

Cambridge - A role as Britain's Premier Cycling City

In the East of England it's the beauty that will take your breath away, not the hills. For this is perfect cycling country. - East of England Tourist Board - England's Cycling Country Promotion

Any quick look through literature and information about Cambridge will almost certainly include some reference to the bicycle. Indeed this form of transport is so closely associated with the city that it is hard to imagine Cambridge without bikes. Surprisingly though some members of Cambridge Cycling Campaign have long advocated a "bike-free day" as one of the most effective ways to help get provision for cycling improved in the city. Whilst the practicalities of persuading every cyclist in the city to leave their bike at home and to get their cars out of the garage mean that "bike-free day" is unlikely to happen, it is not hard to imagine the impact on the city of a major and sudden increase in the number of cars on the road. This would certainly bring home the importance of cycling for the efficient operation of Cambridge.

Could Cambridge Station function efficiently without the bicycle?



The continuation of the bicycle as an important means of transport in Cambridge is by no means guaranteed and a look at figures for Fenland towns reveals that without the right conditions cycling can drop drastically.

Figure 1: Journeys to work by bicycle in March and Wisbech

| | 1981 Census | 1991 Census | 2001 Census (average figure across Fenland) |
|----------------|-------------|-------------|--|
| March | 23% | 14% | 7% |
| Wisbech | 18% | 12% | 7% |

These figures in many ways reflect national trends, which have resulted in the decrease in cycle usage, as the car has become increasingly dominant. There is of course no one reason for this decrease and cyclists are not a homogeneous group; they are individuals making a lot of individual choices about their mode of travel. It is however becoming increasingly obvious as people have more and more choices that without incentives to cycle people will not cycle.

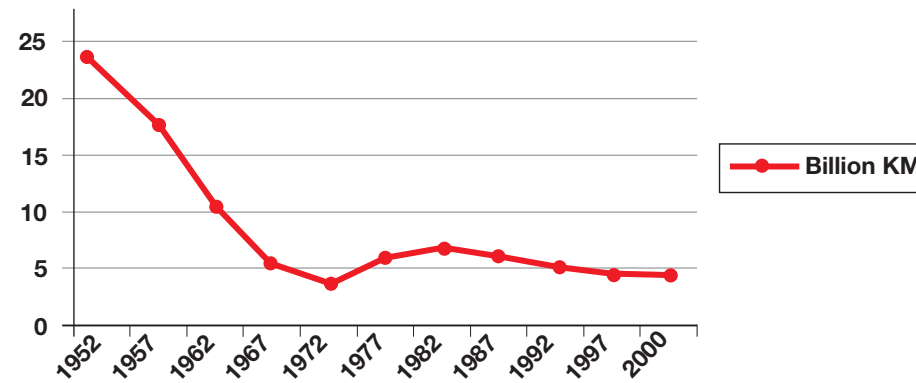


Figure 2: Cycle Traffic in Great Britain Source: Transport Research Lab

Cambridge has bucked the national trend and the 2001 census shows that 26% of journeys to work by Cambridge residents were by bicycle, compared to a U.K. average of 2.8%, with the figure for Cambridge having stayed fairly consistent over recent decades. A number of factors are likely to have played a part including :

- the compact nature of the city, which has not changed greatly over recent decades.
- the absence of major roads around the city centre; these now form barriers for cyclists in many other cities.
- the high resident population in the city centre, contrary to many cities, where people have moved away from the city centres.
- the lack of growth of motorised traffic within the City over recent years, which is contrary to national trends.
- the positive local culture that encourages cycling regardless of social status. This is not the case in for instance the Fenland towns, where a car is seen as a symbol of success.
- the difficulties faced by car drivers in Cambridge, which makes the car a less attractive option for many than a bicycle. This is not yet the case in many other cities.
- Improvements to the cycle infrastructure within the City.
- The existence of a number of important "green" routes through the city, which have maintained their attractiveness despite worsening conditions on the roads.
- The success of a number of softer measures such as the Travel for Work Partnership.

Whilst the consequences of people choosing the car rather than the bicycle are obvious a switch to public transport would clearly be less damaging for the city. However it is hard to see how public transport could rival the door to door convenience and speed of the bicycle within the city. The consequences of not increasing cycling are likely to be greater congestion, pollution and inefficiency leading to a demand for more road building. The consequences for health are also likely to be serious. Indeed whilst cycling in Cambridge may seem to be a hazardous activity the evidence is that inactivity is a far greater hazard and cycling and walking should be encouraged over all other modes of transport.

Cycling: risky or health-promoting?

Cyclist deaths compared to deaths attributed to inactivity

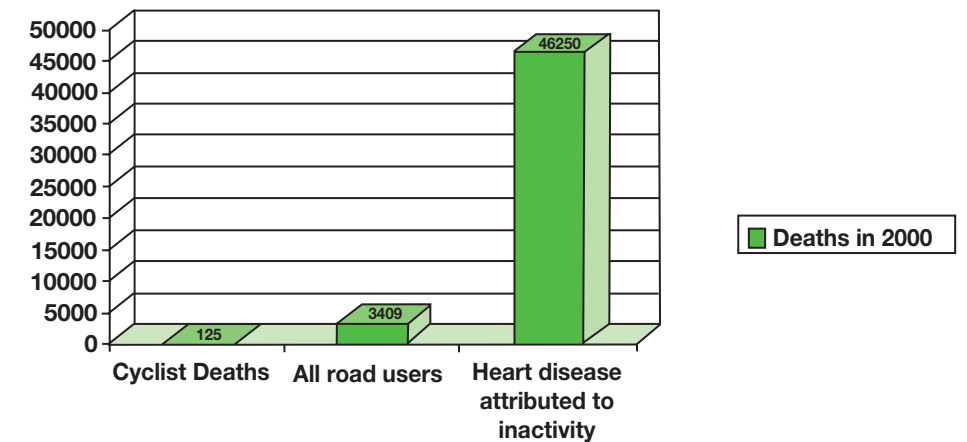


Figure 2 - Cycling risky or health promoting. Note figures are for U.K.

Source : English Regions Cycling Development Team

Cambridge is not alone in having relatively high levels of cycling, but the city is very modest in its claims:

- *Once known as "Cycle City", Kingston upon Hull remains one of the top ten areas for cycling in the UK. Around 14% of all journeys to work are by bike. During the last few years the city council has invested over £2million in new facilities for cyclists...working towards a comprehensive network of facilities for cyclists, making their journeys both safe and enjoyable.* (Hull City Council website).
- *York is Britain's number one cycling city. In York 15 per cent of the population cycle to work.... With routes passing York Minster, through the heart of the city and along the River Ouse, cyclists enjoy unrivalled access to York's most attractive landmarks.* (City of York website).



York Millennium Bridge. Part funded by the Millennium Commission and a source of pride for "Britain's number one cycling city".

- *"20,000 cyclists ride in to or out of Oxford City centre each day ...19% of the population of Oxford cycle to work* (Oxfordshire County Council website).
- *"Cambridge is a great place for cyclists and is one of the top cycling cities in Britain with over 20% of trips in the city being made by bike."* (Extract from Cambridgeshire County Council website)

Cambridge - A role as Britain's Premier Cycling City

There are a number of possible explanations as to the City and County Council's modesty with regards to the position of Cambridge as "Britain's premier cycling city":

- It is very hard to be certain about levels of cycling and to make fair comparisons between cities. (The census figures only refer to the main mode of transport for Cambridge City residents, for journeys to work. This would not include those commuting into Cambridge or journeys other than to work, whereas figures from the National Travel Survey show that journeys to work are only about 18% of all trips. The River Cam screenline test on the other hand shows 16% of all journeys across the screenline as being by bike, yet this in itself is only a representation of the screenline on the days when measurements took place.)
- Within the cycling fraternity York and more recently Kingston-upon-Hull are regarded as the cities with relatively high levels of cycling that have done most to champion and encourage cycling, over recent years and Cambridge may not wish to invite comparisons.
- There is a view that cycling in Cambridge is something that happens and is accepted, but not something that should be encouraged.
- It may be that the quiet approach is the best one for Cambridge.

