



CC37 presentation
-
8th July 2016

Collectif Cycliste 37 :
an active participant in developing daily
bicycle usage in the greater Tours region

Paul Milliken and Fabien Frugier - Collectif Cycliste 37



1. Why use a bicycle ?
2. Who is the Collectif Cycliste 37 ?
3. The 4 branches of activity of CC37 in detail
4. National affiliations and financial partners



- Practical
- Simple & quick
- No traffic jams
- Economical
- Healthy
- Ecologically neutral

A large, blue, speech bubble-shaped graphic with a white tail pointing towards the bottom right. Inside the bubble, the text 'Why use a bicycle ?' is written in a bold, white, sans-serif font.

**Why use
a bicycle ?**



Purpose of Collectif Cycliste 37

Since 1991, the Collectif Cycliste 37 has promoted **the use of the bicycle in one's daily habits in the greater Tours region - *Tour(s)Plus***

- To go to school,
- To go to work,
- To go shopping...



**The CC37
in numbers
in 2015**

800 *Members*

1900 *Participants during our self-repair bike workshops*

628

Bikes donated to CC37 and

171

Bikes repaired and sold

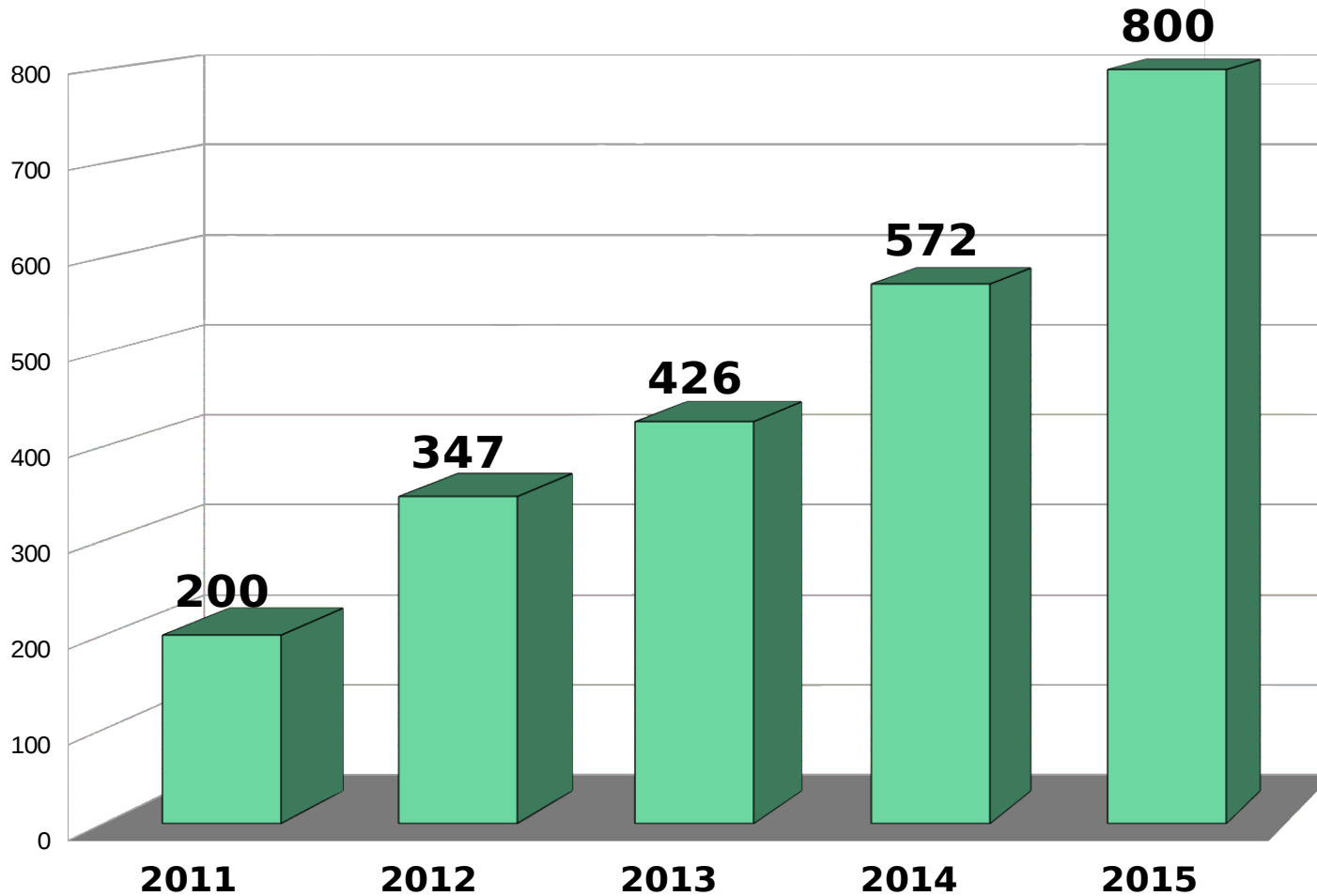
4000

People contacted and informed during 35 days of presentations

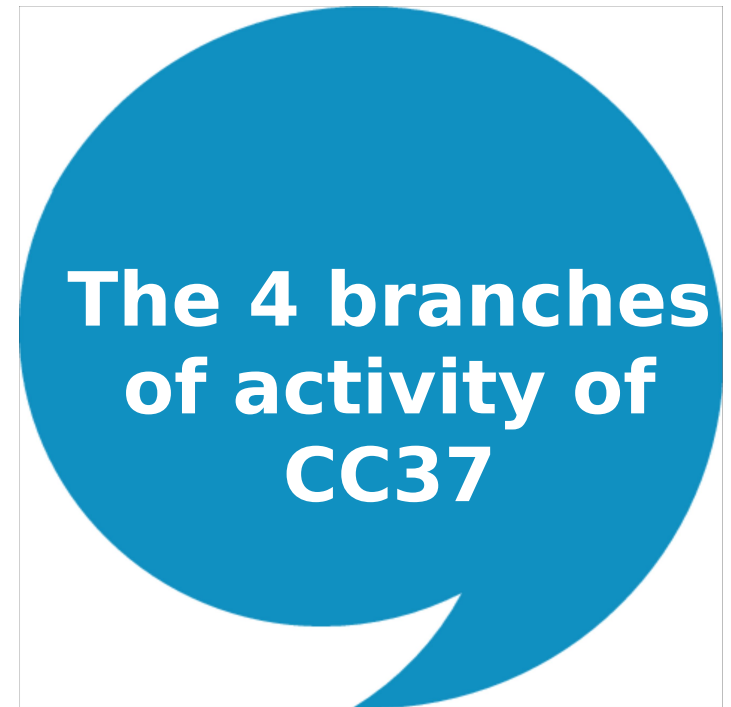
65 *Participants adult-level bike riding lessons*



**Total
members
by year**



**+ 40 % between
2014 and 2015**



1. Bicycle pathways & parking | Safety | Mixed-mode commuting
2. Presentations & training
3. Workshops & 2-hand bike sales
4. Information & communication



Bicycle pathways & parking Safety | Mixed-mode commuting

Objectives : to develop and improve bicycle pathways, parking and contribute to the easing of traffic

- Advise and assist the local and regional civic planners in the greater Tours region - *Tour(s)plus* - and beyond
- Create maps showing the travel time of various routes by bicycle (see the following slide)
- Specific interventions (for example : drivers' blind spots and bicycle free-zone at intersections «bike box»)
- Participation in inquiries and public meetings concerning new urban projects

