

# MANIFESTO

**We, the Cycling Embassy of Great Britain** represent the everyday cyclist: anyone, young or old, fit or not, who wishes to use their bicycle as transport.

**We believe that** everyone – be they nine or ninety – should have the freedom to go about their business by bike without fear or harassment.

**We believe that** Britain's planning and transport policies to date have served to confine cycling only to the quick, the brave and the stubborn, leaving the rest of us behind. Promoting cycling without tackling this will not raise cycling levels significantly.

**We believe that** current rates of cycling in this country are too low, that targets to increase them are miserably unambitious and that a decent rate of cycling should be nearer 30 or 40% of all journeys

**We believe that** this can only be achieved by the provision of decent safe bicycle infrastructure, in line with the best practice found around the world.

And finally, **we believe that** this is worth it, because we believe that the bicycle can contribute to making Britain a less congested, fitter, leaner, greener cleaner, quieter and above all happier place.

## TO THAT END, WE INTEND TO WORK IN COLLABORATION WITH OTHERS TO:

**Gather and disseminate information** about the best practice in design and transport to promote safe and healthy cycling for people of all ages and all abilities, bearing in mind the different needs and conditions of urban, suburban and rural areas, and the different requirements of children, adults, older people, the disabled and parents, using their bikes to shop, commute, get to school, run errands, make deliveries, go down the pub or generally get out and about.

**Lobby** to change planning guidelines to make sure they reflect this best practice and that they are treated as minimum standards, not unreachable aspirations

**Investigate** the state of cycling infrastructure in our own areas, and work with local authorities to bring them up to standard.

**Challenge** anything that raises barriers to cycling unnecessarily, be it licensing schemes, scaremongering campaigns or poor road or transport design

**Encourage** anyone who wishes to take up or rediscover cycling, however they choose to do it, and provide guidance and education when required.

Act ourselves as **ambassadors for cycling**.

## IN PRACTICE THIS MEANS:

Primarily our aim is more **dedicated bike infrastructure**, to **encourage everyone to ride**. We believe that existing cycling campaigns, with their emphasis on training,

exhortation, minimal infrastructure and bike share schemes, have largely run their course and *will never raise cycling levels above a tiny proportion of all journeys taken*, confining people who use bikes to an embattled minority. We want bikes to be *the quickest, most direct way to get to our shops, workplaces and schools* and for bike routes to be *integrated with longer-distance transport* like trains and buses. This will mean freeing up space for both *pedestrians and bikes*, in our towns and along our major routes, to create correctly designed and built infrastructure that will open up travel choices to the whole population not just the few. We believe that this will bring about a transformation of our society.

Where well-designed, traffic-free dedicated cycleways have been built (such as Bristol-Bath) people have flocked to use them - **if you build it, they really will come.**