

The logo for the London Cycling Campaign, featuring a stylized white cyclist on a green background.

# London Cycling Campaign

How can we work together to develop London as a cycling city for all?



*An Open Space Event to shape the next five years: Full Report*

8 September 2007

How can we develop London as a cycling city for all?

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## **Report of Open Space Event 8 September 2007, held at Working Men's College, Camden**

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**Event planned & facilitated for the London Cycling Campaign by Opus Training Development & Design Ltd.**

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Special thanks to **Shadia Hameed and colleagues at LCC** for logistical support and especially for the lunch!

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What is Open Space?

Open space is a method for holding meetings that means **people self-organise**. There are no speakers, no set agenda and timings are loose. The people who come create the event on the day.

They suggest the **agenda** and they organise their own **discussion groups**. They then set their priorities for continuing action at the end using '**dot democracy**' via coloured stickers. Often a follow-up group is formed.

An Open Space event focuses on a key question that matters for the groups or communities involved. The people who come suggest topics for discussion around this question that matter to them - their **passions** - and they take **responsibility** for the discussions and for the resulting action.

**Both passion and responsibility are key to the success of open space.**

This means that each participant needs to make sure they are contributing and/or learning at all times - if not the '**law of two feet**' means you move on to another discussion which you can contribute to or learn from. Being self-organised means you keep active!

The method was developed and popularised from 1985 by Harrison Owen, an American who felt the best bits of conferences or meetings were always the breaks. He wanted a way to create those kinds of conversations in main sessions. He drew on ways of holding meetings he had seen in West Africa and in traditional communities elsewhere. You may therefore feel aspects of open space are familiar. To find out more you may want to visit: [www.openspaceworld.org](http://www.openspaceworld.org) or [www.openspace.uk.com](http://www.openspace.uk.com) . For information on training to facilitate open space see [www.healthdirections.org/openspace.htm](http://www.healthdirections.org/openspace.htm)

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How can we develop London as a cycling city for all?

**Topic:** We are part of the traffic!

(Convenor: Richard Lewis )

**Who was there?**

Barry Mason 07905 889005 [masonb@supanet.com](mailto:masonb@supanet.com)

Amanda Carter [tassamanda@hotmail.com](mailto:tassamanda@hotmail.com) 0785 991 2863

Richard Lewis [Richard.lewis70@virgin.net](mailto:Richard.lewis70@virgin.net) 07986 945 421

Gerry Scott 020 8422 5186

Janet Sproule

### **Key points discussed**

- As cyclists we are part of the traffic
- Therefore, are we segregated or on the carriageway?
- If not segregated, how do we attract the next 'wave' of new cyclists?
- Ultimately should we remove cyclists from 'danger' or tackle the sources of danger—a default 20mph limit and other regulations

### **Top proposals for strategy**

- The network for cyclists is every street in London—this is fundamental to LCC's campaigning. The right of cyclists to use the carriageway is sacrosanct.
- Fundamentally, cyclists should be able and encouraged to use the carriageway—encouraging the next wave of cycling may however rely on the provision of some complementary facilities and the improved design of our streets—making them places for social interaction and other functions beside their role as conductors of traffic movement.

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- Signed routes and well designed facilities (even segregation in places) have a role to play; however attention must be paid to good design that prevents conflicts at key points such as junctions.
- LCC should fight for road danger reduction—emphasising the role that drivers have to play in ensuring the safety of others rather than making vulnerable street users responsible for their own safety by 'getting out of the way'.

