



Space4Cycling campaigners' conference

Leeds, 3 May 2014 – facilitator Katja Leyendecker

Description

Whilst we all want space for cycling, our cities and towns might take some time to get the overhaul we desire. In the meantime, how can you be an ambassador for cycling and what kind of cycling do we need to talk about, and how?



On the day

We explored, by way of a conversation, what it means being a cyclist and how to interact with the 'outside'. We discussed what the word cyclist means and found that it means many different things to many people. So much so, some of us don't call themselves cyclist. We are varied, and a stratified group.

Ultimately, we are trying to reach out to a wider audience. It's easy to misread non-cyclists, and possibly even take things personally or overreact.

It's important, we discovered, to be aware of our minority out-group status when connecting with the public, make allowances but still be able to confidently state our case. It's a challenging job we have as cycle campaigners. We could perhaps learn from other minority group campaigns.

Technical myth buster sites

CEoGB <http://www.cycling-embassy.org.uk/wiki/common-claims-and-canards>

Ctc <http://www.ctc.org.uk/local-campaigners/ctc-local-campaigners-information-kit/campaigning-skills-and-tactics/getting-sta-1>