



**TRANSCRIPT OF INTERVIEW WITH JESSE NORMAN MP  
NATIONAL BIKEABILITY CONFERENCE, HEREFORD, 2019**

**Paul Robison, CEO – The Bikeability Trust:**

Welcome Jesse to the 8<sup>th</sup> Bikeability Conference.

**Jesse Norman MP:**

The fantastic thing about Bikeability of course, is that it gets young people riding. And I can tell you from personal experience, having learnt to ride at a very young age, that proper experienced coaching in those early stages is absolutely essential if you are going to have real confidence and real authority on the roads, and that, of course, means safer cycling and a lifetime of health and well being and low emissions and all the rest of it.

Of course when we think about the Cycling and Walking Investment Strategy we're not just thinking about training (training is really important) we are also thinking about infrastructure, the laws, standards – all of the different things that go to making a really successful 'ecology' of the road. Everyone can share the road and in particular, preference is given to the most vulnerable users – cyclists and walkers. So, but even within that proper training, proper coaching, the chance to introduce each new generation of school kids to the joys of cycling is really important and if they can carry that knowledge with them all their lives then all the more so.

Children should carry on cycling throughout their lives because it's a source of endless joy, it's an incredibly easy way to get around towns and cities in particular. It's lovely to be on the open road, you can be additionally assisted with ebikes, which open up even longer distances. And, of course, it's really good for the environment, and it's good for the high street and it's good for your health. So there's a whole suite of reasons why its good for them not only personally but also good for them as citizens and as members of a community.

**Paul Robison:**

And thank you very much for being here. It's really very much appreciated.