

VeloCity Conference 2016

# Getting low-cycling countries moving: The pivotal roles of advocacy and academia

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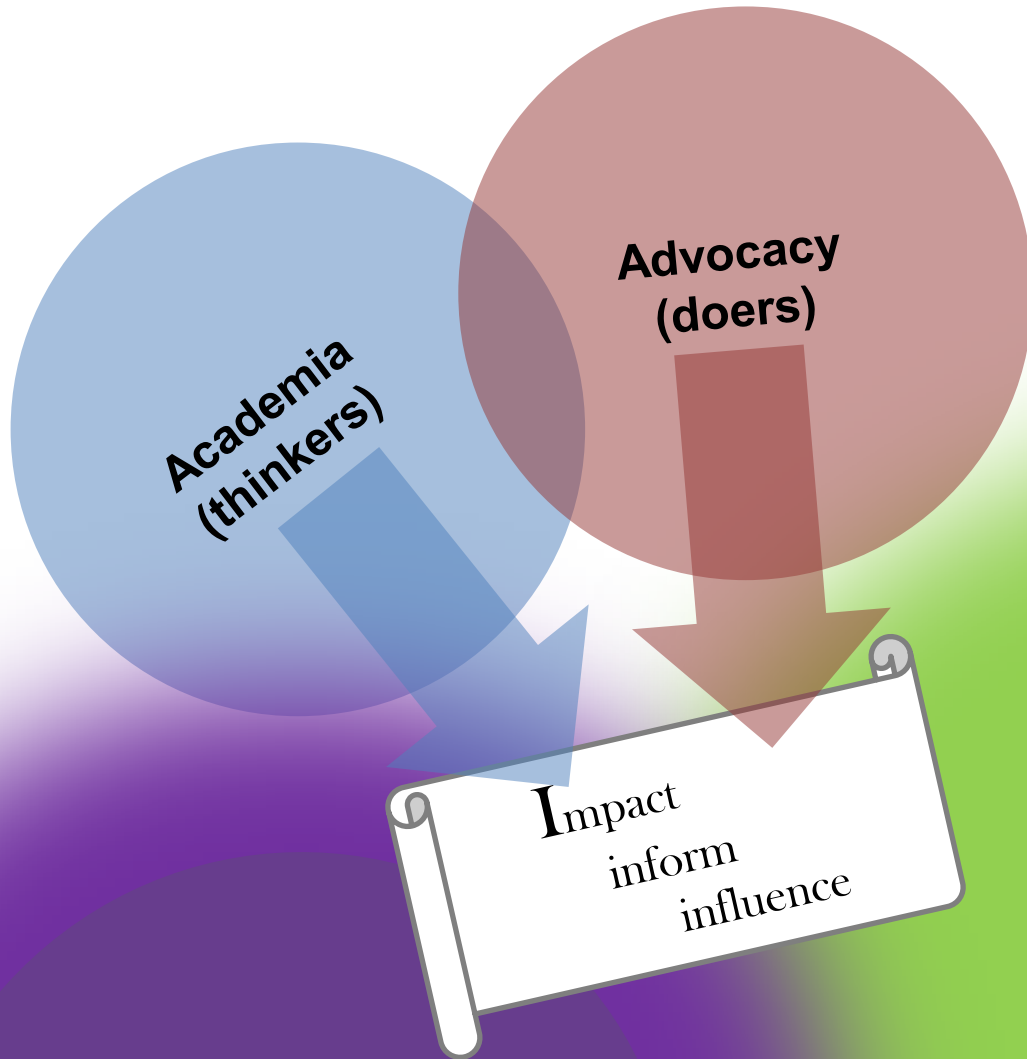


**DEBATE**  
**DISCUSS**  
**DISCOVER**

**A report from a debate day  
held in Newcastle-upon-Tyne, UK  
in November 2015**



# The roles we play



media

decision-making

# We know the What, and can now shift to the How



Academia  
(thinkers)

## Shifting paradigms

Rachel Aldred speaking at ESRCaad event:

“Transport has an evidence problem ... I don’t think we need lots more research asking ‘why don’t you cycle’? ... It’s now about the sorts of environments that people want to cycle in – being separated from fast or heavy motor traffic. Needs to be part of a network and a broader vision” *planning, policy and power*

Geoff Vigar at ESRCaad:

“Humans are irrational ... Transport is not just about price [and time] and all those things that economists or engineers might think of as very significant ... There are ways in which we have built our lives and cities, that we almost don’t see them anymore.” *new angle and approach*

