

Celebrating Cycling **in our City, Coast & Countryside**

Lancaster with Morecambe



Polis Environment & Health Working Group, Dresden, 12 March 2009

Background

- Since the early 1990s around £9 million has been spent on cycling in the District
- 4.3% cycle to work (2001 Census)
Funding has been attracted from a variety of sources incl Sustrans, Millennium Commission & ERDF
- We now have over 80km of cycle routes - including lanes on the highway and off road shared use paths
- In October 2005 awarded Cycling Demonstration Town Status along with 5 other towns in England.



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Project Aims

Our main focus is the journey to work and school. The funding has been divided into four key areas:

- Filling in the **missing links** in the district's cyclepath network and improving facilities to encourage cycling
- **Training** to increase awareness and confidence
- **Promotion and publicity** to encourage more people to cycle
- **Specific projects** to increase cycling eg targeting workplaces, women etc



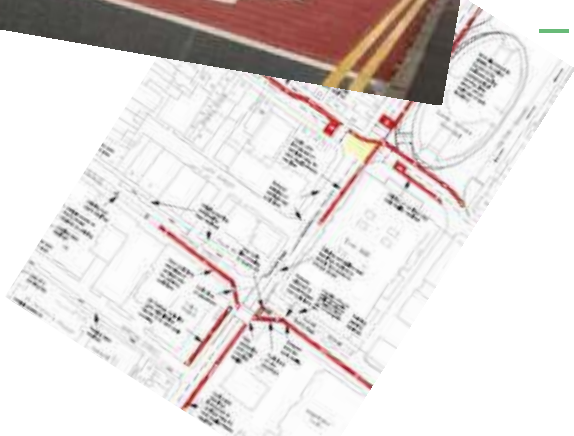
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Improving the Network

- Work completed to date includes:
 - Resurfacing Lancaster Canal (& work on Ashton Rd)
 - Morecambe Promenade
 - Contraflows
 - New accesses onto Lancaster & Morecambe Greenway
 - Footway conversions
 - Advanced Stop Lines (ASLs)
 - Parking: at least 120 new public stands plus parking at schools & workplaces
 - Track improvements to Salt Ayre Cycle Race Circuit



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Improving the Network

- **Forthcoming Work includes:**

- Lancaster City Centre:

- Cycling in pedestrian zone (pilot)
- Routes through / across city centre
- Improved facilities on gyratory

- Further links to schools

- Improving access between River and Canal

- More Cycle Parking

- Salt Ayre Phase II

- Audit of A6



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Cycle Training

- **Young People:**
 - Bikeability @ Bike It schools
 - Cycle Skills in school holidays and at weekends
 - Maintenance sessions
 - Bespoke sessions for other groups
- **Wide Training offer for adults:**
 - Free 1-2-1 sessions
 - On-site training at workplaces
 - Bike Buddies
 - Healthy Wheels
 - Courses in bike maintenance
 - Bespoke sessions (eg Police)
 - Community projects (eg Be Well)



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Working with Workplaces

- **Key Employers project**
 - Events, Challenges, Information
 - Grants
 - Advice & Assistance, Focus Groups
 - Parking, Training, Infrastructure
- **Encouraging women to cycle (to work)**
- **Other general promotion to workplaces**
 - Workplace training
 - Events eg commuter challenges
 - Workplace travel survey



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Targeting Young People

- Bike It Schools (Sustrans project)
 - Bikeability training
 - Dr Bike, Cycle Skills & After school clubs
 - Bike 2 School Days, Breakfasts & Events....
 - Pilot Bike Loan project @ Skerton High School
- All Young People
 - Cycle Skills in school holidays/weekends
 - Go Ride / local British Cycling Coach
 - 1-2-1 Training



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Publicity & Promotion

- Cycling & Walking Map and Cycling for All Guide (over 50,000 copies of each distributed to date)
- www.celebratingcycling.org (average 7600 unique visits per month)
- Events & Rides programme:
 - Film Festivals, Party on the Prom, Bike IT Picnic
 - Women on Wheels & Birding by Bike
- Press releases, Celebrating Cycling supplements
- E-bulletin



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