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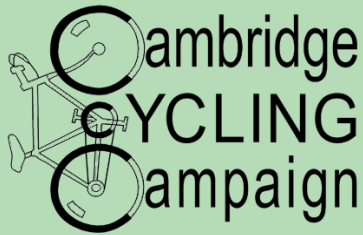
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Lamp posts in the middle of the cycle path
Cottenham to Histon cycle route widened but improvements marred by lamp posts. See pages 4-5.



If you like what you see in this newsletter, add your voice to those of our 1,100 members by joining the Campaign.

Membership costs are low:

£7.50 individual
£3.50 unwaged
£12 household.

For this, you get six newsletters a year, discounts at a large number of bike shops, and you will be supporting our work.

Join now on-line at:

www.camcycle.org.uk/membership

Cambridge Cycling Campaign was set up in 1995 to voice the concerns of cyclists. We are not a cycling club, but a voluntary organisation promoting cycling for public benefit and representing the concerns of cyclists in and around Cambridge. Registered charity number 1138098

Our meetings, open to all, are on the first Tuesday of each month, 7.30 for 8.00pm at the Friends' Meeting House, Jesus Lane, Cambridge.

Elected Committee Members and Trustees 2010-2011

Co-ordinator and Chair of Trustees – Martin Lucas-Smith

Liaison Officer – Jim Chisholm

Membership Secretary and Trustees' Secretary – David Earl

Newsletter Editor – Monica Frisch

Treasurer – Chris Dorling

Events Officer – Simon Nuttall

Recruitment Officer – *post vacant*

Press Officer – Robin Heydon

Officers without portfolio – Klaas Brümman, Tess Jones, Vanessa Kelly, Phil Lee, Bev Nicolson and James Woodburn, *post vacant*

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Co-ordinator's comment

Local Sustainable Transport Fund bid

In the last Newsletter we reported that the County Council's bid to the government's Local Sustainable Transport Fund (LSTF) was in danger of being entirely 'bustitution' – i.e. a bid seeking funds to replace cuts to bus services. We warned that this would wipe out the prospects for funding of cycling schemes and, moreover, would probably fail as a bid anyway. The LSTF isn't about replacing cuts: it's about funding locally-specific and innovative transport solutions.

Thanks to the hard work of a number of County Council officers, and thanks partly to our Cycling Vision 2016 document, a more balanced bid has been submitted. You can read the bid at www.camcycle.org.uk/jumpto/lstf. Many of the objectives and schemes of the bid are in line with Cycling Vision 2016. Therefore, we have written a letter of support and are looking forward to continued partnership work with the County Council to see these schemes delivered.

It proposes funding of £2.1m of cycling schemes out of a total bid of £5m. This would be spread over around four years. However, this will additionally unlock up to £7m of developer funding. It could mean that schemes like the Chisholm Trail – our proposal for a major cycleway joining the

Science Park to Addenbrookes – could finally start to move forward.

Although this level of funding is certainly small compared to places like the Netherlands, it is what is available and it represents – if the bid succeeds – a much more positive outcome than was expected given the current cuts to Local Authority budgets.

We await with fingers crossed the government's decision on Cambridgeshire's bid.

Cycling Vision 2016

We hope that many members will have read this major new publication on our website. Do contact us if you would like a paper copy. We have sent copies to all City and County Councillors in the Cambridge area.

We asked candidates about CV2016 in our recent election survey. There was considerable agreement with it, though it remains to be seen whether its more controversial elements that would require serious reallocation of road space towards cycling would, when politics come into play, really see the same level of support.

We are meeting with each of the political parties to discuss the document further and we'll update members on progress with its various elements.

Martin Lucas-Smith, Co-ordinator

CycleStreets campaigner toolkit bid wins GeoVation contest!

Back in 2006, we launched a 'Photomap' on our website, enabling anyone to add photos of cycling-related problems and good practice to a map, and use these as a basis for campaigning activity. Almost five years on, the Photomap (and cycle journey planner) have become a national project – in the form of CycleStreets – and some 30,000 photos have been added.

The Photomap has tended to be a bit of a 'sink' for problems. Sometimes it's just been a useful way of letting off steam and logging an issue. Yet it has the potential to link much more closely with our campaigning work. At a discussion day in March,

the Cambridge Cycling Campaign Committee considered – not for the first time – how to make the Campaign run more efficiently.

We suffer from the typical problems of many local voluntary groups. For instance, we have lots of enthusiasm, but turning this into actual activity is hard. We have monolithic e-mail lists that are not well-tuned to getting more people involved and ensuring that problems are turned into solutions. We have much more than we can currently deal with. We have difficulties in prioritising what to work on. And we often miss out on issues, learning about them when it's too late.

The Photomap forms a massive database of problem reports and examples of good practice. It could be turned into an incredible campaigning resource that enables groups like ourselves to prioritise, discuss, and manage these problems, to make our existing campaigning work much more efficient and effective.

CycleStreets recognised this situation. Talking to other groups around the country, including in London, it became very clear that the same problem exists elsewhere. Campaign groups need support to help their campaigners work quickly and easily.

GeoVation bid

CycleStreets submitted a bid to the Ordnance Survey's 'GeoVation' fund, to enable the development of a wide-ranging campaigner toolkit. The Campaign enthusiastically supported this bid. The proposal was a winner in the GeoVation contest! It brings £27,000 for the development of a toolkit which, in the words of one campaigner from London, should be 'a hugely important step forward for all cycle campaigning groups'.