The case for cycling has been made - all has *largely* been said, researched and published

- **Informing:** cycling can be a mainstream mode of transport only that under current conditions it is not accessible to people (in low-cycling countries)

*We know we are successful:* ***normalised meaning of inclusive cycling (and its designs)***

- **Influencing:** infrastructure design, professional culture and practices: modelling, skills

*We know we are successful:* ***mapped out and planned cycle networks***

# Directing narratives and debates

## Advocacy (doers)

**Sally Hinchcliffe** at  
ESRCaad:

“We must now create  
compelling narratives”  
*language and reach*

**Claire Prospert** at  
ESRCaad:

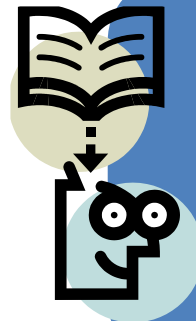
“Our national voice must  
be more coherent, clearer  
and louder, and an  
inclusive voice” *tactics*

**Kevin Hickman** at  
ESRCaad:

“When counting cycles in  
pictures, I realised,  
disability hadn’t made it  
into [policy, design]  
documents at all” *inclusive  
imagery and messages*

## Strong campaigning network

- Translate the message of inclusive cycling design into a narrative
- Confidently reaching out
- Creating bigger partnerships
- Coherent and inclusive campaigning with diversity at its heart
- Adjust and focus our language
- Remain flexible in approach
- Modernise for a change of tactics



**How to create a message and how to make it inclusive and engaging?**

Let’s take a look elsewhere:

Linking to social change campaigns and political sciences to influence decision-making and media

# Learning from others

## Campaigns for legal and societal changes

- Human rights
- Anti-discrimination
- Equality
- Environmental concerns

## Examples

- Right for women to vote
- Sex Discrimination and Equal Pay Act
- Smoking ban
- No More Page 3
- Counting Dead Women
- EVB / everydaysexism
- Drink driving

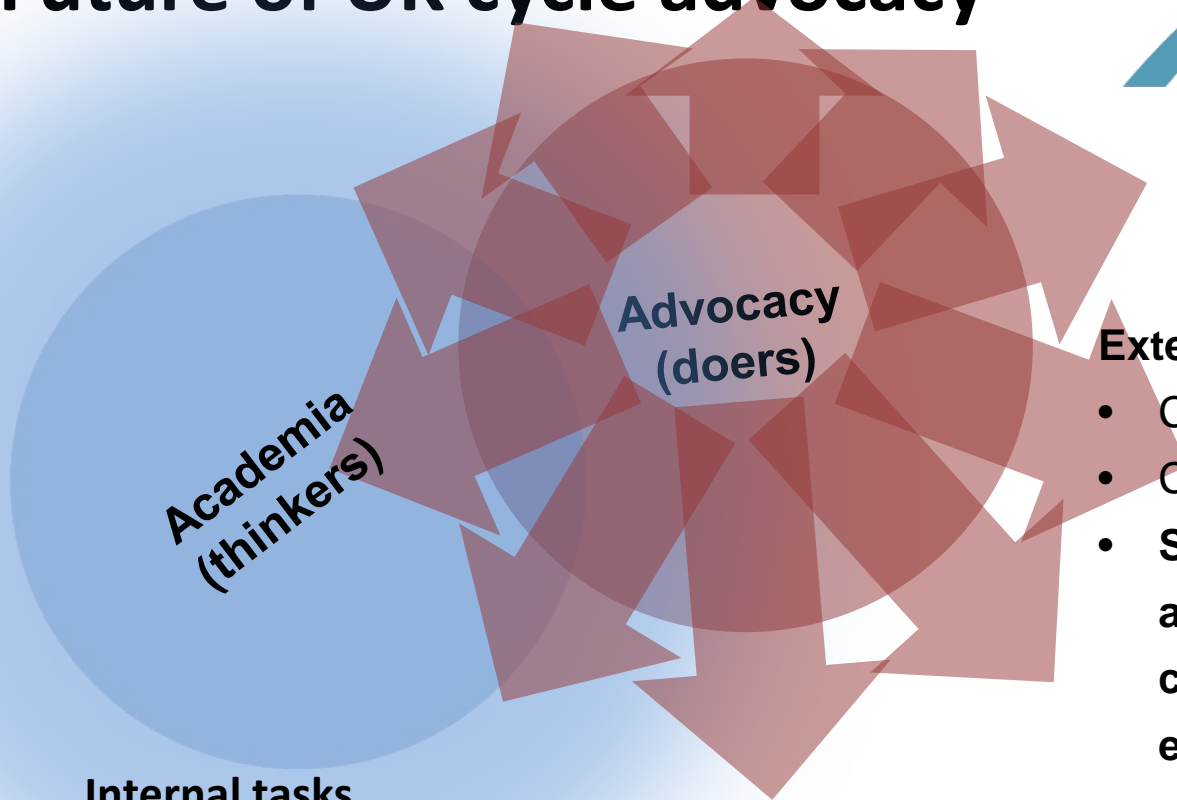
How do / did they do it?

