Summer cycling
Liverpool’s new cycle champion
The school ride
Made To Move Merseyside

A t times, cycle campaigning can seem like a grim experience with continual frustration experienced with a lack of infrastructure, overwhelming infrastructure and poor driving being under enforced, if at all. Bold statements can be made by politicians both nationally and locally and yet a failure to engage and listen in a meaningful way and results in outcomes which fall far from the greatness that has been promised.

I do feel however, that 2019 has shown some promising signs of change with grass roots campaigners both in and outside Merseyside Cycling Campaign starting to come together and really press for genuine changes to how cycling is provided and how drivers should behave around the most vulnerable road users.

The recent Made to Move launch with its 15-point plan for improving travel safety and improving health and wellbeing for cyclists on 25 April 2019 brought lots of enthusiastic campaigners on a range of issues together, who had a genuine love for the city region that they lived in and who wanted to make it one of the safest and most enjoyable places in which to walk and cycle.

For all its current problems, Merseyside can be a great place to cycle around and it is at this time of year that many people will be rousing their bikes from winter hibernation and taking advantage of the rapidly improving weather.

But while many will be thinking of cycle rides outside of the city region, now is really great time to discover how enjoyable cycling can be for shopping and commuting and how it can often be quicker and more enjoyable that heaving a bulky car through congested roads and car parks. Some of the best cycling I have done has been when I have commuted, shopped or met up with friends by bike and the ability to discover quiet back streets and parks and to park for free at your destination and to often arrive more quickly than by other forms of transport is simply wonderful.

I will be the first to admit that there is lots wrong with how cycles are currently catered for in Merseyside and it can and should be a whole lot better. But it can still be an enjoyable and addictive way of getting from A to B. I am sure that the Made to Move campaign will help make it even better and get even more people experiencing the most fun way to travel.

Alan Johnson

Made To Move Merseyside update and next steps

The aim of Made To Move is to persuade decision makers to improve cycling and walking infrastructure in Liverpool City Region, the same as Manchester has done with the Made To Move 15-step plan.

We aim to do this by getting members and non-members to demand it. To do this we need to make as many people as possible aware of the reasons we need this change to happen:

- We have very high killed and seriously injured statistics for the region.
- The region has a number of poor air quality zones and this is due mainly to pollution from cars.
- Climate emergency.
- Health benefits of active travel.
- Economic benefits of walking and cycling.

We will be linking with as many other groups that might support us as possible, but staying party politically neutral, and putting all parties under pressure.

So far we’ve made links with Save Rimrose Valley, Road Peace, 300 Bikes, certain politicians including, Greens, Labour and Lib Dems.

For the local council elections we wrote to all members asking them to send a standard letter to candidates, and many did so.

We are planning to prepare banners and flyers for the 300 Bikes event on 7 July. We are also looking at going directly to politicians – for example by organising a “human city” event. We could also establish a roadshow where we present the idea, to make more links with other groups.

Merseyside Cycling Campaign was set up in 1985. The campaign has a central committee of volunteers who deal with Merseyside wide issues and campaign policy.

The Campaign’s monthly general meeting is held in Carlisi, 92-94 Dale St, Liverpool L2 5TF on the third Monday of each month. Business starts at 6pm. The agenda includes opportunities to discuss current issues and planning matters. All welcome.

Committee
President: Lewis Lesley
Chair: Alan Johnson
Secretary: Andrew Grimble
Membership Secretary: Stella Shackel
Treasurer: Chris Beazer
Media: Don Thompson
Website Officer: Martin Dunschen
Technical Officer (Planning): Roland Graham
Campaign email merseysidecyclingcampaign@hotmail.co.uk

Website www.merseycycle.org.uk
Facebook @merseycycle
Twitter @merseycyclists

Help with the newsletter, including writing articles, taking photos, providing reviews and proofreading is always very welcome.

Pedal Press editors: Don Thompson and Slim Smith
pedalpress@merseycycle.org.uk

JOIN THE CAMPAIGN
Membership is free, however, the campaign relies on donations of time and money.

Sign up at www.merseycycle.org.uk
Walking and cycling in a rapidly changing world

Why not cycle?

The majority of those who are reluctant to cycle blame a fear of traffic. Yet this perceived risk is far from imagined. Merseyside has the United Kingdom’s worst figures for killed and injured pedestrians and child cyclists. As well as inducing fear, our traffic creates the second worst congestion outside London and the UK’s highest mortality due to traffic pollution.

How could our built environment do other than deter walking, cycling and playing outdoors?

