

NEWSLETTER No. 12
JULY - AUGUST '94

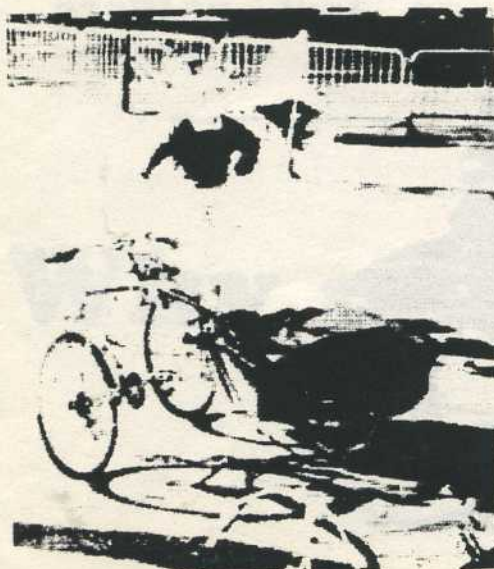
NORWICH CYCLING CAMPAIGN

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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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



EDITORS COLUMN

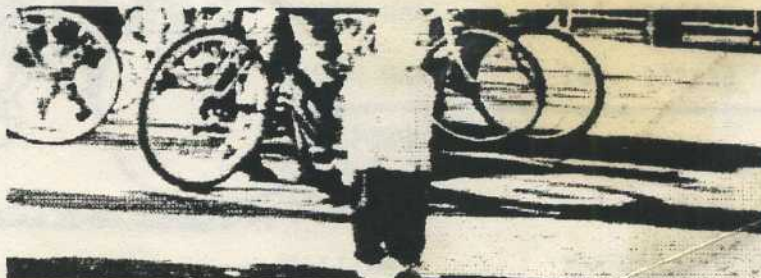
I think I know how Norwich City manager John Deehan must feel seeing his best players sold from under his nose! Just after National Bike week, our newsletter editor, Dave Cox, got a job in Reading which means that he can no longer carry on as Editor (although he'll still be around for weekend events). 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.



NATIONAL NEWS

Without doubt the most important national development in cycling was the announcement, by Roads and Traffic 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.

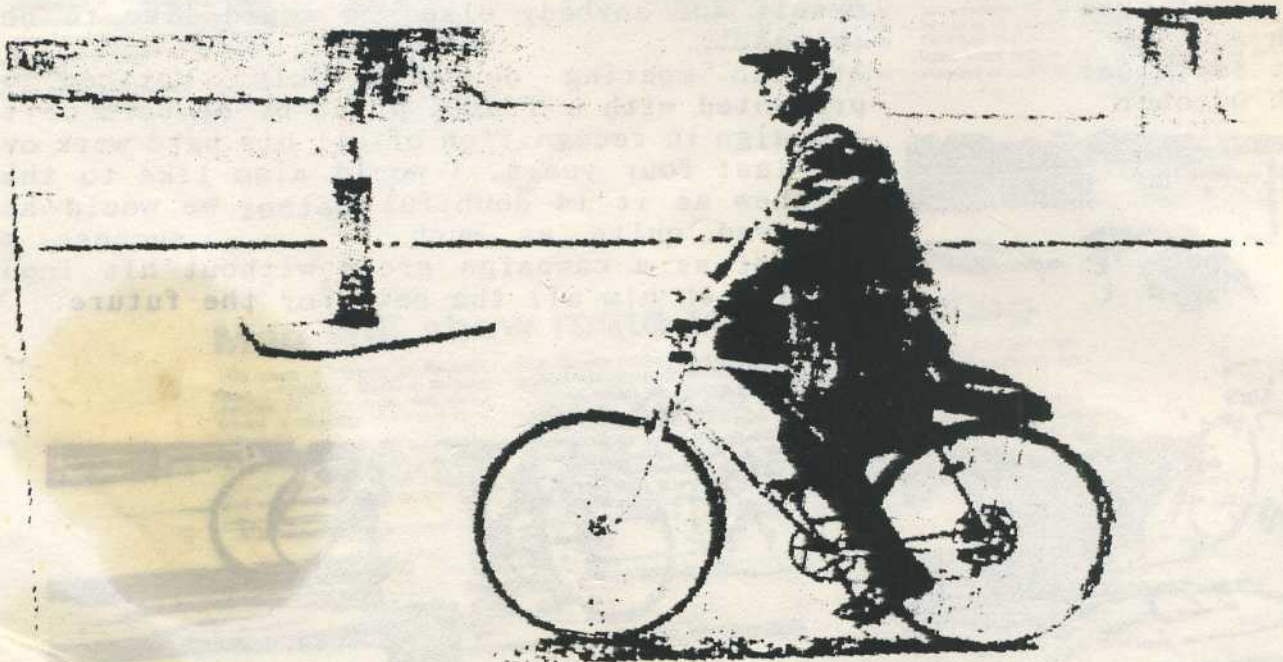
* Acknowledgement of "a definable health benefit" from cycling.

