

Getting to PLYMOUTH and Moving Around the City

HOW THE BICYCLE CAN CONTRIBUTE TO SUSTAINABLE TRAVEL FOR TOMORROW

Problem

Plymouth faces significant population increase, both within the City and its environs, resulting in the risk of greater congestion, rising pollution levels and associated health risks, all with a negative effect on the public purse.

Becoming greener, cleaner and economically sustainable is the only way to avoid transport gridlock and at the same time promote Plymouth's beautiful waterfront, impressive open spaces and idyllic setting.

Attitudes

Car is easy to use; you just jump in and go. It does not need much thought. However congestion and parking cause frustration and delay. Infrastructure is very expensive. New roads and parking take up excessive use of space

Buses and trains need more thought. Do they go to the right place? What about timetables? Infrastructure is also resource hungry.

Intelligent transport systems will help with sensors on traffic lights and pool cars but cannot overcome excessive use of space taken up by roads and parking

Human error is always a major problem.

What about the Bicycle?

Many experts say that it is the final key element. (*e.g. Royal Institution of Chartered Surveyors and Institute of Advanced Motorists*).

Logic of widespread use of bicycles is now widely recognised across the World.

Cycling does not pollute, it promotes better health and you arrive when you want to. **CYCLING IS MORE RELIABLE.**

Investment in bicycle Superhighway will deliver a safe, attractive direct route from Sherford and the A379 Corridor. Such an imaginative project would give added confidence to potential investors in the proposed retail development in Cornwall Street enable easy commuting to the City Centre and the University. It would also prove very attractive to existing and new residents of the City Centre,

providing convenient and cheap access to the surrounding countryside, Saltram and via the Plym Valley cycle path to Dartmoor.

What statistics are there to say cycling is viable?

Most city journeys taken by car are 8.5 miles or less across UK and change is needed (*source*: Robert Goodwill, Minister of Dept for Transport, 2 December 2013).

Up to 40% commuters would prefer to cycle if they feel safe on the road and can park their bicycles safely (Sustrans).

Plymouth's own figures suggest a cost benefit ratio of 26.3 from investing in cycling.

Plymotion has provided a foundation for greener transport choices in the City and the proposed Superhighway would provide an imaginative project which would be a focal point for the Council's green ambitions. Many U.K. cities use iconic photographs of cycle bridges and happy users as a key component of their marketing strategy. Estate agents in e.g. Exeter highlight such facilities.

Many cities in the World are adopting bicycle friendly policies. These include London, Bristol, Birmingham, Leeds, Amsterdam, Copenhagen, Portland (Oregon), New York and Paris. The most comparable to Plymouth where statistics are available is Malmo in Sweden where 25% of journeys are by bicycle with corresponding reduction in car use. Copenhagen is aiming for 50% of all journeys to be by bicycle

Is this achievable in Plymouth?

Yes, absolutely. It is possible to make a start by creating a bicycle superhighway from Sherford, via Elburton, Plymstock and Billacombe to the Barbican, City Centre, University and Train Station

Delivery

Despite public expenditure being under great pressure this is the ideal time to promote the Superhighway. Sherford and other new developments will release capital resources that can complement planned investment in cycle infrastructure e.g. Laira Bridge.

A bold statement can be made that Plymouth will capitalise the growing popularity of Cycling, as an integral part of its exciting plans for the future.