Time for reflection.

We may well travel, live and play within centuries-old streets that, it is said, were ‘not built for cars’. Under the influence of outdated definitions, values and measures for sustainability, economic growth and green capital, a hegemony of motor vehicles crams into ancient roadways, compromising the peace for those still possessing the temerity to walk or cycle. Remarkably, CCTV not infrequently shows apparent, deliberate aggression towards these most vulnerable travellers. Where so many rights and freedoms are curtailed, a rising incidence of diabetes, childhood obesity and heart disease follows, mostly due to protective inactivity indoors.

Where is the new vision, based on evidence, benchmarking, transparency and reflection?

Stop child road deaths

Where we rail against today’s transport tragedies, five decades ago the Dutch people campaigned to ‘Stop Murdering our Children’. This triggered intense commitment to a safe, segregated cycling infrastructure. The turnaround was impressive. 400 cycling deaths a year reduced rapidly to just 14. This success now facilitates amongst the largest bodies of low carbon, active travel in the world, with restricted traffic in narrow streets, segregation on wide, fast roads and extensive rural paths.

Here, preoccupation with ‘traffic flows’ perversely prioritises cars over the safety, air quality and freedoms of mere people that are invisible to the metrics used. Yet smart phone tracking could identify all ‘people movements’, levelling the transport playing field, prioritising active travellers.


Emissions-free travel

Our car-polluted environment reflects a wider need to vastly reduce emissions in the face of imminent global catastrophe. Indeed the urgency is so great that the only accessible and affordable technologies to meet this challenge are the bicycle and the e-bike. These can rapidly initiate and escalate decarbonisation of traffic, vastly outstripping the limited impacts and prolonged lead-in times of electric cars, emissions charging, low emission public transport or ‘clean’ engines. All of these have a role in our transport mix, but the zero carbon bicycle is here and ubiquitous, in numbers already exceeding all cars in the UK and with near-zero risk to pedestrians, merely requiring the comparatively low infrastructure costs of segregation, cycle parking and traffic enforcement.

Why has the bicycle not yet been liberated?

What next?

Prioritising convenient, safe, segregated cycle routes and parking, alongside popular motor vehicle routes, will recruit new cyclists from adjacent traffic, reduce the risk, emissions and congestion of our roads, decarbonise Liverpool City Region and eliminate the scrofulous plague of parking.

Cycling UK Merseyside strongly supports the creation of a safe travelling environment for cyclists and walkers, where fear of traffic has become the most significant disincentive. A Cycling and Walking Infrastructure Delivery Plan is set to realise Transforming Cities Funding that can control and reduce Merseyside’s burgeoning carbon footprint and renovate its stigmatised active travel.

Carpe diem.

Derek Gould

The Dutch ‘Stop Killing Children’ campaign in the 1970s

The Dutch ‘Stop Killing Children’ campaign in the 1970s
A new cargo bike delivery service has come to the streets of Liverpool. Created by Danny Robinson of Peloton and Bikiosk, the company is called Agile.

It already has regular contracts with eco-conscious businesses such as Kitty’s Launderette, C3 Imaging and the Catalan bar Lunya and is keen to develop relationships with other forward-thinking organisations.

The cargo bikes used are by Bullit, based on the classic Danish Long John design but enhanced with a pedal-assisted Shimano electric motor, they move the goods more efficiently than a motor vehicle would.

The next addition to the Agile service will be cargo bike hire, with three of the Bullit e-bikes available for people to rent so that they can carry larger loads. There will be three hubs where the machines are based for collection.

Another organisation going green is the Merseyside culture magazine *Bido Lito*. Its monthly edition is available free in many venues around the region and is now being delivered to those locations on bright pink cargo bikes.

**Black box recorders for all EU cars**

Big Brother intrusion by the nanny state, or sensible safety measures to further protect the public? Whatever your opinion, in-car driver assistance technology, including black-box crash recorders, could become mandatory in Europe within three years. The European Parliament’s committee on internal market and consumer protection (IMCO) has voted to make a number of technologies compulsory – automated emergency braking, pedestrian and cyclist detection, intelligent speed assistance and emergency lane keeping – but it is the inclusion of aviation-style black-box recorders that has grabbed the headlines. If the legislation is passed into law, all new cars sold in European Union member states would need to be fitted with the technology by 2022 at the very latest.

