



## Getting and demonstrating public support

Your proposals are likely to have more impact if you can show that there is strong local support.

### Language

Key to achieving support that goes beyond just people cycling is using language that demonstrates the wider benefits of cycling. This has been used to good effect by the [Enfield](#) and [Waltham Forest](#) Cycling Campaigns, who talk about “people-friendly spaces” rather than “cycle-friendly streets”.

The benefits of cycling to the wider community are well-known. Click on the links in the following sentences to read our in-depth briefings on each subject. Fewer motor vehicles causes a reduction in noise and [air pollution](#). Lower motor vehicle volumes and speeds means [safer neighbourhoods](#) for all and less congestion.

People-friendly spaces are good for the [local economy](#), as people are more likely to spend time in retail areas. They allow children to move around freely and play outside with less risk of a collision.

For more information on the benefits of cycling, see our [in-depth briefings](#).

### Groups

The most obvious way to show public support is to be a part of a local campaigning group. There may already be one in your area that you can join. Have a look on this [Cycling UK map](#), this [campaign group map](#) or in the list of [Cyclescape groups](#). If you can't find a group by any of these methods, search on Google.

If there is not one in your area, you could create one. Go [back to the list of guides](#) and check out our ‘forming a group’ guide. With our help, it’s fairly simple!

Any group will take some time to build up support but even just having a website/Facebook/Twitter page is a good start and gives your campaigning a professional edge and a sense of community.

Ask other local groups for support. For example, environmental groups, walking groups, sports groups, local businesses, schools, parents, pensioners etc.

Groups can offer support in various ways. For example, they could just add their group name to a petition or allow you to use their logos on your site and letters etc. They could offer to contact the local authority, or other relevant local bodies, such as the Local Enterprise Partnership, on your behalf, expressing support for your campaign. They may be able to circulate your activity around their networks. They might simply ‘Follow’ and ‘Like’ you on social media.

### Map your cycle network

[Create a ‘cycle network tube map’](#) that local residents and businesses can get behind. This might sound technical but is very easy to do if you follow our handy guide.

These maps are a very simple and powerful way of demonstrating the quality of the existing cycle network. They can act as a useful visual prompt, highlighting to local authorities where funding should be prioritised.



### **Create a petition**

Create a petition. Use online petition sites like [38 Degrees](#) or [Change.org](#), or, if you are confident it will attract signatures, ask your local Council Democratic Services how to put one on the Council website.

Ask a Councillor or democratic services how many names matter. Anything over 100 shows effort. Copy it and ask a friendly Councillor to submit it.

Get signatures quickly on doorsteps with a clipboard or where people might wait, like bus stops and train stations.

Take photos of anyone who supports Space for Cycling and 20mph limits holding posters. Upload to your website and social media accounts using the hashtag #Space4Cycling. [Get in touch](#) for posters and other visual materials.

### **Survey residents' and local business' views**

Circulate a survey among local residents and businesses asking their views on your proposals. We have created a [draft survey](#) on Survey Monkey, which we can transfer to you and you can edit and use. You just need a log-in.

There are two benefits to this exercise. Firstly, you get useful data on local residents' views about cycling. Secondly, you collect email addresses of local residents to add to your mailing lists (so long as they agree to be contacted in the future).

### **Raise your profile**

Give out fliers advertising your group/cause/petition etc. Create slips that you put on bike handlebars or frames. Leave materials in bike shops/schools etc. Get in touch with us and we can send you useful visual materials.

Run an event, like a bike ride or demo. Get in touch with us, preferably as far in advance as possible, and we can help you with arrangements and publicity. Take photos to show how many people turn up. Invite Councillors, council officers and local celebrities to the ride.

### **Be creative!**

These are just a smattering of ideas – be creative! The key thing is to show that you have the backing of local residents to allay the concerns of local Councillors who may think your proposals are not vote-winners.

The backing of national organisations like Cycling UK will also give your campaign some weight – so use the name and brand – but stay within Cycling UK policy! Check out our briefings here.

### **Get in touch**

Contact our Space for Cycling Campaigns Officer, Tom Guha on:

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