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**Topic:** Shopping and Deliveries

(Convenor: Chris Elliott )

**Who was there?**

Chris

**Key points discussed**

- Londoners do a lot of shopping
- Shopping generates a lot of motor traffic
- Deliveries generate even more motor traffic
- People aren't yet encouraged to shop or deliver by bicycle
- Shops are key journey destinations
- Top proposals for strategy
- Identify the social costs of shopping and delivery traffic: congestion, pollution, etc.
- Build on the success of 'The Profit Cycle' conference
- Work with major retailers, especially supermarkets
- Work with the Mayor of London to promote sustainable transport for retailing

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**Topic:** How to achieve a unified vision of LCC and improve communication between HQ & LG

(Convenor: Shadia & Jean)

**Who was there?**

Ian Callaghan	David Love	Theresa Hoening
Ben Tansley	Shadia Hameed	Gwen Bondi
Jean Dollimore	Rob Lister	Alaister Hanton
Bernard McDonnell		Philip Loy
Ann	Oliver Schick	Richard Lewis
John Griffiths	Barry Mason	Peter

**Key points discussed**

- Effective communication
- LG feeding to wider cycling agenda/HQ work
- Level of support

**Top proposals for strategy**

- More effective communication between HQ & LG & members, e.g. LG access to membership database/different ways of communicating for inner and outer LG; more digestible information not overloading with emails
- Better level of support for LB e.g. training for coordinators, inductions, resource packs, staff visits/volunteering at events; support specific to inner and outer LG
- Support & facilitate cross learning between LG; offer access to expertise and skills found within LG

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**Topic:** Policy

(Convenor: Richard Lewis)

**Who was there?**

Robert Lister

David Arditti

Ben Tansley

Brenda Puech

Richard Lewis

Jean Dollimore

Marian Ferrugia

Bernard

Amanda Carter

Jon

**Key points discussed**

- We should work at national level in partnership with the CTC, CCN and other environmental organisations on policies such as strict driver liability, default 20mph speed limits and road danger reduction. In addition, the law should be clarified and amended to include cycling.
- We should directly influence the 'movers and shakers' in Government and at local authority, health and private sector level. An appropriate model to follow is Wandsworth's initiative.
- We should enable local authorities to develop their implementation plans by offering sets of principles relating to street design, health, school travel, etc that are easily transferable and developed by LCC's pool of expert members.
- LCC should develop and co-ordinate a pool of expertise—this pool is innate in its membership and needs to be properly tapped.
- Local groups should be engaged as much as possible in the policy activities of central LCC and LCC central should be in a position to collect and disseminate expertise.
- The Highway Code is an instance in which the LCC and CTC performed an outstanding role in ensuring that the

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rights of cyclists to use any part of the carriageway regardless of the presence of facilities are upheld—but this was only achieved at the last minute and by the threat of judicial review.

### **Top proposals for strategy**

- Work in partnership with other organisations (not just cycling-specific organisations, for example include Roadpeace and Living Streets) to influence national policy decisions and Law
- Work with local LCC groups and expert members (e.g. members with a legal, policy, performance or engineering background) in order to continuously maximise the amount of available information in support of policy campaigns and to update LCC's position.
- Develop a core set of principles to be disseminated to Government (via LCC's partners), the Mayor and to and local government via local groups.
- Ask expert members to contribute to policy responses, e.g. through an online form. Constantly update LCC's register of expertise and ensure that experts' current CV's are available.
- The main role of the LCC office to be coordination of policy work, establishing and running working groups (e.g. Olympics) to regularly bring together relevant expertise, and research and development as necessary.

How can we develop London as a cycling city for all?

**Topic:** What is a world class cycling city?

(Convenor: Chris Elliott)

**Who was there?**

Chris, Brenda, Amanda, Susie, James, Jon, David

**Key points discussed**

- It takes the best from everywhere, but may have a unique flavour
- Cycling is the norm
- Conspicuously high levels of cycling across all sectors of society
- Cycling has a high status and image
- Low casualty rates
- A culture of mutual respect between pedestrians, cyclists and motorists
- There are a wide range of cycling styles
- Ultra-permeable
- A range of infrastructure
- No tokenism
- A fully integrated transport system
- Flexible bike rental and hire schemes
- Appropriate land use and planning policies
- An adequate repair and maintenance infrastructure

