



What geographical area should you campaign in?

When campaigning for better cycling infrastructure, the local authority you primarily need to influence is the local highway authority. To learn more about your local highway authority – and other relevant local bodies – head back to our [list of guides](#) and see our 'Guide to working with your local authority'. Alternatively, type your postcode in [on this web address](#) and look for the authority that has authorities over highways or transport.

The nuances of local policy making mean that different groups have different geographical focuses. Some groups form around a particular piece of infrastructure (e.g the [A10 Corridor Campaign](#)), others around a city/town (e.g [Birmingham Push Bikes](#)) and others cover a full county (e.g [Dorset Cyclists Network](#)). More recently, we have seen groups form around Combined Authority regions (e.g [Bike West Midlands Network](#)).

There are merits to using different geographical boundaries:

A campaign on a particular stretch of road or piece of infrastructure gives focus but inevitably restricts the scope of your campaign. Historically, these have been formed in response to a particular proposal or to solve a problem regarding a dangerous street.

A town/city can be a manageable area to campaign in but you will need to take note of which local authority has highway authorities. Your town/city may have a two-tier council structure, which will likely mean you need to influence the county council. Or it may be a unitary authority. Type your postcode in [on this link](#) for details.

A countywide or combined authority region-wide campaign group presents opportunities but also logistical challenges. The Government are currently asking highway authorities (unitary and county councils) to draw up networks of cycle routes (called [Local Cycling and Walking Infrastructure Plans](#)). These can be drawn up for smaller areas or for entire counties. Countywide group can be useful for influencing a countywide network but, to be effective, you will require campaigners or campaign groups covering all/most areas of the county.

Countywide groups or Combined Authority wide groups are particularly useful if a network of smaller groups already exists. The group's role is then primarily to help co-ordinate actions and facilitate discussions among the regional campaign groups. The group can also give cohesive, coherent messaging to the relevant authority.

Get in touch

For more information, please contact our Space for cycling Campaigns Officer, Tom Guha, on:

Tom.guha@cyclinguk.org

01483 238 321