



Newsletter of Cyclenation, the federation of UK cycling campaigners



or X?

Hi-Viz...  or X?

**CYCLENATION CONFERENCE:  
'Cycling, Safety and Health:  
Winning the arguments'**

**Has YOUR campaign group booked its  
seats yet?**

**Hurry hurry hurry!**

**Birmingham, Saturday April 21st!**

# **'Cycling, Safety and Health - Winning the Arguments'**

Saturday 21st April 2012  
Carrs Lane Church Centre,  
Birmingham.

10.30am to c. 3.30pm

## **Final Programme**

### **Key arguments**

10:30 Health and cycling, Professor Bruce Lynn  
(Emeritus Professor of Physiology, UCL)

11:00 Risk in perspective, Malcolm Wardlaw

11:30 Cycle helmets - current state of the evidence, Dr Peter Ward

12:00 Free range kids, Jason Torrance (Sustrans)

12:00 lunch (*bring your own*)

### **Practical initiatives**

13:15 Challenging traditional road safety, Bob Davis

13:40 Legal remedies, Martin Porter QC

14:05 Impacts on cycle training, David Dansky (Cycle Training UK)

14:30 Acting locally / Networking / Open discussion

15:30 close

# 'Cycling, Safety and Health - Winning the Arguments

Saturday 21st April 2012  
Carrs Lane Church Centre,  
Birmingham.

10.30am to c. 3.30pm

**The ogre of cycling 'danger' is constantly with us in the media, road safety publicity and poorly-informed campaigns by other organisations, impeding our efforts to get more people cycling more often.**

From where to cycle and how, to helmets, hi-viz and charges of contributory negligence, the truth often gets trampled, but rebutting misinformation and criticisms of cycling is not easy. There is increasingly stiff and professionally organised opposition by people with other agendas, despite all the pro cycling rhetoric and strategies. Ironically much comes from quarters which claim to promote cycling oblivious to the fact that they're doing exactly the opposite.

*To help you better understand the issues, get the facts at your fingertips and be ready to engage locally with the media, councils and others, Cyclenation has arranged this seminar. We are bringing together a range of experts, not just from the world of cycling, but also from the medical, legal and safety-related professions.*

The programme will contrast the relative risks associated with cycling with the health benefits and give you examples of strategies used by others to counter negative images of cycling.

***All groups are urged to send someone along!!!!!!***

The seminar is free to attend but you must book at  
<http://www.cyclenation.org.uk/seminar>

Lunch is not provided, so please bring a packed lunch or buy one near the venue.

Carrs Lane Church Centre is in Birmingham City Centre, opposite Moor Street Rail Station.

John Franklin  
Andre Curtis.

## **As prelim. reading before the conference, here is**

**'In the Time of the Manic Stick Men'**

**- by John Mallows, Cyclenation Policy Officer**

*Try explaining counter intuitive cycle helmet evidence and a common riposte, often accompanied by the self satisfied demeanour of an amateur debating society victor, is:*

*"If I'm going to be hit on the head with a stick, I'd be much better off in a helmet, wouldn't I".*

*Fair enough as far as simply being hit over the head with a stick is concerned. But it ain't so simple. The narrow analogy, as you might realise, is bettered by:*

### **A Parody on Safety Helmets and Unintended Consequences.....**

.. in which stick wielding marauders, wanting a bit of a challenge, seek out helmet wearers to hone their head hitting skills. Some get so good that skulls are cracked and necks broken anyway.

But not all stick men are skilled and accurate when they lash out. Even so their helmet-spinning side-swipes cause brain and neck-twist injuries. The assailants might not be proud of their less than double-top accuracy, but that is no consolation for the victim. Leaving off the helmet the victim might well have been unscathed. Moreover, sans-helmet, the potential victim could be totally overlooked, ignored and unhurt.

However the people's rulers, some of whom are helmets makers, say helmets must be good. So the folk are convinced and, obediently helmeted, feel invulnerable. They confidently venture where the manic stick men congregate, not realising that they become vied for and sought after for hitting practice. Horrendous beatings ensue.

The rulers and the police know what's going on, of course. They even know, or at least they've been advised, that staying helmetless and walking clear of the nasty places makes the risk of being clobbered so low that healthy benefits prevail. But the rulers live in fear of the manic stick men and don't want to upset them. So they suppress the facts. Even the fact that with lots of innocent folk around there's far less chance of encountering manic stick men who become overwhelmed, subdued and less aggressive.

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## 2nd NOTICE: CYCLENATION AGM

**Notice is hereby given to all member groups that the Annual General Meeting will take place on May 12<sup>th</sup> 2012 to be held at Carrs Lane Church Centre, Birmingham (opposite Moor Street rail station) starting at 11am.**

If any member group has any motion that they wish to be considered by the AGM the secretary must receive it at the latest 28 days before the AGM, ie 21<sup>st</sup> April.

The Board intends to bring forward an amendment to the Articles of Association to allow for additional members of the Board to be co-opted to allow for a more representative and balanced Board.