The bid was one of 155 ideas submitted to the GeoVation challenge, on the theme of 'How can we improve transport in Britain?'. The bid was shortlisted, and Martin Lucas-Smith and Simon Nuttall (CycleStreets' routemaster) attended the GeoVation Camp in March to help develop the proposal, amongst a total of 30 ideas invited. It was one of the final ten proposals that got through to a *Dragon's Den*-style pitch in May. CycleStreets was one of six winners who share the £160k pot of funding.



Photos by Ordnance Survey, licenced CC BY-NC 2.0

GeoVation is run by the Ordnance Survey, and uses funding from the Technology Strategy Board, Ideas In Transit and the Department for Transport. It runs challenges to address specific needs within communities, which may be satisfied in part through the use of geography.

Martin said:

'We were delighted to be picked by the Ordnance Survey's judges as one of the winners. The £27,000 of funding will enable us to get this much-needed project off the ground. As a member of one of the many local cycle campaign groups who will benefit, I'm all too aware of the large number of issues on the street network that need improvement, and the difficulty of managing this deluge of problems. The new system will help campaigners around the country convert these problem reports into prioritised, evidence-based solutions. It should help them work more productively with local councils to see changes implemented.'

The bid has the support of groups around the country. As well as ourselves, this includes the CTC, Cyclenation, London Cycling Campaign, and other smaller campaign groups.

CycleStreets repair kit

In the coming months CycleStreets will be working to provide a really useful and user-friendly system that will save a lot of time and effort.

Some of the things the new system will be able to do are:

- Enable members of the public and campaigners easily to pinpoint where cycling is difficult.
- Help us prioritise what to work on.
- Pull in planning application data automatically, so that potential issues needing attention are readily accessible.
- Automatically notify and involve people who cycle through an area – who therefore have an interest in seeing issues fixed.
- Make geographical data such as collision data and accessibility analysis easily available, to provide context.
- Enable simpler and more focussed discussion based on specific issues, groups of issues, or themes.
- Enable best practice to be 'pulled-in' to discussions, by providing off-the-shelf examples shared from elsewhere in the UK.
- Enable us to include council contacts in these discussions if we wish.
- Enable us more easily to assemble 'solution' resources so that problems can be resolved on the ground.
- Provide a variety of ways of publishing their activity on their website easily.

These and the many other ideas that will be included within the system should lead to a very considerable change in the way the Campaign operates, from later this year.

We should see a massive increase in our capacity to deal with a large number of issues, as well as the ability to get many more people involved much more easily in campaigning for improvements to the streets we cycle in. The eventual result will be better streets for cycling.

The Committee

Cottenham to Histon improvements

In an effort to connect necklace villages the County Council is building cycle paths leading into Cambridge. The Cottenham–Histon project is 3½ miles long, from the south of Cottenham to the A14 slip road. It is a complex project with varying conditions, from a footway along a 50mph B-road to narrow sections in built-up areas near schools and shops.

Meeting with Mike Davies

On 10 May 2011 Mike Davies, Transport Infrastructure Delivery Officer at the County Council, who is now in charge of this project, took time for a site visit with cycling campaigners.



The meeting.

Potential for a modal shift from cars to bikes

Judging from the queues, there is potential for a modal shift from cars to bikes.

The footway along the B1049 is currently being widened between Cottenham and Histon to accommodate cyclists on a shared-use footway, running from Cottenham to Impington. The improvements will in large part be funded through Cycling England under the Cycling Demonstration Town programme, which will soon expire. The original idea for the section between the villages was for a Dutch-style, full-width cycleway, separated from the carriageway by a green verge. Unfortunately, it proved difficult for the Council to acquire the land and impossible to do so within the time limits that apply to the Cycling England funding.

On the section starting about 500m south of Cottenham up to the 50/40mph speed limit change just north of Histon, the two-way, shared-use footway will remain at the edge of the main carriageway, owing to difficulties in acquiring privately owned land. But the footway should still be 2m wide, thanks to a retaining wall in the ditch, and the two-way shared-use arrangement continues up to Narrow Close (near Garden Walk) in Histon. Cyclists travelling north towards Cottenham will at this point be allowed to join the new shared-use facility to their right. Cyclists travelling south (into town) will have to give way at the junction with Garden Walk, which unfortunately has only been narrowed on its southern side, where the kerb has been

moved, reducing the width of the carriageway. As the kerb is not fully flush, the Campaign is continuing to press for improvements here.

Cyclists will have priority at some crossings

At Orchard Road and Mill Lane (access to Ambrose Way) the cycleway moves away from the main carriageway, leading on to crossings over speed tables which will be marked with on-road signs for drivers to give way to cyclists. South of Mill Lane cyclists will be led to join the main carriageway. In the run-up to the crossing at The Green there is insufficient road width for a proper cycle lane and plans for the final layout don't seem to have been determined yet. A narrow advisory cycle lane may be marked to allow cyclists to filter through to the advanced stop line at the crossing.

Lineless lane

Along Water Lane the narrow road would only accommodate a sub-standard width of cycle lane. The Council seems to favour painting bicycle signs onto the tarmac to remind drivers of the presence of cyclists, but without a dotted line. Many local cyclists and those travelling to the Guided Busway track will probably prefer Station Road. Those continuing on to Cambridge will soon benefit from S106 money (developer funds) paying for a Toucan crossing over the A14 slip roads.

