

This Masterclass is hosted by Norwich and Norfolk Councils as part of their Sustainability Week of events, and is designed to illustrate the best practice examples of overcoming the barriers to the take up of cycling.

Travel planners and cycling officers will be well aware of the common barriers that confront them when promoting cycling through a travel plan, which we have defined as: Sweat, Wet, Image, Theft and Danger. Over the course of the day we will focus on these barriers, giving examples of the strategies that can successfully address them, and give case study examples of how it works in practice.

Case studies will illustrate the variety of ways that cycle promotion can work on the ground, what has been tried, what worked, and what doesn't work and why.

The day will include workshops led by cycle promotion experts, which provide a forum for delegates to discuss the details of their work in small groups.

We will finish the day with a tour of the cycle ways and facilities in the beautiful ancient city of Norwich.

There will also be opportunities to view a range of products and services available during a mini exhibition of some of the leading providers for the sector.

Who should attend?

Facilities management and Travel Planners at businesses, Hospitals, NHS Trusts, and Universities, Local Authority officers (Travel Planners, Transport, Cycling Officers, Spatial Planning, Air Quality), Consultants, Cycle Charities and organisations.

Programme

09.30 Registration

0950 Session One: The Big Picture

Cycling in the Overall Policy Agenda

Cllr. Dave Merrett - York City Council / Cycling England

Delivering Cycle Schemes as part of a Travel Plan

Samira Ahmed, BSKyB

The Wider Benefits of Cycling to Health & Environment

Nigel Brigham, Sustrans

Session Two: Overcoming the barriers - Case Studies

Cycling strategy in Norwich and Norfolk

Cycling Town Colchester

University of East of Anglia

Session Three: Workshops

Sweat and Image - Marketing the benefits of active travel

Wet and Theft - Developing the right facilities for cycling

Danger - A training strategy for staff, basic tips on maintenance.

15.30 Closing Keynote presentation

Charles Clarke MP

1600 Cycle Tour of Norwich

**ACT
TRAVELWISE®**

Masterclass in association with Norfolk County Council and Norwich City Council

Cycling Overcoming the barriers

- Sweat, Wet, Image,
Theft and Danger

21 May 2009

The Forum, Norwich

Chair: Samira Ahmed, BSKyB



Special thanks to Norfolk County Council and Norwich City Council for hosting this event



Standard Fee £190

ACTTW Member Fee £95

All fees are plus VAT currently at 15%

To register please complete the attached registration form and send it to:

ACT Travelwise

c/o PTRC

1 Vernon Mews

Vernon Street,

London W14 0RL

Tel 020 7348 1970

Fax 020 7348 1989

Email sophiew@ptrc-training.co.uk

Website www.acttravelwise.org



Masterclass in association
with Norfolk County Council
and Norwich City Council

Booking Form

Course Details

I wish to book on the Cycling Masterclass in Norwich on 21 May 2009.

Delegate Details

Name: _____

Position: _____

Organisation: _____

Address: _____

Tel: _____

Email: _____

Payment Details

I enclose a cheque / please invoice me (see next section)

ACTTW Member £95.00

Non ACTTW Member £190.00

Fee £ _____

VAT @ 15% £ _____

Total £ _____

Invoice Details

Your Purchase Order Number: _____

Please give details of the person to whom the invoice should be sent
if different from above

Name: _____

Position: _____

Organisation: _____

Address: _____

Tel: _____

Email: _____

Please complete and email / fax / post to:

ACTTW, 1 Vernon Mews, Vernon Street, London W14 0RL

Email info@ptrc-training.co.uk

Tel 020 7348 1970

Fax 020 7348 1989

CANCELLATION: Any substitutions or changes in details of delegates
must be in made in writing. Cancellations received up to 14 days before
the event will be subject to an admin fee of £50 +VAT.

Cycling Overcoming the barriers

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The Forum, Norwich

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