



# Space for Cycling

## Campaign outline



**Robbie Gillett**  
Space for Cycling Campaigner, CTC





# 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 inquiry

- **Local momentum:**  
Enthusiasm from cities

The Love London Go Dutch campaign, other local campaign groups such as Bristol Cycling Campaign

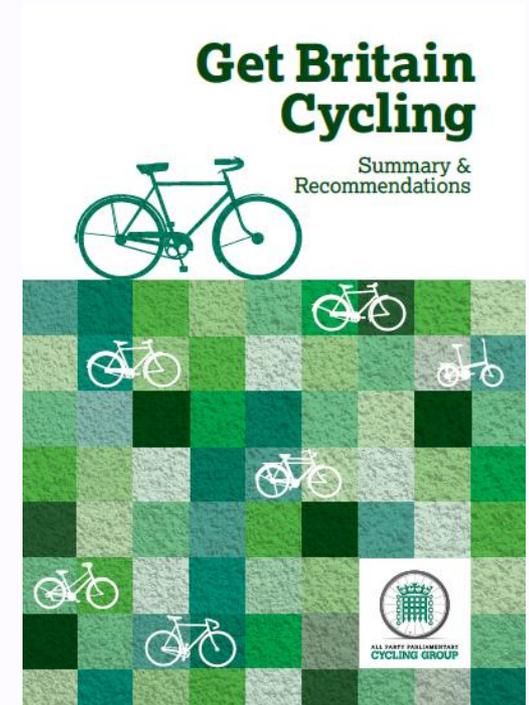
- An opportunity to **strengthen the 'cycling vote'** and make links between local and national campaigning
- Expectation of the Cycling Delivery Plan



# Get Britain Cycling report August 2013

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

- **Targets / ambition.**
- **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:** e.g health, education, businesses, recreation/tourism .



# What is Space for Cycling?

## 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**
- **Cycling needs to become a safe, convenient and enjoyable option for all local journeys**



# What does Space for Cycling mean in practice?





# 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.
- **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?



# The Plan as it ran

- Phase 1 - Spring 2014

(coincides with Space for Cycling in London ): Mobilise Space for Cycling supporters to contact Councillors (and candidates for May '14 elections where relevant)