**Top proposals for strategy**

- Sell cycling as normal
- Have a simple, concrete and interesting strategy that people can remember
- Use and publicise outreach activities to reach communities currently underrepresented

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**Topic: Better Cycle Security**

(Convenor: James D )

**Who was there?**

Keith Mc Farlane

**Key points discussed**

- Trials for cycle stands outside Cochrane Theatre
- Blue warning tags on cycle parking stands trialled in Camden & Southwark prompting people to lock both wheels
- Data-tagging web-based & immobilising

**Top proposals for strategy**

- Need a ubiquitous and more open database to allow buyers of second hand bikes to check if it's stolen
- Mandatory requirements for retailers to ask buyers of new or second-hand bicycles if they want to register them on a national database
- More theft resistant cycle stands
- Promoting use of low value bicycles

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**Topic:** Making Cycle training available to all primary pupils

(Convenor: )

**Who was there?**

Charlie, Tom, Theresa, Sally, Georg, Caz, Ann

**Key points discussed**

- Making funding available direct to cycle training organisations and schools
- Uniformity of provision
- Cycle training available to children from primary

**Top proposals for strategy**

- Embed Cycle training as part of school curriculum
- Name and Shame boroughs
- Fund cycling training level one bikeability direct to schools
- Involve parents in the training

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**Topic:** Learning from other cities/ inner vs outer London

(Convenor: Charlie Lloyd )

**Who was there?**

Ian Callaghan

Barry Mason

Alastair Hanton

Ann (Southwark)

Oliver Schick

Ann

James

Charlie Lloyd

**Key points discussed**

- Should LCC transform to UK urban cycling campaign
- LCC is for Londoners, not for cyclists
- Do we need a different strategy for outer and inner London, aim to grow outer London membership?
- Bike + train, Safer routes to town centres / schools
- Opportunities for LCC consultancy / expertise

**Top proposals for strategy**

- Study other cities, send London engineers to Europe, 12 month exchange
- Set up consultancy company
- Set up an outer London officer, and local group symposium, network, information exchange

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**Topic:** environmental issues

(Convenor: Stephen Craven )

**Who was there?**

Stephen Craven

Ben Tansley

Janet Sproule

Ann from Wandsworth

### **Key points discussed**

- LCC grew out of Friends of the Earth
- Benefits of cycling - less air & noise pollution, resource usage, etc
- People without cars don't necessarily pollute less - if they get shopping delivered by van
- Cycling allows you to be aware of and enjoy the environment more than either car or public transport
- Young adults not into joining organisations but are most environmentally aware
- climate change the hot topic of the day
- we should emphasise 'transforming travel in London' with cycling as the means - not cycling as an end in itself

### **Top proposals for strategy**

- promote LCC as an organisation by advertising in magazines of groups such as FoE, RSPB etc
- promote green travel (including cycling) in London to young people (without expecting them to join LCC) by contributing to youth-oriented media and encouraging green organisations to offer bike stickers for children
- encourage those without cars to get a bike

How can we develop London as a cycling city for all?

**Topic:** Social Enterprise promotion

(Convenor: Koy )

**Who was there?**

Koy, Caz, Sally

### **Key points discussed**

- LCC is supporting many community organisations some of whom could do with some help to develop tighter business approaches
- Many of the community groups that LCC supports are actually social enterprises but we have not actually acknowledged this. We need to better understand what they are setting out to achieve and what their impacts are.
- The lack of businesses that cater to women cyclists, particular clothes, accessories, pannier etc, businesses is a constraint on encouraging women into everyday 'feeling good and looking good' cycling. There is a lot going on that we could link to our 10,000 members (as a market for ethical women-focused products)
- We could look to specifically supporting social enterprises or businesses that promote women and cycling

### **Top proposals for strategy**

- Recognise LCC supported community projects as social enterprises and recognise their business potential and find ways to provide expert support
- Put resources into understanding better what the social enterprises are setting out to do, and what they are achieving.

