

Campaigns update and Strategy development

Roger Geffen
Campaigns & Policy Manager



Campaigns team update

- Transport: Adam Coffman (4 days)
- plus Howard Boyd (1 day)
- Public Transport: Dave Holladay (2.5 days)
- Off road, recreational and rural: David Harmon (2.5) days
- Sarah Basterfield (F/T) joins Tony Russell on LA Benchmarking



LA Benchmarking update

- One project in each of the last 3 years
- 27 authorities have participated
- Self-assessment and peer review
- Participating authority reps each visit all the other authorities
- Learn from one another's good and bad experiences
- Highlight and exchange good and best practice
- LAs draw up Action Plans based on lessons learnt



Benchmarking: next steps

- Regional benchmarking will now be run jointly with ERCDT
- 6 projects in the next 2 years
- Action plans can feed into next round of LTPs
- Encourage your authorities to participate!



Consultation update

We have been responding to

- Three Transport Select Committee inquiries: Traffic Law and Enforcement, Cars of the Future, and the Future of Rail
- One Health Select Committee inquiry: Obesity
- Two cycling design manuals: Highways Agency and TfL
- Two draft LTNs: design principles and shared use
- Labour Party “Sustainable Communities Better Transport”
- SRA consultation on rolling stock
- TfL’s London Cycling Action Plan
- Government discussion paper on walking



Stations parking survey update

- Very positive response
- Please carry out surveys in next 2 weeks (before clocks change!)



CTC Campaigning strategy 2004-6

- Complements “Vision 2000”
- Input from “Look Bike, Look Forwards!” events
- “Issues” feedback: health, image boost for cycling, review policies re off-c’way tracks and off-road routes
- “Organisational” feedback: communications structures, information/training, role allocation (esp at “regional” level)
- Part A = “Issues”; Part B = “Organisational”.



Part A: “Issues”

- A four-point *Vision*
- Seven *areas of campaign activity*
- Four *focussed campaign themes*

The Vision

- More cycling, for transport and leisure
- Reduced injury risk (actual and perceived)
- Participation from all sections of society
- Cycling contributing to wider environmental and social objectives



Seven areas of campaigning activity

- Cycle friendly infrastructure
- Road safety and legal
- Cycling and public transport
- Partnerships for cycling
- Off-road and rural issues
- Raising awareness of cycling



Four focussed campaign themes

- **Cycling as sustainable transport:** reviews of 10 Year Transport Plan, Road Safety Strategy, Local Transport Plan process, regionalisation and planning
 - **Cycling for one healthy nation:** linking “cycling projects” (esp cycle training) to the agendas of other government departments
 - **Cycling connections:** cycles and public transport, especially rail
 - **Cycling escapes:** rural and off-road cycling
- Each of these has an Aim, Key Demands and Actions



Theme 1: Cycling as sustainable transport

- Aim: “To place cycling at the heart of national and local transport and planning policies”
- Demands:
 - Systematic action to deliver a comprehensively cycle-friendly highway network
 - A planning system which prioritises access by sustainable transport over private motorised travel
- Actions: Lobby, inform/advise/train local campaigners, inform/advise/train professionals



Part B: Organisational dynamics

12 key proposals:

- Consider a “Campaigns Supporter” category as part of a review of CTC membership packages
- Review distribution and resourcing of “Cycle Digest



Organisational proposals (cont'd)

- Designate RtR roles at “district”, “county” and “regional” levels, and for PT campaigners
- Place RtR contact names on CTC website, and advertise vacancies
- Review process for nominating RtR reps (consider voting options, especially at “regional” level)



Organisational proposals (cont'd)

- Recast Policy Manual into downloadable “Briefing Sheets and Policy Statements”
- Set up email groups: geographical and topic categories
- RtR training – jointly with other groups?



Organisational proposals (cont'd)

- Volunteering database
- HQ volunteering structures
- Services for businesses (e.g. cycle parking advice) as elements of a flexible “corporate membership” package
- Fundraising strategy to support increased CTC campaigning, esp in Wales, Scotland, Ireland



Next steps

- Working groups, esp Public Transport and Off-road rural
- Internal discussions on organisational issues
- Consultation responses by 5th January
- Adoption(?) by C&P Committee on 31st January
- **AND THEN WE IMPLEMENT IT!**



Campaigns update and Strategy development

Roger Geffen
Campaigns & Policy Manager

