

Cycle Friendly Malmesbury Report

Last year we did some work on making Malmesbury more cycle friendly and looking at ways to ensure that cyclists are pedestrian friendly. I wrote a report for the committee outlining that I'd tried to speak to lots of cycling groups and individuals to find out what we can do (and what would work) on a limited budget. I made little headway, not had great responses or any response at all in some cases, but I did get some good advice from one source and the first step we can take with the minimum investment of money, which was to invite cafes to commit to being cycle friendly (if they can and want to) in exchange for being put on our website as being cycle friendly.

I spoke to cafes with space for people to park bikes off the street (Amanda's and Michael Thomas) and they agreed in principle that they would join a scheme where they would let cyclists park their bikes there if we put their name on a list that we could send to cycle clubs, or that cycle clubs could put a link to our website on their pages to say that we have cycle friendly cafes in our Town.

The idea was that we could knock up something for them to put on the door or in their window (or pay for someone else to do it) and add them to our website. This would be inexpensive and would deal with the many objections to parking bikes out of sight or at a distance. We could then send our website link to cycling associations to post on theirs.

If we want to go a step further, we could find space for a family cycle rack within sight of the jackdaw window and add that as a family cycling feature.

I asked for permission to explore the costs and invited other suggestions. It was suggested that if we went ahead we would need to consult with all of the food and drink outlets in town in order to be fair. It was also suggested that we hand over the project to the Town Team as they were in a good position to have the logo/publicity design done.

Since then there has been an opportunity to ask Dyson to support the idea as he will have halls of residence for his university students on his site and we have been given to understand that they will have bikes to bring them into town.

Also, as nothing had been done with the idea since handing it over to the Town Team, I met with the Chair and agreed some next steps:

- Consultation with all of the food and drink outlets
- WMc should do the design of a window sticker and website information, which they will do for the Town Team for free.

At this stage, the only money required would be refreshments at a meeting that we would host.

I propose that we go ahead as suggested and have a working group to support the consultation and put aside £15 for refreshments.