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- Develop a specific focus on women, cycling and business/social enterprise.
- Generate analysis for the strategy process (a quick pulling together of research and evidence on women and cycling, women and cycling and social enterprise potential)
- For the strategy process bring together an energetic group of women to explore what can be done in London to bring women into cycling - across government, civil society, business and individuals. Do it informally through 'a girl's night out'. LCC to help organise the space.

How can we develop London as a cycling city for all?

**Topic:** Social Campaigning

(Convenor: Philip Loy )

**Who was there?**

Ian Callaghan

James Day

Keith McFarlane

Philip Loy

Brenda Puech

**Key points discussed**

- how to create demand for cycling with wider public to supplement LCC campaigning (otherwise a fringe activity)
- what activities to promote in addition to technical campaigns - producing the cyclists to use the facilities (such as they are)
- utilise mass appeal: shopping, dating, sex, anything that works for other successful products/ services (like cars) other social networks as well as usual LCC rides
- cycling needs to be 'trendy'? cycling in storylines of popular TV programmes like soaps?
- building on social aspects of LCC helps develop Local Groups and general membership and thereby activity of LCC

**Top proposals for strategy**

- build on community cycle role for wider/ mass appeal - another post?
- hold regular cycle events like bike bus, bike dating?
- capitalising on social events publicising LCC activities and benefits

How can we develop London as a cycling city for all?

**Topic:** Mass campaigning

(Convenor: Koy )

**Who was there?**

Stephen, Ben Tansley, Bernard McDonnell, Janet, Koy, Susie, Shadia, Oliver, David, Amanda, Barry

**Key points discussed**

- We must use our 10,000 membership in mass campaigns
- We must mobilise a broader base by linking local groups to community organisations and other NGOs
- We must think about key strategic alliances (for example Living Street or Sustrans)
- We must learn from one another about what works in local and London-wide campaigning and create more opportunities for this learning
- We must support one another more to engage with the political process, for example a London-wide 'Movers and Shakers' reaching new influencers like judges
- We should produce a new campaigning guide for local groups. The guide will be about campaigning, about the issues, how to counter myths, contain key research findings to counter arguments, lessons on effective local and London campaigning
- We should use London Cyclist more effectively as a campaigning tool and get it more widely distributed. We should use other more accessible ways to communicate - postcards, games etc
- We should articulate what we believe on the key issues & generate policy positions - including on the difficult issues we don't like to talk about. We should produce messages that counter the myths and prejudices (danger, lycra louts, cycling as marginal, joined up routes etc.)

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- The Bermondsey office must build capacity to support local groups, for example on technical issues, on political engagement, on media (we should have a media group)
- We need to generate our bigger picture vision of a city fit for people - a liveable city, that provides freedom and joy. A regenerated 'public realm'. A new concept of mobility that challenges the car-centred thinking
- We must think in terms of mass campaigns with mass appeal and transformative potential - building on undercurrents that already exist and bringing them to the mainstream, for example: 'Cycling on Prescription'; The sustainable school run; Mass city wide bike hire; city-wide 'Movers and Shakers'; 20 mph default. We must campaign in a way that reaches non-cyclists.
- We should develop an imaginative agenda on climate change - produce ideas that resonate like 'carbon footprint' or 'food miles'. How can we capture the idea that for every mile a cyclist rides they generate public benefits (health, crime reduction, climate, taking pressure off public transport). We should assemble more arguments on cost-benefit to make our case
- We should develop more slogans: "Carbon free", "One less car", "I am traffic".
- We should develop better communication strategies: use celebrities, role models, champions, mobilise corporate affiliates, and lever their skills and influence, eg Richard Rogers. Plus actively seek out new influential affiliates
- As well as producing messages about 'everyday cycling' we must make cycling cool and appealing, particularly to 'youth' who seem to disappear from cycling, or motorists who don't associate cycles with status, fashion etc. Perhaps supporting alternative cycling events (jumping, downhill, stunts, thrills).
- We need to generate activities and messages that appeal to girls and women