What do these campaigns have in common?

- Have a clear message
- Bang on about it
- Reaching out with confidence and finding champions and supporters

Impact  
inform  
influence

# Future of UK cycle advocacy



Academia  
(thinkers)

Advocacy  
(doers)

## External tasks

- Confidently reaching out
- Creating bigger partnerships
- **Seeking wider campaigning alliances and agendas: climate change, consumerisation, equality movements and spatial justice**

## Internal tasks

- Translate the message of designing for inclusive cycling into a narrative
- Coherent and inclusive campaigning with diversity at its heart
- Adjust and focus language
- Remain flexible in approach
- **Modernise for a change of tactics**



# UK

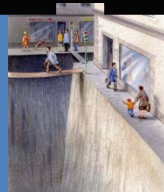
**Currently national cycle campaigning groups are holding up progress on these vital steps**

# Have fun framing the debate

A collection  
of visualised  
**ideas**



Hi!  
How am I doing today?  
What am I doing?  
Why am I here?





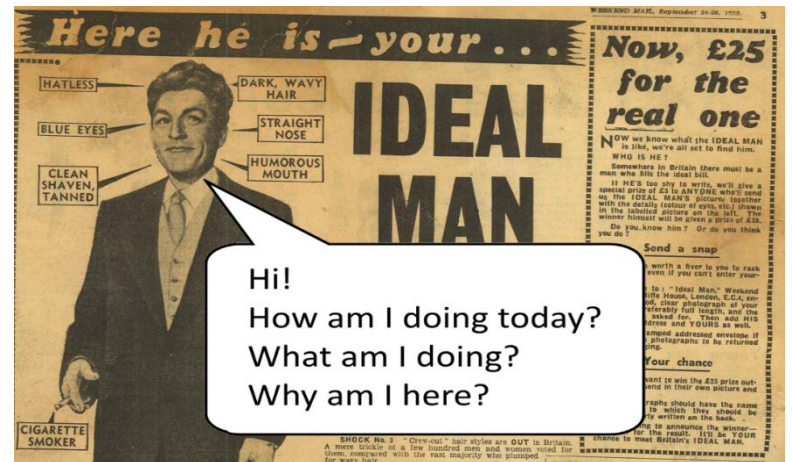
# Visualise to influence

Humanise an inhumane situation



UK cycle design manual front cover  
Humanise the LTN208 man

Humanise!



Page from 1950s newspaper  
Humanise the ideal man

# Visualise to influence

Collect data (in engaging simple ways)



**Annet Roodenburg** @RoodenburgA · May 7

Vandaag wordt er op een originele manier geënquêteerd langs de Utrechtse weg: fiets je antwoord :



