

Lancaster & District: Cycling Demonstration Town

NOTES OF AN OPEN CYCLING FORUM ORGANISED BY DYNAMO 23 November 2005

Friends' Meeting House, Lancaster

Present:

Gill Ainsworth	Claire Evans	Gordon Maclay, Lancaster City Council
Paul Andrews	Mark Fletcher, LCC Social Services	Alan Marsden
Tony Ball	Dick Follows, Dynamo	P McGrath, YMCA
Jeff Bartley, Wheels for all Lancaster	Eve Hall, North Lancs Bridleway Society	Richard Paige, Bicycle Magic
Kathy Bashford, Lancashire Wildlife Trust	Tim Hamilton-Cox, Dynamo	Sarah Pilling, The Edge
David Bedding, Sustrans	Mary Haney	Anna Redfearn, Pedal Power
Andrea Brook, TSLM	Janice Hanson, Lancaster City Council	Sue Riley
Stephen Buchanan, Furniture Matters	Matt Hodges, CTC	Jean Sadler
Patricia Clarke, Dynamo	Dave Horton, Dynamo	J Sadler
Leslie Cochrane	Simon Jones, Lancaster Cycle Club	Paul Scolefield, Lancaster University
Simon Copley, YMCA	John Leach, Dynamo	Rachael Scott, Lancaster City Council
Gina Dowding, Lancaster City Council	Alistair Kirkbride, Dynamo	Jon Sear, Lancaster University
J Dunbar, CTC	Peter Loker, Lancaster City Council	Alasdair Simpson, Lancashire County Council
A Dunbar, CTC	David Lyth	
Rachel Eddyshaw, Dynamo	Simon MacDonnell, The Edge	
Peter Edge, Wray Parish Council		

1. John Leach of Dynamo opened the meeting, the aim of which was to explore ways of doubling cycling in the three years for which Lancaster and district has been awarded Cycling Demonstration Town (CDT) status. The task was beyond the reach of any single organisation operating alone, but it was attainable through the joint efforts of the assembled group and others. There was a need for both cycle infrastructure and cycle promotion - whether cycle maintenance, training, guided cycle rides, cycle races, etc. These two aspects of the CDT bid were symbiotic: a consequent increase in cycling numbers would justify calls for more infrastructure. Although the participants in the meeting approached cycling from different angles, they shared a common interest and their ideas for promoting cycling were important and welcomed. Lancaster and the other CDTs had the potential to be

nationally significant in demonstrating how to increase cycling and this responsibility should be taken seriously.

2. Peter Loker, Corporate Director for Community Services, Lancaster City Council, addressed the meeting. He thanked all those who had played a part in the bid to Cycling England for CDT status. The bidding process had been very rapid and the legal agreements were still being finalised, but the outcome was that Lancaster City Council had been awarded £1.5 million of extra expenditure (to be match-funded) for cycling initiatives over three years, starting from the current financial year. The six CDTs are expected to work together and share ideas over the lifetime of the award and they will be in regular contact with Cycling England..

The November meeting of the City Council Cabinet had agreed the structure to oversee the CDT: in order to reduce bureaucracy, a board would be formed of four officers/councillors delegated to take responsibility for the management of the project. Reporting to the board would be a steering group, formed of representatives from, amongst others, cycling organisations.

The bid that the Council had made to Cycling England had split the funding between infrastructure (two-thirds) and promotion (one-third), with the emphasis on commuter or utility cycling. Proposed infrastructure improvements included the canal towpath, Ryelands Park, improved links to the Lune Millennium Path and a new route to Lancaster University. There were as yet no detailed schemes for the promotion tranche, but bids for cycle development projects would be considered based on how they would improve utility cycling in the district. The Council was currently working on a draft programme of works and activities to present to Cycling England.

Those people in the City Council who would be working on the CDT were Gordon Maclay, Gary Bowker and Rachel Scott.

Mr Loker then took questions from the floor. Questions touched on the following:

- 2.1 It was confirmed that the Council would endeavour to draw in further matched funding for cycle schemes.
 - 2.2 Although there is a bye-law prohibiting cycling on Morecambe prom, this law is not regarded as enforceable.
 - 2.3 If necessary, expertise could be bought in from outside for appropriate schemes.
 - 2.4 The focus is on urban areas, but rural schemes are not ruled out.
3. The forum then broke into five groups to consider and report back on the shared vision for increasing cycling in the district and how this vision could be realised.

The following is a summary of ideas which came out from those groups' discussions plus other ideas which had already been put forward or arose from post-meeting feedback. The list needs refining and trimming; it should be seen as a store of potential activities from which a coherent and attractive cycle promotion package can be constructed.