Although politicians are still deciding on exactly what data would be collected by the black boxes, it is hoped that the telemetry data stored would allow accident investigators to access information on speed, steering input and other details for the period immediately prior to a crash. The speed limiting technology, a version of which is already installed as standard by a number of car manufacturers, would use a combination of GPS data and traffic sign recognition tech to limit how fast a car could drive on public roads. Though the legislation would make it impossible to fully switch off the speed limiter, drivers would still be able to break the speed limit if they so choose, as the system can be overridden through “normal operation of the accelerator pedal”.

“This legislation represents a major step forward for road safety in Europe, and could save 25,000 lives within 15 years of coming into force,” European Transport Safety Council executive director Antonio Avenoso said. “But it will only apply to new vehicles. So it’s incredibly important that a final deal is reached as soon as possible, so cars with these new safety features fitted as standard start driving off production lines sooner rather than later.” Some supporters of the move fear that it could lose overall support when the makeup of the European Parliament changes following this year’s elections and that the legislation could be blocked. "Final negotiations between the parliament, member states and the European Commission should now begin as soon as possible," Antonio Avenoso continued. Whatever the position of the UK in the EU - Merseyside Cycling Campaign and other Active Travel campaign groups must urge policymakers to do their utmost to support these proposals, which will be particularly beneficial to vulnerable road users. The latest figures from the DfT database (for 2017) show Merseyside still bottom for pedestrian safety and very poor in other areas and therefore has more to gain than most from these policy proposals.

**Slim Smith**

**Andrew Grimble**
Around 20 years ago I made a series of short films for Granada Television about cycle rides across the Northwest. In one episode I criticised Liverpool provision by sarcastically riding along an isolated twenty metre length of bike lane on the edge of the city centre. It raised the ire of council officers who protested “Not fair! You’ve seen our comprehensive cycle strategy document” to which I retorted that if they ripped the document up and put the pages end to end they would be about the same length as the cycle lanes in the city. “Just you wait and see” they said.

I am still waiting.

As other cities such as York, Bristol and most notably London have forged ahead with their networks, Liverpool’s approach has been pathetic. Bits of pink paint here and there always ending just before the very junctions where cyclists need help. The highways department has at least been consistent though – doing as little as possible but just enough to tick a box here and there.

Fortunately for us though the world has changed even if the council has not. Mainstream thinking and public attitudes have started to realise what we have known all along. Cycling is not just hobby for people in lycra who should not wear lycra, it is a massive part of the answer to a myriad of problems facing our modern society. Obesity, air pollution, global warming, congestion, mental well being. All can be hugely impacted by the best invention ever – the bicycle.

Whilst chairing the Strategic Green And Open Space review three years ago I took it upon myself to visit every unbuilt space in the city. I rode over a thousand miles and contemplated some 1,200 sites. The culmination of this work was a map. The potential for series of green corridors to link the parks and business areas in a cost effective way. When I presented my report I urged the mayor and council leaders to take note of the map even if they didn’t act on any other recommendations from the review. The report was duly filed rather aptly in the section of the council archives labelled ‘long grass’. As I say the council is nothing if not consistent.

Then last year Manchester’s metro mayor Andy Burnham and Chris Boardman announced 1,000 miles of walking and cycling routes would be built throughout the city and it made me mad.

I sent a message to Liverpool mayor Joe Anderson noting that Manchester had left us behind again and that such a network had been handed to our city two years earlier within the Green and Open Spaces Review.

In fairness to Joe he got back in touch and arranged a meeting between myself and councillor James Noakes who holds the transport portfolio. It was then agreed that over the next two years I would take on the role of ‘City Cycle Champion’ and revisit the ‘Green Corridor’ element of the review with the full support of the mayor to adapt the proposal to be a cycling network. I have also met the metro mayor Steve Rotherham who is keen to help with the idea with the backing of John Smith from Merseytravel.

So, aided by the effervescent Liverpool City Council cycling officer Jayne Rodgers, I have dug out the map and we are off around the city to ride the routes and talk to everyone who has stake, in order to put a full plan together with detailed costings for a properly fit for purpose city and region wide cycle network.

The wait may nearly be over...

Simon O’Brien

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Is the long wait for a cycling strategy now over?

Road works update

Woolton Road is being resurfaced with micro fine chippings, which makes a nice flat surface, but how long will it last like that? Liverpool City Council has confirmed that a mandatory cycle lane will be put back in fairly soon, and hopefully there will be some traffic enforcement regarding vehicle parking in the cycle lane.