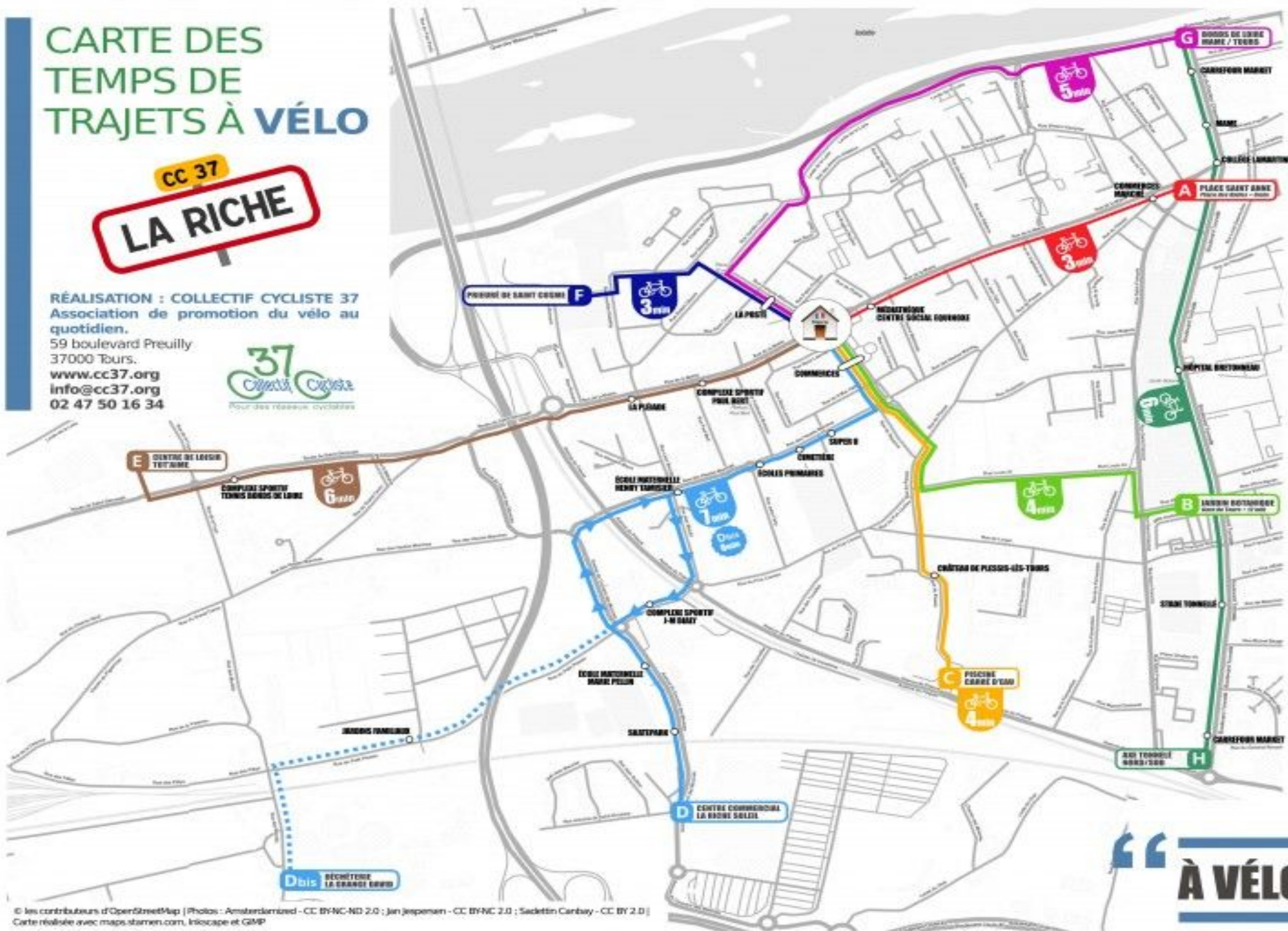
CARTE DES TEMPS DE TRAJETS À VÉLO

CC 37

LA RICHE

RÉALISATION : COLLECTIF CYCLISTE 37
Association de promotion du vélo au quotidien.