A14 Slip Road into Ring Fort Road at Orchard Park

The availability of developer funds may provide the opportunity for a shared-use path from the A14 crossing (southeastern side) into Ring Fort Road by the Premier Inn, which would make the journey to the local amenities quieter and safer, and also reduce the journey time to Arbury Road.



The gentle slope parallel to the junction could provide space for a direct cycle and pedestrian link between the A14/Histon roundabout and the public / sports area of Arbury Park, providing a quieter, shorter and friendlier route to Arbury Rd, Kings Hedges Rd, Cambridge Regional College, the Science Park and the Riverside bridge.

Lamp posts in the middle of the cycleway



Lamp posts in the middle of the cycleway.



A possible solution (Assen, the Netherlands).

Based on the information the Campaign has obtained from the County Council, by July 2011 new lamp posts 'will be installed at the back edge of the widened path. They will then receive a new power supply at which point the old columns will get

disconnected. The old columns will then get removed. The wearing course [smooth top-layer of tarmac] will then be laid followed by lining works.'

Early in May 2011 a Cambridgeshire County Council officer was awaiting quotes for the new lamp columns and meeting UK Power Networks to see how quickly they could get the power supplies in and the terminations done.

There has been some speculation whether the delay in moving the lighting columns is related to an initiative under which 60% of columns in Cambridgeshire will be replaced. But the County will now move the columns independently of the progress on other programmes. This will lead to a new, brighter lighting system, using columns that are 2m taller and dimmed by two-thirds from midnight to dawn to reduce energy consumption and light contamination.

The new, brighter street lighting system should address some of the problems caused by glare from oncoming vehicles. Additional solar-powered studs at the edges of the paths would be welcome.

Pressing for real cycleways



Cottenham–Histon cycle path – an example of good practice. At crossings the path (shown under construction) leads away from the corner.

It remains as difficult and important as ever to press the County Council for higher standards in the implementation of cycleways.

Klaas Brümman

Creeping blacktop

Is mission creep always a bad thing?

When the Guided Busway was first proposed, there was some doubt whether a 'maintenance path' was a legal requirement, and if so whether compulsory purchase powers could be used to provide the small parcels of land required for a continuous adjacent path. Fortunately, no one adequately questioned this at the public enquiry, and hence we have such a path throughout its length.

One issue that was raised, but not totally resolved at that time, was how to ensure that the surface of the the maintenance path was suitable for commuter cycling. We soon had agreement that a blacktop (tarmac) surface should be provided on the southern section and as far as Histon in the north. Later, other funding was obtained to enable a similar surface as far as Longstanton. Beyond there, as far as St Ives, a 'bound' but not impervious surface similar to that used on some leisure routes was agreed. Any large impervious surface requires a drainage system. This meant that the Environment Agency was reluctant to permit extensions to a blacktop surface without an appropriate drainage system, lest localised flooding should result.

Problem: calculate how many tonnes of water falls on a one-hectare car park in a one inch (25mm) storm.

The trouble with such 'bound' surfaces is that they require more effort when cycling, when wet (or very dry...) clothes and especially trousers soon become dirty, and that the long-term maintenance costs are higher than with a blacktop surface.

We've now heard that the route will receive a blacktop surface as far as Swavesey. This is very good news, especially as such locations

as Cambridge Regional College and the Science Park will be within about eight miles of easy cycling.

There is now only the last four miles to St Ives without a good surface. I'm sure that those in Over, Swavesey and Fen Drayton who commute or shop in St Ives would welcome a blacktop surface on this stretch once this section has been raised to the correct level and the flooding problem fixed.

Lighting

Our next battle should be to get the urban sections appropriately lit.

We'll have an extensive route that can be used by many who fear cycling on busy main roads, but the safety aspect of cycling on unlit routes in the twilight of winter afternoons now needs to be considered.

It is extremely annoying that much-used cycle routes in the urban fringe can run close by all-weather sports pitches or car parks using kilowatts of floodlighting, yet 'environmental' reasons are quoted for not using a few tens of watts to make such routes safer. Such routes don't need to be 'floodlit', just to have sufficient energy-efficient lighting to ensure unlit pedestrians become visible.

Let us have more mission creep in this area, and less in others!

If you want to know the answer to the problem, it is 250 tonnes, and one hectare provides parking for around 250 cars. The amount of blacktop for such a car park also just happens to be about that required to complete the route to St Ives!

Jim Chisholm

Busway surfacing

By the time you read this, work on surfacing the cycleway alongside the Busway should be well in hand.

The County Council is very keen to make sure people know that the route is closed while the works are carried out. In fact, the cycleway has never actually been open officially, though the northern section has been accessible for a couple of years now. It is very well used.

The County is being very guarded about how long the work will take. They have been bitten once too often in making predictions about Busway dates and are very sensitive about anything which looks like an opening date! So it will be done when it is done.

There are several additional bits of work which also have to be done. In the south, a new junction is being constructed to serve the Clay Farm development, which we will have to get used to calling Great Kneighton. And near St Ives, the river bridge requires repairs and the cycleway needs to be raised higher. These may delay usability of the cycleway in that section.

