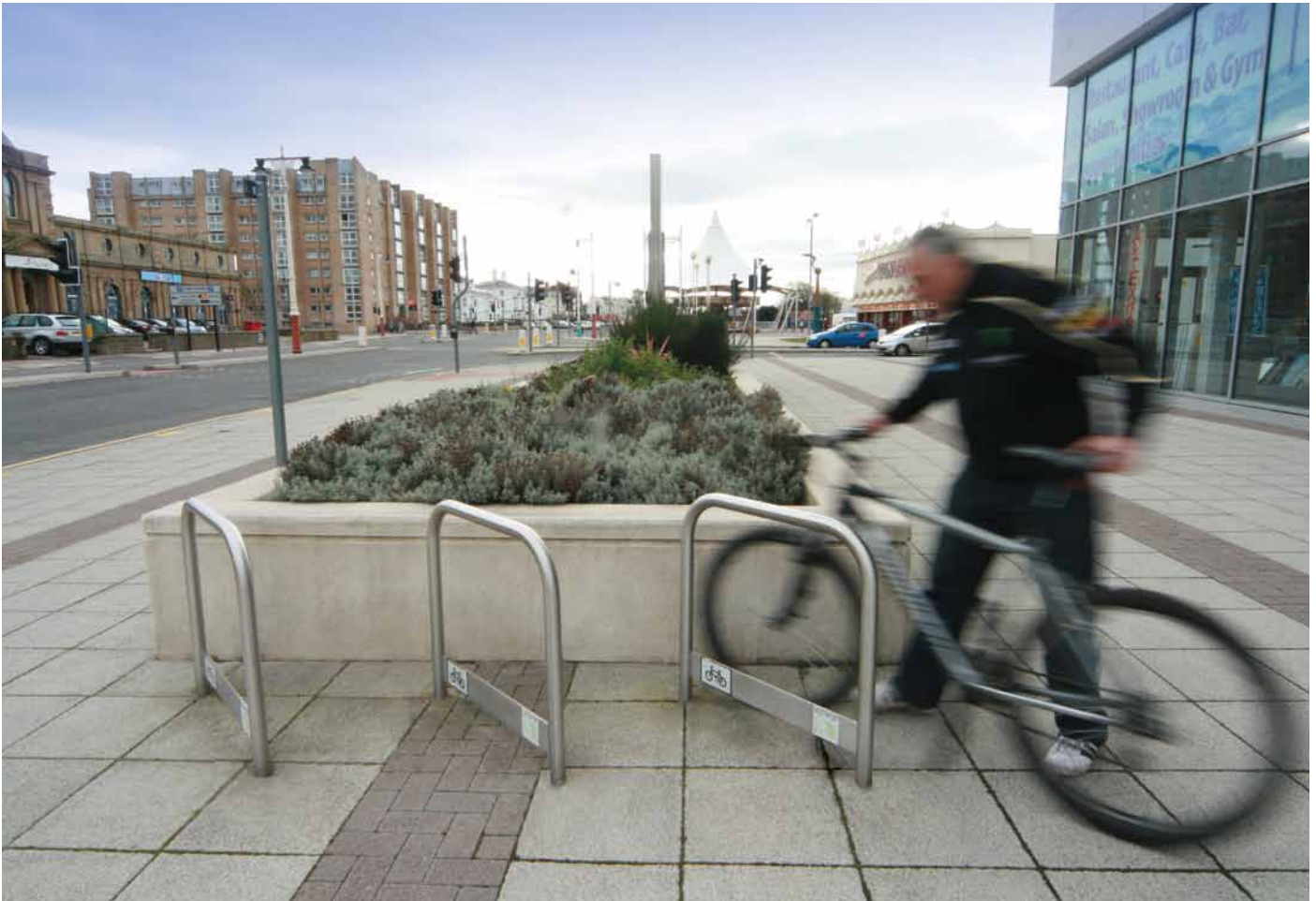


# Southport Cycle Parking



**Cycle Stands in Stainless Steel with Bespoke Tapping Bar and Sign Strip**

In 2005 Cycling England was formed with the aim of increasing short urban trips by bike. Launching two flagship programmes Bikeability training for schoolchildren and the development of Cycling Demonstration Towns. Cycling England helped local authorities to deliver programmes of work designed and delivered locally. The first phase of the Cycling Demonstration Towns program, from 2005 to 2008, saw six towns across England receive funding to significantly increase their cycling levels. These towns collectively received over £7m from Cycling England, which, with local match-funding enabled them to deliver a range of measures to get more people cycling.