59 boulevard Preuilly
37000 Tours.
www.cc37.org
info@cc37.org
02 47 50 16 34





Itineraries and routes in the southern portion of the greater Tours region

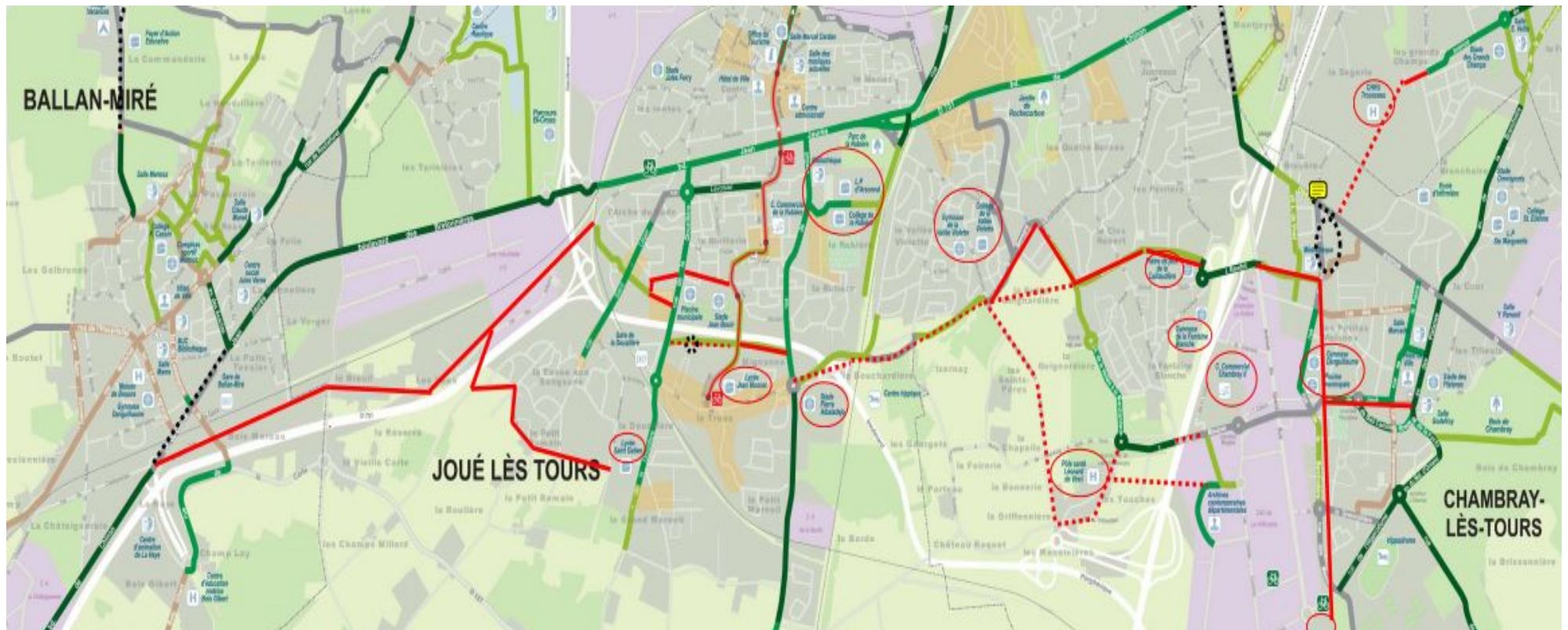
Analyses and proposals

Including the communities of :
Ballan-Miré, Joué-lès-Tours, Chambray-lès-Tours, Saint-Avertin

Download at www.cc37.org

White paper
« Barreau Sud »

Green : existing bike pathways
Red : proposed bike pathways





Presentations & training

Objectives : discuss and inform about the daily-use of the bicycle

- Bike riding lessons (youth and adult level)
- Theme-based organised rides (short and long distance)
- Presentations : information about bicycle locks, lighting, etc.
- 22-point technical bike inspection for all private owners
- Assistance & support for local government, companies, social services centers and schools (specifically concerning the planning of bicycle use)
- Organised annual 2-hand bike market «*buy and sell*»