More than we expected

At the last minute, Cambridgeshire Horizons [1] has realised it can actually afford to surface more of the cycleway than it originally thought. The tarmac surface will now extend as far west as Swavesey. Previously it was going to stop at Longstanton. As the southern section, including the spur to Addenbrooke's, always was included, that leaves only the fairly short stretch between Swavesey and St Ives with a crushed stone surface.

We were told that the unsealed surface on that section is not just about money, but also because of objections from the Environment Agency to having a sealed surface in an area which has major drainage problems. It seems likely this will be revisited in time, though.

On a par with the Dutch

When eventually opened officially, the surfaced section of the Busway cycleway promises to be a extremely high quality facility. The 20km of 4m-wide tarmac off-

road cycleway with few road crossings is up there with the kind of provision the Dutch expect.

One might ask what is the attraction of the comparatively small villages of Swavesey and Longstanton that merits such a magnificent facility. But of course, that's not at all what it is about. The main purpose of the Busway and perhaps even more of the cycleway (given most people aren't going to commute by bike from St Ives) is to serve the new settlement at Northstowe. If it goes ahead, Northstowe may eventually be a third to half the size of Cambridge.

In a way, the recession has let the lateness of the Busway off the hook. Had Northstowe construction gone ahead as planned, we might well have had many thousands of people moving into the area by now.

[1] Cambridgeshire Horizons is the organisation which brings together strategic planning for major developments in the area for the the three councils involved. It is being abolished in the autumn.

David Earl

Cycling on Gilbert Road up by 9.5%



Gilbert Road before ...

A press release by Cambridgeshire County Council reports that traffic surveys on Gilbert Road in March 2011 'carried out by independent consultants have revealed that cycling levels have increased by 9.5%. Traffic levels have decreased by 12.5% and the average speed of vehicles has fallen by 6% following the completion of work in January.'

The whopping decrease in motor traffic was higher than expected. The numbers may have to be taken with caution, as they are based only on a one-day survey in February 2010 against a one-day survey in March 2011, soon after the installation of the new, continuous cycle lanes. Many factors influence whether people drive or cycle: for example, day of the week, weather, petrol prices and road works. Perhaps drivers are choosing different routes, or have switched to public transport (or bicycles). More surveys might shed light on the question but would be time-consuming to undertake, even using volunteers, and cost money. It is quite possible that any change to a road layout leads to changes in the behaviour of those that use it, including choosing not to use it. As modal shifts don't happen within weeks of installing a cycle lane, a traffic survey at a later date may provide a clearer picture.

'The project included widening the existing lanes on Gilbert Road, and adding a high-quality red surface. Parking restrictions were put in place to ensure the lanes were left unobstructed, providing a safer link from villages north of Cambridge to the city centre.'

During the consultation many residents were concerned that introducing parking restrictions would lead to an increase in traffic speeds. Traffic calming was consulted on but proved

unpopular with many residents, with Cambridge Cycling Campaign at one point fearing the upgrade would be buried. The widening and resurfacing of the cycle lanes, along with removing the centre line, has apparently helped to reduce measured traffic speeds.

More bikes and fewer cars



... and after the upgrade.

Cambridge Cycling Campaign welcomes any reduction in speeds and in car traffic on Gilbert Road and elsewhere. These help to reduce noise levels and to further improve the environment on urban streets. The Campaign expects cycling levels to rise further over time as more people experience the improved continuous cycle lane on Gilbert Road and plans for infrastructure upgrades in the area materialise.

Allocating additional road space for safer cycling can reduce motor traffic. One would expect that repeating the Gilbert Road experience, road by road, would unlock Cambridge's gridlock.

Klaas Brümman

The Mayor on Reach Ride

After four months of careful planning the Campaign's annual bike ride to Reach Fair on the May Day bank holiday attracted an official tally of 362 riders.

We were delighted to be joined by the then Mayor of Cambridge, Councillor Sheila Stuart. It is one of the final duties of the outgoing mayor to open the 810-year old fair.

Speaking to our editor, she said: 'It was absolutely brilliant. I was delighted to accept the Campaign's invitation. It's the first time that the mayor has cycled to the event, as mayor. It was lovely. Most of it was on cycle paths and shared-use pavements. It felt very safe and really clean. Very, very enjoyable. I would definitely do it again. Hats off to the group who recce'd the route and cleared it of sharps etc. in advance.'

She hopes that future mayors will also cycle to Reach - and we certainly hope she has set a precedent, and started a new tradition.

Many thanks to Cycle Cambridge who helped sponsor production of our leaflet, to Team Green Britain Bike Week for providing organiser's liability insurance, to Reach Village Committee for arranging a field to park our bikes, to our many marshals who guided the riders, fixed punctures and cleared the route in advance, and finally to



The Mayor, Councillor Stuart did not cycle in her full ceremonial robes - but wore this gold coloured bicycle chain and sprocket, specially made by Nigel Brown, a former High Sheriff.

everyone who had the chance to join the event.

We've heard that the Mayor of London, Boris Johnson, gave the Duke and Duchess

of Cambridge a tandem as a wedding present. We shall therefore be inviting them to join next year's ride!

Monica Frisch & Simon Nuttall



The Reach Ride returns to Bottisham: the two girls near the head of this group were both under 10 years old and completed the full 27 mile circuit.



About 300 bicycles parked in the designated bike parking area next to the Devil's Dyke, near Reach.



Cambridge Mayor Sheila Stuart and MP Julian Huppert.