The success of the **Jubilee Cycleway**, opened by HRH Prince Philip, in July 2002 has however led many to question whether a higher profile role for cycling schemes in Cambridge would be beneficial. This is now reflected in ambitious plans for National Cycle Network celebrations in Cambridge in 2005. There is an opportunity for Cambridge to use this and other events to show that Cambridge is leading the way as far as Britain is concerned and to stake a claim as Britain's top cycling city.

Whilst it is useful to compare Cambridge's record on cycling with other UK cities it is also appropriate to compare the UK's leading cycling cities with Europe's leading cycling cities.

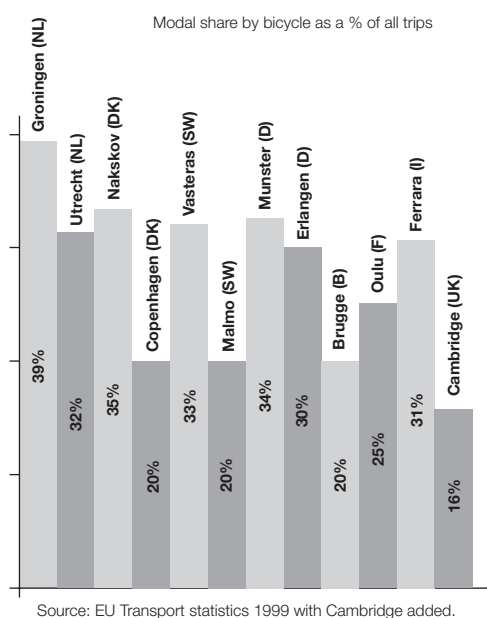


Figure 4: Modal share of trips by bicycle

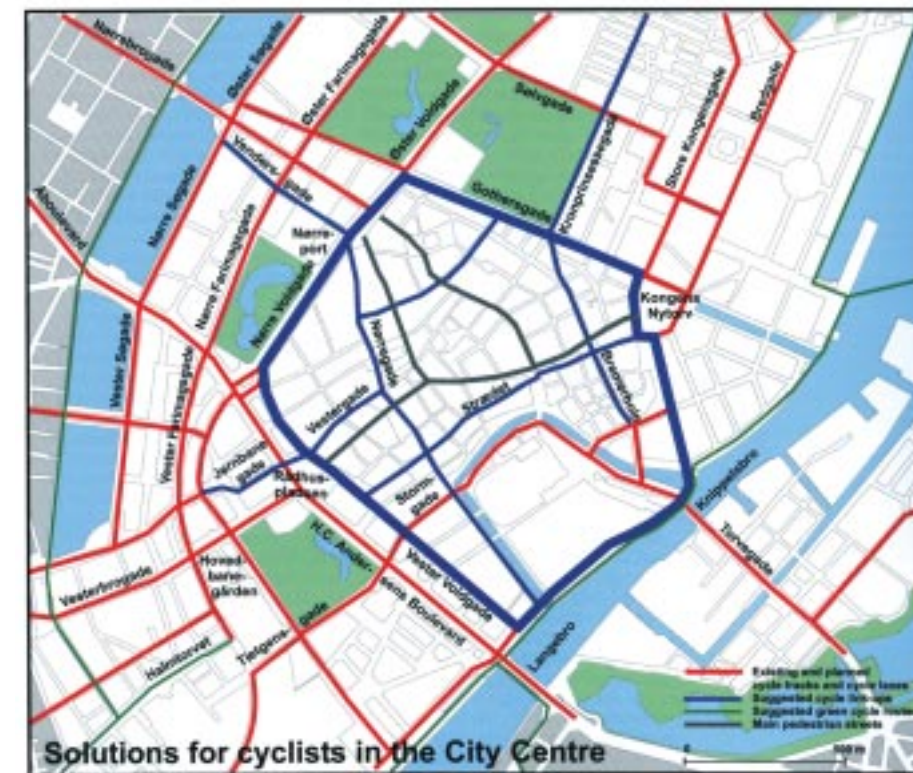
From this it is clear that many towns and cities have higher levels of cycling than Cambridge and there are good examples of where long term planning to encourage cycling has proved a success. The best known of the long term plans to encourage cycling is the Dutch Bicycle Master Plan

(1990-1997). This was developed against a background of declining bicycle traffic in the Netherlands between 1950 and 1975 followed by bicycle traffic regaining ground from 1975, although the position has varied from city to city. Denmark was also faced with declining bicycle traffic and has attempted to address this again with greater success in some cities than in others, with Copenhagen and Odense offering perhaps many ideas for Cambridge.

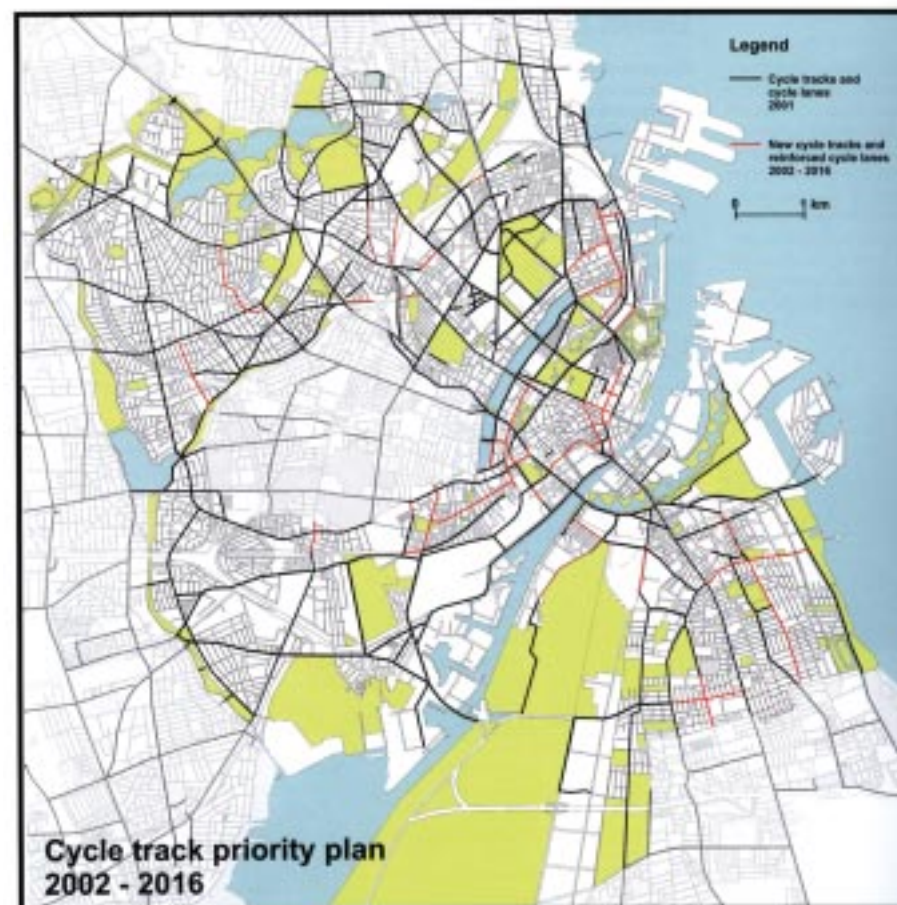
"Therefore, we have to focus not only on continued expansion of the infrastructure, but also on issues like safety, fun experiences, rights, accessibility, service, maintenance and quality. Odense wants to be a lab and a model city for inspiration in Denmark as well as abroad." (Cykelby website)

