

# Norwich Cycling Campaign

Newsletter 23  
Autumn 1996

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

**A**fter three years of writing to Friends Provident (the owners of Castle Mall) requesting cycle parking – and having most of our letters ignored – a little bit of public embarrassment has borne fruit.

Frustrated at having nowhere to lock her bike, Campaign member Julie Marshall decided to take her bike into the mall. She was ejected by a 'jobsworth', so she complained to us and to the Evening News. Shortly after the story below was published, we heard from a friendly journalist that those awfully nice Castle Mall people had agreed to install a number of racks outside the Castle Meadow and Timberhill entrances.

We also received a letter from mall boss David Newton complaining that he found the tone of the newspaper report, and especially our pointed criticism of his mall, rather offensive! We replied that it may have been offensive, but it got results – which is more than our polite letters had ever done!

## Castle Mall bike racks - at last !

### Mall to get cycle racks

**CYCLISTS will soon be able to leave their bikes safely at Castle Mall.**

The multi-million pound shopping centre has agreed to provide racks for cyclists after the Evening News highlighted the lack of parking facilities for bikes last month.

Cyclists branded the centre a 'dinosaur' for offering 1000 car parking spaces and not a single bike rack. The mall is now applying to set up 15 racks, three years after it opened.

Last month, centre

manager David Newton said that cyclists could chain their bikes to pavement railings at the Castle Meadow entrance and that bike racks were a city council problem.

But the council said the mall had not replied to the cycle-rack proposals which it put forward more than a year ago.

A planning application has been submitted by Friends Provident, owners of Castle Mall. Eight racks are planned for Castle Meadow Gate and seven for St John's

Plain. Mall managers have written to cycle campaigners, asking where they would like to see racks built, how many and what sort.

Norwich Cycling Campaign Co-ordinator Les Hopkins said: "I am pleased they have taken notice at last. We have told them exactly what we would like to see and we chose sites where racks could be extended if demand grew."

Campaigners who would like to see cycling considered as a serious

by KIRSTY RHODES

mode of transport in the city are pushing for rectangular Sheffield racks, designed to fit any bike.

Planning committee chairman Julian Swainson said: "It's nice to see a bit of public pressure has got a result. There is still a high percentage of people who rely on bikes for transport, including myself, and a lot more people would use them if there were facilities available."

Mr Newton was unavailable for comment.

EEN 14-8-96

▶ **FLASHBACK**  
July 1, 1996

### City cyclists dub mall 'a dinosaur'



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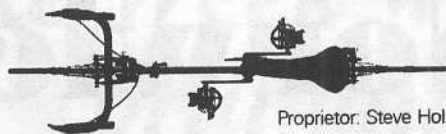
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# What's in a name?

Co-ordinator's  
column 

The other day I was looking at the mountain bikes locked up on a city centre bike rack. As I was looking, a thought struck me - they all had names like Scorpion, Predator, StreetFighter, Nitro or similar. All very aggressive, macho, boy-racer types of names. So what, you may ask? After all, the mountain bike has undoubtedly been the main reason for the upsurge in cycling over the last ten years or so and has pushed bike sales from a mere 600,000 in 1970 to well over 2,000,000 new bikes last year.

In fact, for the last five years, bikes have outsold cars at a ratio of 2:1. So, why make a fuss if a bike has a macho-sounding name? If you were a thirteen year old boy and you wanted (your parents) to buy a sleek black MTB, which would you choose - the Halfords BlackKnight or the Halfords Sootybike? QED.

My argument is this: for many years now cycle campaigners have been complaining about motor manufacturers who call their cars names like Stingray, Avenger, Hunter and so on - names which emphasize speed and power.

We maintain that names like these encourage the aggressive driving which puts cyclists in some danger.

## Welcome to new members

**Catherine Williams**  
**Sigrid Wocadlo**  
**Malek Goutal**  
**Karen Sexton**  
**Martin Hicks**  
**June and Jack Gentle**  
**Richard Wallace**  
**Mark Benfield**

Yet, by condoning the use of similar names for MTBs are we not guilty of encouraging the same sort of irresponsible antisocial behaviour in our youngsters, who will probably be tomorrow's car drivers? I'm not suggesting that bike manufacturers should only use poncy, namby-pamby names for their products but perhaps they should put a little more thought into the names they come up with.

### TIME FOR ACTION

Sometimes, even the threat of direct action is enough to get things done. Picture the scene: a city centre pub at lunchtime. I'm having a quiet drink with a friend when I spy three senior members of the council Engineering Department. I then tell my friend, rather loudly, that unless the Engineering Department mend a particularly bad pothole pretty quickly, we were going to put cones round it and put a pot-plant in the pothole - in front of the Press! The Senior member of the Engineering Department was then seen making hurried notes. Guess which pothole had been fixed a few hours later as I cycled home from the office?

Moral: Sometimes words speak louder than actions!

*Les Hopkins*

Campaign Co-ordinator

### Next meetings:

at the Campaign Office  
7:30pm, rear entrance,  
38 - 40 Exchange Street

*September 18th*

*October 16th*

*November 20th*

*December 18th*

**All Members  
Welcome!**

## National Bike Week 1997

We are looking for YOUR ideas / help / enthusiasm. Bike Week is our opportunity to really push cycling in Norwich and bring it to the city's attention. We have already started planning next year's event but it's YOUR comments and suggestions that will really make it happen. Please ring or write soon!