**Week-end vert
2013
Joué lès Tours**





Spring festival 2016
« Faites le Printemps »
Joué lès Tours





**Primary School
Rimbaud
2016 Tours**





**2-hand bike
market
«buy and sell»
2015 & 2016
Tours**





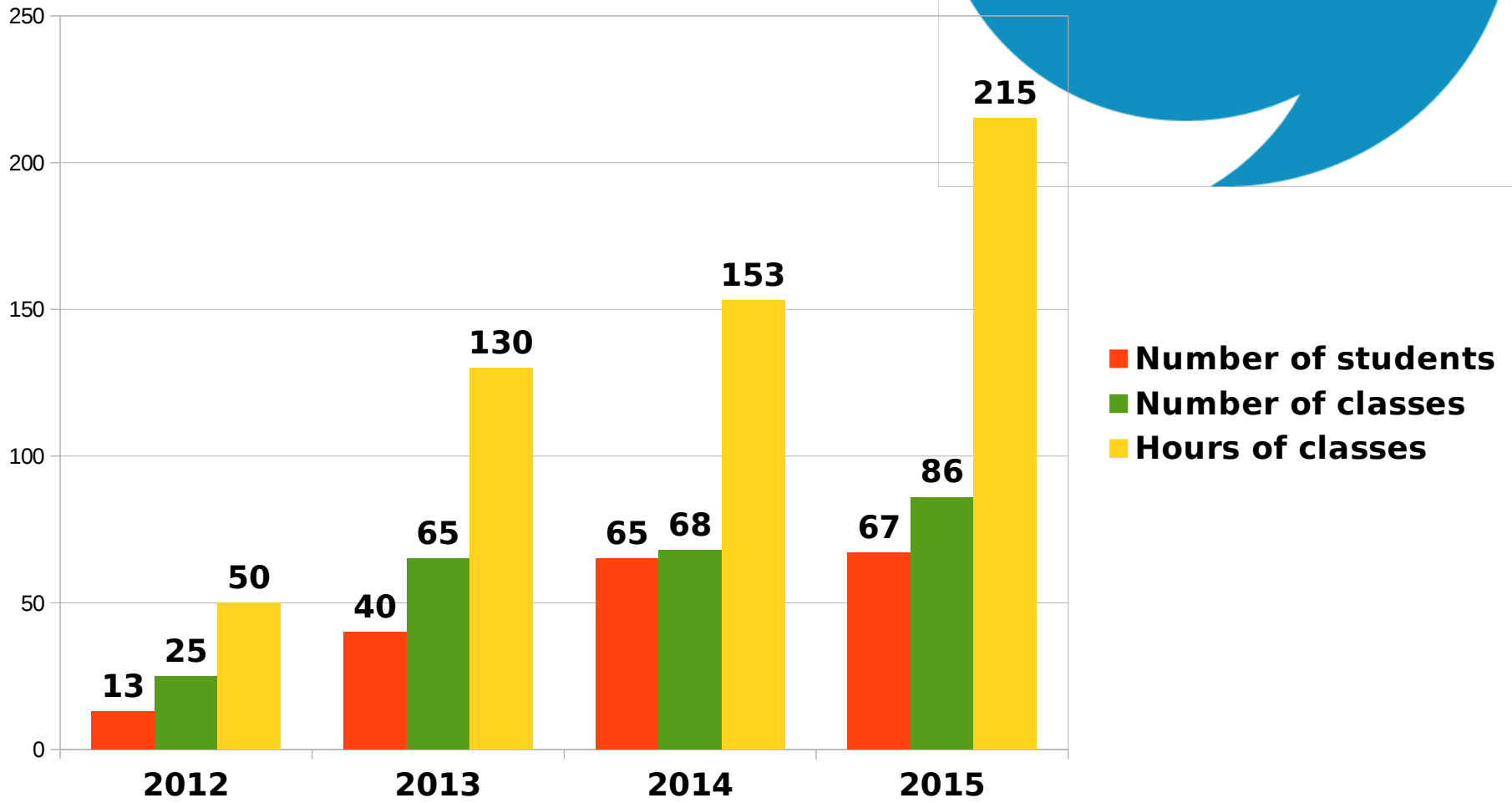
Focus on... bike riding lessons

Group lessons for beginners and intermediate level riders (both youth and adult)