"Copenhagen is known far and wide as the "City of Cyclists" - due to its long-standing and lively cycling tradition....Cycling is a socially acceptable means of transport and it is not uncommon to see Danish Ministers or Mayors riding their bicycles to work...Bicycle traffic in Copenhagen has grown in recent years. This has occurred in spite of the fact that the national trend is that people cycle less. A sustained effort on the part of the City is a prerequisite for maintaining the level of bicycle traffic and an even greater effort is necessary to increase the number of cyclists..." (City of Copenhagen Cycle Policy 2002-2012)

Both Copenhagen and Odense have backed up their plans with some challenging targets and significant budgets and both would be good models for Cambridge. Whilst the population of Odense is close to that of Cambridge and there is much that Cambridge could learn from Odense the quality of information produced about Copenhagen sets a good benchmark, with clear plans showing what is intended.



Plans showing proposals for cycling in Copenhagen



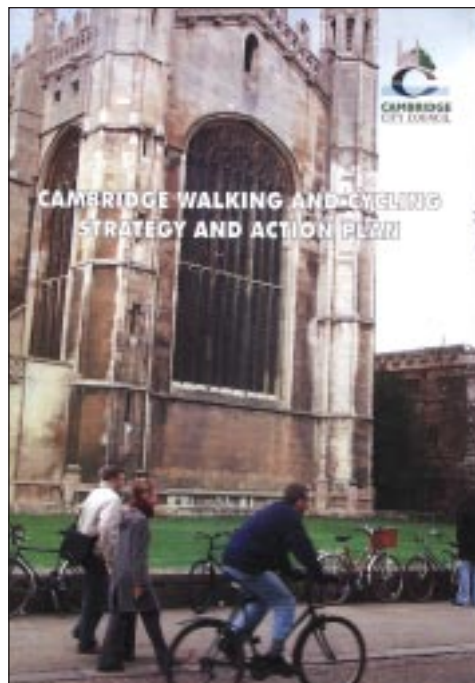
Source: Copenhagen Cycle Policy 2002-2012

The aim of the Cycle policy, for Copenhagen is to achieve the following targets by 2012

- The proportion of people cycling to workplaces in Copenhagen shall increase from 34% to 40%
- Cyclist risk or serious injury shall decrease by 50%
- The proportion of Copenhagen cyclists who feel safe cycling in town shall increase from 57% to 80%
- Cyclist travelling speed on trips of over 5km shall increase by 10%
- Cyclist comfort shall be improved so that cycle track surfaces deemed unsatisfactory shall not exceed 5%.



This can be compared with the Target in the Cambridge Walking and Cycling Strategy and Action Plan



This includes one clear target, which is comparable with the headline target for Copenhagen

“ Increase the modal share of cycling to 19% by 2007 which is a 3 percentage point increase from the 2000 figures of 16%”

The target for Cambridge is a challenging one in the UK context, but by comparison with Copenhagen it looks relatively easy. For this reason it is worthwhile considering in detail the focus areas for Copenhagen:

- Cycle tracks and reinforced cycle lanes
- Green cycle routes
- Improved cycling conditions in the City Centre
- Combining cycling and public transport
- Bicycle Parking
- Improved signal intersections
- Better cycle track maintenance
- Better cycle track cleaning
- Campaigns and information

Many of these areas are covered in the Cambridge Walking and Cycling Strategy and Action Plan with the Cambridge plan also putting emphasis on the need for integration with land use planning and addressing Crime and Fear of Crime. Neither document puts emphasis on car parking and traffic restraint

Cycle Track Maintenance


In Copenhagen there has been a great deal of focus on maintenance of roads and cycle tracks. It is essential that cycle tracks are well maintained if cyclists are to feel like cycling. The criticism of poor cycle track maintenance in the previous Bicycle Accounts has resulted in systematic efforts. This time the cyclists express their appreciation of the City's efforts since the number of cyclists who are satisfied with cycle track maintenance has increased since 2000.

Cycling comfort
In the summer of 2000 an inspector cycled up and down all cycle tracks assessing them in terms of road surface cycling comfort. The cycle tracks were assessed again in 2002 and the result of the City's initiatives appears in the chart below:

| | Summer 2000 | Winter 2002 |
|---|-------------|-------------|
| Completely new or flawless surface | 57% | 79% |
| Uneven but acceptable surface | 23% | 16% |
| Unsatisfactory surface - extremely unpleasant | 10% | 5% |

The Cycle Policy states that one of the City's goals is to improve cycling comfort to such a degree that no more than 5% at most of the cycle track network will have an unsatisfactory surface. This objective has been achieved in 2002, but will require continuous work to maintain the proportion of poor cycle tracks at under 5%.

There are plans for reducing the number of very poor sections in 2003. However, there are no funds for improving the sections which are not yet completely unsatisfactory (although well on the way) - in other words no preventive measures are provided for. In 2003 slightly over DKK 6.8 m have been earmarked for cycle track maintenance. Preventive measures would usually cost an extra DKK 2.7 m.



The "comfortometer"
Previous years' assessments of the standard of cycle track surfaces were based on comprehensive reconnaissance, which is of course subjective to a certain degree. The City has now purchased a "comfortometer", developed in the Netherlands, which in future will register cycle track comfort more objectively. The first measurements will take place in 2003.

The comfortometer is attached to the bicycle's luggage rack in a small box. When the bicycle is being ridden, the comfortometer can register the vertical accelerations that a bicycle undergoes when in motion and thereby the comfort of the cyclist during the journey. A more objective and more easily comparable description of the individual cycle tracks is hereby ensured.

Extract from Bicycle Account 2002

measures, which is surprising, although both were written before the implementation of the London congestion charging, which resulted in a 16% increase in cycling within the charging zone.

The big difference between the two plans is that Copenhagen includes clear plans of what is proposed, whereas the Cambridge document proposes to design and consult on the proposed networks in 2003 for implementation by 2007. The Copenhagen plan also includes a comprehensive annual monitoring of progress, which is published in both English and Danish. This shows both how seriously the plan is being taken and the difficulties faced. The adoption of such an approach in Cambridge would greatly help to raise the profile of cycling and should help to achieve targets.

Whilst the feasibility of designing and implementing a whole network for Cambridge within 4 years has to be questioned it is quite clear that Cambridge would fit well within the 3 categories identified for Copenhagen and that these categories need to be completely integrated:

- **City Centre.** City Centre cycle improvements are already being addressed in Cambridge through the programme of road closures around the centre and the introduction of two way cycling on one-way streets. The City centre does however remain a major challenge.
- **Cycle Route priority plan.** Cambridge already has in place significant parts of a cycle network. This needs to be tied in with new development and the missing gaps need to be filled. The majority of this network will be on-road and it is vital that the road environment is good for cycling and that the cycle network serves the needs of cyclists.
- **Green Cycle Route plan.** Cambridge already has many "green" cycle routes, with the Jubilee Cycle Route being the most recent and this has been suggested as one of the reasons for the high levels of cycling in the City. The routes have however never been given a high profile nor has there been a concerted effort to complete and extend the network. This is perhaps most evident when looking at the car-free bridges over the Cam, where to date none of the bridges are officially designated as cycle bridges, although they all carry heavy cycle traffic. The new bridge at Riverside, due for 2005 will be the first new cycle bridge over the Cam.