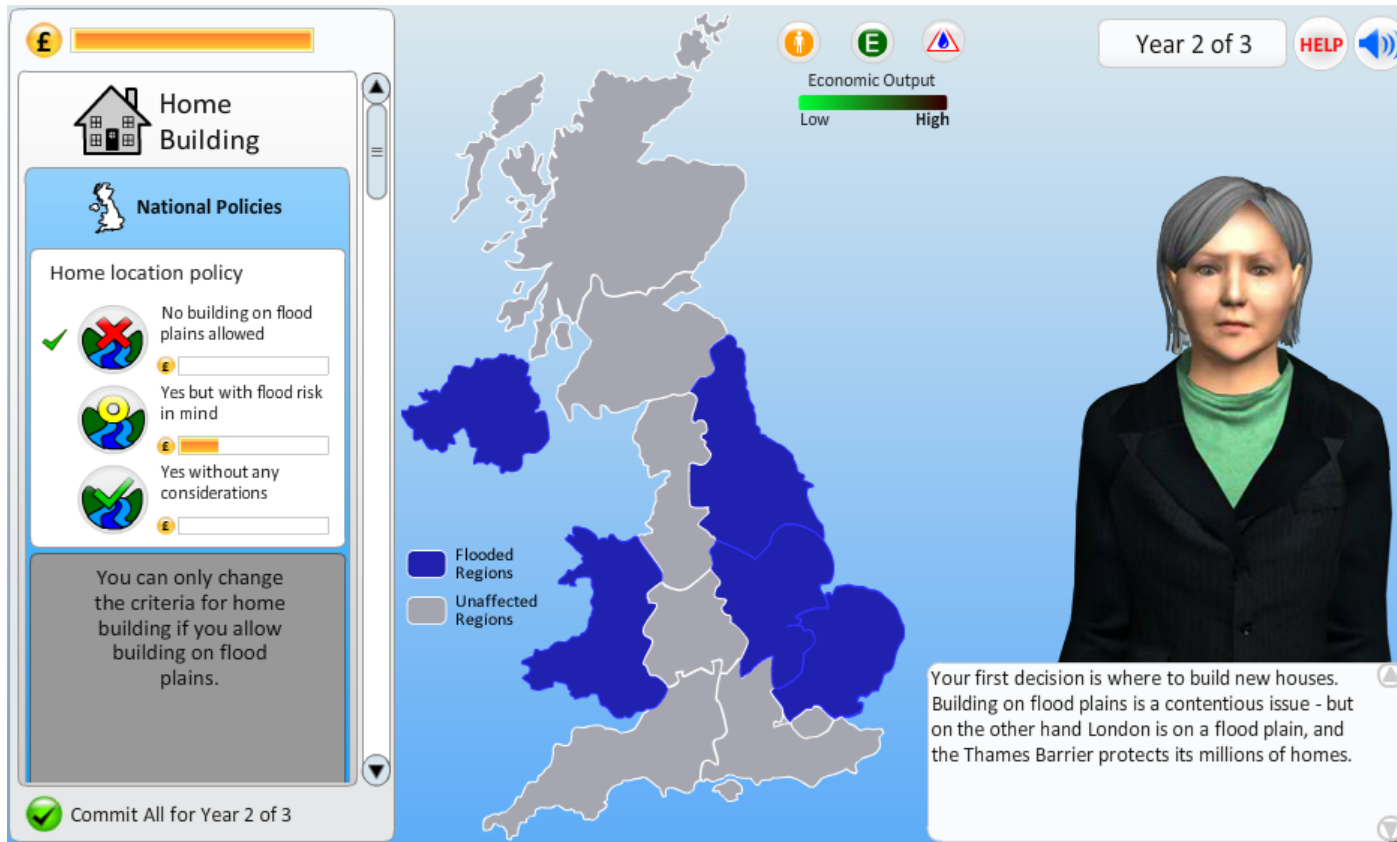
# Visualise to influence

Inform imaginatively about risk, safety, policy-making

Objective | collective | longterm v subjective | personal | short-term

Explain complexities

Example: play floodsim.com



The screenshot displays the 'Floodsim' simulation interface. On the left, a sidebar titled 'Home Building' and 'National Policies' allows users to adjust 'Home location policy' with three options: 'No building on flood plains allowed' (checked), 'Yes but with flood risk in mind', and 'Yes without any considerations'. A 'Commit All for Year 2 of 3' button is at the bottom of the sidebar. The main area features a map of the United Kingdom with flooded regions highlighted in blue and unaffected regions in grey. A legend identifies these regions. Above the map is an 'Economic Output' scale from 'Low' to 'High'. In the top right, there are icons for a person, a green 'E', and a fire triangle, along with 'Year 2 of 3', 'HELP', and a speaker icon. A 3D avatar of a woman is positioned on the right. A text box at the bottom right contains the text: 'Your first decision is where to build new houses. Building on flood plains is a contentious issue - but on the other hand London is on a flood plain, and the Thames Barrier protects its millions of homes.'