The Dock Road/Regent Road is progressing nicely, but there are quite a few mistakes being made, for instance with no access to or from the ‘10 Streets’, you have to climb up a kerb line. There is also a misplaced bus stop, poor visibility exiting from the docks exits across the cycle way and also a lack of drainage grids. But there is an excellent standard of work, the surface is smooth and flat, and the route now extends past the sewage works.

Paul Rogers
Reporting incidents to the police

To file an online report visit the Merseyside Police website then choose 'Report' followed by 'Road traffic incident' and follow the system from there. You'll be given a reference crime reference number at the end which you can use to follow up if needed.

www.merseyside.police.uk

Collideoscope

Collideoscope invites you to report cycling collisions and near misses in the UK. It collects the reports together and makes the data available to planners, researchers and campaigners with the aim of making our roads safer for all. Collideoscope is a joint project from mySociety and the Merseyside Road Safety Partnership.

You can report actual collisions between a bicycle and another vehicle, or near misses where an incident was averted. Additionally you may report incidents where no other vehicle was involved, such as collisions or near misses with pedestrians, street furniture... or anything else.

Do not report incidents that have been reported to the police and are under investigation as this might prejudice any resulting court case.

www.collideoscope.org.uk

Pothole reporting

Cycling UK set up FillThatHole so all road users can have an easy way to report potholes and road defects wherever you find them. Cycling UK contacts the right people to get the roads repaired.

www.fillthathole.org.uk

Local council pothole reporting

Liverpool bit.ly/2WLLePv
Wirral bit.ly/2LItyuF
St Helens bit.ly/2VwD9gt
Knowsley bit.ly/2HtTqsw
Sefton bit.ly/2VsVpA
Halton bit.ly/2LILSw3

Separated cycle lanes make streets safer for everyone

A 13-year study of a dozen cities in the US found that protected bike lanes led to a drastic decline in fatalities for all users of the road.

Cities that build protected lanes for cyclists end up with safer roads for people on bikes and people in cars and on foot. Researchers discovered cities with protected and separated bike lanes had 44 percent fewer deaths than the average city.

Researchers assumed that having more cyclists on the street was spurring drivers to slow down — a relic of a 2017 study that found that cities with high cycling rates had fewer traffic crashes. But it turned out that wasn’t the case.

Instead, researchers found that bike infrastructure, particularly physical barriers that separate bikes from speeding cars as opposed to shared or painted lanes, significantly lowered fatalities in cities that installed them.

“Bike facilities end up slowing cars down, even when a driver hits another driver, it’s less likely to be a fatality because it’s happening at a slower speed,” the researcher said.

Perhaps even more important, researchers found that painted bike lanes provided no improvement on road safety. And their review earlier this year of shared roadways — where bike symbols are painted in the middle of a lane — revealed that it was actually safer to have no bike markings at all.
Creating an aspirational map of the city

Liverpool City Council’s cycling and walking officer, Jayne Rodgers, is hoping to develop an Aspirational Cycling Map for the city that maps a connected network of routes that local people use to travel around on their bikes. There is already a body of work that was conducted by Simon O’Brien identifying a network of routes to connect the greenspaces, highlighting some potential low traffic and green corridors. The idea is to overlay Simon’s routes with the existing map data, the corridors identified in the LCWIP propensity to cycle tool exercise and your ideas for connections.

On 29 May map tables were set up at DoES Liverpool so that people could drop in and explain about their ways of getting around and how appropriate routes that make those ‘missing links’ can be identified.

Jayne feels that it is important to recognise that there are (at least) two types of riders but what is really needed is a network of balanced routes that are suitable for both confident and less experienced riders to use that embraces the principles of the ‘Superhighways’, ‘Quietways’ and permeability measures as appropriate and that has worked in other cities. Some will need hardly any changes and some will need more comprehensive interventions.

Once this aspirational network has been identified Jayne can prioritise them and start looking at a signing review and coherently sign the network with a view to incrementally working on them to make them fit for purpose.

Liverpool-Chester-Liverpool Bike Ride tunnel closure times

On the outbound route, the tunnel is completely closed to motor vehicles. On the return route, the tunnel will be closed to motor traffic from 10.30-13.00 and then from 13.00-16.00 vehicles will be allowed in the two lanes opposite.

Lanes A and B re-opened to traffic (L’pool to Birkenhead).
Ten years ago, four recently retired members of Pensby Runners, decided to use their new freedom to go on a bike ride. As of today, we find that PROBs (Pensby Runners on Bikes) has grown in size to 54 members, with weekly rides made up of 22 people. Start points are Premier Plants, Ledsham, (for Welsh/Cheshire rides) or Pier Head (for north of the river rides). Anyone not there by departure time, is assumed not to be riding. We have pre-planned our rides for all 52 weeks. Longer rides of around 60-70 miles are in the summer months. We seek to ride at a steady pace averaging 11mph.

