In 2010/11 Christchurch was hit by a series of major destructive earthquakes. As part of the recovery and rebuild, public opinion was sought on what people wanted the city to look like in the future. One of the most overwhelming messages was a desire for the city to be a great place to travel by bicycle. This has subsequently been built into city plans and investment decisions. Since then, the past decade has seen significant investment in cycle infrastructure including 13 Major Cycle Routes (MCRs) – some of which are yet to be completed. Has the number of people travelling by bicycle increased? Has cycling safety improved? What role has the investment in cycle infrastructure had on people’s perceptions of cycling? This paper will present information on the nature of the major cycleways, and use traffic counts and survey data on bicycle use to get a quantitative assessment of changing levels of bicycle use. This will be complemented with the results of interviews with ‘new’ cyclists about the reasons for why they have started cycling. All this will help answer the question: we are building it, are they coming?