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**Topic:** How to encourage more disabled people to get involved in cycling

(Convenor: Janet Paske )

**Who was there?**

Janet [janet@wheelsforwellbeing.org.uk](mailto:janet@wheelsforwellbeing.org.uk)

Jon Hoare [jon.hoare@justice.gsi.gov.uk](mailto:jon.hoare@justice.gsi.gov.uk)

**Key points discussed**

- Emerging/ existing network of providers
- Active travel consortium money
- Lots of potential
- Need for focus and coordination
- 17% Londoners have an impairment

**Top proposals for strategy**

- Sharing information re disability issues
- Updating all ability guide/ review All Ability group
- Dedicated post on health and disability
- Health/ disability backup
- Enabling/ coordinating role
- Find cycle champions amongst members who can develop

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**Topic:** cycle commuting

(Convenor: Gwen )

**Who was there?**

Gwen gwenbondi@hotmail.com

Jon jon.hoare@justica.gsi.gov.uk

Rob Lister robl@lentil.org

**Key points discussed**

- holistic approach - individual problems
- remove barriers to commuting
- making schemes accessible/worthwhile for employers
- training and confidence
- single point of contact for employers/employees (parking/training schemes)

**Top proposals for strategy**

- employer engagement, especially targetting small and medium sized business
- encouraging a unified approach for all boroughs
- single points of contact and information to make it easier and highlight benefits
- customised workplace/employee led cycling scheme

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**Topic:** Making cycling Cool! - To appeal to young people

(Convenor: )

**Who was there?**

Caz Nicklin - caz.nicklin@19.co.uk 07908 631 050

Sally, Ann, Tom, David

### **Key points discussed**

- A campaign to appeal to and involve young people
- Ideas - A blog, top 10 sexy cyclist. Young people send in photos of themselves, friends, we have a sexy cyclist of the week/month
- Fashion shows to identify/promote trendy cycling gear, accessories. Sell cycling on the look. Change preconceptions of cycling as a sport.
- Getting money from TFL to do research with young people to find out what they want - get their ideas

### **Top proposals for strategy**

- LCC to change image to have a younger/cooler slant. This could be done by having a section on th website that is aimed at young people
- Work in Tandem with TFL as part of a larger campaign to make cycling cool, Get media coverage, articles in Time out etc, competitions.
- Use role models/celebrities to appeal to young people, Lily Allen, Kate Milleu
- Child/teenage membership?

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**Topic:** Attracting and retaining non-traditional cyclists eg. Low income, women, ethnic minorities

(Convenor: Sally Haywill )

### **Who was there?**

Caz	caz.nicklin@19co.uk 07908 631 050
Tom	mail@johnballcycling.org.uk
Ann	annkennrick@yahoo.co.uk
David Love	
Theresa	Theresa.hoenig@blueyonder.co.uk
Janet	janet.paske@gmail.com
Sally	shaywill@blueyonder.co.uk

### **Key points discussed**

- There are lots of poor people - so getting them cycling is good for us all as well as life-changing for them
- What's in it for these people to join LCC? Not a lot.
- What might benefit them?
- Perceptions of cycling as a poor person's activity by poor people aspiring to car ownership.
- Use schools as a safe, neutral place where many diverse communities meet, to recruit and train women, people on low income, ethnic minorities.
- Get a mum cycling and she will train, support and encourage her own family, as well as acting as a role model in her community.

### **Top proposals for strategy**

- Marketing cycling to make it aspirational to these groups
- Ensure that the experience of the grass roots has a voice in TfL's decision making esp. re funding allocation

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- Lcc persuade TfL to fund to train ethnic minorities from local communities, based in schools, to train as cycle trainers and act as local cycling champions - link with other 'family' organisations, show the value cycle training parents adds to children's cycle training in supporting and developing their cycling.
- (value for money gains)
- LCC to publicise Sally's embedded ESOL/Cycle training scheme (and help her get funding for it!)
- Support innovative projects in this area
- Broaden funding base so it is not all controlled by local authorities (related to point re schools child cycle training funding that it is inconsistent across the Borough - investigate and make recommendations.)