Our “Route Planners” plot routes on Garmin, plus choose a lunch stop. We avoid the use of “Ride Leader. Safety is up to each individual.

We’re probably similar to other cycling groups, but we do emphasise the social side rather than eyeballs out cycling. Coffee and lunch stops are important as is the Christmas lunch (“Winter Wobble”).

Riders have a variety of road bikes, hybrids and tourers. Differences in ability are accommodated by the Route Planner.

Destinations include our summer rides to The Great Orme, Brockholes, Chirk, and The Ponderosa.

Our favourite lunch stops, based on service, value for money and food quality: Old Ma’s, Susan’s tea shop, Buckley, Rhyl’s new cycle cafe and Fresh, near Dunham.

And since 2010, we have had two UK bike tours a year with one to Paris.

Our ride model now attracts working runners who take time off to ride, and lapsed runners whose knees and hips have long given up the ghost.

Ian Chalmers

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**Bike Week**

8-16 June 2019

Bike Week is about experiencing ‘everyday’ cycling – whether that’s riding your bike to work, school, to the shops or just for leisure – to show how easily it can be part of your daily life.

[www.cyclinguk.org/bikeweek](http://www.cyclinguk.org/bikeweek)

All these rides are suitable for beginners and families.

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Cycling events

Wirral Bikeathon - Sunday 16 June
Arrowe Country Park, Wirral
Everyone from 8 to over 80 can take part. Whether you’re riding solo or as a group, the day guarantees fun for all ages.
www.wirralbikeathon.com

300 Bikes - Sunday 7 July
11.00 – 12.00
St George’s Hall, Liverpool L1 1JJ
300 cyclists together for a show of strength and unity and to highlight the desire for improved cycle safety and infrastructure in Liverpool.
www.facebook.com/events/302542557310170

Liverpool-Chester-Liverpool Bike Ride – Sun 7 July
Liverpool Chester Liverpool Bike Ride is a non-competitive bike ride which covers a range of distances from five miles to 100 miles, for all the family and abilities depending on the chosen route.
The Mersey tunnel will be closed to motor vehicles for the morning, but the tunnel is going to be open to traffic from 13.00 to 16.00, but cyclists will have the two lanes instead of one that was provided last year.
https://www.liverpoolchesterliverpool.com

Let’s Ride Liverpool - Sunday 28 July
10:00 – 14:00
Prince’s Park, Liverpool, United Kingdom
Free cycling festival with roads being closed. Activities and challenges for the whole family with music, local street food and live stunt shows.
www.letsride.co.uk/events/liverpool

Regular events

Merseyside Cycling Campaign meetings
MCC meets on the third Monday of the month. 6pm. See website for details merseycycle.org.uk

Liverpool City Council Cycle Forum
Wednesday 19 June – 5pm
Merseytravel, 1 Mann Island, Liverpool L3 1BP

St Helens Pedal Power
A friendly volunteer led community initiative created by Sustrans. Working to promote local cycling, providing free use of bikes and helmets it runs regular weekly rides to suit all abilities.
facebook.com/STHelensPedalPower

Sefton Cycle Chat
McCycle Cafe, 59 Station Road, Ainsdale, PR8 3HH, 18.00-20.00. To book a place, call 0151 934 4541 activetravel@sefton.gov.uk activetravelsefton.co.uk

Wirral Cycle Belles
The group started in 2010 and has gone from strength to strength. We lead short friendly cycle rides just for women using the quieter parts of the Wirral and maybe beyond.
We meet once a month on Saturday morning in Port Sunlight near to the train station. There is always a café stop part way round and we aim to return by lunchtime. Newcomers are welcome. You even get a goody bag to encourage your cycling! Rides leave at 10am from under the company clock, Lever House on Wood Street CH62 4XB.
www.wirralbicyclebelles.blogspot.com

Tour de Friends
Tour de Friends is a cycling group operating from Waterloo Community Centre.
We are a Cycling UK affiliated group, delivering led rides on a weekly basis, rides last two hours and are ridden at a leisurely pace with an emphasis on social cycling.
Information about the group rides ride time – two hours ride length – approximately 8-10 miles

Wirral Cycling Group
Wirral Cycling Group was formed in 1988 by a group of cyclists who wished to promote more cycling around the Wirral, by organising escorted cycle rides suitable for everyone and of all abilities.
General enquires about joining to Neil: wirralcycling@gmail.com or at wirralcycling.org.uk

Birkenhead North End Cycling Club
Wednesday, Saturday and Sunday morning club runs from the Eureka café and many more rides.
www.bnecc.co.uk
Rides are arranged on Sundays and Wednesdays. C/D rides for beginners and families are arranged in collaboration with Century Road Club on the occasional Saturday morning. Trail rides on the occasional Friday are also a joint venture with Century RC. All runs including joint runs with Liverpool Century RC are listed in chronological order.