<http://playgen.com/play/floodsim/>  
floodsim.com

# Visualise to influence

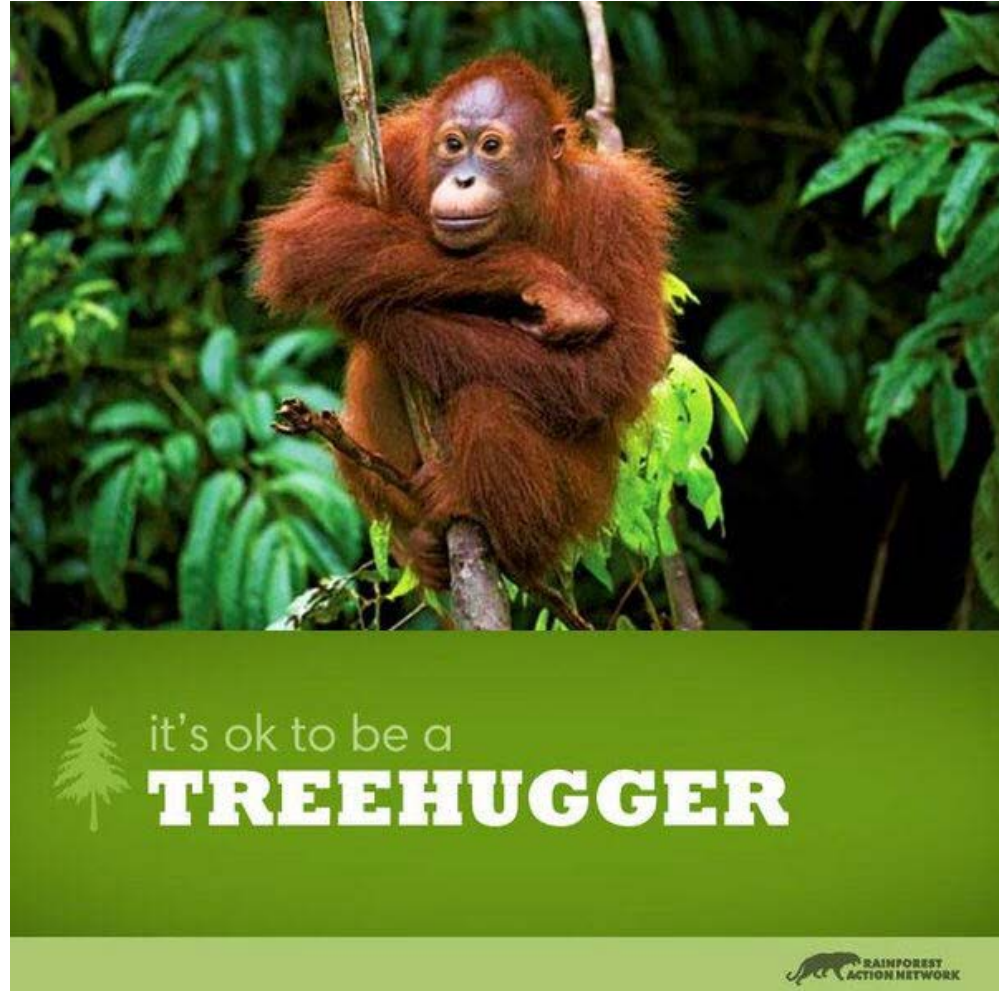
Old photos – cities change



