

PUSH THE PEDALWAYS

Fine city cycling for a healthier and more prosperous Norwich



www.norwich.gov.uk/pedalways

**PUSH
THE PEDALWAYS**



NORWICH
City Council

→ Cycling and the city

Residents and businesses in Norwich want our city to become an even safer, cleaner and more prosperous place to live. As part of this, Norwich City Council and its partners plan to help improve the way we move around the city.

Developing safe, direct and affordable links between homes, jobs and services makes people's lives easier and is even more important in a growing city such as ours.

With this in mind, the council successfully bid for £3.7m from the Department for Transport and added £2m from local partners to create an excellent eight-mile cycling route from the Norfolk and Norwich University Hospital and UEA, through the city centre, to Heartsease and Broadland.

→ The pink pedalway

The route is called the pink pedalway and is one of seven colour-coded routes that form the city's cycle network. This is the first pedalway to be comprehensively improved so that more people of different ages and cycling ability feel happy to use it. About 53,000 people live within 800m of the pedalway and will gain better access to over 60,000 existing or planned jobs.

Between 2013 and September 2015, the council will redesign streets, paths and junctions along the pink pedalway and streets that lead to it. These will include The Avenues, Magdalen Street and St Williams Way and a new path to Heartsease through Mousehold Heath. The whole city centre and two of the neighbourhoods are proposed to become 20mph areas. Improved signs and more cycle parking will also be provided.

→ Plans for the future

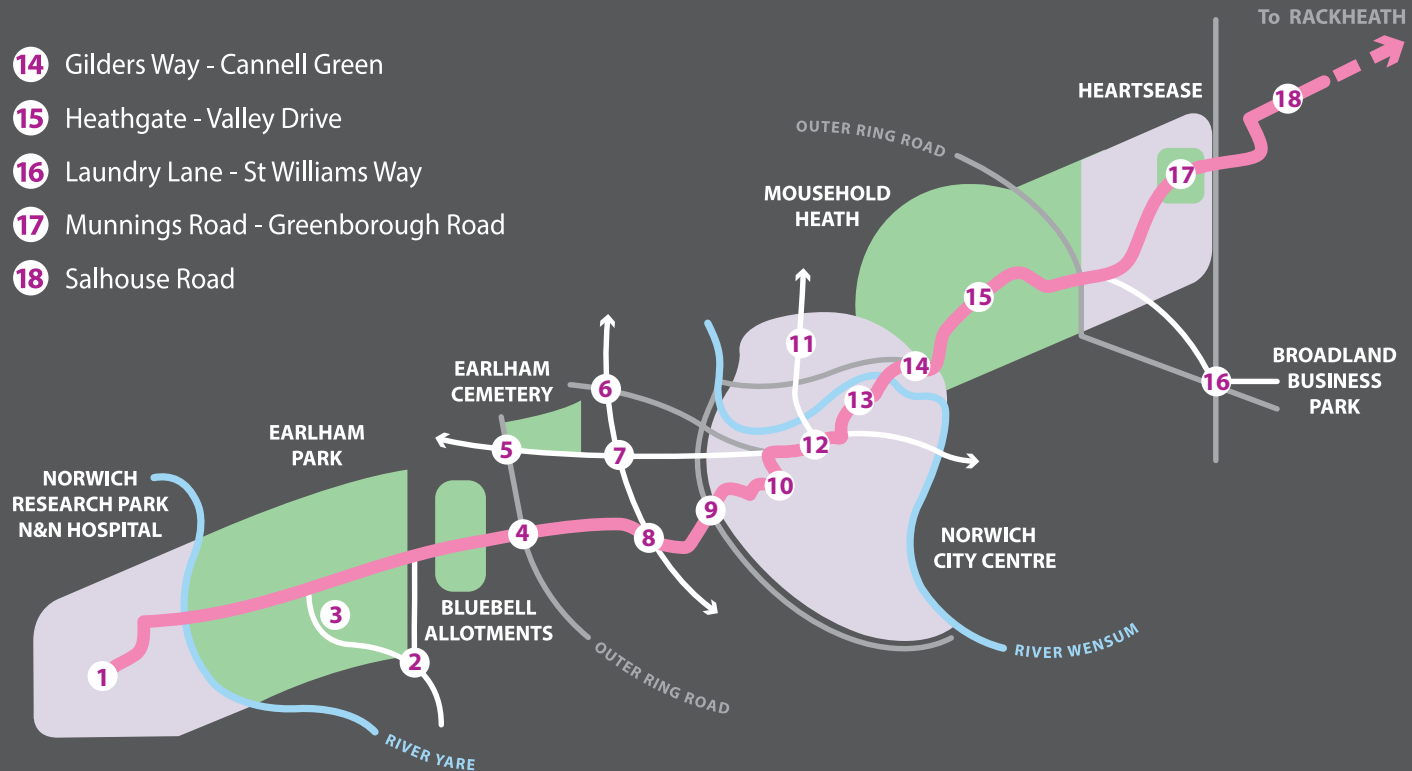
More people cycle in Norwich than almost anywhere else in England but rates of cycling are much higher in similar cities in Denmark and The Netherlands.