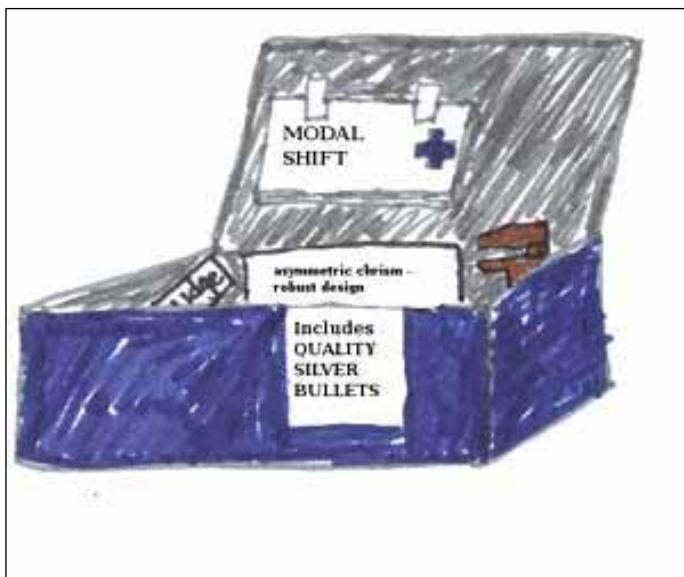


Nudges, winks and silver bullets – is this all that cycling needs?

Phillip Darnton was the Chairman of Cycling England from 2005 until it ceased to exist on 1 April 2011. Cycling England was the independent expert body that advised on the promotion of cycling. He has written this article specifically for Cambridge Cycling Campaign.

A couple of months ago, the House of Lords Science and Technology Sub Committee decided to look into 'Behaviour Change'. A dozen assorted Peers invited learned academics and consultants on social marketing, sustainable transport researchers and experts in the field of 'modal shift' to present their views on 'Travel Mode Choice Interventions for Travel Behaviour Change'.

This sounds like pretty technical stuff, but it will not have escaped you that 'Behaviour Change' is all the rage these days in political circles, so it's not surprising that our noble Lords wanted to learn more about 'smarter choices', 'nudges' – including 'soft nudges' – and all sorts of behavioural 'interventions'. So fashionable has this become that even the Department for Transport has just published a 'Behaviour Change Toolkit' – 'just a couple of tweaks with this monkey-wrench, and you'll be a new man; we'll have fixed your travel mode choice in a jiffy'.



Behaviour Change Toolkit or ...

What on earth, you may well ask, is going on here? If we put a flame-thrower to all the jargon and redundant pseudo-academic verbiage, what are they on about? The truth is that the Science and Technology Sub Committee want to know whether, and how, we can encourage more people to leave their car at home and hop on a bike for a short trip to the local 'chippy'. But, perhaps inevitably, they have had to wade through some worthy theorising by the academic community ('What counts as evidence?'), trying to codify what real people are actually doing to 'sell the idea of buying into cycling'. Behind the abstract concepts of 'mode switch', 'travel behaviour determinants', and 'asymmetric chrim' there is a serious real-world issue trying to emerge: it's called Marketing Cycling.

Selling things (and ideas) is as old as Adam and Eve, and the serpent who 'beguiled' them. In marketing speak, his was

a well-targeted winning proposition – and has helped sell a lot of apples ever since. Learned committees and research studies have their place, but they don't help much with what to do. Marketing – that is, defining your target user, and providing some irresistible reasons to buy something or do something different – doesn't just help in this process: it's absolutely essential. And it isn't the stuff of government reviews and toolkits.

For example, the Sub Committee wanted to know if 'nudges' work and – given Cycling England's experience over the last six years – what was the 'single most effective thing to do' to encourage more cycling. As if the boundless subtleties of human behaviour and choices could be sorted out with one well-aimed silver bullet, or the inexpensive provision of a few 'killer facts'. It's no wonder that, over the years, government has wasted millions of pounds in un-directed advertising campaigns urging us 'to think' before we cross the road, and change 'for life'. Who do they think they're talking to?

And that's where the trouble starts for cycling. Most people are still not interested (at best), or even quite hostile (most likely) to the idea of getting out of their safe, comfortable, status-laden car in favour of just a short ride in urban traffic on a vulnerable bicycle. Persuading people to cycle is nothing like campaigns for seatbelts, drink-driving, or smoking. These were things which affected everyone – and government led society, all of us, to adapt and change our behaviour.

The target audience, to use a marketing phrase, was 'all consumers'. Now cycling is not like that. Marketing skill can help us find the perhaps 5% of people who might – with the right inducements – be persuaded into commuter cycling; and marketing can also help sort out what those inducements might relevantly include.

Furthermore, if there were just one magic bullet of conviction, someone would have found it by now – and got very rich in the process. But people don't work like that; you never quite know what the clinching argument or 'intervention' will be to tip the balance in favour of cycling for any individual. And that's what the 18 Cycling Cities and Towns have shown us.

There is now a substantial body of things which we know do work. They are summarised in 'Making a Cycling Town' – and they range from better facilities and secure parking, to motivating signs and symbols ('minutes', not 'miles'); lots of Advance Stop Lines and cycle symbols on the roads, to professional cycle training, events and activities. Whatever else, cycling needs to be seen as convenient, safe and enjoyable.

