

# CYCLISTS MANIFESTO



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 (or youth), income or ability. Cycling surely deserves its oft-used description as “the best buy in transport policy.”

This Cyclists’ Manifesto has been adopted by the UK’s three major cycle campaigning organisations: CTC, the national cyclists’ organisation, the London Cycling Campaign and the Cycle Campaign Network (which brings together local cycle campaigning groups from around Britain). It sets out the actions which we believe are needed to revitalise the National Cycling Strategy, with its original target to quadruple cycle use over 16 years.

It is also supported by the sustainable transport charity Sustrans and by the national organisations representing cycle sport, cycle manufacturers and retailers – these are British Cycling, the Bicycle Association and Association of Cycle Traders respectively.

It consists of 5 key objectives, each supported by 2 specific proposals. The three organisations adopting this Manifesto will be campaigning for all 10 of these proposals during the lifetime of the new parliament. Our members will be contacting politicians throughout the United Kingdom to enlist their support for these objectives and proposals, which are as follows:

## 1. BETTER CYCLING CONDITIONS:

- Introduce a default 20mph speed limit for most urban and residential streets.
- Require Local Authorities to adopt procedures to assess and overcome barriers to cycle accessibility (e.g. busy roads, major junctions), and deliver quality cycle networks in their areas.

## 2. BETTER FUNDING FOR CYCLE TRAINING AND PROMOTION:

- Provide dedicated revenue funding for “soft measures” such as cycle training, direct marketing (e.g. the TravelSmart initiative) and promotional activities such as Bike Week, European Mobility Week and the TravelWise campaign.
- Provide fiscal incentives, e.g. removal of VAT from cycles, cycling equipment and cycle-related services (such as cycle training courses).

## 3. BETTER TRAFFIC LAWS AND POLICING:

- Revise the law on drivers’ insurance to make it easier for non-motorised users to claim injury damages from drivers who hit them.
- Make traffic policing a Core Priority in the National Policing Plan.

## 4. BETTER INTEGRATION OF CYCLING AND WIDER TRANSPORT OBJECTIVES:

- Treble the number of rail trips which also involve cycle travel as part of the journey.
- Promote road safety awareness campaigns in ways which encourage increased cycling.

## 5. BETTER INTEGRATION OF CYCLING ACROSS ALL AREAS OF GOVERNMENT:

- Maximise cycling’s contribution to health, education and environmental objectives (including tackling climate change), and enlist support from the health, education, retail, tourism and other sectors towards the growth of cycling.
- Provide more resources to promote off-road, sports and other recreational cycling (including ‘Quiet Lanes’, ‘Greenways’, ‘Rediscovering Lost Ways’ and other existing Countryside Agency initiatives).



The federation of cycle campaign groups



working for cycling