We know we can do better and aim to double the level of cycling in the next ten years. Push the Pedalways is the start of that journey.

Throughout the programme we will be working closely with our partners and will consult residents and businesses about any of the projects that directly affect them.

There will be an emphasis on safety across the route as a whole, with all of it planned to be either protected from traffic, across green spaces or within 20mph areas.

- 1 N&N Hospital Hub
- 2 Bluebell Road pedestrian crossing
- 3 UEA Hub
- 4 The Avenues
- 5 Earlham Road (Gipsy Lane - Christchurch Road)
- 6 Adelaide Street (Health Centre)
- 7 Alexandra Road - Park Lane
- 8 Park Lane - Vauxhall Street
- 9 Vauxhall Street - Bethel Street
- 10 Market Hub
- 11 Magdalen Street and Cowgate
- 12 St Andrews Plain Hub
- 13 Tombland and Palace Street
- 14 Gilders Way - Cannell Green
- 15 Heathgate - Valley Drive
- 16 Laundry Lane - St Williams Way
- 17 Munnings Road - Greenborough Road
- 18 Salhouse Road





➔ Healthier Norwich

The benefits of having good conditions for cycling extend beyond boosting the economy and the quality of the environment. Our work is supported by the NHS because cycling makes people healthier and can reduce hospital admissions for diseases like diabetes and heart conditions, which often result from an inactive lifestyle. The project aims to help people in some parts of the city with high levels of obesity and illness get more exercise.

➔ Did you know?

- Cycling contributes to fat loss, burning around five calories a minute.
- Maintaining the habit of regular physical activity is easier if it is incorporated into day-to-day activities.
- Cycling is a good investment for the local economy. In New York, businesses on 8th and 9th Avenue saw a 50 per cent increase in sales after protected bike lanes were installed.
- DfT research shows that 66 per cent of all UK journeys are under five miles – the equivalent of a 25-minute bike ride.
- Cycles are a more efficient use of valuable city space – between 10 and 12 bicycles can fit in one car parking space.

→ **Keep in touch**

If you have any comments or queries, or would like to be kept informed of future consultation events, please email **pedalways@norwich.gov.uk**.

For more details about the proposals and the latest information about what's going on with Push the Pedalways, please visit **www.norwich.gov.uk/pedalways**.

You can also follow us on twitter – **[@NorwichCC](https://twitter.com/NorwichCC), [#pedalways](https://twitter.com/pedalways)**.

Norwich City Council is
working in partnership with:



Norfolk County Council



Transport
for Norwich



Broadland
District Council

With thanks to our other project supporters and partners: South Norfolk Council, Norwich Research Park, UEA, Norwich CCG, Norfolk and Norwich University Hospitals, Norwich Business Improvement District, Norwich Cycling Campaign.



If you would like this information in another language or format such as large print, CD or audio cassette or Braille please call 0344 980 3333 or email info@norwich.gov.uk.