In January 2008, the Government allocated a further £140m funding over three years allowing Cycling England to recruit England's first Cycling City, and 11 new towns. Following intense competition

from over 70 towns and cities Southport won its ambitious £5m bid. Cycling England pledged £2 million funding over three years, which was to be match funded from other sources.

Southport is a popular coastal resort and shopping centre; although it only has a population of 90,000 it attracts 4.5 million visitors each year. Being mostly flat the area is ideal for cycling, also for Merseyside, it already had a higher than average number of people commuting by bike.

Southport had three main objectives for cycling: Encouraging tourism and leisure cycling  
Creating opportunities for regeneration in the area  
Significantly increasing cycling to school to an average of 15% of high school pupils cycling to school.

Southport's plans included the creation of new, high quality cycle routes. To encourage leisure and tourism cycling, priority was given to improving the town's seafront and lakeside leisure routes. The Seafront Loop, a circular route around the seafront area which also links to the town centre, was created as a focal point for a number of leisure routes to the north and south.

Southport County Council needed to provide increased cycle parking facilities for cyclists throughout the town. Research has shown that adequate provision of safe cycle parking in convenient locations will encourage more people to cycle.



## Marshall's

Transforming Britain's Landscapes

## The Solution

Southport required functional cycle stands that would both support the bikes and allow them to be locked securely.

A functional Sheffield stand was chosen. This simple design is one of the most popular with cyclists as it supports bicycles, and is secure as both the front wheel and the frame of the bike can be locked to the stand to prevent vandalism and theft. The cycle stands were all to be root fixed. The stands were ordered in two different materials: for some locations stainless steel was specified in grade 316, this was particularly important as Southport is a coastal town and will therefore have a high sodium chloride levels in the atmosphere. Grade 316 stainless steel contains a greater chromium and nickel content and includes molybdenum, this makes it more durable, less likely to rust or corrode

or to have pit marks. Stands were also ordered in steel which was galvanised to prevent rusting and then polyester powder coated in black.

The Sheffield stands also incorporated a tapping bar across the bottom. Tapping bars enable Local Authorities meet DDA requirements as they serve to help the visibly impaired, highlighting their presence to those who use canes. The tapping bar also served to hold signage and the stands were finished with a sticker demarking them as cycle parking and the Southport Cycling City logo.

Cycle parking facilities were created at many locations around the town, including the Central 12 shopping area to provide convenience for shoppers they were also installed at Lord Street, Neville Street, Eastbank Street and Shakespeare Street.

Outside the Dunes Splashworld Leisure complex a stainless steel bike rack to hold ten bikes was specified. Also, to provide added security for those using the complex, five Byke Bin cycle lockers were ordered. BykeBins are a unique solution to provide secure cycle parking, the lockers are ground fixed and bikes can be locked inside by using a padlock.

## Benefits

The Cycling Demonstration Towns programme was developed to prove that increased funding and bespoke projects could have a significant impact on cycling rates - and results have exceeded expectations. The new and improved cycle parking in convenient locations has encouraged more cycling throughout the whole town, both for everyday travel and for tourism and leisure.



Cycle Parking along Lord Street Shopping Area



Cycle Parking on main Esplanade





Bykebins Outside Dunes Splashworld



Bykebin Detail



Bykebin Detail



Stainless Steel Cycle Rack, Dunes Splashworld





Cycle Parking Outside Asda Store



Cycle Parking Outside Asda Store

**Client**

Southport Metropolitan Borough Council

**Marshalls Product Used:**

- Bespoke Sheffield cycle stands with sign strip and tapping bar
- Bykebins

  
**Marshalls**  
*urban structures*