Objectives :

- Learn the basics of bike riding
- Refine body position, visual awareness and skills in bike handling
- Gain confidence in riding both in countryside and city settings

Key numbers of the bike classes





**Bike riding
lessons
Tours, 2016**

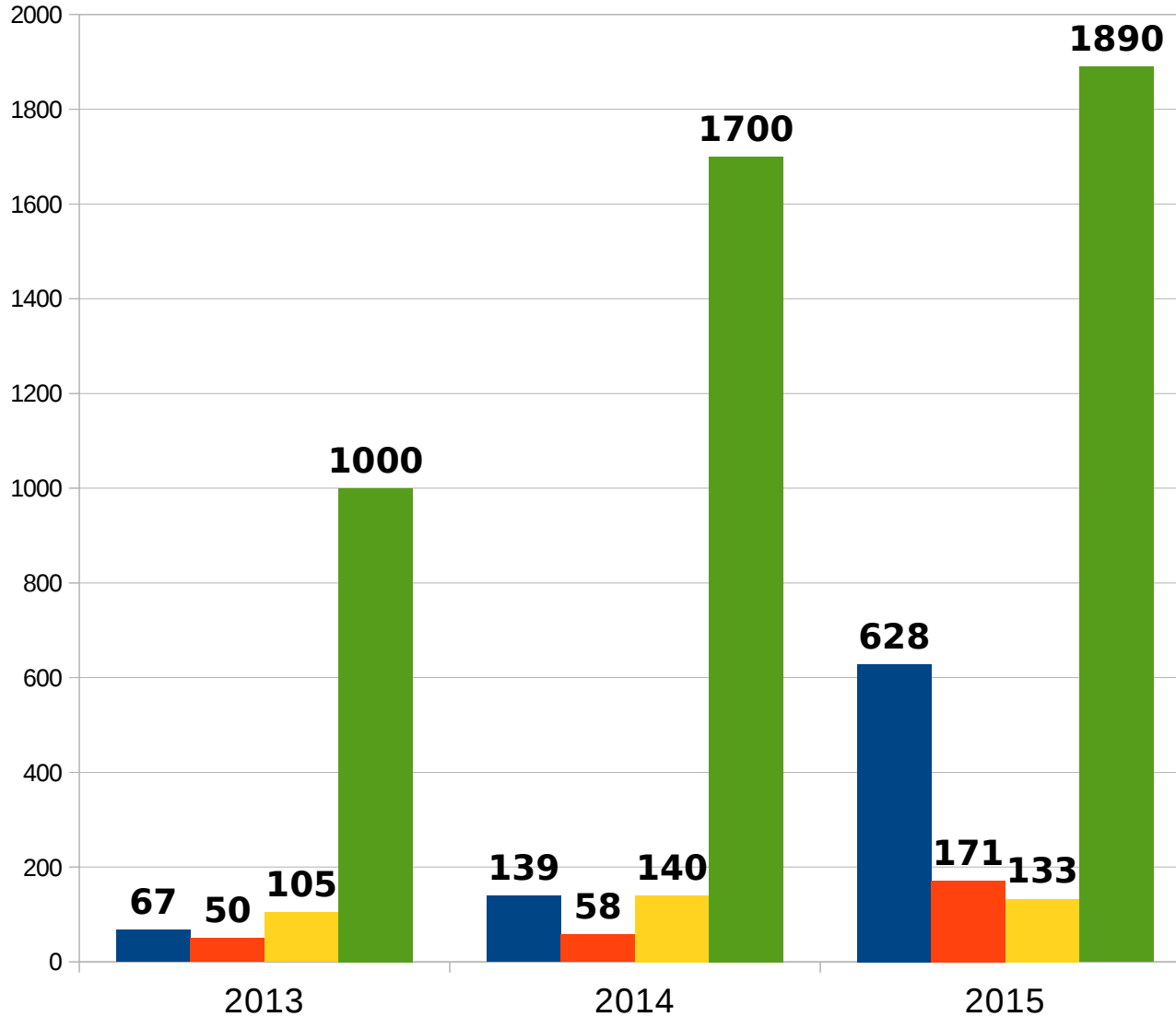




Workshop & 2-hand bike sales

Objectives : develop cyclists' repair skills & re-utilisation of bicycles (extending their lives)

- *Bike repair workshop (3 sessions weekly, 9 hours total)*
- *Collection of idle and abandoned bicycles (both spontaneous and organised collections)*
- *Re-utilisation and recycling of bicycles and spare parts*
- *Sales of used bicycles (re-worked)*
- *Official anti-theft bicycle frame engraving : Bicycode®*



- Bicycles collected
- Bicycles sold
- Number of self-repair sessions
- Number of self-repair participants



**Collection
of idle and
abandoned
bicycles**
Loches, 2016





Information & communication

Objectives :

- Handle all public enquiries concerning CC37 « physical visits, telephone calls, e-mails, etc. »
- Prepare and carry out all press interventions
- Keep website updated



Info & comm in numbers in 2015

- **Reception** for general public at our office : 900 people
- **Web site** www.cc37.org : 24230 numbers of visits
- **Social Media Networks** : Facebook & Twitter (586 followers)
- Monthly **newsletter** « Bicyc'lettre » : 2000 readers
- 50+ available **documents** (cycling maps, flyers, informations brochures, etc.)