The official start of a ride will be the point at which the designated runs leader for that ride assumes responsibility. In most cases this will be Birkenhead Central Station¹, Calisa coffee shop², Hunts cross Station³, Elif café⁴, the Eureka café⁵ or other point selected by the runs leader. Joint C/D runs with Century RC will start at Spike Island⁹ with a pickup for D riders at the Dormouse tearooms⁸. Most joint trail rides will start at Pickering’s Pasture¹⁰. Liverpool riders intending to ride from Birkenhead Central to the Eureka café for the start of a ride should liaise, using the google group, facebook,Whats App group or other means to arrange a suitable start time to arrive at the Eureka.

**Pick Up Points**

For rides starting at Hunts Cross Station heading into Cheshire there will be a pick up at the lay-by on the approach to the Runcorn Bridge. This ride option on a Wednesday is being avoided for the time being because of the ongoing work on the Runcorn bridge. For rides heading north from Elif Café or Calisa cafe there will usually be a pick up at the Blue Anchor pub⁶ and occasionally Ormskirk Station⁷. For rides starting at Birkenhead Central there will be a pick up at the Eureka café⁸. Pick up times are detailed in the runs lists. Locations of start points and pickup points are as follows.

1 Birkenhead Central is accessible in a few minutes from James St Station on the Wirral line to Chester or Ellesmere Port. Meet outside the station.
## EVENTS

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<td>Fri 5</td>
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[1] Trail bike or MTB recommended for this ride
[2] Pickup for D riders at 10.30 at The Dormouse Tea rooms, Daresbury
[3] Liverpool riders depart at 9.00 from Calisa. Alternately catch the 9.50 train with Wirral riders at Ormskirk at 10.22
[4] Pickup at Blue Anchor at 10.30
[5] Liverpool riders depart Calisa 9.00
For the past nine months I’ve been doing something a little crazy. I’ve been letting my son ride down a busy road with each and every morning on his way to school and (here’s the fun part) filming the journey from his perspective.

Now, in a perfect world, riding to school with your son (or even letting him do it himself) wouldn’t be very interesting. The trouble is, we’ve promoted a system of transport where people tend to use their cars for every single journey, no matter how small (and trust me, some of the journeys I know parents are doing are incredibly short).

In April I compiled the ‘best’ parts of William’s rides into a montage. Tom Houghton was kind enough to think that the video was worthy of an article in the Echo and that went out. The usual comments piled in. Some lambasted the state of traffic around schools. Some managed to shoehorn in something about cyclists going through red lights. One suggested I should be in jail for letting my lad ride on the road.

After the Echo piece died down, I upload the video to my Twitter profile (it’s my pinned tweet – visit twitter.com/edwardlamb to see it). Bonus points for those that guess the driver that I reported to the police. Some now famous quotes from William in the video include ‘look at these pathetic cars’, ‘that was a fast car’ and ‘I just hope the camera was recording that.’

I tagged in a few high profile accounts that I thought might be interested. It worked. For the next 48 hours my phone was lighting up with notifications. It’s currently at over 50,000 views and counting.

Comments flooded in from all over the world. I was translating them from German, Spanish, Russian and Japanese, among others. There was a small amount of helmet chat (I don’t wear one for the short, slow trip to school) but generally the comments were hugely positive.

The issues that William faces each morning (of which he is pretty oblivious) are global. A chap from Chile told me his ride to school was very similar. A lady from Texas asked to use the video in a presentation to her council members to implore them to make their streets safe for kids to use.

I think all of our elected officials need to see the video. We need to make safe routes to school for our kids. Air pollution is a growing risk but my main concerns are around safety. No amount of Bikeability training can prepare our kids (or most adults) for roads like this.

Watch the video if you can and please share far and wide. Not just for William but for the thousands of kids on Merseyside that want to be able to enjoy the simple pleasure of riding to school each morning.

Edward Lamb
Twitter: @edwardlamb