

## **Report workshop TR 1.4: Campaigns to Increase Cycle Use**

### *"Approaches to workplace cycling - Perth, Australia and Cambridge, UK"*

The land use and transport situations for Perth and Cambridge are quite different as are the motivators for increasing the share of cycling trips to and from work. Perth is suffering from urban sprawl (and high car usage) but does not currently have high levels of pollution or traffic congestion, while Cambridge is a "university town", densely populated and had high levels of congestion. Perth's "Cycling 100" project involved encouraging 100 people who used motor vehicles to get to work, to use a bicycle by providing free bicycles and servicing, as well as health monitoring. The project was an outstanding success in terms of quantifying the health, environmental and work productivity benefits. Conference delegates enthusiastically sought out further details and were pleased to hear that some project participants continued cycling to work after the project's completion. The approach in Cambridge was to build on the city's demand for workers, for whom quality of life (in terms of accessibility and clean air) is an important factor in choosing a place to live and work. The net result was to ensure that access between work and home was easy by bicycle. Collaboration with employers was a key factor in the success of this approach which was supported by publicity. Discussion drew out the value of ensuring that politicians are given the opportunity to launch initiatives.

### *"Action Planning for More Cyclists in Odense, The National Cycle City of Denmark"*

Odense has been selected as Denmark's National Cycling City. Their Strategy has five main elements: Home; Man; Horse; Road; Field and Information and has included 62 sub-projects. The success of the Strategy has been due to, and underlined the value of, direct (face to face) contact with stakeholders. Lectures have been successful in getting the cycling message across and the loan of cycle trailers to enable parents and care givers to carry children to school or pre-school has received a good response.

Workshop participants were interested in the notion of a prize for the worst bicycle path. Rather than a negative view of facilities this turns such a path into a good news story by providing (as part of the prize for the winner) support for improving the path. The resultant positive story in the press then adds to the overall promotion for cycling.

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