- **Local press relations** : 30 numbers of press articles and 21 participations at radio or TV shows



Website

[ALLER À L' ACCUEIL](#)

[CONTACT TOUT PUBLIC](#)

[LIENS](#)

Chercher



COLLECTIF CYCLISTE 37
Association d'usagers du vélo
en Indre-et-Loire



[L'ASSOCIATION](#)

[ATELIER / VENTE](#)

[ANIMATION / FORMATION](#)

[AMÉNAGEMENTS / SÉCURITÉ / INTERMODALITÉ](#)

[COMMUNICATION](#)

CONTACT

Collectif Cycliste 37

16 impasse Robert Nadaud

37000 Tours

Tél : 02 47 50 16 34

info@cc37.org

Accueil et information du public

Mardi : 14h00-17h00

Mercredi : 14h00-17h00

Jedi : 16h00-19h00

Samedi : 9h00-12h00

Samedi 9 juillet 2016 à Tours : 2ème édition de la balade des lucioles

Posté le 23 juin 2016 | [Edit](#)



[suite...](#)

Le samedi 9 juillet 2016, le Collectif Cycliste 37 organise la 2ème édition de la « balade des lucioles », une promenade festive, nocturne et familiale à travers la ville. Venez avec vos vélos illuminés, par exemple avec des lampions, pour être... comme une luciole un soir d'été ! Le parcours prévu passera par le centre-ville [Lire la](#)

BICYC'LETTRE

Recevez une fois par mois (ou plus si l'actualité l'exige) un résumé de l'actualité du CC37 par mail

Votre adresse mail:

[S'abonner](#)

DERNIERS TWEETS



National affiliations



FUB and AF3V are both members of the *European Cyclists Federation*





Financial partners



UNIVERSITÉ
FRANÇOIS - RABELAIS
TOURS





Address and contact information

Collectif Cycliste 37

16 imp. Robert Nadaud - 37000 Tours

Tel. : +33/247 501 634

info@cc37.org

Twitter : @cc37fub

www.cc37.org