3.1 Try outs

Idea	Details	Extra information
cycle try outs	key locations (cycle paths, Salt Ayre, Williamson Park, Happy Mount Park, Market Square) on weekends	bikes from where (see <i>Company of Cyclists</i>)? When? Include basic maintenance sessions? Set up local version of <i>Company of Cyclists</i> with a mobile try out unit that gets to places with lots of potential cyclists?
town centre cycling stalls	provision of maps, information and advice; listening to experiences and problems; helping people figure out how they might incorporate cycling into current travel patterns; exhibitions and mental map exercises to discover people's priorities for new cycling facilities	how often? Lancaster and Morecambe? Similar to personalised travel planning
cycle try outs at schools	at summer fairs, maybe other times. Opportunity for children and parents to learn about and experience increasing range of options - seats, trailers, trailer bikes, kids' bikes etc.	who to lead (parents, teachers, instructors, other organisation)? Link in with cycle training, National Bike Week, festivals, organised family rides, British Cycling Federation's <i>Go Ride</i> scheme, school travel plans, Bike IT

3.2 Training

Idea	Details	Extra information
training the trainers	large scale training of cycle instructors, ride leaders and route finders	<i>Pedal Power</i> to lead? CTC leading a new scheme, funded by Cycling England and just launched (end 05)

cycle training	training in riding and maintenance	<i>Pedal Power</i> . Major push in Spring?
schools cycle training	including on-road riding, and basic maintenance	major push in Spring? Local bike shops to help with maintenance classes? Accompanied by safer routes and improved cycle parking
bike buddy schemes	for major sites, with volunteers helping novices sort out routes, equipment, techniques etc. Could be a stage down from the cycle training scheme	initiated by Travel Plan co-ordinators or their nearest equivalent?
bike hire/cycle training schemes	cycle training offered at point of bike hire, at major local institutions, such as University, St Martin's, RLI	work with <i>Cyclepoint's</i> existing <i>Budgie Bike</i> project. Also see <i>Company of Cyclists</i>
train relevant city council officers and councillors in cycling best practice	to improve their knowledge of what can and should be done to increase cycling	Involvement in CTC's benchmarking project? Exchange visits to Aalborg, Lancaster's Danish twin town?
training/awareness raising of other road users, in needs/rights of the cyclist	educating drivers in appropriate behaviour around cyclists	target bus and taxi drivers? Develop and promote a 'transport hierarchy' (based on, e.g., the big, 'strong', 'fast', give way to the small, 'weak', 'slow')
dangerous driving report cards	tie in with driver education, and police officers on bikes	
develop, promote and display a 'cyclists' charter'	explaining the rights and responsibilities of cyclists	
recruiting 'leaders' (a.k.a. 'top level buy-in')	encourage well-known locals and key individuals in large organisations to cycle	media-friendly

3.3 Rides

Idea	Details	Extra information
organised Sunday rides	EVERY Sunday, from Millennium Bridge (both family-friendly to appeal to novices and make use of cycling infrastructure; and 'hard-riders' to appeal to more experienced riders and make use of local fells)	who to lead? Need to train ride leaders? More rides in Summer?
development and promotion of new leisure cycling routes	e.g. circular route, encompassing much of the district, from Morecambe to Lancaster (cycle track), to Hest Bank (canal), to Morecambe (bridleway and prom). Similar circular route to south, including Glasson Dock and Galgate?	particularly routes that utilise existing local resources (parks, cafés, pubs, coastline, river, canal etc) , and seem 'doable'
women's cycling group		
Salt Ayre track	breathe fresh life into it. Develop as a centre for cycling. Cycle hut? Storage container?	potential venue for try-outs and festivals; also adults and kids racing leagues
cycle to school week	like existing 'walk to school' week	tie in to <i>National Bike Week</i>
designated cycling day each month	e.g. last Friday of the month is 'cycling day', with extra incentives for people to get on their bikes	
themed rides	for example, Mothers' Day ride, Fathers' Day ride, Santa's ride, Hallowe'en ride. To appeal to families, and utilise local off-road routes	promotional push through schools (and elsewhere)
ramp up <i>National Bike Week</i> activities	9 days of cycle promotion every June, with support and promotional materials	work with <i>National Bike Week</i> co-ordinator

