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## **PRESS RELEASE**

### **All-day city centre cycling made permanent**

Cambridge Cycling Campaign greatly welcomes the decision to allow cycling in the city centre at all times of day. Until now this had only been allowed as an experiment. The experiment was successful and County Councillors have just decided to make it permanent.

For thirteen years up until 2005 cycling was banned during the day in Market Hill and Sidney Street. To travel north from the southern areas of the city, cyclists were faced with awkward and often dangerous diversions via Queen's Road or Hobson Street. Then, in 2005, as a result of a motion put to the Area Joint Committee by Liberal Democrat and Conservative Councillors, an 18-month experimental period to assess whether all-day cycling would work in the area was implemented. That experiment has been a success. They now have the direct routes that they need.

James Woodburn, campaigner, said:

*"For the Campaign with its 800 members this is wonderful news and the culmination of many years of campaigning. Ever since its foundation in 1995, the Campaign has pressed for this much-needed reform which has now been achieved in cooperation with a number of local councillors who attach much importance to Cambridge's international reputation as Britain's premier cycling city".*

#### **Research**

Research carried out by the County Council during the experimental lifting of the ban showed that:

- There was no increase in recorded accidents in the city centre involving cyclists.
- 59% of people interviewed and 65% of stakeholders were in favour of allowing all-day cycling in the city centre.
- The proportion of stakeholders in favour of allowing all-day cycling increased over the period of the experiment.
- 83% of pedestrians felt cyclists were travelling at reasonable speeds.
- 94% of pedestrians felt safe around cyclists.

#### **Public support**

In an on-line poll carried out by the Cambridge Evening News the vote was 2 to 1 in favour of all-day city centre cycling. A record 2587 people voted with 1608 in favour.

## National guidance

The reform is in line with national guidance, which states (our emphasis):

“Pedestrianised areas are typically located in the core area of a town or city, and as such, can form a barrier to direct through-routes for cyclists. Cyclists often need access to pedestrianised areas to reach their workplace, shops or other destinations. Studies (by Transport Research Laboratory) have shown that there are no real factors to justify excluding cyclists from pedestrianised areas - accidents between pedestrians and cyclists in these circumstances are very rare. At low flows they mingle readily. When pedestrian density increases cyclists behave accordingly by slowing down, dismounting, or taking avoiding action as required.”

## Formal review after a year

After a year the County Council will carry out a formal review of the success of the reform. During this year the Campaign will work with the Council on measures to promote legal and responsible cycling.

Martin Lucas-Smith, Campaign Coordinator, said:

*“A second review period gives the opportunity to address the problem that many cyclists are not aware of the city centre one-way system, as evidence by the Council’s report. Signage is very sparse. In order to improve awareness, we have suggested that sensitively-constructed block paving, using blocks of a slightly different colour, be used to mark out a directional arrow at each of the three main corner points. This would help to improve compliance without increasing the number of obtrusive signs.”*

## Promotion of legal and responsible cycling

The Campaign strongly favours legal and responsible cycling, enhanced promotion/education about the rules directed particularly at newly-arrived students and short-term visitors, together with increased enforcement.

We have written to Council Officers about improving the wording of the main signs, which we feel should give greater stress to pedestrian priority. We hope to work with the local authorities in their efforts to promote more responsible cycling and safer interaction with pedestrians.

## ENDS

For further information please contact:

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01223 690718 or via e-mail (preferred) to [contact@camcycle.org.uk](mailto:contact@camcycle.org.uk) .

## Notes for editors:

1. Cambridge Cycling Campaign was formed in 1995 and now has over 800 members. Run by volunteers, it campaigns for “better safer and more cycling in and around

Cambridge". Its website, at [www.camcycle.org.uk](http://www.camcycle.org.uk), contains a wide range of information on its activities.

2. A full history of the ban and events up until mid-January can be found at:  
<http://www.camcycle.org.uk/newsletters/70/article3.html>
3. The research undertaken by the County Council can be found at:  
<http://www2.cambridgeshire.gov.uk/db/council2.nsf/c3cf865e3cc1131380256a6b0037e439/d1fa9785460d046b80257261004bec4b?OpenDocument>
4. Information on the poll carried out by the CEN can be found online at:  
<http://www.cambridge-news.co.uk/news/city/2007/01/27/41821b0c-0295-4d63-902c-aa069f250001.lpf>
5. The national guidance referred to can be seen on the Department for Transport's website, at:  
<http://www.dft.gov.uk/consultations/archive/2004/ltnwc/ltn204adjacentandsharedusefa1692?page=8#1029>