Credit: Newcastle Libraries

Newcastle 1968

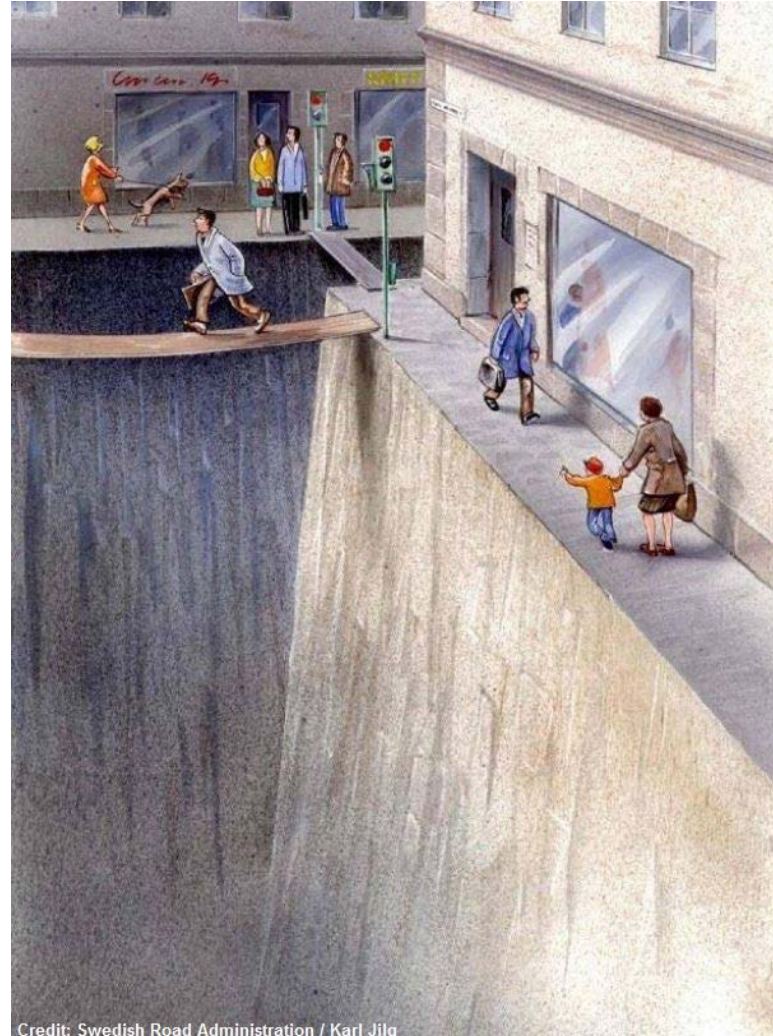
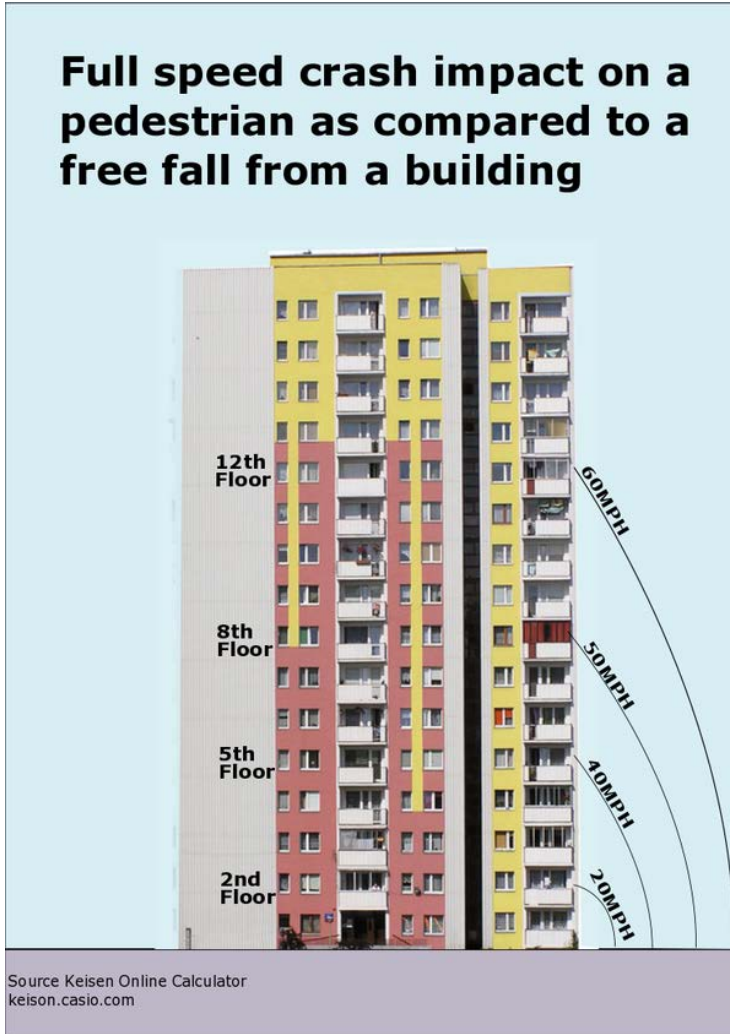
Challenge positions and norms