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**Topic:** Cycling as an alternative transport to cars

(Convenor: Gwen Bondi )

**Who was there?**

Gwen Bondi                      gwenbondi@hotmail.com

Stephen Craven                David

Susie Morroni                Phillip Loy

Koy Thomson

**Key points discussed**

- Goal: Persuading people to do short journeys (< 3 miles) by cycle
- Sales job necessary - pitch "Freedom"
- ✓ "Freedom" Kids and independence (trips to the library, park)
- "Freedom" for adults - freedom from congestion charge, ease of parking, reliability, guaranteed journey time. Okay to "drink & drive."
- Parking - is it really an issue? problem of cycle parking seems to be a "spot issue"
- Better than "no cycle parking here" - direction signs - "safe parking around the corner."
- Carrying and Multiple Trips
- Cultural issue - one trip at a time (the village)
- Use of panniers
- Cyclists are "invisible" as a voting / spending block
- The number of cyclists is increasing, but they seem to lack political and commercial power.
- They are too individualistic (role of LCC?)

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### **Top proposals for strategy:**

- Make cyclists a more visible part of the community
- Publicity Stunts - Cycle "Flash Mobs" - i.e. showing up at the local Tesco as a group of 50 shoppers, overwhelming cycle parking and spending big £££'s
- Venue - i.e. O2 stadium - 500 cyclists attending a concert (and leaving quickly, not paying £20 for parking) - observers see how easy it is...
- goal: moving london differently
- making cyclists a visible market of desirable voters and spenders
- cultural transformation - "making cycling sexy" #
- Cycling celebrities
- Friends and families
- Event: British Lung Foundation, Cyclists with Red Balloons.
- Cyclist Exhibition of photos.
- Commercial Ties
- Slogans (One Less Car on the Road; Good for London, Good for You; Break Free)
- Alternative Cycling (BMX, Off-road)
- ✓ Keep kids (11-16) involved in cycling, until they're ready to be "adult" cyclists (i.e. school run, Saturday errands, commuters) and cycle voters/buyers.

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**Topic:** Intimidation. Respect, 20 mph limit

(Convenor: David A )

**Who was there?**

Alistair Hanton

John Griffiths

Jean

Mike Grahn

Charlie

David A

Brenda

Ann

**Key points discussed**

- Closing Roads to motor traffic
- Political realities force compromise
- Strict liability
- Making LA's financially responsible for child travel to school if they cannot walk/cycle
- Wider 20 mph zones - possibly whole of inner London - gradually expanding

**Top proposals for strategy**

- Campaign for strict liability
- Campaign for wide 20 mph zones
- Cycling 'boulevards' or corridors; segregated and protected at junctions
- More ambitious targets
- More money and better planning for infrastructure
- Campaign for more enforcement
- Influence schools by getting members to become governors
- Job-swaps for engineers to the continent
- Campaign to make cycle training in schools compulsory

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**Topic:** Engaging with local decision making processes

(Convenor: Jon Hoare)

**Who was there?**

Jon Hoare

John Griffiths

Alistair Hanton

Chris Elliot

**Key points discussed**

- Cycling officers don't always hold power & influence
- Hard to identify/access decision makers
- Campaigners often diverted down blind alleys/fobbed off with low-influence officers
- Not always easy to identify decision making processes
- New decision making process/engagement mechanisms being developed all the time

**Top proposals for strategy**

- LCC "Central" to help local groups:
- Identify local decision makers and influencers
- Be aware of and understand decision making mechanisms
- Develop and keep influence with local authorities
- Develop engagement strategies for the local area
- LCC to:
  - Encourage TfL to apply pressure outside of the 'LCN+ box'
  - Engage with DCLG consultation on engagement mechanisms for local authorities
  - Feed back results of engagement with senior TfL figures/GLA to local groups

