

Hartwall Active Bike



Hartwall Active Bike is a joint venture funded by Let's Go Cycling UK and Hartwall Council. We all want a greener future and this guide explains what we're doing about it.

Good news! Our town is all set for an amazing upgrade!

We're delighted to announce that Stage 1 of the Active Bike scheme has begun. Over the month of October, our town centre road layout will be transformed. The existing two-way High Street is being remodelled into a single one-way traffic lane. The current painted bike lane will be replaced by a segregated cycleway running all the way to Hartwall College.

Hartwall High Street is closed to motor traffic during the building works, although town centre businesses remain open. Motorists, bear with us.

We've listened to YOU

Hartwall residents are in favour of the Active Bike scheme. In our survey of 3,000 people, more than half of you told us you're keen to cycle more but worry about the traffic. The principal barrier to cycling is clear — people simply don't feel safe on our roads. It's time for change!



Our survey shows that separate cycleways will help people feel safer when cycling. Having gained funding for the Active Bike scheme, we're now ready to transform our town into an attractive place for cyclists, even if this means less room for other traffic. The scheme will also improve the town's air quality for those who live and work here. Hartwall will become a healthier place for everyone.

Timeline for Hartwall Active Bike Scheme




We understand some residents may feel frustration at the closing of the High Street to traffic. Therefore, during peak times, Hartwall Council will provide traffic marshals at each end of the High Street to help advise motorists on how to get to their destination.

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Hartwall Gazette



Have your say on the day's issues



This week we heard the news that Hartwall High Street is closed to traffic for a month to convert it to a one-way single lane with a cycleway. We'd love to hear what readers think of the Active Bike scheme.

[Click here to have your say](#)



Jacqui D	I live in Becton where we've had a similar scheme to make cyclists a priority. Shop traders were up in arms, worried they'd lose business. But now it's finished, the streets are busier than ever - with pedestrians, rather than cars and their fumes. The shopkeepers are happy and you can breathe without choking. This is just the start of things to come.
Marta P	It's fantastic news! I already cycle to college, but I'm nervous on the roads. Soon I'll be able to take a shortcut through the town centre without worrying about the traffic! I can think of plenty more roads in Hartwall that would benefit from a separate cycleway.
Annie R	I totally despair. Cyclists are taking over the town, but what about us workers? I'm a taxi driver, and I can't see the logic of diverting traffic away from the High Street and onto the inner ring road. That means more congestion and even more exhaust fumes! People forget that moving traffic off one road just means shifting the emissions elsewhere. Now it looks as if I can't pick up and drop off in the town centre for a whole month! How am I supposed to earn a living?
 Adam S	Annie, I think you're missing the point. When it's completed, the cycleway will encourage people to get on their bikes instead of driving. There'll be less pollution. We'll see more of these schemes in Hartwall, and that's no bad thing. And even if you can't drive down the High Street during the roadworks, people will still need taxis. The council's traffic department is pretty good – they'll monitor the situation for people like you.
 Sule Q	I'm with Annie on this issue. I'm a community nurse, on a tight schedule, and closing the High Street will cause terrible congestion. It's chaotic as it is, and further delays could mean I can't get to see some of my patients. I understand the HUGE health gains from cycling, but the disruption to working people hasn't been taken into account.