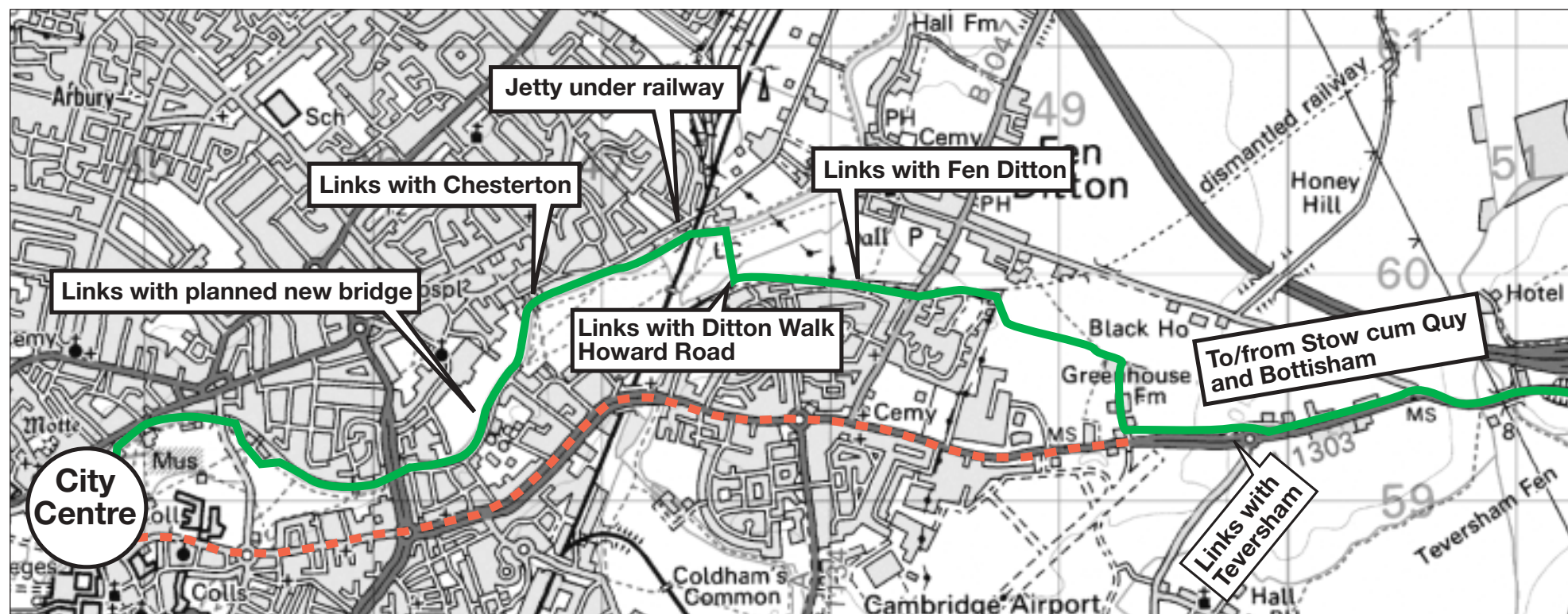
Existing Green Cycle Route in Cambridge. (Midsummer Common)



Note that the simple step of replacing squeeze barriers with cattle grids is widely regarded as having been one of the big advances for cycling in Cambridge in recent years. This shows the importance of relatively minor details, in encouraging cycling.

Cambridge - A role as Britain's Premier Cycling City

The Jubilee Cycle Route was opened in July 2002 and took some 5 years to come to fruition, with the assembly of land agreements, planning permission and funding taking up much more time than the actual construction. The time needed to resolve land and planning matters was a surprise to many of the project partners; indeed at one stage the route was known as the "Millennium Cycle Route", acknowledging the aspiration that it would be a project for Cambridge, completed for the new Millennium. Lessons have been learnt that will enable the process to be speeded up, but there can be no avoiding the careful planning and detailing needed for the development of such routes.

The Jubilee Cycle route has many different functions and can serve cross-river journeys as well as journeys along the river corridor. It serves as an attractive alternative to Newmarket Road, although it will never replace all cycling journeys on Newmarket Road, simply because of the many different origins and destinations for journeys along the corridor and the fact that cyclists need to access facilities on Newmarket Road itself. However the route does offer an attractive and direct route between the City Centre and destinations including Newmarket Road Park and Ride site, Fen Ditton and the Howard Road area. Distance-wise the journey between Newmarket Road Park and Ride Site and the city centre will be similar for the Jubilee Cycle Route and a route along Newmarket Road, depending on which part of the City Centre is being accessed, but the Jubilee Cycle Route involves only one at-grade road crossing (signals at Ditton Lane), whereas Newmarket Road includes numerous complex junctions. There is of course little doubt about which is the most attractive route, which is an important factor for cyclists.



 Jubilee Cycle Route/National Cycle Network Route 51
 On road alternative to Jubilee Cycle Route, serves slightly different places, but with numerous junctions. Journey times are similar



The Jubilee Cycle Route on Ditton Meadows - note the electric wheelchair by the river. Disabled access has been much improved thanks to the project.



Some of the Project partners at the Jubilee Cycle Route opening July 2002.



Cambridge - A role as Britain's Premier Cycling City

A Green Cycle Route Plan for Cambridge is already emerging through the interest of a partnership that has evolved from those involved with the Jubilee Cycle Route and including:

- Cambridgeshire County Council
- Cambridge City Council
- South Cambridgeshire District Council
- Cambridge Cycling Campaign
- CTC
- National Trust
- RSPB
- Sustrans
- Marshall of Cambridge

The emerging plan includes the main potential corridors in the City within a tightly drawn City ring and separate links to the countryside and visitor attractions. The fact that the network involves a combination of local authority land, private land, development opportunity areas and passes through both Cambridge City and South Cambridgeshire and involves highway matters as well means that a partnership approach is particularly useful if the network is to be progressed. All the proposals are achievable, subject to funding and various agreements and need to draw on the experience and expertise of the project partners for a successful outcome. It is believed that the chances of attracting funding and using the network as a means to encourage an increase in cycling are greater if the network is treated slightly differently to the city-wide network, whilst recognising the importance of the city-wide network.

For the Cambridge Green Cycle Network to be a success it needs to be sensitive to its surroundings and be built to a good standard, in terms of the quality of the paths and the attractiveness of the routes. The Network needs also needs to be convenient, easily accessible and integrated with cycle routes all around the City. It is not a question of developing either the Green network or the road network, but a question of doing both, if cycling is to flourish in Cambridge. The Copenhagen plan gives a definition of Green Cycle Routes, which needs to transfer to Cambridge.

"Green Cycle Routes ...are intended as a new option for cyclists, particularly those who have a long way to go... Cycle routes are built to a high standard... and are designed to minimize the stops cyclists have to make because of other traffic. In addition to serving as home-workplace routes they are also intended to have a recreational function. The green cycle routes are co-ordinated with the main cycle path network and the existing national routes will be adjusted to the green cycle routes as the occasion arises."