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- Get cycling to be included in the 'Highways' area of responsibility
- Overcome the blockage of Cycling Centre of Excellence
- Co-ordinate responses to major projects (Westfield, Emirates, Wembley, Thames Gateway)

## Prioritised proposals from discussion groups

Proposal	Number of dots
The network for cyclists is every street in London—this is fundamental to LCC's campaigning. The right of cyclists to use the carriageway is sacrosanct.	12
Campaign for strict liability	11
Cycling 'boulevards' or corridors; segregated and protected at junctions	9
Dedicated post on health and disability	9
LCC should fight for road danger reduction—emphasising the role that drivers have to play in ensuring the safety of others rather than making vulnerable street users responsible for their own safety by 'getting out of the way'.	8
Embed Cycle training as part of school curriculum	6
Work in Tandem with TFL as part of a larger campaign to make cycling cool, Get media coverage, articles in Time out etc, competitions.	6
Study other cities, send London engineers to Europe, 12 month exchange	6
For the strategy process bring together an energetic group of women to explore what can be done in London to bring women into cycling - across government, civil society, business and individuals. Do it informally through 'a girl's night out'. LCC to help organise the space	6
Campaign for wide 20 mph zones	5
LCC to change image to have a younger/cooler slant. This could be done by having a section on the website that is aimed at young people	5
We must learn from one another about what works in local and London-wide campaigning and create more	5

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opportunities for this learning	
We need to generate our bigger picture vision of a city fit for people - a liveable city, that provides freedom and joy. A regenerated 'public realm'. A new concept of mobility that challenges the car-centred thinking	5
We must think in terms of mass campaigns with mass appeal and transformative potential - building on undercurrents that already exist and bringing them to the mainstream, for example: 'Cycling on Prescription'; The sustainable school run; Mass city wide bike hire; city-wide 'Movers and Shakers'; 20 mph default. We must campaign in a way that reaches non-cyclists.	5
Fundamentally, cyclists should be able and encouraged to use the carriageway—encouraging the next wave of cycling may however rely on the provision of some complementary facilities and the improved design of our streets—making them places for social interaction and other functions beside their role as conductors of traffic movement.	4
Campaign for more enforcement	4
Work with local LCC groups and expert members (e.g. members with a legal, policy, performance or engineering background) in order to continuously maximise the amount of available information in support of policy campaigns and to update LCC's position.	4
making cyclists a visible market of desirable voters and spenders	4

How can we develop London as a cycling city for all?

As well as producing messages about 'everyday cycling' we must make cycling cool and appealing, particularly to 'youth' who seem to disappear from cycling, or motorists who don't associate cycles with status, fashion etc. Perhaps supporting alternative cycling events (jumping, downhill, stunts, thrills).	4
Sell cycling as normal	4
More effective communication between HQ & LG & members, e.g. LG access to membership database/different ways of communicating for inner and outer LG; more digestible information not overloading with emails	4
Fund cycling training level one bikeability direct to schools	3
Use role models/celebrities to appeal to young people, Lily Allen, Kate Milleu	3
Work in partnership with other organisations (not just cycling-specific organisations, for example include Roadpeace and Living Streets) to influence national policy decisions and Law	3
LCC "Central" to help local groups to: Identify local decision makers & influencers Be aware of and understand decision making mechanisms Develop and keep influence with local authorities Develop engagement strategies for the local area	3
We should use London Cyclist more effectively as a campaigning tool and get it more widely distributed. We should use other more accessible ways to communicate - postcards, games etc	3
We should develop better communication strategies: use celebrities, role models, champions, mobilise corporate affiliates, and lever their skills and influence, eg Richard Rogers. Plus actively seek out new influential affiliates	3

How can we develop London as a cycling city for all?