* 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 football 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 cycle 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 week long '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 the 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.



**NORWICH
CYCLING
CAMPAIGN**

* St. Clements Hill/Outer Ring Rd crossing to Spixworth Rd

This has recently been opened and we would be glad of members comments and observations. Matthew used it recently and very nearly had a collision with another cyclist - who turned out to be City Council C y c l i n g Officer, Tim Mellors!

* County Council Cycling Budgets

As you may have read in the press, the County Council has set a budget for c y c l i n g facilities that is it's biggest ever. For 1994/5 the budget is for £600,000 for Norfolk, rising to £750,000 a year by the end of the century. In addition a f u r t h e r £850,000 will be made available to Norwich, for c y c l e facilities over the next five years.

This is great stuff and a considerable improvement on the position of just a few years ago (before the C y c l i n g Campaign was formed) when he County Council had no budget for cycling whatsoever and opened its TPP submission on cycling with the words "Most experts agree, the biggest deterrent to cycling is danger"

Contributors:

Les Hopkins
M a t t h e w Williams.

Next Issue

* How the proposed Unitary Local Authority plans will affect cyclists.

* Cycle Parking at Carrow Rd - or how, for the price of one of Chris Suttons' toenails, supporters may have the option of cycling to the match and parking their bikes safely at the ground.

CONTACT LIST

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NORWICH CITY COUNCIL CYCLE FORUM

CHAIRMAN - Cllr. JULIAN SWAINSON Tel. 618768

VICE CHAIR - MATTHEW WILLIAMS



Get the picture !



Organisers, helpers (and various children) at the end of our National Bike Week Cycle Fair on Sunday 12th June 1994 at Chapelfield Gardens. Full colour prints of this photo (actual size as shown above) are available, price 95p + 25p p&p from The Norwich Cycling Campaign, 36 Stacy Rd, Norwich, NR3 1JN

HNBW Photo Order Form

Please send me _____ copies of the HNBW cycle fair photo. I enclose cheque/P.O. for _____ (@ 95p per copy + 25p postage).

Name: _____

Address: _____

Post Code: _____

ACTION STATIONS

The following are all things members can do to help our work. Please send replies of a n y correspondence to us at 36 Stacy Rd, Norwich, NR3 1JN.