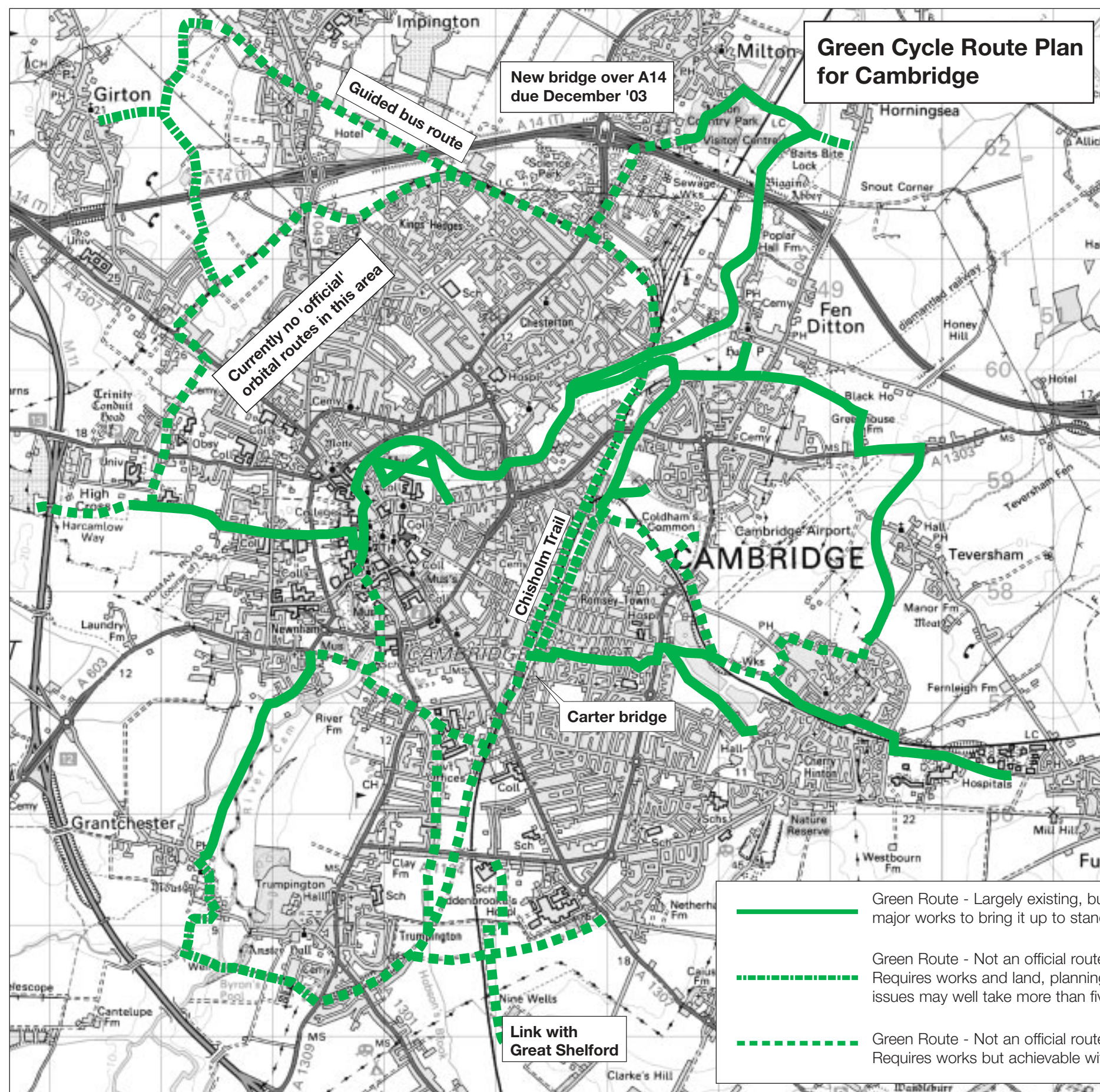
Green Cycle Routes within sensitive environments -



Meldon - Lydford



Harby - Lincoln



| | |
|--|--|
| | Green Route - Largely existing, but may need major works to bring it up to standard. |
| | Green Route - Not an official route at present. Requires works and land, planning and funding issues may well take more than five years. |
| | Green Route - Not an official route at present. Requires works but achievable within five years. |

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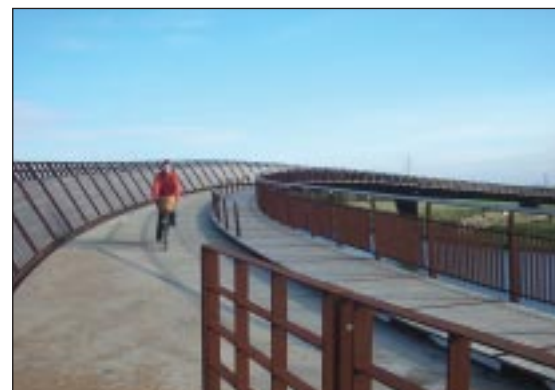
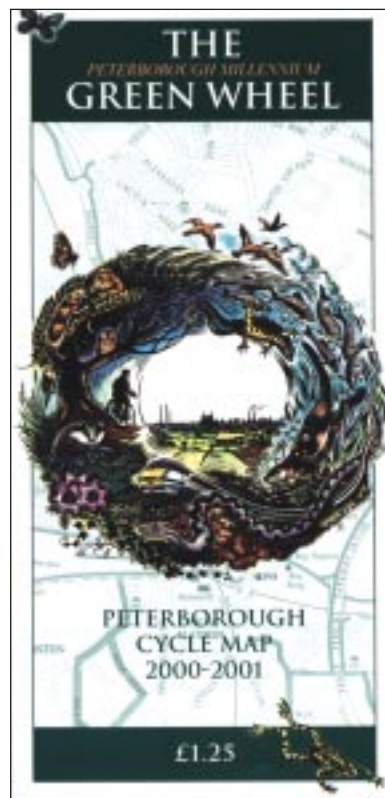
Achieving the Green Network

Much of the proposed network for Cambridge is achievable within the next 5 years and this is indicated on the plans, assuming that the network is carefully integrated into development plans.

Some other routes are indicated as possibly taking longer than 5 years, such as the proposed routes following the main rail corridor. These involve the use of "spare" land besides the railway and "spare" arches at road crossings. With the support of the rail industry and others the route is achievable to high standards, but rapid progress is unlikely at the moment. The route has become known locally as the "Chisholm Trail", in recognition of the part played by Jim Chisholm in proposing and promoting the route and it needs to be protected as a future route if it is to be achieved. New routes that should be achieved as part of developments foreseen in the structure plan are not shown on the plan, but will need to be well integrated with the plan.

In order to complete the first phase of the network, as envisaged on the plan work is already underway identifying funding possibilities and the missing links.

The route around the City has been proposed as a Cambridge Green Wheel/Ring/Necklace with the name still undecided. However experience from the Peterborough Green Wheel, the Jubilee Cycle route and numerous other projects has shown the advantages of having a named route in terms of raising the profile of the route.



The Shanks Millennium Bridge - Part of the Peterborough Millennium Green Wheel.

The Peterborough Millennium Green Wheel - Cambridge can learn from the success and difficulties of this project to develop a Cambridge equivalent.