summer ride series	4 marshalled rides over 4 routes over 4 months (eg: 1 st Sundays in June, July, August and September), with medals, certificates, prizes and entertainment	low distance rides appealing to children, and utilising existing leisure routes, e.g. 10 miles from Lancaster to Brookhouse and back. Pull in support from pubs that will benefit. Refreshment, information and bike service stalls along the way. Promote through schools. Recruitment of marshalls?
children's park rides	short rides aimed at young children, in car free places; e.g. Williamson Park, Happy Mount Park	include children's entertainers, lots of prizes, bike shop stalls, bike servicing etc
cycle to work clubs	for those not keen on the idea of commuting alone	how to set up? Major meeting points, e.g. Millennium Bridge
lunchtime cycle rides	from major employers, e.g. University, St Martins, RLI, Town Halls	promote health, fitness and social benefits
car-free Sunday morning rides	on city centre ring road or stretch of major road (e.g. A6)	politically and practically difficult; requires liaison with police, highways etc
sponsored cycle rides	in aid of local charities, or big fundraising appeals (e.g. Children in Need)	recruit via schools, colleges, universities and workplaces; also local papers and radio; tie into wider promotion
roller racing	fun competitions in pubs, youth clubs, community centres, town centres	racing clubs to lead?
big city centre bike rides	similar to Critical Mass (but organised in advance, with authority consent)	carnavalesque, humorous (different themes, e.g. with car frames, fancy dress)
novices race series	regular races for school children and adults on Salt Ayre circuit	local cycle racing clubs to lead? See British Cycling Federation's <i>Go Ride</i> scheme

3.4 Media

Idea	Details	Extra information
dedicated 'cycle demo town' page in local press (Guardian and Visitor)	to include ride ideas, maintenance tips, competitions and quizzes, interviews, and free publicity for local bike retailers, clubs and organisations	who to write? Who controls the copy?
following five families	who want to try cycling, in light of the cycle demo town award; serialised to see how each family is progressing, what impacts cycling is having (health, money, happiness), and how the extra funding for cycling is affecting them	regional TV?
tracking the demo towns	national TV programme comparing experiences and progress across the 6 towns	consult with other demo towns on potential media projects
'What not to wear' on a bike	based on the popular TV programme, looking at issue of cycling and dress	attempt to make cycling 'normal'; challenge idea that cyclists must wear certain gear
adopt a cyclist	e.g. 10 high profile people commit to cycling, and 10 experienced cyclists help them get going. Their experiences followed by the local press.	potential candidates: editor of local paper; Bishop of Lancaster; University VC; local councillors; head of Chamber of Commerce; local company managers; head of the PCT
a week in the life of ...	people touched by the demo towns project	for local press, radio
cycling conditions	mentioned in travel and weather reports on local radio (e.g. <i>The Bay</i>)	

3.5 Events

Idea	Details	Extra information
cycling festival	launch on Clocks Forward weekend	at Salt Ayre? Include cycling circus, Jez Avery (cycling stunts), Bo the Clown, InnerTuba, bike orchestras, cycle try-outs, local bike shop display stands, races
cycling demonstration towns conference	host first gathering of successful towns, to share experiences, assess progress and develop ideas	
Tour of Britain stage finish		
cycling entertainers in schools/festivals	cycling musicians, clowns, cycling circus, stunt cyclists - all giving positive message that cycling is fun	e.g. www.innertuba.org.uk; also Bo the Clown; Jez Avery; Pedals (DJs on wheels); bike orchestras
pedal powered parties	for kids, youths; at Green Ayre, Market Square, youth clubs	check out with <i>Pedals</i>
bike films/film festival	at Dukes cinema; regular bike films and cultural events about cycling	big films (e.g. <i>Hell on Wheels, Belleville Rendezvous</i>) in main auditorium; smaller events (e.g. short films like <i>Still We Ride, We Are Traffic!</i> and discussion) in Gallery (holds 30)
schools cycle racing competitions	at schools and/or centrally, at Salt Ayre circuit, or at a cycle 'hut'/centre	
BMX/skate festival	at local skate parks (Green Ayre, Morecambe bus station, Halton etc)	
amazing cycling	series of illustrated talks by people who have done weird and wonderful things by bike	like the Skipton guy just back from 4 years cycling round the world; also celebrity cyclists like Josie Dew, Ann Mustoe, Nicholas Crane, Chris Boardman, Graeme Obree

host CCN/CTC conference	Cycle Campaign Network and CTC hold regular conferences, hosted by local cycle campaigns	bid for one in Spring 2006?
major cycling championships	e.g. work with British HPV club to promote Salt Ayre races; host National Hill Climb Championship?	
Lancaster Carnival on bikes	relaunched carnival using cyclists rather than HGVs	

3.6 Promotion

Idea	Details	Extra information
developing a brand	through establishing and promoting a project name, identity and logo; promoting district as Cycling Demo Town (e.g. "Proud to be a Cycling Demo Town" posters); excellent website; regular newsletters; posters on bus stops and backs of buses - "more bikes, fewer traffic jams" etc; merchandise (postcards and greetings cards, t-shirts, "My other set of wheels is a bike" bumper stickers)	for an excellent cycling website, see London Cycling Campaign: http://www.lcc.org.uk/
pledges	by existing cyclists to get more people cycling, or to get their colleagues/boss cycling	prizes and publicity for people who sign up 3, 5, 10 people?
awards	for employers & schools for shifts to cycling and (softer) willingness and actions to promote cycling	(like Sheffield Care4air - http://www.care4air.org/awards.shtml)
free panniers		
better incentives for cycle commuting	financial? Competitions and prizes?	City Council to lead by example (adopt a target of cycling to work - 20% by end of 2007?)

digital display boards	on main bike paths, showing how many cyclists have passed that point that day	done in Stockholm; looks great; motivational and awareness raising. 3 or 4 such boards at key points
special deals for cyclists	e.g. reduced/free entrance to local attractions for people arriving by bike; free drinks at cafés/pubs on leisure cycle routes	would City Council subsidise businesses? Useful incentive to participation in organised bike rides
commemorative book	book of photos of cycling in the district, along with different people's accounts of their cycling experiences	commission Jon Sparks to do photos?