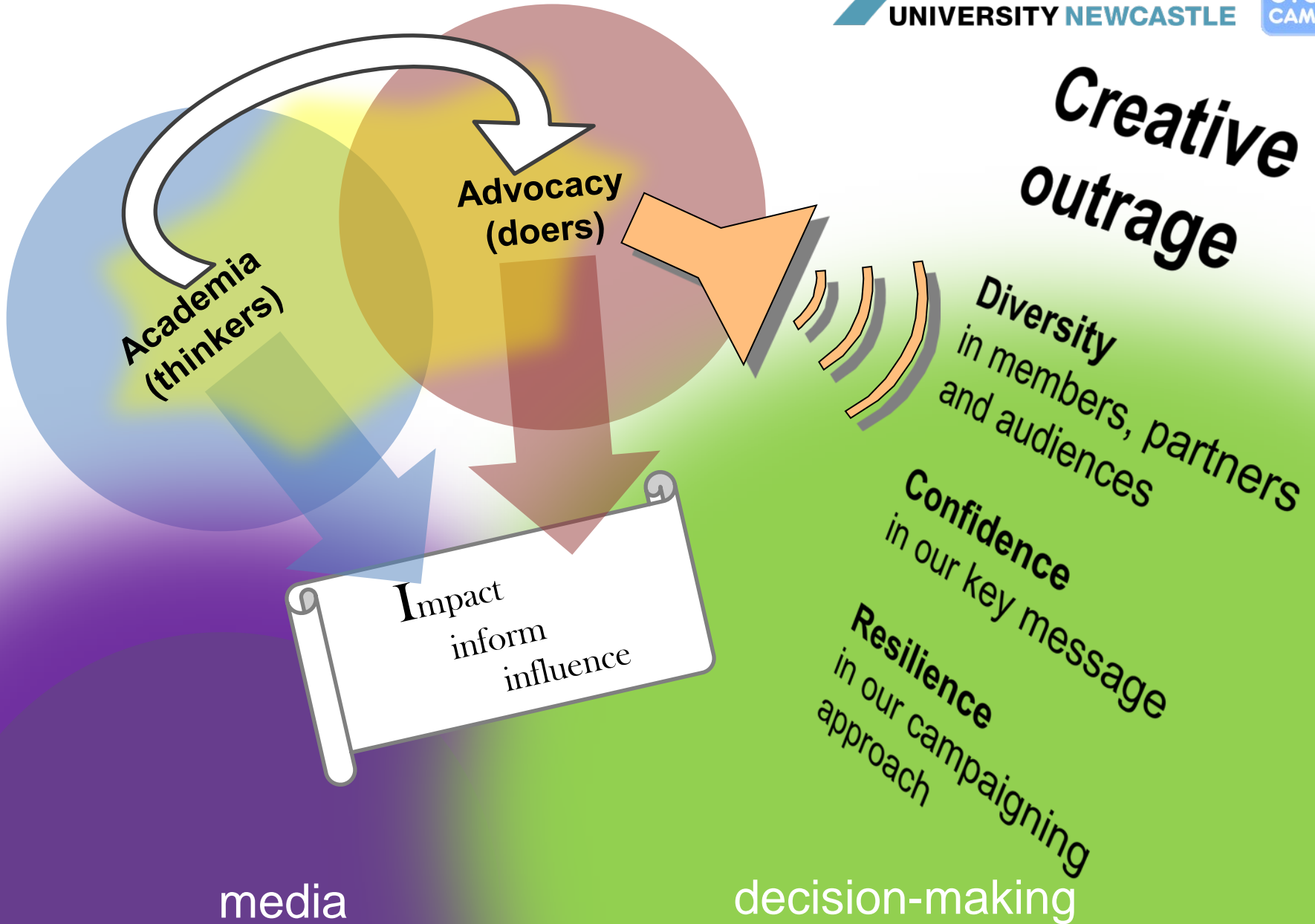
it's ok to be a  
**TREEHUGGER**

# Visualise to influence

Re-interpreting speed and space



# Casting the campaign





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Blog

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# Material that inspired me

Record of the ESRC Academia & Advocacy debate day

[newcycling.org/ESRCAAD/](http://newcycling.org/ESRCAAD/)

**Advocacy Advance.** (2015). Active Transportation Equity: A Scan of Existing Master Plans, Advocacy Advance.

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**Gualdi, M., (van der) Noort, P.** (2013). Enabling Cycling Cities - Ingredients for Success, Civitas Mimosa.

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# Appendix

# Abstract

## Abstract:

Academia and advocacy are informants, steerers even, of the urban cycling debate, both in high- and in low-cycling countries. With academia providing facts and evidence, advocacy can turn these into narratives for change. Both's final destination is 'making impact' and pushing against established power systems, pushing into the spotlight societal causes such as social, spatial and environmental justice. Coming from an advocacy background and now a researcher at Northumbria University, I ask how academia and advocacy can work together effectively, with a focus on the UK context of low-cycling. What do (and don't) we know, how can this be used by academia and advocacy to cooperatively press for change?