Looking beyond the City

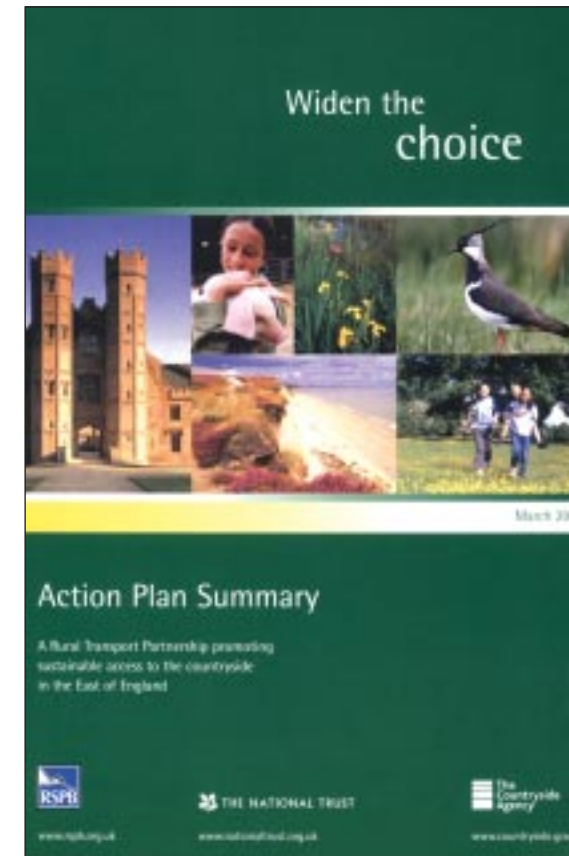
If cycling were to significantly increase in Cambridge (as it is now) without high levels of cycling being established in the new communities that will form part of an expanded Cambridge it would be hard to see this as a success. Likewise if at the same time cycling were to decrease in the surrounding communities this would be bad news, especially in the context of the National Cycling Strategy, which has set a target of quadrupling the level of cycling by 2012 compared to 1996 levels. These targets are proving difficult to meet and Counties such as Cambridgeshire, which are considered to have good potential for increasing cycling are likely to be more and more in the national spotlight. It is therefore vital that not only is cycling increased in Cambridge, but that this is extended to the surrounding communities and new developments. For instance the proposed new settlement at Longstanton/ Oakington should therefore be aiming to achieve Cambridge-type levels of cycling rather than settle for average UK levels. The success of the Kesgrave development near Ipswich shows that this can be achieved, with approximately 75% of pupils at Kesgrave High School arriving by bicycle. Cycling became a part of the local culture at an early stage of the development with high levels of cycling achieved through a combination of:

- Good cycle routes
- Supportive schools, which provide good cycle parking and lockers.
- Difficult conditions for drivers, whereby driving to school is much harder than cycling or walking.

The School "run" at Kesgrave, near Ipswich



The rural areas around Cambridge present in many ways a greater challenge than the city itself, given that cyclists have little choice about the routes they take and that rural traffic is growing at a much higher rate than urban traffic. However given that most trips are local ones and many of the longer distance trips are likely to be focused on Cambridge there is good potential for increasing cycling.



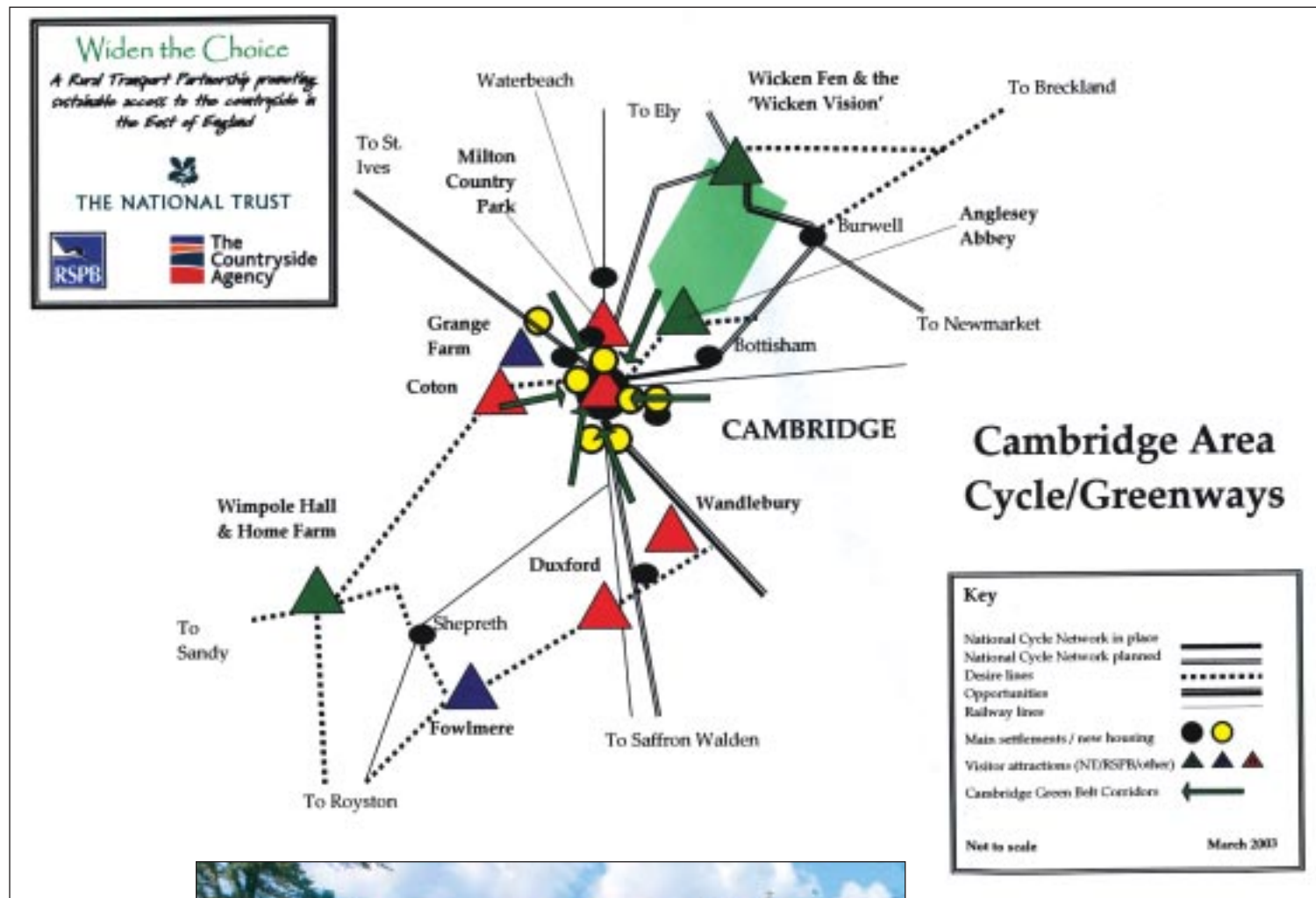
Focusing on improving links between the necklace villages and Cambridge has the added advantage of having benefits for Cambridge residents. This is an area that the National Trust, RSPB and Countryside Agency have picked up on in their "Widen the Choice" Rural Transport Partnership.



