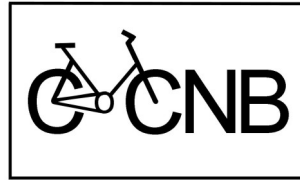


# Cycling Campaign for North Bedfordshire



## Our Vision

To see Bedford as a

**'Town of Cyclists' & 'Cycle Friendly Communities'**

## Our Objectives

- ◆ To promote, encourage and support cycling as an important means of transport and recreation.
- ◆ To encourage consideration of the needs of cyclists in all aspects of transport planning and management, access issues and recreational use.

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This Manifesto has been published by



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Cycling is an exceptionally cost-effective way to deliver a whole range of benefits: good health, clean air, safe streets, pleasant neighbourhoods, strong local economies, sustainable tourism and a versatile option for transport which is widely available to people regardless of age, income or ability.

Bedford has always been a cycling town. The latest Active Life Survey (ALS) for 2016/17 shows that just under 25% of the borough's adult residents cycle at least once per month and 17% at least once per week. Although not reaching the levels of Cambridge or Oxford it is nevertheless in the top quarter for cycling in the United Kingdom. This is in some measure due to the town's relatively flat and compact area with all parts including Kempston and the suburbs of Biddenham, Bromham, Clapham, Elstow, Great Denham, Shortstown and the Wixams being within a 15 to 20 minutes cycle of the town centre.

The Cyclists Manifesto (overleaf) has been put together by the Cycling Campaign for North Bedfordshire (CCNB) and sets out the actions which we believe are needed to ensure that Bedford Borough continues to progress as a

**'Town of Cyclists' & 'Cycle Friendly Communities'**

It consists of 4 key objectives each supported by 2 specific proposals.

*Candidates of all parties putting themselves forward to become members of Bedford Borough Council are asked to support these objectives and proposals if they are elected.*

## Objective 1 BETTER CYCLING CONDITIONS

**Did you know?** More people cycling can reduce congestion and pollution as well as help to alleviate climate change.

**We would like you to support** - Delivery of cycle infrastructure to overcome the barriers to cycle accessibility, in particular the completion of the urban cycle network including north/south and east/west routes through Bedford town centre, the Bedford Green Wheel and links to the countryside and outlying villages.

**Did you know?** 20mph speed limits can reduce road casualties by up to 40%.

**We would like you to support** - The continued introduction of 20mph speed limits not just around schools but for all residential areas and the whole of the town centre area.

## Objective 2 BETTER CYCLE TRAINING

**Did you know?** More than 25% of pupils aged five to 16 in the borough would like to cycle to school. Currently it is around 6% compared to the national average of just under 3%.

**We would like you to support** - Provision of dedicated funding for 'Bikeability' cycle training of pupils in all schools.

**Did you know?** Initiatives to influence attitudes and behaviour towards cycling have seen up to three times more pupils cycling to those schools using a Bike It Officer.

**We would like you to support** - Provision of funding for the continuation of a Bike It Officer in all Bedford Borough schools.

## Objective 3 CYCLE PROMOTION

**Did you know?** Perceived fear of traffic is one of the major concerns preventing people from cycling.

**We would like you to support** - Provision of road safety awareness campaigns in ways which encourage increased cycling.

**Did you know?** Cycling events encourage families to take up this form of activity in their local communities.

**We would like you to support** - Provision of dedicated funding for promotional activities such as Bike Week, European Mobility Week and other national events.

## Objective 4 BETTER INTEGRATION OF CYCLING ACROSS ALL AREAS

**Did you know?** Cycling can contribute to health, education and environmental objectives (including climate change).

**We would like you to support** - In enlisting help from health, educational, retail, tourism and other sections towards the growth of cycling.

**Did you know?** Cycle tourism contributes significantly to an area's economy.

**We would like you to support** - Provision of resources to promote off-road, sports and other recreational cycling.