Instead of plodding around in the intellectual niceties of behaviour change theories, government would do better to do what it's there for – to define a real strategy for transport, and within that, to set a long-term commitment to cycling as a (small, but important) part of an integrated transport policy; to pursue it consistently and continuously over the next 30 years; to demonstrate the leadership and political will to push it through, and to recognise that getting people to adopt changes to their lifestyle – especially when they are quite happy with the status quo – is not a 'quick fix'. It cannot be achieved with

constant political posturing, or a small 'local people know best' pot of money lasting three years.

That sounds like a worthwhile challenge, and deserving of some intellectual rigour and clear-sighted strategic leadership.

'Nudges' and winks are not much encouragement even to a blind horse – and they certainly won't make a ha'porth of difference to cycling. The Lords' Sub Committee wanted to know why cycling levels were so different in Europe, and whether the UK could ever be remotely like the continent: 'Is it just all different over there?' Well, perhaps we do still see ourselves as little Englanders; but we would be surprised at what would happen if we, like Denmark or the Netherlands, adopted a long-term integrated transport strategy, and backed it with continuity of investment. As the man from Odense said: 'All you have to do is start a long time ago, and keep going'.



Phillip Darnton ... an integrated transport strategy.

Bad news for the Madingley Road cycle path

In the previous newsletter (No 95) David Earl wrote in his article 'Madingley Road, one third of a project' that 'lazy compromises like putting lines round lamp posts epitomise this scheme'. Unlike the Cottenham-Histon path, there seem to be no plans to move the columns on the new, widened path on Madingley Road.

Cycling research in Cambridge

The Cycling Cultures project at the University of East London (www.cyclingcultures.org.uk) is studying cultures of cycling in Bristol, Cambridge, Hackney and Hull. Following pilot research in Cambridge in 2008, Rachel Aldred and Katrina Jungnickel will be coming back to Cambridge this summer to find out more about cycling in the city. Do you cycle in Cambridge? Would you like to take part in an interview? If so please contact Rachel (R.E.Aldred@uel.ac.uk) or Katrina (K.E.Jungnickel@uel.ac.uk).

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'All Ability' cycling project proposal

Cambridge is world famous for its cycling. It is a great way to get around in the community, gain independence and stay healthy. Despite these benefits, there are currently no facilities for people with disabilities to learn how to cycle. This is something which the 'All Ability' project aims to change.

'Cycling is what makes the quality of life in Cambridge so high - quieter streets, more peaceful neighbourhoods and a vibrancy of people keeping fit of all ages from toddlers to pensioners. What is missing is a way of welcoming all abilities into this culture. An all-ability cycling club would ensure people from all walks of life as well as all ages could enjoy the benefits of cycling and bring a much needed resource to our lovely city.'

Rob King – Director of Outspoken

Whilst working for Speaking Up (now Voiceability), on a project supporting people with learning difficulties to take advantage of opportunities available to them, it became clear to me that there were very few community-based daytime opportunities accessible to people with learning disabilities – cycling being one of them. Despite expressing a desire to cycle, there were simply no opportunities available for people with learning disabilities to do this.

'I fully support this excellent initiative to provide an opportunity for disabled people and able-bodied people alike to cycle in safety together. Everyone should have the opportunity to enjoy the benefits of cycling for individuals such as exercise, independence and getting some fresh air. I look forward to working in partnership on this exciting project.'

Mike Davies, Programme Manager of Cycle Cambridge, for Cambridgeshire County Council

Researching further, it was clear that there were also no facilities for people with physical disabilities, mental health problems, or people just lacking in confidence, to learn how to cycle. With the benefits that cycling offers, including increased confidence, independence, physical health benefits and improved mental health from participation and having fun, there was a very real need to set up a project to make cycling accessible to everyone.

The aim of the 'All Ability' cycling project is to create an all-inclusive 'club' at a safe off-road facility where people with and without disabilities can take part and cycle together as part of their community. The project will be led by those with disabilities, who know best what they need and how it should happen.



All ability cycling in Milton Country Park (both photographs).

'We are delighted that our son (who has learning difficulties) has the opportunity to be involved in the 'all ability' cycling project proposed for Cambridge, not only because cycling is excellent exercise and great fun promoting good health but it will also build up his confidence and give him road awareness. The fact that it is local is excellent, he will have to spend less time travelling and be able to spend more time 'in the saddle'. The bonus is that as a member of the steering group our son will play a positive part in developing the group to meet his, and the needs of many other local people. All in all a very exciting and worthwhile project.'

Jackie Hedges – Parent of adult with learning difficulties

This project is currently being developed in partnership with Outspoken (the cycle courier and cycle training business) and You Can, a new Community Interest Company, established by

The project will be led by those with disabilities, who know best what they need and how it should happen

people with years of experience of working with adults with disabilities.

Working together, this project hopes to attract people from all walks of life in Cambridge to take part and cycle together in the community.

Ruth Brannan

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Busway name needed

'The cycleway next to the Guided Busway' isn't a great name, and technically 'The Busway' refers to the bit the bus is meant to use, not the service road alongside which is also for the use of cyclists and pedestrians. Here are the suggestions resulting from a call for ideas, with some of the comments they generated. Cambridge Cycling Campaign does not endorse (or reject) any of the suggestions, which come via the members' email list and Twitter. Further suggestions are welcome – send to contact@camcycle.org.uk. There are probably other new cycle routes which would benefit from names. Again, suggestions are welcomed.