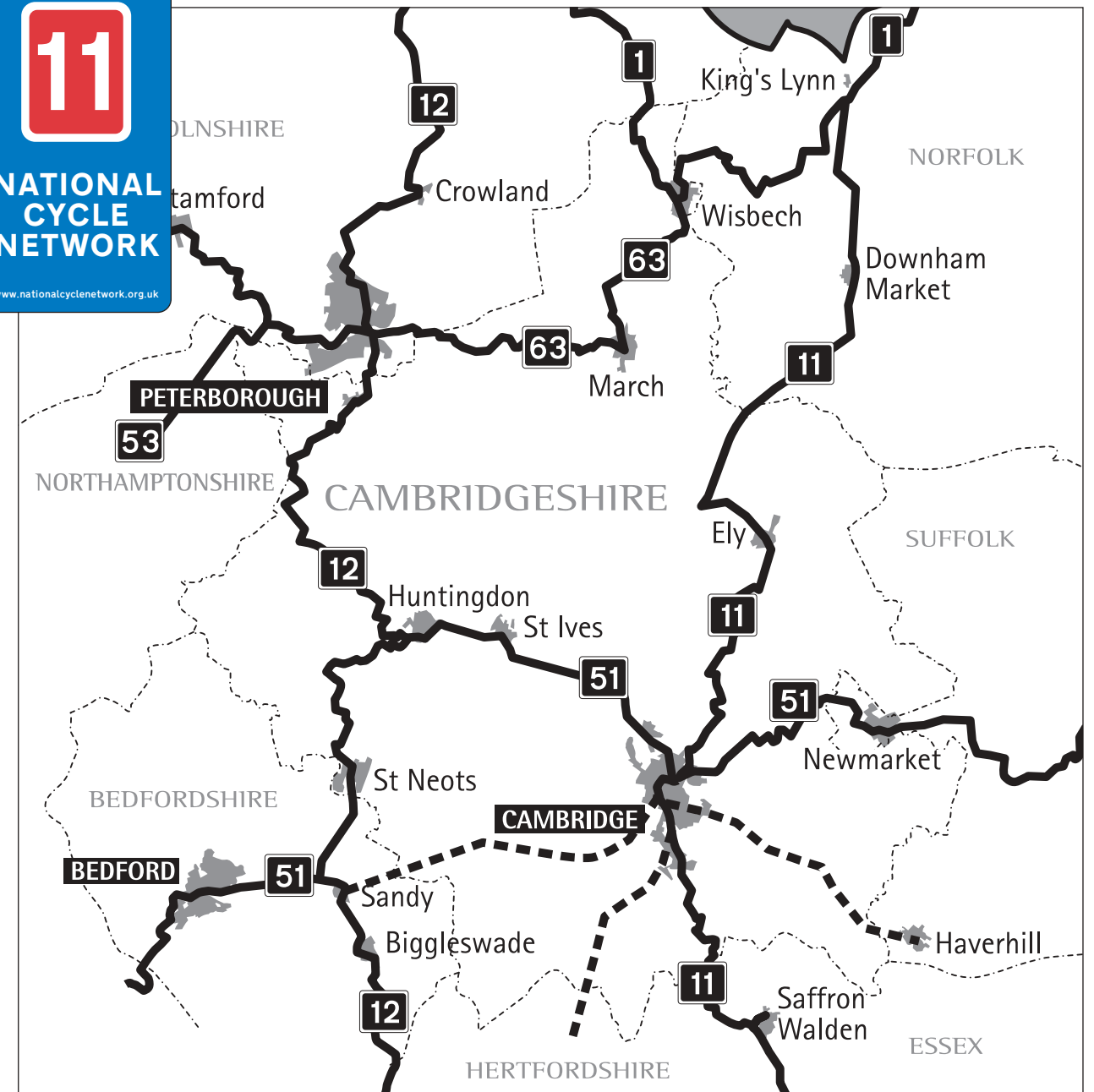
The River Cam at Upware, near Wicken Fen. The ferry service stopped many years ago and the river now forms a barrier between Cambridge and the National Trust property. A preliminary design has been done for a new bridge at this location. A hand-operated ferry is another possibility if operating and revenue problems could be overcome.

Cambridge - A role as Britain's Premier Cycling City

The National Trust has a national policy to reduce the proportion of people arriving at its properties by car from well over 90% in 1995 to 60% in 2020. The RSPB has a similar desire to reduce the environmental impact of visitors travelling to reserves, whilst encouraging people to visit to encourage greater conservation awareness. The proximity of a number of National Trust and RSPB properties to Cambridge, combined with plans for the National Cycle Network create good possibilities for cycle links with the properties as indicated by schematic:

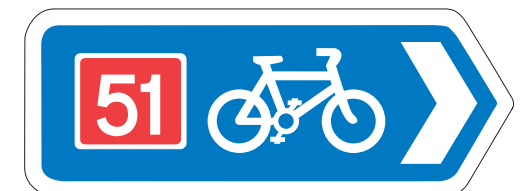


Sustrans has been coordinating the National Cycle Network since 1994, including working with the Cambridgeshire local authorities to complete routes in the county as shown:



12 = National Cycle Network Route 12

--- = Potential Regional Routes



National Cycle Network plans for Cambridgeshire

The vision for the National Cycle Network is that it will be used to stimulate an increase in cycling, using a linked series of quiet minor roads, traffic calmed roads, cycleways and dedicated cycle infrastructure to link urban centres with the countryside and based on this criteria a network of possible routes around Cambridge has been proposed. These routes are based on existing or planned infrastructure and are achievable given landowner's agreement, planning permission and funding. The big challenges are in plugging the gaps and completing the routes within a reasonable time, such as by 2010 or earlier.

Wicken Ring: This route helps to bring the Wicken Vision to Cambridge and at the same time improves links on two significant transport corridors into Cambridge. Significant works required are:

- Improved links Waterbeach - Milton
- New river crossing at Upware and works within Wicken Fen
- Minor improvements to the Burwell - Cambridge route.

Anglesey Abbey Ring: This route would greatly improve access to Anglesey Abbey and Lode village. Significant works required are:

- Surfacing along the disused railway between Lode and Newmarket Road Park & Ride site. Landowner's agreement for this has not been forthcoming to date.
- Minor improvements for links between Little Wilbraham and Bottisham.

Abington Ring: This route would help to improve links between Stapleford, Babraham and Abington as well as using one of the ancient features of the area. Significant works required are:

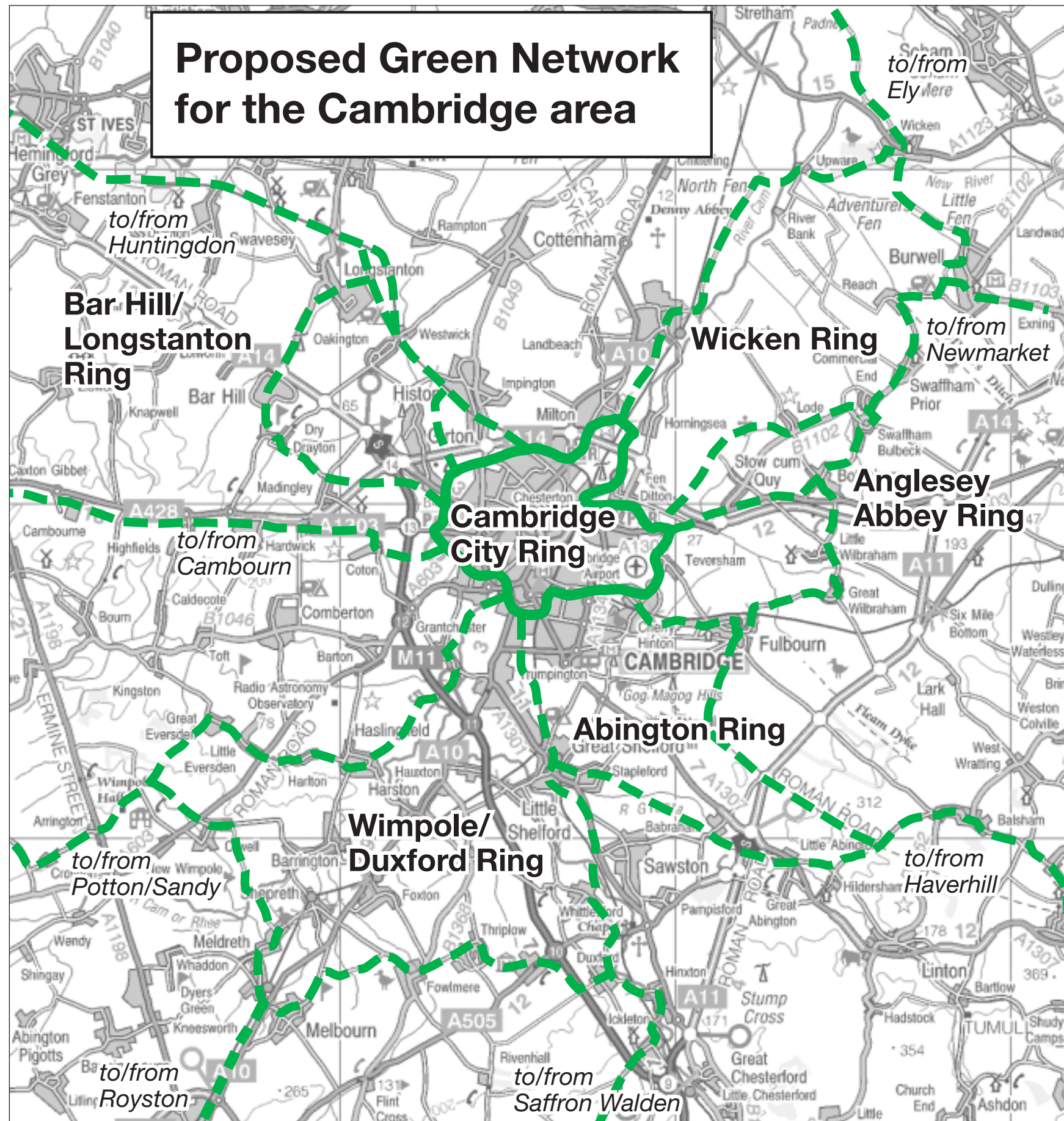
- Improved links Abington-Babraham- Stapleford , including A 11 crossing
- Minor works along Roman Road, where cycling is currently banned.

