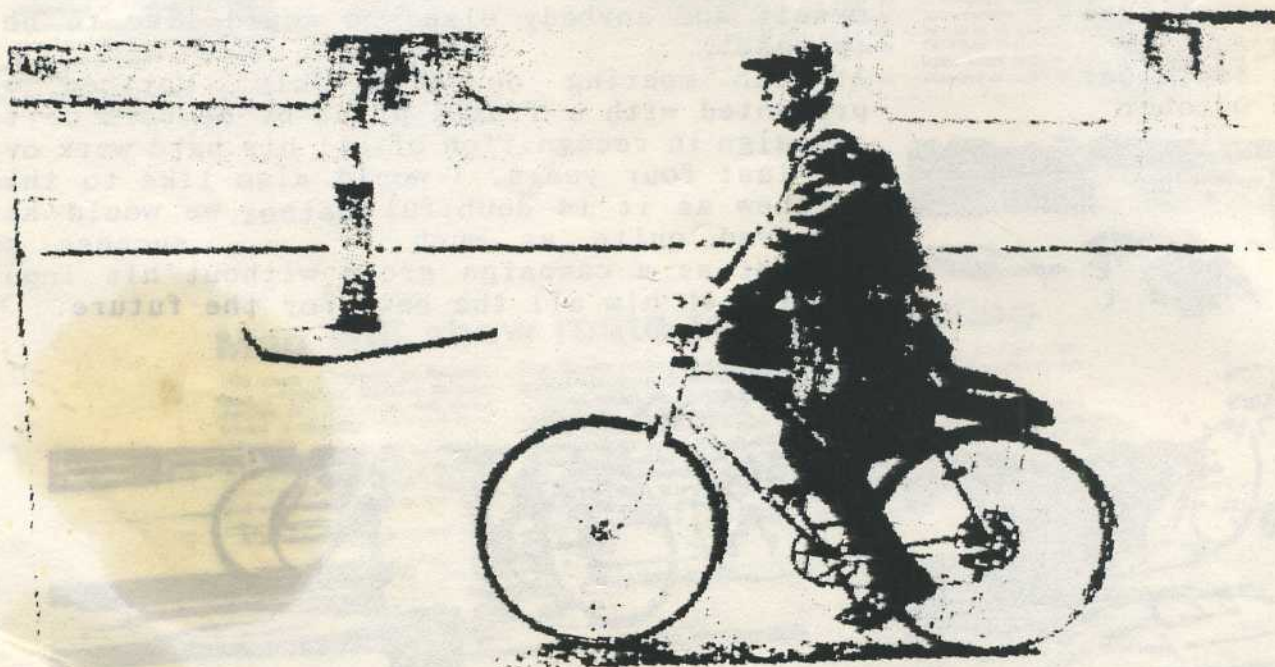
\* Acknowledgement of "a definable health benefit" from cycling.

\* A preference for cycling as the mode of transport for short journeys.

\* That the street environment needs to be changed in order to attract cyclists.

\* A recommendation that bikes should be combined with trams for longer journeys.

In addition the statement makes it clear that local Highway Authorities are expected to take proper account of cycling when they make their bids for funds in their Transport Policies and Programs (TPP) Submissions. Taken at face value, there is a clear message to local planners. The Govt. want to see cycling targeted and promoted and that will even make funds available to do this! Les Hopkins Note. Les was recently elected to the steering committee of the Cycle Campaign Network, which links cycle campaign groups across the UK, and lobbies at national level. If members have any national issues they'd like to raise, pass them on to Les.





CO-ORDINATORS PAGE

Where do we go from here? is the title of a track by early-seventies jazz-rock band, If. It happened to be playing as I was reading an advance draft of the County Councils TPP submission on cycling in which they fully recognise (at last!) the benefits of cycling for the individual and the community and in which they have bid for the largest amount ever for cycling in this area. Also, fairly recently, the City Council announced that they have set a target of doubling cycle use in the city by 1998. So, having finally bullied and cajoled both councils into a position where they are actually kicking the ball in the right direction (to continue the metaphor that runs through this newsletter in World Cup month!) it would seem logical to let them get on with the job, keeping just a watching brief on things.

So, where do we go from here? In my view the major thrust of the campaign should be towards actually encouraging people who don't normally cycle to get on their bikes to generate the numbers of regular cyclists that will justify the installation of new cycle facilities. As a group we can help this process by organising more cycle-related events - themed rides (like the highly successful Breakfast Ride and Treasure Hunt ride during National Bike Week), Doctor Bike safety checks, Commuter challenges, mass rides etc. As individual members there is also plenty that can be done. If you work for an employer, badger him for cycle facilities (a copy of our new employers guide is enclosed) and encourage your work colleagues to cycle.

Arrange picnic rides between your family and some non-cycling friends families. Write letters to the press, magazines etc. extolling the pleasures and benefits of cycling. Complain to shops and other public institutions about the lack of parking and make sure you use any new cycle facilities that are provided and encourage others to do the same!  
Les Hopkins,  
July '94

membership form

I enclose : (Annual Membership)  
 Individual (waged) £9   
 Individual (unwaged) £4   
 Family £15   
 Donation £.....   
 TOTAL ENCLOSED £.....  
 Cheques/POs to Norwich Cycling Campaign

I would be able to help with :  
 Cycle surveys   
 Cycle events   
 Self-help repairs   
 Typing/Wordprocessing   
 Fundraising   
 Other (please specify).....

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name .....  
Address .....

Tel .....

Return to : Norwich Cycling Campaign  
36 Stacy Road, Norwich NR3 1JN

# Why not join?





\* Hovis National Bike Week '94 was the most successful ever with over half a million participants across the UK and record pro-cycling media coverage. Many thanks to all those who helped organise or participate in our local events, and in particular those who helped at the highly successful Cycle Fair and the equally successful Open Evening.

In the local press there were 21 items which mentioned either HNBW, the Norwich Cycling Campaign, or both. These included a full page spread in the EDP and a weekly 'win a bike a day' competition which we organised in the Evening News. Incidentally, all the pro-cycling editorials from which the quiz questions were drawn were written by our coordinator Les Hopkins. In addition Les & Matthew did a highly successful 'phone-in' about cycling on Radio Norfolk, which is so popular we've been asked to do another one on August 12th.

\* Riverside Planning Guidelines  
We have joined with the Road Action Group on this issue and have objected to the development including large, car-based retail outlets which generate more traffic, thus adversely affecting cyclists.

\* Broads Local Plan  
We found it incredible that an area so ideally suited to leisure cycling as the Broads there was, in a 200 page report only one mention of cycling - as being dangerous! Our response to the consultation document was suitably scathing!

\* Heigham St/Barn Rd pedestrian/cycle crossing.

We have recently been consulted on this new crossing. Whilst we agree with the general principle of a crossing at this location, we have considerable reservations about the actual design. Matthew is currently formulating our official response.

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