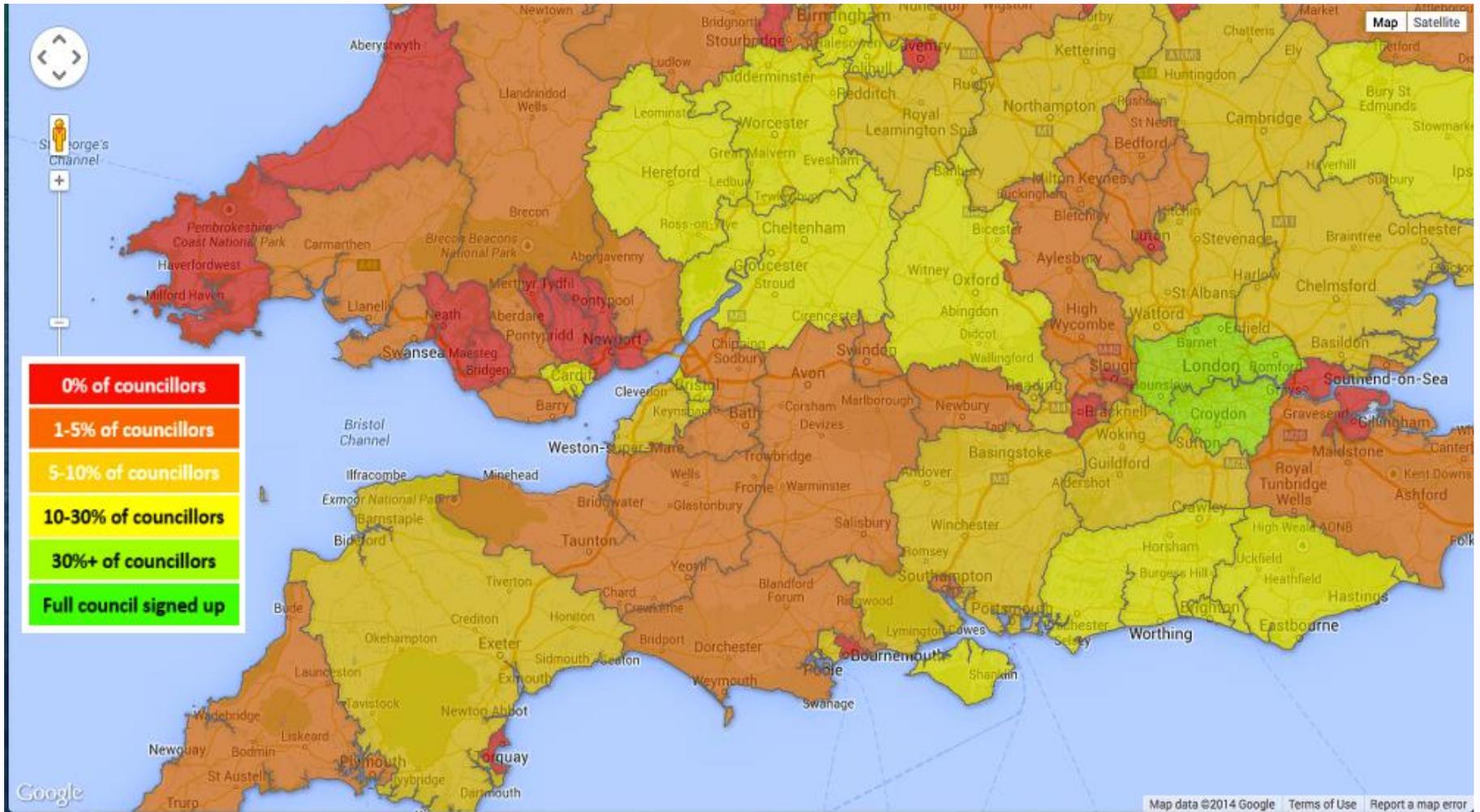
- Phase 2 - Summer 2014

- Strengthen local campaign groups, form new ones.
- Support engagement with Councils to secure commitments to Space for Cycling campaign's aims

- Phase 3 - Autumn 2014

Mobilise Space for Cycling supporters to contact MPs ahead of party conferences, to influence manifestos. Party conference bike rides and parliamentary debate.

# Results so far:





# Objectives



## Capacity-building objectives:

Strengthening existing campaign groups, linking local and national campaigning objectives

## Political objectives:

1. Enlist the support of local decision-makers (Councillors).
2. Educate councillors on good cycling infrastructure (via the video and Guides).
3. Make the cycling vote more visible at a local level.
4. Demonstrate to central government that there is political will at a local level to Get Britain Cycling, hence the need for funding.



# The Cycling Delivery Plan



- Delayed, delayed, delayed, delayed. **Published.**
- **CTC's 5 litmus tests:**
  1. Leadership and ambition (targets)
  2. Funding - £10 ppa is an ambition by 2021.
  3. Consistent high design standards
  4. Safety measures
  5. Positive promotion

# Parliamentary Cycling debate: Thurs. 16<sup>th</sup> October 2014

## Conservatives

**Robert Goodwill MP** as  
Transport Minister

“The £10 pppa genie is out  
the bottle”

Sarah Wooliston MP

## **Sir George Young**

Chancellor’s Autumn  
Statement

Cheshire East councillors,  
Osborne’s constituency

## Lib Dems

**Julian Huppert MP**  
(co-chair APPCG)

Lib Dems have  
‘Get Britain Cycling’ report as  
policy



## Labour

**Ian Austin MP**  
(co-chair APPCG)

## **Ben Bradshaw MP**

(former health minister,  
Exeter MP)

## **Richard Burden MP** as

Shadow Transport Minister  
No decent funding  
commitments in response



# Space for Cycling: immediate next steps



Over 600 councillors signed up across the country

**Cycling Delivery Plan** is draft – out for consultation for 4 weeks.

They are calling for ‘expressions of interest from local authorities’.

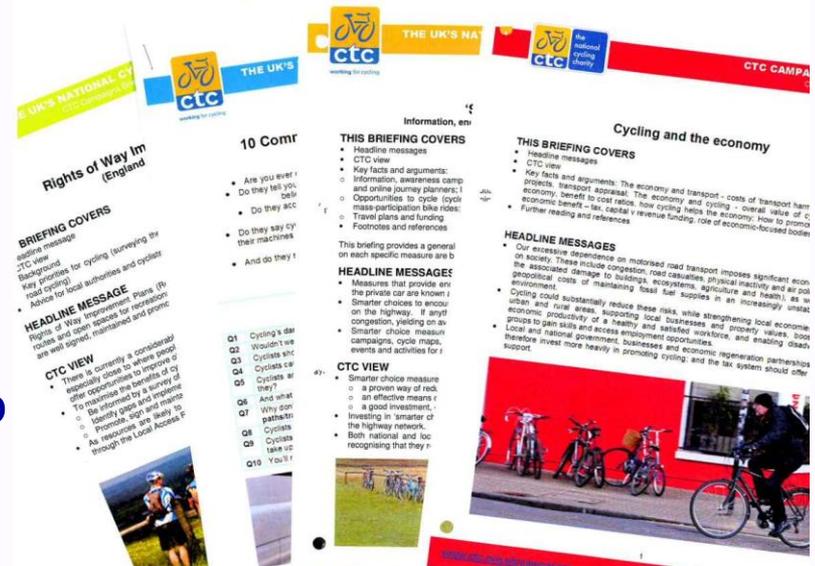
## **Asks to councillors / councils:**

- Make it clear what your council will do for cycling.
- Put up some revenue funding via your Public Health budget
- Enlist the support of your fellow councils to sign up.

# 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





# Space for Cycling

## Campaign outline



**Robbie Gillett**  
Space for Cycling Campaigner, CTC

