

## Creating a Cycle Friendly Town - Crediton: A Case Study



### Introduction and Objective

Sustainable Crediton's transport group wants to create options for transport in Crediton as an alternative to the car. Local people come together to share ideas and make things happen by co-operation and collective enthusiasm. In November 2013 a sub group was formed to specifically look at cycling in the town. There are two principle objectives. The first objective is to make Crediton a cycle friendly town and the second to secure a safe cycle route between Crediton and Exeter for both leisure and commuting purposes.



### Boniface Trail Group and membership

A group of individuals interested in a potential cycle route attended a meeting via a bike ride to a local pub. The group was formed, we agreed the name based around our link to St Boniface who was born in the town and a logo designed in the first meeting. We meet approximately every 6 weeks and agree the purpose of each meeting in advance. A pivotal meeting was when we invited Sustrans Area Manager Paul Hawkins to talk to us. We invited local town and district councillors who kindly joined us and have been very supportive of the work we have done. Having a wide membership with knowledge of local grants and political decision making (including key decision meeting dates) is crucial to the success of the group.

### Getting Crediton Cycling

The group explored ways in which we could get Crediton cycling. With lots of ideas, two stood out to form our focus this year. The first idea was a local leaflet containing a map indicating the roads that local cyclists prefer to use, plus some local cycling routes to encourage families to explore the countryside. The second was a series of community bike rides to try out and agree the routes. We have also affiliated to CTC to provide insurance cover for our rides and get campaigning advice.

### Creating a free Cycling Leaflet

The funding of the leaflet came from three grants; the Locality Fund from Devon County Council, a grant from the Town Council and a matched contribution from Sustainable Crediton. Quotes were obtained and we selected a designer based on cost and proposed approach to the task. A small group worked with the designer over a four month period to design and agree the leaflet. The designer helped us find the best format for the leaflet and find the right information to accompany the map. A final draft was shared with those funding the project and then we went to print.

### Leaflet Launch

We launched the leaflet at an event on 16 July at the Boniface Centre in Crediton with the Mayor, local District, Parish and Town Councillors present. We are continuing to run monthly community bike rides. Already more cyclists are out, and we have begun the journey to secure a safe cycle route from Crediton to Exeter.

