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## **PRESS RELEASE**

13 June 2005

### **CYCLE CAMPAIGN LEADS 36-STRONG FAMILY RIDE**

Thirty-six cyclists, aged 6 upwards, joined a family ride round Pendle on Sunday [12 June] as part of Bike Week 2005.

The ride was organised by Colne Cycling Campaign and followed quiet roads and traffic-free routes between Colne and Nelson. Aimed at families and novice cyclists it was designed to show how it is possible to cycle between Pendle's town centres largely avoiding the busier main roads.

After the gently-paced ride, a hearty meal was served at the Open Door centre, where details of Colne Cycling Campaign's activities were on display.

CCC chair, Steve Lax, commented:

'This ride was intended to introduce new and returning cyclists to some of the cycle routes that have begun to be developed in Pendle. Many people are put off cycling because of the fear of traffic on the main roads. But they are often not aware that it's quite possible to cycle round Pendle without having to cycle on these roads. The existing Pendle cycleway, and new routes such as the resurfaced canal towpath and cycle paths around Nelson's Victoria Park are opening up new possibilities.

'Our campaign wants to increase the number of these quiet routes. While for experienced riders, the quickest routes will often include the main roads, less experienced cyclists and young children, or simply those not in a hurry, need a linked-up network of properly-maintained, signed routes. We welcome the developments so far in this area, and are keen to support the local councils in developing more.

'Half of all journeys people make, including car trips, are less than two miles. Most people could comfortably manage this by bike, and research shows many would like to do so but for the traffic. Anything that helps people to decide to leave the car behind and use a bike should be encouraged, benefiting not just the individual but also society more generally.'

Colne Cycling Campaign is involved in leading more introductory rides as part of Pendle's Cycling Festival. More details are available on their website: [www.colnecycling.org.uk](http://www.colnecycling.org.uk).

## **ENDS**

### **Notes:**

1. Colne Cycling Campaign's aim is to make cycling better in Colne and to improve access between the town centre and the surrounding countryside. More at [www.colnecycling.org.uk](http://www.colnecycling.org.uk).
2. Details of the third annual Pendle Cycling Festival are at <http://www.pendlebikifest.com/news.htm#PendleBike>, 17-24 July, with a series of rides throughout the summer.
3. Details of National Bike Week, an annual event, are at <http://www.bikeweek.org.uk>.