Names referring to the history of the path

There were a group of suggestions which made reference to the history of the path.

- The Billennium Path, to reflect the cost? 'Billennium Path' shortens to 'BP', maybe a reminder that guided buses run on diesel, too.
- How about CastIron Way? To memorialise The Cambridge And St Ives Railway Organisation's campaign.

That suggestion led to the response 'I would be very opposed to any recognition of CastIron, whose crazy heritage railway dream (coupled with surprisingly good PR) resulted in our losing the possibility of a REAL railway properly run by WAGN/FCC on the St Ives line.'

- The Great Eastern Cycleway? To reflect the railway company that laid it.

Another respondent commented: 'I do like the idea of remembering the old railway company whose tracks have now been buried in concrete in the name of progress. Great Eastern Way also makes it sound important!'

- It's the (mis)Guided bus cycle route: simple.

- Misguided Way.
- The White Elephant Way.
- White Elephant Trunk Route (North and South).

Names referring to characteristics of the path

There were several suggestions stimulated by the problems with flooding during the winter

- Snorkelpath.
- Cyclelowway – emphasising the flood risk.
- Atlantis Highway.

and others relating to other characteristics of the path:

- Brumpy Gravel Express path.
- Unlit Boulevard.

Cyclebahn

- 'Cyclebahn': 'Bahn' is the word for track or railway, 'Autobahn' is a motorway. So a 'cyclebahn' is a nice word for a good, even highway for cyclists by a railway track.

This suggestion provoked quite a lot of comments...

'Cambridge Cyclebahn, or CCB for short.'

'Are we living in England or Germany? All this "Bahn" idea is a bit wacky IMO.'

'It wouldn't be the first time we've imported a word for our own use – we all like to go to a café, and a road with no exit is often called a "cul-de-sac" even though the French themselves don't use the expression (they say "voie sans issue").'

'"Cyclebahn" abbreviates as "CB".'

'I can't stand it, wouldn't use it, and if signs ever appeared I would be very tempted to overpaint "bahn" with "way" (we are in England, you know) and add a real name to the beginning.'

'Just "Cycleway" is not what we should be calling it. It's supposed to be one of many, and it's also open to equestrians and pedestrians. You wouldn't use "motorway" as the name of an individual example, any more that you would expect a road to be called "public highway". Not only that, but when verbalised, it gives the impression of a budget out-of-town box-shifting type of cycle shop, or maybe a large but basic cycle storage facility.'

'To me the Cambridge Cyclebahn sounds like a discount bicycle warehouse.'

'Out loud, "Cambridge Cyclebahn" sounds to me like what the angry commenters on the CN website would like!'



The guided busway maintenance track between St. Ives and Over.

Names relating to places or people

- Cambridge–St Ives Cycleway – then it will be doing what it says on the tin without any highfalutin crap.
- The Great North Road, as the A1 no longer goes by that name, and similarly the Great South Road.
- How about we concoct some horrible contraction based on the places the route links: The 'Cambives Way' anyone? Would that make the southern section the 'Crumpington Way'?
- Don't these form, in part, some of the campaign's long-sought-for 'Chisholm Trail'? If it was called that, perhaps the need for the 'core' part would look more obvious?
- The 'Nuttall Cycleway' in honour of Simon Nuttall and all the work he has done to promote cycling in the area ... but maybe

Nuttall has unfortunate connections to BAM so the 'honour' may be misinterpreted?

- Darnton Way, in recognition of the work of Phillip Darnton over many years.
- Heidelberg Road (north) and Szeged Road (south) to reflect our friendships with Cambridge's twin towns.
- I think in the long term it's going to become important to us that these tracks are seen as serious roads for commuters, not just as leisure routes or green spaces. I suggest that it would thus be incredibly helpful to make sure they get serious, grown-up road names. In particular, I suggested honouring our twin towns by naming them Heidelberg Road and Szeged Road. (Way or Street would be acceptable substitutes for Road.) Maybe these suggestions are too continental and pretentious for some, and I'd be equally happy with any other traditional-sounding street name. I just think that calling them Such-and-such Track, or Chaining Street, or anything else that sounds like it should be full of MTBers, will make it harder to press for improvements and maintenance later.

Other suggestions

- Cycle Street.
- If we want to be consistent with the long-established practice for referring to long-distance roads in the UK, we should simply call it NCR 51. Or even 'The NCR 51'.

This resulted in the comment 'As a serious suggestion, I like this. It makes it sound like a proper commuting road, which it is really.'

Collated and arranged by Monica Frisch

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Campaign diary

June 2011

Thu 2	5.30pm	Newsletter review meeting. Grads Café, University Centre, Mill Lane.
Tue 7	8.00pm	Monthly General Meeting. Friends' Meeting House, Jesus Lane (with tea and coffee from 7.30pm, and a chance to chat, and for us to introduce ourselves to new members). Our speaker will be Phillip Darnton, Chair of Cycling England until its scrapping in April 2011.
Sun 26		Newsletter 95 deadline. Please send copy to Monica Frisch: mfrisch@phonecoop.coop . Members are warmly invited to write articles (style guidelines available) and are invited to contact the Editor in the first instance.