3.7 Other

Idea	Details	Extra information
cycling in school games sessions		
police on bikes	to tackle fear of crime on cycle routes (major disincentive to use)	
mobile bike doctor	to solve mechanical problems	this service available in York (Andy Scaife) - companies can sign up, which covers all their employees
multi mode time tests	done regularly; different types of people, different types of journey	for the media?
cycle route finder	on WWW; search by gradient, safety, distance etc; to include bridleways and cycle network; like AA route planner	expertise and commitment at Lancaster University
bike pools	at Town Halls, University, RLI, St Martin's	also public bike hire pools (rolling out Budgie Bike scheme to far more locations)?

cycle rickshaw taxis	specific routes, e.g. along Morecambe Prom, between train station and University	advantage of increasing public awareness of the Prom as a cycling route
bike delivery service	e.g. from supermarkets	extension of Pedal Power's courier service? Or big supermarkets (Asda, Morrisons, Sainsburys, Booths) to fund, each offering free bike delivery one day/week?
mobile bike workshop	free stalls for cycle repairers in places of greatest cycling potential, e.g. University, RLI, St Martin's, Town Halls	
increased variety of practical bikes available locally	affordable, well equipped, utility bikes; also folders, stuff for family cycling	push existing retailers? advocate a new bike shop?
bike shop consortium	collaborating and sharing resources for more clout; outreach cycle services; cycling promotion	bike shops to lead
bike shops more non-cyclist/non-enthusiast friendly	advertise consultancy service - 'find the right bike for you'; provide coffee; stronger advertising of bike repair services	
linking in to Air Quality Management Area		
cycling sculpture	e.g. woman and child on bikes	moving (pedal-powered!)? Somewhere central (or a site popular with cyclists)
mayoral bike		

3.8 Other modes

Idea	Details	Extra information
link to walking and other sustainable transport	thinking beyond the cycling box	network with other groups, both inside and outside Council
bike racks on buses	in town and/or to leisure routes	check with <i>Carnforth Connect</i>

3.9 Infrastructure

Idea	Details	Extra information
'trial' cycling guidelines	e.g. adopting latest recommendations w.r.t. cycling contraflows, highway design	see publication, 'Cycle Friendly Infrastructure' (CFI 2 about to be published)
improved signage, and more prominent gateways onto main cycle routes		
more skate/BMX parks	Carnforth; Greaves Park; elsewhere?	
joining up the cycle network	filling in the missing links	
open up Lancaster city centre to bikes	e.g. cycling along Market Street, Penny Street, New Street	lack of routes across city centre a major barrier to cycling. Cambridge currently trialling complete cycle access
secure bike parking	at schools, workplaces	
central bike station	secure parking, drop in servicing, showers and/or changing facilities	Market Square? Dalton Square? Funded through car parking charges
crack down on cars/vans blocking cycle lanes	alongside awareness raising campaign in local media	
Stonewell cycle crossing	crucial in connecting south and west Lancaster to the riverside network	

implementatio n of cycle contra flows on one-way streets	e.g. Phoenix Street, Brook Street, Chapel Street (Galgate)	increasingly standard practice elsewhere
mountain bike routes	Knot's wood?	anywhere else?
cycle zones around schools	exclusion and/or speed reduction of motorised vehicles	
home zone extensions	20mph limits in more residential areas	
improved consultation processes around proposed cycling infrastructure	thus moving closer to best practice, and treating cycling with respect	
University cycle routes	increasingly needed as campus gets bigger	liaise with University Travel Plan co-ordinator
Longmarsh Lane	traffic calming either side of railway bridge, to cover connection between Lune cycle path and Giant Axe; improvements to signage	

4. **WHAT HAPPENS NEXT?**

Dynamo would like to build as many of these ideas as possible in a comprehensive, coherent structure to promote cycling in 2006. If you have any thoughts or ideas how this could be done, please contact us by **Thursday 15 December** so that we can pull everything together quickly and present it to the City Council.

How to contact Dynamo

Email: dynamocycle@btinternet.com

Send your ideas to Dynamo, c/o 123 Scotforth Road, Lancaster LA1 4SD