Better level of support for LB e.g. training for coordinators, inductions, resource packs, staff visits/volunteering at events; support specific to inner and outer LG	3
hold regular cycle events like bike bus, bike dating?	2
More ambitious targets	2
Child/teenage membership?	2
Set up consultancy company	2
Set up an outer London officer, and local group symposium, network, information exchange	2
LCC persuade TfL to fund to train ethnic minorities from local communities, based in schools, to train as cycle trainers and act as local cycling champions - link with other 'family' organisations, show the value cycle training parents adds to children's cycle training in supporting and developing their cycling.(value for money gains)	2
Develop a specific focus on women, cycling and business/social enterprise. Generate analysis for the strategy process (a quick pulling together of research and evidence on women and cycling, women and cycling and social enterprise potential)	2
goal: moving London differently	2
Slogans (One Less Car on the Road; Good for London, Good for You; Break Free)	2
We should articulate what we believe on the key issues & generate policy positions - including on the difficult issues we don't like to talk about. We should produce messages that counter the myths and prejudices (danger, lycra louts, cycling as marginal, joined up routes etc.)	2
Signed routes and well designed facilities (even segregation in places) have a role to play; however attention must be paid to good design that prevents	1

How can we develop London as a cycling city for all?

conflicts at key points such as junctions.	
Influence schools by getting members to become governors	1
Job-swaps for engineers to the continent	1
Name and shame boroughs	1
Involve parents in the training	1
employer engagement, especially targeting small and medium sized business	1
Build on the success of 'The Profit Cycle' conference	1
Work with major retailers, especially supermarkets	1
Ensure that the experience of the grass roots has a voice in TfL's decision making esp. re funding allocation	1
Recognise LCC supported community projects as social enterprises and recognise their business potential and find ways to provide expert support	1
Put resources into understanding better what the social enterprises are setting out to do, and what they are achieving.	1
promote green travel (including cycling) in London to young people (without expecting them to join LCC) by contributing to youth-oriented media and encouraging green organisations to offer bike stickers for children	1
Mandatory requirements for retailers to ask buyers of new or second-hand bicycles if they want to register them on a national database	1
Venue - i.e. O2 stadium - 500 cyclists attending a concert (and leaving quickly, not paying £20 for parking) - observers see how easy it is...	1
cultural transformation - "making cycling sexy"	1
Encourage TfL to apply pressure outside of the 'LCN+	1

How can we develop London as a cycling city for all?

box'	
Get cycling to be included in the 'Highways' area of responsibility	1
We must use our 10,000 membership in mass campaigns	1
We must mobilise a broader base by linking local groups to community organisations and other NGOs	1
We must support one another more to engage with the political process, for example a London-wide 'Movers and Shakers' reaching new influencers like judges	1
We should produce a new campaigning guide for local groups. The guide will be about campaigning, about the issues, how to counter myths, contain key research findings to counter arguments, lessons on effective local and London campaigning	1
We should develop an imaginative agenda on climate change - produce ideas that resonate like 'carbon footprint' or 'food miles'. How can we capture the idea that for every mile a cyclist rides they generate public benefits (health, crime reduction, climate, taking pressure off public transport). We should assemble more arguments on cost-benefit to make our case	1
Have a simple, concrete and interesting strategy that people can remember	1
Support & facilitate cross learning between LG; offer access to expertise and skills found within LG	1

NB Proposals that received no dots are not repeated in this list – they are listed in the group reports on previous pages.

How can we develop London as a cycling city for all?

## Follow-up sessions details

Participants are invited to the follow-up sessions to develop the material in this report and the material from the 14 September Event Report further to produce a draft strategy for LCC.

If you did not sign up for this at the event itself, you can still attend - please contact Shadia Hameed at LCC [shadia@lcc.org.uk](mailto:shadia@lcc.org.uk) to let her know your name.

Session 1    4 October

Session 2    11 October

Session 3    13 November

All sessions will be held at 6pm at LCC offices in Bermondsey and will last approx 2 hours.

How can we develop London as a cycling city for all?

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