

10 TOP TIPS FOR CAMPAIGNING FOR A BETTER CYCLING CITY

1. GET IN TOUCH WITH YOUR LOCAL GROUP

LCC has brilliant local campaigners in nearly every borough, and they are a great starting point for finding out what is happening in your area. Find your local group at lcc.org.uk/localgroups.



2. PLAN YOUR VISION

What specific changes do you want to see? More bike racks on the high street? Improvements to a hazardous junction? All these things will add up to an overall better cycling city, but being clear about the change you want to see will help make it happen.

3. IDENTIFY THE BARRIERS

Once you know what you want, you have to work out why it hasn't happened. Is it funding? Lack of political will/understanding? Once you know what the key barriers are, you can focus your efforts on overcoming them.



4. FIGURE OUT WHO THE KEY STAKEHOLDERS ARE



If it's a specific bit of road, figure out who owns it – the council or TfL? Are there any businesses/religious centres or other organisations who would be affected? Working out who you should be talking to about your campaign will save you a lot of effort.

5. MEET YOUR COUNCILLORS

Building a relationship with councillors is incredibly valuable – especially if they are part of the cabinet with responsibilities over transport, the environment or regeneration. Face-to-face meetings are best, particularly if you can give your councillor a tour to show them the junction or road you are campaigning about.

6. USE THE GOOD AND THE BAD

Pointing out negative issues can be a very useful campaigning tactic – but it shouldn't be your only one. You'll find a campaign with positive, constructive and friendly overall messages will help you to approach people and build better relationships.

7. ADAPT, IMPROVE AND IMPROVISE

Campaigning covers a wide range of ways to reach your goal, and working out which is best is an ongoing process. If the way you have been campaigning for something isn't bearing fruit – try another approach.

9. STRENGTH IN NUMBERS

Is there anyone else in your borough who is working towards a similar goal? Air pollution campaigners, climate campaigners, and public health advocates all could have messages that can help amplify your goals.

8. SEEING IS BELIEVING

People find it hard to visualise what changes can mean for their streets. Is there a way you can bring it to life by organising a play street? Or by putting in a temporary parklet or cycle track? Can you take a photo of your chosen location and compare it to an example of a better solution elsewhere?

10. BRUSH UP ON YOUR SKILLS

LCC has loads of advice and guidance on their website on their campaigns to reading infrastructure plans. Read up on it all here: lcc.org.uk/activism



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