July 2011

Tue 5	8.00pm	Monthly General Meeting. (see 7 June for details).
Sat 9		Campaign stall at Big Weekend. Help run our stall in the Sustainability Zone at the Big Weekend on Parker's Piece, Cambridge. Contact the Campaign if you can help.
Sun 24		London to Cambridge Bike Ride. Raise funds for Breakthrough Breast Cancer by taking part in the annual London to Cambridge Bike Ride. The sixty-mile route will see you cycling through stunning countryside from Picketts Lock in the Lea Valley (northeast London) to Midsummer Common in Cambridge where you can celebrate your success with refreshments and live music. To enter apply online at www.bike-events.com or call 0870 755 8519.
Thu 28	7.30pm	Newsletter envelope stuffing at Baby Milk Action offices, 34 Trumpington Street. Help very much welcomed.

August 2011

Tue 2	8.00pm	Monthly General Meeting (see 7 June for details).
Thu 4	5.30pm	Newsletter review meeting. Grads Café, University Centre, Mill Lane.
Mon 15	from 7.00 pm	Social gathering. Join us at CB2 café, 5-7 Norfolk Street.

City and County Council committees

Campaign members may be interested to attend **Planning Committee and Area Committee** meetings, which often include cycling and walking issues. **Joint Development Control Committee** meetings, which determine Planning Applications relating to major housing development proposals for the Cambridge sub-region, are also open to the public.

Cambridge Cycling Campaign studies and comments upon agendas and papers for **Cambridge Traffic Management Area Joint Committee** meetings, and these meetings are also open to the public. Details of venue and agenda are available about a week beforehand at www.cambridge.gov.uk/democracy/

JUNE 2011

Wed 1	9.30am	Planning Committee
Wed 15	10.00am	Joint Development Control Committee: Cambridge Fringes
Tue 21	7.30pm	West/Central Area Committee

Wed 22	10.00am	Joint Development Control: Cambridge Fringes: Development Control Forum
Thu 23	7.00pm	East Area Committee
Wed 29	9.30am	Planning Committee

JULY 2011

Mon 11	7.30pm	South Area Committee
Wed 13	10.00am	Joint Development Control Committee: Cambridge Fringes
Thu 14	6.30pm	North Area Committee
Wed 20	10.00am	Joint Development Control: Cambridge Fringes: Development Control Forum
Wed 27	9.30am	Planning Committee

AUGUST 2011

Wed 10	10.00am	Joint Development Control Committee: Cambridge Fringes
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Cycle rides

The Cambridge group of the CTC organises a full programme of rides including their popular Saturday morning introductory rides. These are shorter rides that are suitable for everyone and are a great introduction to the club for new riders. They will be held on the first and third Saturdays of each month until the autumn. There are other rides every Tuesday and Thursday and two rides on Sundays. See <http://site.ctc-cambridge.org.uk/search/label/ourridesprogramme> for details and links to the lists of forthcoming rides.

Interview: Cambridge Bike Tours

Simon Nuttall spoke to the proprietor of this new operation in the city.

Who are you?

I'm Anthony Dean, born on Mill Road in '76.

Are you a cyclist yourself?

Dead keen on cycling, which is where the Bike Tour thing really comes from.

Can you fix a puncture?

2mins 14secs is my record to change an inner tube. I've got plenty of inner tubes that need patching up if you know anyone who'd like the job.

What's your longest ever ride?

190km ... that was a great day out.

What gave you the idea to set up Cambridge Bike Tours?

I'm a mad keen triathlete and whenever I go on holiday I always go on a Bike Tour wherever I am 'cos it's such a great way to see as much of a city as possible in a short space of time.

When I got back from living abroad for a number of years I wanted to go on a Bike Tour of my home city and found that there wasn't one. Considering this is a Cycle City I couldn't believe it. It's not perfect for cycling but it's pretty good with 80 miles of cycle lanes and routes etc., so I thought I'd set it up ... and here we are.

What does a tour involve?

There are City, Grantchester and American Cemetery Tours ... which are pretty much what they say on the tin. However, in summary we like to cycle out east along the river and look at boat houses, which aren't on any other tour.

We look at the different commons and head through town to catch the essentials like Trinity Great Gate etc. We stop along the Backs to take that iconic photo, which is actually very difficult to get to if you're a tourist and don't know your way round town. We also take a look at our real tennis courts on Grange Road before heading back into the city. There's so much more to tell you but I wouldn't want to spoil it.

How long does it take?

Each tour is 2½ hrs long; however, we also do a Full Day Tour encompassing the City and Grantchester Tours which is 5½ hrs and includes an hour for lunch by the river.

Do I have to be fit?

It helps if you've at least ridden a bike before. In terms of fitness it's a very leisurely pace and as flat as a pancake so most people can handle it. The first tour I took was a group of six Belgians who were between 65 and 70 years old and they wanted to do the City and Grantchester within three hours and they wanted to do it on traditional British bikes and they didn't have any problems.

Have you got any electric bikes?

Not yet!

Who is going on your rides?

Mainly tourists from London or abroad but I'm really impressed to see so many 'locals' want a guided tour of their great city.

Full day tours cost £33, and shorter tours are £20.

Price includes bike and helmet hire.

Tel: 01223 366 868

More details about the business are at...

<http://www.cambridgebiketours.co.uk>

Photomap this month: editor's pick

#30846: Cycle bridge for sale? No, it's a property in Ravensworth Gardens



This month's pick from the CycleStreets photomap on our website. For more cycling-related photos of Cambridge and beyond, or to add your own, visit www.cyclestreets.net/photomap