Wimpole/ Duxford Ring: This route helps to make two of the most important visitor attractions of the area more accessible and at the same time improves links on two significant transport corridors into Cambridge, as well as in the Melbourn area. Significant works required are:

- Significant lengths of new paths near to the rail corridor between Brooklands Avenue and Duxford village, creating a direct, attractive route.
- Works around the Imperial War Museum, Duxford to provide access to the front entrance.
- Works in Melbourn
- Works in Wimpole Park for links with Great Eversden and Orwell.
- Improvements and agreements for the route between Haslingfield, Granchester and the City.

Bar Hill/ Longstanton Ring: This route will provide a new link between Madingley and the West of Cambridge taking advantage of existing crossings of the M11 and A14 and will provide improved routes along the A 14 corridor. Significant works required are:

- New paths between Madingley and West of Cambridge.
- New path between Bar Hill and Longstanton/ Oakington
- New path along guided bus corridor between Longstanton/ Oakington and Cambridge.



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Cambridge - A role as Britain's Premier Cycling City

Marketing

Whilst much has been said about the need to improve infrastructure for cycling there is also an important role for marketing. This would include promoting cycling and cycle routes to local people as well as a programme to market the city at home and abroad on the basis of its world status as a top cycling city. The former would include programmes such as individualised marketing, and building on the work of the Travel for Work partnership and Travelsmart, whilst the latter would involve both tourism and economic development building on a recognisable brand identity that Cambridge already has.

Again, looking at the Danish case, Odense and Copenhagen have a healthy rivalry over the claim to be Denmark's cycling city and this has led to some very creative ideas, such as Copenhagen's "comfortometer" and the cycle traffic counter in Odense city centre. This counter visibly registers every journey that day and that year, letting cyclists know that they are welcomed. Early completion of a high quality green network, the early establishment of cycle-friendly environments in new developments together with some innovative ways to market and encourage cycling could provide Cambridge with the tools to see an early increase in cycling. Staking a claim to be a national leader and an internationally important cycle city should also be an inspiration to local people as well as helping the case for additional funding to help Cambridge achieve its potential.



Cycle traffic counter in Odense, Denmark - A high profile welcome for cyclists

Conclusions

- Cambridge already has a high level of cycling on a national scale and the city has a good claim to being Britain's premier cycle city. Plans are already being developed for Cambridge to be the focus of national and international celebrations with regards to the National Cycle Network in 2005 and this would be a good opportunity for Cambridge to stake its claim to be leading the way for the UK.
- Maintaining existing levels of cycling cannot be taken for granted. Cyclists are not a homogeneous group; they are individuals making a lot of individual choices about their mode of travel. Without incentives to cycle people will not cycle.
- Increasing cycling in Cambridge is already a City Council and County Council objective, with targets to increase cycling by 2007. Increasing cycling across Cambridgeshire is also a County Council objective, which fits in with national targets to increase cycling.
- By continental standards the level of cycling in Cambridge is well below some other European Cities and a long term vision to match the level of cycling in a city such as Copenhagen would be a challenging target, but something that can be achieved. Given the anticipated growth in the Cambridge area and the desire to not increase car traffic in the city a significant increase in cycling is a necessity.
- Increasing cycling in Cambridge will depend on many factors, including cycle parking, cycle route infrastructure, land use planning, car parking and traffic management policies and softer measures, such as awareness campaigns. The full potential will only be achieved if all areas are addressed.
- Cycle route infrastructure can be broken down on the Copenhagen model to
 - City Centre
 - Cycle Route Priority plan
 - Green Cycle Routes

Whilst cycle route infrastructure needs to be treated in an integrated way there are advantages in treating the 3 areas separately. Green cycle routes have not been recognised as such in Cambridge, but would include many of the existing riverside and Common paths, which help to make cycling in Cambridge so popular. The advantages of raising the profile of these particular routes are that this should help to ensure complete networks and raise the profile of cycling generally in the City. These routes have a particular role to play, for leisure, the less confident and also if well designed for the longer distance journey.

- Cycle routes need to be carefully designed and planned to fit their surroundings, but can fit well in many sensitive locations.
- A network of "Green" cycle routes is proposed for Cambridge and the wider Cambridge area. This "Green" network would need to integrate with city wide, city centre and village schemes being prepared by the Local Authorities. It would link with visitor attractions and would have a leisure role as well as a journeys to work role. Plugging the gaps and completing the network in a reasonable time are major challenges, which need to be addressed.
- The consequences of not increasing cycling are likely to be greater congestion, pollution and inefficiency leading to a demand for more road building. The consequences for health are also likely to be serious.

Proposed Priority Actions

1. Cambridge should aspire to be Britain's Premier Cycling City and market itself as such, working to achieve ambitious targets to match the levels of cycling achieved in leading European cities. Extending the existing target for 2007, considering continental models and looking at future Census dates the following targets would appear to be achievable:

Journeys to work by bicycle for Cambridge residents

| | |
|--------------------|---|
| 2001 census | 26% - recorded figure |
| 2011 census | 32% - extending existing target at a similar rate of increase |
| 2021 census | 40% - slight improvement on existing target, to match target level for Copenhagen |

New settlements and communities in the Cambridge area should set and work to achieve ambitious targets to match the levels of cycling achieved in Cambridge at present, measured as 16% of journeys across the River Cam screenline. New developments, in and around the city should contribute to an increase in cycling in Cambridge from the outset, meaning that cycle infrastructure needs to be completed at the early stages of development.

2. Comprehensive plans should be put in place to encourage cycling including completing a network of green cycle routes in and in the vicinity of Cambridge for 2010.



European leaders seeing the importance given to cycling in Amsterdam during the 1997 EU summit. Cambridge has an opportunity to not only stake its claim as Britain's premier cycling city but also to be promoted as an internationally renowned "cycling city" alongside cities such as Amsterdam.