

London Cycling Campaign Community Skills Summit, April 5th 2025
Campaigning workshop notes

Too Little Too Late workshop

1. Get the council interested or better yet enthusiastic
Look beyond cycling (it may not be the hook to get people interested)
Resources and time are limited so target important people
 - a. Council leader the main person you want on your side (others are nice to have, but if council leader wants it, then it'll happen).
 - i. Techniques: Deputation (go to meetings)
 - ii. Work around their interests Eg child wellbeing, public health, economics, co-design, (could be anything so do research).
 - iii. Get them engaged (1 on 1 rides)
 - iv. Put on pressure through the local press, petitions (they have a petitions scheme on website)
 - v. Do a stunt to gain attention
 - b. Find more volunteers (parents are very concerned about road safety)
 - c. Join surgeries (have a rota of people to go to them)
 - d. Send emails
 - e. Be Persistent but don't waste time
 - f. COUNCILLORS LOVE A GOOD PHOTO OPPORTUNITY
2. Schemes
 - a. What to do if quality is bad (not compliant with LTN 1/20)
 - i. Praise it, but be critical "don't let perfect be enemy of the good, they can be improved later".
 - ii. Make sure we're involved before statutory consultation (TROs), hard to change schemes later. Seems like we're already doing this.
 - iii. If funded by Active Travel England, get them involved to improve quality.
 - b. Consultations are a numbers game
 - i. If the scheme has lots of opposition before even consultation, vocally support it in principle.
 - ii. Door knocking is very helpful here, try not to use jargon that people won't understand.
 - c. Give them competition, point out other places across the country that are doing better to inspire them (could show them another place that does stuff better, but is still relevant to the area)
 - d. Dealing with opposition
 - i. Door knocking (it's the best thing to do) - ask people to do consultation at the door, instead of telling them to do it later
 - ii. Maybe an issue of pluralistic influence (silent majority are scared to speak up due to vocal minority)
 - iii. Not all opposition is people hating cyclists, they may have valid concerns, so it is still important to engage with people on this, use case studies
 - iv. Gather positive stories and share them in press
 - v. Help people visualise the changes

3. Behaviour change initiatives

- a. Infrastructure counts as behaviour change initiatives
- b. Get them to raise parking prices or better yet a workplace parking levy.
- c. LTNs, cycle training to increase bike ownership, group rides are very good at getting people interested
- d. Celebrate cycling, think outside the box, lean on community groups
- e. Dockless e-bikes have issues but are great for modal shift -person from TfL (apparently you can just pitch an area to them, they want to make money and other small places have been successful for them)

Most important thing is to be humorous and emphasise the FUN and have fun with it.

Other notes

Give the county council positive stories to share on cycling (Good News)

Improve the diversity of the group to be more representative of the area (gives you more credibility)

Don't be super antagonistic

Engineers also want to champion it but have constraints

Interact directly with the community to have these conversations

Infrastructure also counts as behaviour change

Do fun stuff that's positive and political

Make sure feedback about schemes is positive with a few points for improvement (constructive criticism).

Elections aren't influenced by LTNs and cycling schemes (make sure they know that).