



# Space for Cycling

## Campaign outline



**Robbie Gillett**

Space for Cycling Campaign Coordinator



# About CTC



- CTC the national cycling charity
  - c70,000 members, founded 1878
  - Cycling activities, membership services (legal, insurance, magazine)
  - Cycling development e.g. cycle training
  - Campaigning nationally and locally

# Context for Space for Cycling



- **Political momentum:** Times campaign, Get Britain Cycling, forthcoming Cycling Delivery Plan. (But it won't last...)
- **Local momentum:** Enthusiasm from cities, LCC's Love London Go Dutch campaign, other local campaign groups growing in strength
- Government committed to **'fine words'** of GBC, but not targets, design standards or funding
- London Cycling Campaign's **Space for Cycling** slogan has resonated locally
- An opportunity to **strengthen the 'cycling vote'** and make links between local and national campaigning



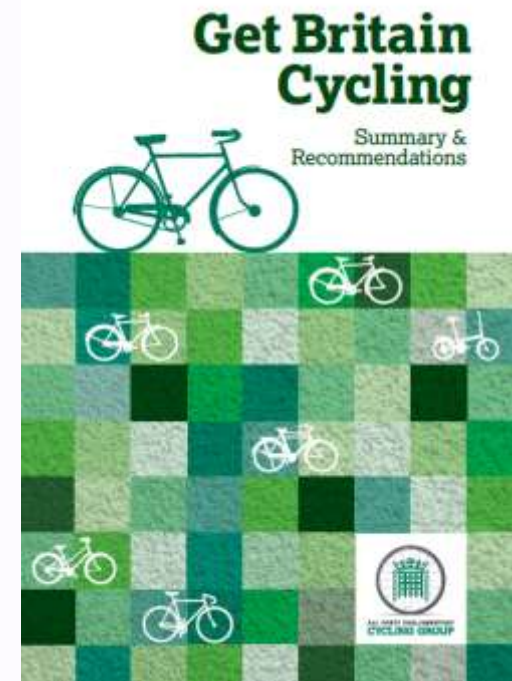


# Get Britain Cycling report and Cycling Delivery Plan



## Get Britain Cycling report's 18 recommendations cover:

- **Targets / ambition:** for more and safer cycling, locally / nationally
- **Funding:** at least £10 per head annually, rising to £20
- **Cycle-proofing:** cycle-friendly design in all road / traffic / planning / maintenance schemes
- **Safety** (actual and perceived): including driver awareness/training, traffic law/enforcement and lorries, as well as infrastructure
- **Cross-departmental / organisational commitment:** positive promotion by all relevant players (health, education, businesses, recreation/tourism etc).



These will be our **litmus tests** for assessing the Government's  
'Cycling Delivery Plan, due out later this year

# Key messages



- **Space for Cycling** aims to create the conditions where anyone can cycle, anywhere
- Cycling needs to become a **safe, convenient and enjoyable** option for all local journeys
- We invite campaign supporters to call on Cllrs (and later MPs) to commit to **high standards of cycle-friendly planning and design**, and the **funding** needed to make this happen
- This will help create **healthy and liveable streets** and communities which improve **quality of life for all**.



# What does Space for Cycling mean in practice?



A range of solutions to create safe, direct, coherent, comfortable and attractive cycling conditions for all local journeys.

In general:

- **Protected space** for cycling along or across major roads / junctions.
- **Low traffic volumes and speeds** in town or city centres, in residential neighbourhoods, and on rural lanes.
- **Traffic-free routes** using parks and open spaces or rights of way – to complement (not substitute for) a cycle-friendly road network





# The Plan

- **Phase 1 Spring '14** (coincides with Space for Cycling in London ): Mobilise Space for Cycling supporters to contact Councillors (and candidates for May '14 elections where relevant)
- **Phase 2 Summer '14**: Strengthen local campaign groups, form new ones. Support engagement with Councils to secure commitments to Space for Cycling campaign's aims
- **Phase 3 Late summer / early autumn '14**: Mobilise Space for Cycling supporters to contact MPs ahead of party conferences, to influence manifestos. Party conference bike rides, parliamentary debate?

All 3 phases have

- **Political objectives**: securing commitments to Space for Cycling demands) and
- **Capacity-building objectives**: strengthening / forming local campaign groups, linking local and national campaigning objectives



# Benefits

- **Individual cyclists:** Get to take part in nationally co-ordinated campaign with local benefits, and to join/form campaign groups.
- **Existing campaign groups:** A hook to publicise local manifestos and/or for campaigning in 2014 elections. Small grants prog to produce materials.
- **Existing AND new campaign groups:** Get to take part in nationally co-ordinated campaign, increased visibility, new members, campaigner training workshops. Secures local politicians' commitments to key campaigning aims, opportunity to strengthen links with national campaigning.
- **National campaigning:** strengthen the 'cycling vote', more political and individual backers for 'Space for Cycling' demands, commitments in party manifestos?



# Strengthening support for local groups



- Affiliation package (n.b. you don't have to support CTC or its policies, but it's nice if you do!)
- Campaigns briefings (available from [www.ctc.org.uk/campaignsbriefings](http://www.ctc.org.uk/campaignsbriefings))
- Mapping groups, helping new ones to form
- Co-ordinated campaigns using Cyclescape
- Emails and/or use of campaigning software for strategic campaigns
- Networking / training events – and a network of training vols





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