LONDON CYCLING CAMPAIGN

@London_Cycling

WINNING HEARTS & MINDS:
10 YEARS OF LCC CAMPAIGNING ON POLITICAL WILL



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THEIR BUDGETS, THEIR RULES

LCC 'PATHWAY' CAMPAIGNING APPROACH

What your local authority does helps set what you do...

1 GET HELP

Local authority status: does very little at all!
Local group actions: identify a single-issue emotional campaign to rally around, find more people, make welcoming meetings, build coalitions

2 ANY WIN AT ALL

Local authority status: small or weak schemes, excuses for inaction but kind words & meetings with campaigners
Local group actions: prioritise campaigning, tie to one or two Climate Safe Streets 'asks', get OK schemes in & above all else, work on local authority leader, get a meeting, or better, a 1-on-1 bike ride

3 CRITICAL FRIEND

Local authority status: meets with campaigners regularly, changes schemes on feedback, at least one major scheme done, more on way
Local group actions: build public support for schemes while pushing council to learn, improve design, delivery & maintain momentum, use technical expertise to argue for evidenced improvements

4 FILL IN THE GAPS

Local authority status: multiple major and potentially award-winning schemes, where campaign group have little to criticise
Local group actions: push for more/bolder, identify geographic gaps in provision & demographic gaps in who cycles, comes to meetings, push for behaviour change programmes on top of infrastructure

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ARGUE AGAINST WOMEN, I DARE YOU



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A PICTURE TELLS...





