

# Exeter Cycling Campaign

Everyday cycling - safe, convenient, connected



## What we're aiming for

Exeter Cycling Campaign wants to see cycling become a normal means of moving across Exeter for people of all ages.

This is something that all Exeter citizens will benefit from.

We are convinced that:

- cycling has an important part to play in addressing Exeter's challenges of congestion, inactive lifestyles, pollution and population growth.
- cycling supports local business, boosts economic productivity and contributes to the health and well-being of our workforce.
- pressure on the growing city will be relieved if more people cycle.
- increasing physical activity significantly eases the burden on our health and social care services.

We want Exeter to be a city where...

- children can cycle to school or college safely.
- people can travel to work safely, directly and easily on a convenient and connected cycle network.
- our roads and public spaces prioritise people and make cycling the safe, natural choice for short journeys.
- cycling contributes to our prosperity, helps us stay healthy and keeps people and goods moving.

## How we're going to get there

This is an ambitious, long-term undertaking, working in a complex, changing environment. Over the coming years we will focus our energy on the people and organisations that have the greatest potential to transform cycling in Exeter. Our strategy involves :

- Mobilising **substantial public backing** and seeking **broad support** from businesses, schools, individuals and councillors for an **Exeter Cycling Charter** that sets out our vision.
- Pressing for a **comprehensive, convenient and connected cycle infrastructure** across Exeter making cycling the safe, natural choice for a large proportion of everyday journeys.

- Seeking **active endorsement from leaders** who share our vision and willingness to work for change. Creating a new culture of **multi-authority and cross-sectoral** cycling investment. Holding elected leaders accountable to the policies they have already agreed and demanding an **annual audit** of provision for people who cycle.
- Challenging the current use of our roads and pushing for **equitable road space**. We will push for **traffic reduction** in residential areas to enable young and old to cycle safely. We will insist that Council and developers adopt modern design guidance to deliver a **comprehensive cycling network** capable of dramatically increasing the number and diversity of people who cycle regularly in Exeter.
- Advocating better safety on our roads: lower speed limits, fairer road justice and safer lorries.
- Responding positively to planning applications and consultations to ensure that provision for people who cycle is central to all new designs.

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

[@exetercycling](https://twitter.com/exetercycling)

[facebook.com/exetercyclingcampaign](https://facebook.com/exetercyclingcampaign) - official page

[facebook.com/groups/exetercyclingcampaign](https://facebook.com/groups/exetercyclingcampaign) - discussion group

## Contacts

Exeter Cycling Campaign

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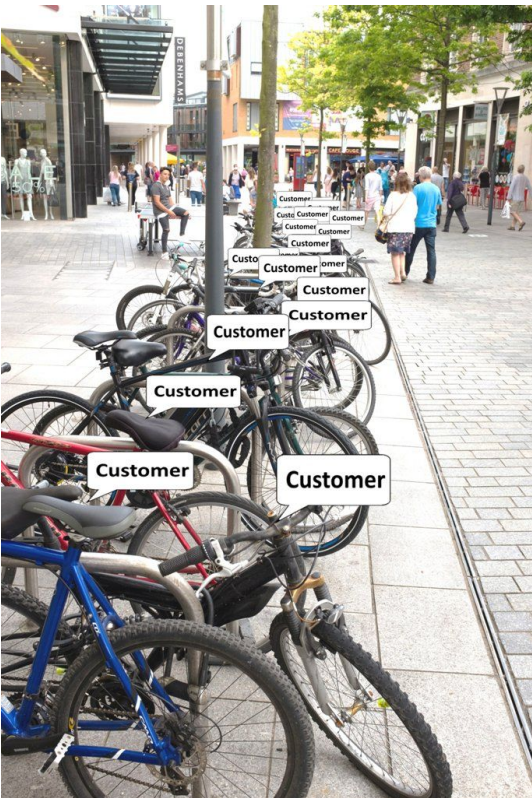
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# Exeter Cycle Campaign Media Resources



**Exeter Cycling** @ExeterCycling - Apr 12  
Re-imagine Magdalen Rd - not just a road - a place to be  
Let's have more #Space4cycling & walking



People who cycle are customers. Evidence from other cities and research shows that people who cycle spend more often in shops and often increase retail sales.



Opening up paths for people who cycle also makes the city accessible to those with mobility.



Imagine this as an improvement for Heavitree Road



Getting across the city can be direct, convenient and safe if we build safe cycle paths