* Radio Norfolk Phone In on Cycling

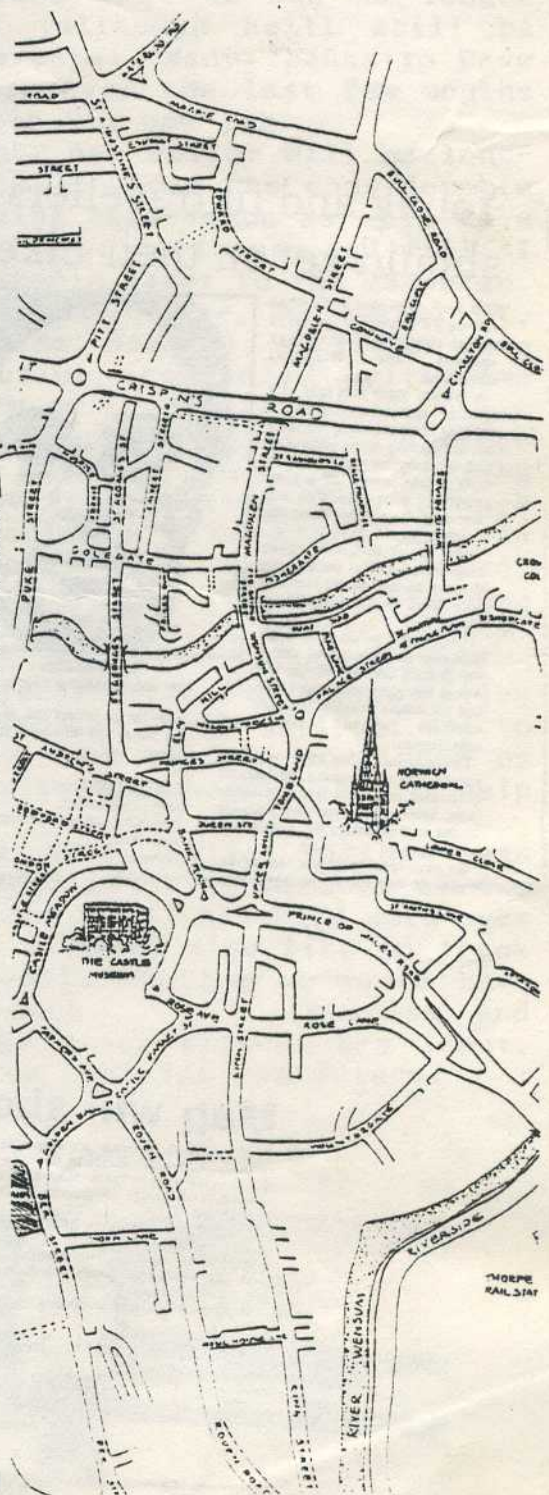
Les & Matthew will be doing this on Friday 12th August, between 10am and 12noon. Members are asked to 'phone up (NCH 617321) w i t h constructive, pro-cycling comments and questions. This will balance the usual range of callers complaining about killer-cyclists on the pavements, how dangerous cycling is etc.

* Rides

Easy paced country rides are held fortnightly throughout the summer. These are usually around fifteen miles in length (about 1 1/2 to 2 hrs ride) and are ideal for novice cyclists or those who have not been on a bike for a while. No children under 14 please. Details from Phyll Hardie on NCH 35547. Next ride will be on Sunday 30th July - 15 miles to Stoke Holy Cross and back. Meet St. Marks Church, Hall Rd. Norwich (city end) 2.30pm. further rides on 13th & 27th August and 10th September.

* City Council Route Map Questionnaire

Please complete the enclosed map and return it to City Hall A.S.A.P. the council have said they will extend the 7th July deadline to no later than the end of the month, so get them in early!



Bicycle Clips

A selection of cuttings from the Press

Big spenders – and no back-peddalling!

CYCLISTS in Norfolk are enjoying an easy ride, according to figures just published by a national pressure group.

This year the county council will be one of the biggest spenders nationwide on cycling schemes, says the Cyclists' Public Affairs Group.

It comes equal first with Wiltshire, with an estimated spending of £300,000. And there is more good news for cyclists – County Hall plans to double its spending next year for projects across Norfolk.

At a meeting tomorrow, the county planning and transportation committee will also hear proposals to spend another 1850,000 over five years developing the Norwich Cycle Network.

Committee chairman David Buckton said: "Investment in cycling certainly pays off. It helps to reduce traffic congestion, cuts pollution and encourages a healthier lifestyle."

In Norwich, a major cycling route linking the city and the university is being built. This will be extended

through the city centre later.

And plans are afoot to start a path along the route of the old M&GN railway to link Hellesdon and Drayton with the city.