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Instead the innocent folk are exhorted to wear even bigger helmets along with bright yellow uniforms. They become ostracised and guilty outcasts. Nevertheless they become ever more complacent and increasingly get picked on for stick hitting practice.

Seeing this many nervous innocents stay indoors, leaving those less fearful more prone to attack. Some of them, aware things are not fair, venture out bare-boned but with so few others around they get clobbered anyway.

The rulers daren't even apprehend the manic stick men who, thus emboldened, complain about paying taxes, especially any spent on making it nicer for innocent people to venture out. So to appease them a law is passed which says that any helmetless victims must pay for their own bandages and ointment. No free NHS for them. Disobedient innocent people must be punished twice. Nanny State has a special naughty step for them.

One perceptive brave citizen tried to get the innocent people to band together, take the sticks from the manic men and send them on anger management courses. But the rulers decided she was mad and promptly put her into an asylum. The rest of the people had to choose between injury or bad health and they all lived miserably ever after.

*Helmets aside, if you want to 'bone up' on cycling safety, health and winning the arguments be sure to get along to the eponymous conference in Birmingham on 21<sup>st</sup> April!*

John Mallows

## **Summer of Cycling** – what next?

*We've summarised the next steps for organisations to support the Campaign as*

### **THE 5 'i's:**

1. **INFORM.** As leaders in your organisation you are uniquely placed to tell your teams of your commitment to supporting the campaign and decide together the best way to take part.
2. **ENGAGE.** (Not an 'i' we realise!) In the week before Easter we will send you 3 on-line tools designed to make it simple for your members and supporters to support the campaign:
  - a) A widget, which allow users to pledge their support directly on your website.
  - b) A link to a Facebook app - for all your supporters on Facebook.
  - c) Images and text, which you can use or adapt to tell everyone about the campaign via your usual comms channels.
3. **INSPIRE.** We need you to inspire all your members, supporters, colleagues and friends. **Please use the tools and send your communications to everyone after Easter from April 10<sup>th</sup>. The new campaign website and Facebook app go live just before this date.**
4. **INCENTIVISE.** To keep the stories and successes coming through the next six months we want to encourage everyone to tell us about their achievements – by offering rewards and prizes. For this we will need some help from you - not necessarily of high financial value. *More on this soon...*
5. **INSTILL.** Your leadership will be essential to ensuring that your teams keep talking about the campaign. Please instil that commitment to the '+1 pledge' in your own events and activities.

**THANKS AGAIN - Please contact us at [saddleup@summerofcycling.net](mailto:saddleup@summerofcycling.net) if you do not receive your launch materials by the close of April 5<sup>th</sup> – or with any other queries.**

The Bike Week team is handling an events calendar which it will promote. Please send details of any events you would like to promote to Bike Week to [hq@bikeweek.org.uk](mailto:hq@bikeweek.org.uk)

Thank you again for getting the campaign off to a fantastic start.

Phillip Darnton.

**CYCLINATION AGM -  
post-meeting bike ride  
Remember the date?  
May 12th, Birmingham.**

Following tradition, after the AGM & Lunch there is an (optional of course) ride to Leicester via Market Bosworth: About 45 miles with two shorter options: dropping off at Coleshill Parkway (about 12 miles) for trains on the Birmingham - Leicester line, or Atherstone (about 20 miles) for trains between London Euston and Crewe. Leicester is on the Sheffield - London Midland Mainline as well as having train services between Birmingham and Stansted Airport via Cambridge.

Market Bosworth, close to the Battle of Bosworth site, is an interesting market town with a campsite, pubs, steam railway, canal and estate grounds. Leicester has been making news with its groundbreaking policy of allowing cycling in the pedestrianised City Centre. Our final stop will be in the historic New Walk area, and the London Rd 'Golden Mile' of curry houses isn't far away. Booking your bike on your last train home out of Leicester might be a good idea!

[Route Map Here](#)

**Bike Week 2012  
16 - 24th June**

This year will repeat  
'Britain's Biggest Bike Fix'

Register your event(s) at  
<http://www.bikeweek.org.uk>

Most of the problems found last year were punctures or - even more simply - deflated tyres!

But, THIS year, why not try to take the title literally and organise 7 days of Bike Fix?

Perhaps a single venue in your area, and volunteers from members who may be retired and available on weekdays?

A 7 day event would also give 'word-of-mouth' a chance to spread, as the local media may, or may not give your event coverage.

**Go for it!**

## Join the Cyclenation forum on Google groups....

The Cyclenation Forum gives you an opportunity to discuss issues with campaigners from other groups across the country. It's a Google group so if you have a Google account (recommended) go to <https://groups.google.com/> search for cyclenation-forum and sign up. If you're using a non-google address, you can subscribe by email - send an email to [cyclenation-forum+subscribe@googlegroups.com](mailto:cyclenation-forum+subscribe@googlegroups.com). Contact the Secretary, Simon Geller if you have any problems.

## who's who

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**Phillip Darnton**

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**UK Cycling Alliance**  
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**European Cyclists' Federation**  
John Franklin

**Bike Week**  
Andre Curtis

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