



# Freedom to Ride. Bristol Cycling Manifesto.

# Cycling is good for Bristol.

Cycling brings considerable benefit already to everyone in the city, but its true potential is far greater. We are ambitious for a future where Bristol and the surrounding areas are alive with people on bicycles, because cycling is so easy that everyone does it. Our communities will be happier, healthier, greener and more civilised.

This strategy sets out why we need the **Freedom to Ride** through **Five Principles**; the **Five Elements** of what needs to be done; and how **Five Actions** can make it all happen.

Bristol is already one of the best cities for cycling in the UK, but with cycling at about 8% of all trips we are far behind some of our European neighbours. There is huge suppressed demand as most people feel the city is hostile to cycling and they don't feel it's safe.

Now is the time for action in Bristol to make it safer and easier to cycle.

Bristol can step up into the first rank of modern, thriving, green and beautiful European cities.

The Cycling City programme from 2008–2011 showed that dramatic increases could be quickly achieved, and that for every £1 spent, as much as £20 of benefit came to Bristol.

Some important measures are being taken, such as 20mph areas but, astonishingly, there is no ambitious plan for how we become a city that cycles.



# Why do we need the Freedom to Ride?

Half a century of car-centric planning and investment have made many parts of Bristol polluted and congested. Children have little independence and

people struggle to keep themselves healthy. We can change this by following the **Five Principles** on which this strategy is based.

**1 Fairness.** The choice to cycle should be available to all, regardless of age, gender, financial circumstances, fitness, or need for non-standard bikes (e.g. trailers, tricycles, cargo). Many people and groups are currently denied this choice.

**4 Wellbeing.** Cycling and sustainable transport bring prosperity to Bristol. Subsidies for car-use should be reversed so the city benefits from more people cycling. Reductions in congestion will benefit everyone, particularly those who really need to use motor vehicles. Everyone will experience improved health and wellbeing through more active lifestyles and better air quality. Bristol will attract new business as a fine place to live.

**2 Quality.** Bristol should be the benchmark city for outstanding and innovative cycling provision, with ambitious targets and committed resources. Pound for pound this will offer Bristol better value than any other public investment.

**3 Sustainability.** Bristol must become less dependent on imported energy, and is committed to a 40% reduction in carbon emissions by 2020. Achieving the cycling targets could contribute up to 25% of the necessary transport reductions.

**5 Safety.** People on bikes should feel able to travel from where they are to where they need to go, comfortably, conveniently, directly, in attractive surroundings and in safety. Good infrastructure will encourage safe and considerate behaviour. Consistent enforcement must protect the vulnerable.



# Bristol Cycling Manifesto.

- Cycling in Bristol is quick, cheap and pollution-free – **why don't more people do it?**
- Shifting from cars to bikes cuts congestion and improves people's health – **why is investment so low?**
- More trips are by bike in Bristol than in any other major UK city and thousands of people are out on their bikes every day. There are tens of thousands more who would join us, but they need to be confident that it's safe and easy – **where is the comprehensive Cycling Network for Bristol covering every road and street?**

The **Bristol Cycling Manifesto** is affordable and can be delivered in just 12 years. It will offer independence, health and mobility for all of us. Every street can be a cycling street, linked by 200 miles of Cycling Freeways and Quietways. Please sign the petition to ask our Mayor and councils to take five actions to make it happen:

- 1 **Set a target** to quadruple cycling to 20% of all trips by 2025, and 30% of those to work
- 2 **Fix a plan** to deliver a comprehensive cycling network by 2025
- 3 **Commit investment** to deliver the plan (£16 per head each year minimum)
- 4 **Implement the plan** through a multi-skilled team for action across all areas
- 5 **Engage an inspirational Cycling Commissioner** to lead the transformation.

---

## Please support the manifesto & sign our petition:

- if you and your family want the Freedom to Ride bikes to school and work
- if you want Bristol to be alive with people on bicycles and walking
- if you think cycling in Bristol should be so easy that everyone does it
- to join with thousands of others asking for change
- to ask for action from the Mayor and local politicians

---

Together we can give everyone the  
**Freedom to Ride!**

[bristolcyclingmanifesto.org.uk](http://bristolcyclingmanifesto.org.uk) 

A Bristol Cycling Campaign initiative.

Ask friends,  
family & work  
colleagues  
to sign too!