In the CPAG report, Norfolk's commitment to cycling is reinforced by its position in tables of spending and bids for Government grants. It comes at a time when the Government is urging councils to switch the emphasis from major road schemes to cycle routes

■ Win a mountain bike — page 13

Evening News, 15th June '94

Young and fit travellers should get on their bikes

Last week there was a rail strike and the TV was full of footage of traffic jams, deserted railway stations and frustrated commuters.

A typical story was that of a young, apparently-fit office worker complaining bitterly about spending some two-and-a-half hours driving the 12 miles to work despite having left at some unearthly hour, and who was "dreading" the journey home that evening.

What a pity this poor young thing did not follow the example of many people during National Bike Week by cycling to work instead.

The journey would have taken little over an hour, petrol money would have been saved, parking would not have been a problem and the health benefits from the exercise would have been considerable.

There would also have been the satisfaction of watching the faces of frustrated motorists stuck in traffic jams, breathing in their own pollution as the cyclist passes by, unhindered and free.

So next time there's a rail strike,



Les Hopkins - "try some healthy exercise."

leave the car behind and, as they say in our parts, "do different" and cycle to work!

LES HOPKINS,
Joint Co-ordinator,
Norwich Cycling Campaign,
Stacy Road,
Norwich.

Biking bobby's tender memory

ONE Norfolk policeman discovered what it was like to be a bobby on the bike when he took up the challenge to join national Go to Work on a Bike Day.

Insp Alan Chapman of Lynx cycled the 16 miles to and from work on a bicycle borrowed from his teenage son, Jonathan.

It took him one hour 20 minutes in the morning and two hours to cycle home that evening but he was determined to do it.

"I was put under a lot of

pressure here by younger members of the department who said I could not do it," he said.

It was the first time the 43-year-old inspector had been on a bike since he left school in the 1960s and he was not sure if he would do it again.

"I am a little bit tender," he said.

Although pleased with his achievement, he said praise had to go to younger colleague PC Chris Taylor who has had open heart surgery and still managed to cycle from his Blo-

field home to work.

"He did well. It didn't take him so long. He's younger and faster than me," said Mr Chapman.

■ Anyone who cycled to work last Wednesday is reminded to send a letter of confirmation from their employer to the Norwich Cycling Campaign, 36 Stacy Road, Norwich NR3 1JN. The day, backed by Norwich 800, aimed to encourage 800 extra cyclists in Norwich. Each cyclist will earn a certificate and could win a cycling book.

Safe solution

This is National Cycling Week. It could also be the Hour of the Bike.

Norfolk's emphatic move towards a "green" transport strategy accords a significant role to the cycle for many years the unconsidered and imperilled understrapper to the motor car.

The county is planning to spend nearly £1.5 million over the next five years to bring a network of cycleways to towns and eventually across Norfolk, extending a plan approved last autumn to create 20 cycle routes in Norwich, Yarmouth and King's Lynn.

Cycling is inexpensive, efficient, healthy and of course environmentally impeccable. But cycles do not mix with cars and, unless segregated, can prove hazardous to the user and, to potential converts, unattractive. Surveys regularly show that many potential cyclists are too alarmed by rush hour traffic to cycle to work.

A comprehensive network of safe, coherent routes will encourage commuter cycling and provide what is surely the most cost-effective answer to motorised congestion.

Map will show route to safer cycling

THE streets of Norwich are becoming more cycle-friendly, thanks to the introduction of a new cycle map and a scheme to encourage commuters on to two wheels.

This week is National Bike Week, and Norwich City Council is starting a consultation exercise with cyclists to find out which routes they use in the city.

It plans to produce a cyclists' route

map showing established cycle lanes, popular, safe routes and parking places.

Norwich Union, the Norwich Cycling Campaign and the Cycle Forum have also got together to produce a guide to encourage local employers to make cycling to work easier.

Surveys have shown that regular cyclists are more alert, less prone to stress and have fewer days off sick.

The guide, called a Cycle-Friendly

Workplace, was being launched today. It includes steps which employers can take to become cycle-friendly.

These range from supplying bike parking spaces and offering mileage allowances to staff using bikes on company business.

■ Details of the cyclists' route map consultations are available from the City Hall foyer.

EDP - Thurs 16th June