Understanding and agreeing the underlying causes for the low participation in cycling is the very basis for cooperative action. In a low-cycling context, supportive cycle environments and humanised urban form are the first-rung enablers to increasing the cycle share. However, for these spatial changes to be planned and implemented, changes in politics, governance, policies and professional systems are prerequisite. A persistent barrier in the long-going quest for leverage is 'automobility', a strongly-held belief system favouring the motor car – so strong that it even holds true for high-cycling cities. Particularly in low-cycling contexts like the UK, an alternative narrative as is yet either incomplete, or completely missing. Creatively making space and time to discuss the concepts and necessities of transport transitions, both at community-level and in policy debates, is imperative in unsticking the status quo of 'automobility'.

To recognise and finally overcome strong systemic inertia, cooperative sharing and collaboration between academia and advocacy becomes a vital ingredient for urban restoration.

## Justification:

In low-cycling countries with an engrained, casual and habitual use of the motor car like UK, US and Australia, an improved and better-reasoned approach can spur on the transport transition. For change to come to low-cycling cities and countries a concerted effort between academia and advocacy, locally and globally, will be key.

# Biog

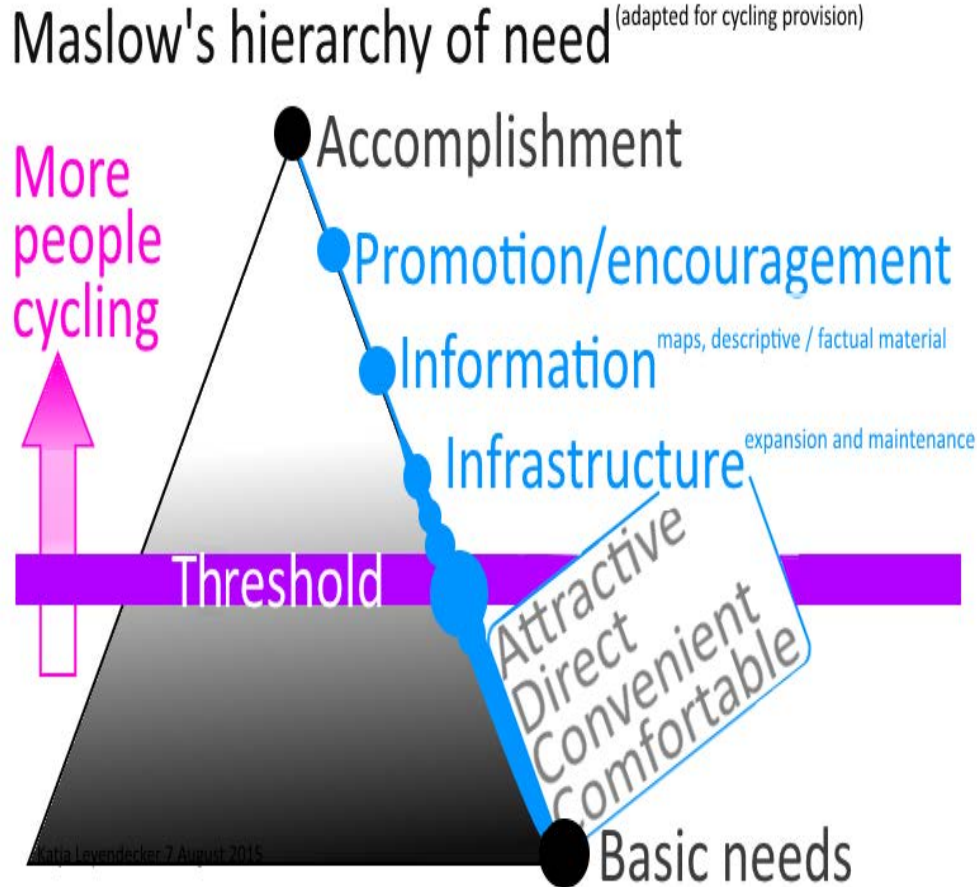


Katja Leyendecker is currently researching ‘transport policy, urban cycling spaces and public perception’ at Northumbria University, in Newcastle-upon-Tyne, United Kingdom. She is a Chartered Engineer and has worked extensively both in the private and public sector. Her research includes a city comparison of high-cycling Bremen in the North of Germany (25% cycle mode share), and NewcastleGateshead, a conurbation in the North of England with a low cycle mode share of 2%. Katja is particularly interested in the ‘school run’ and its related themes of social, environmental and spatial justice.

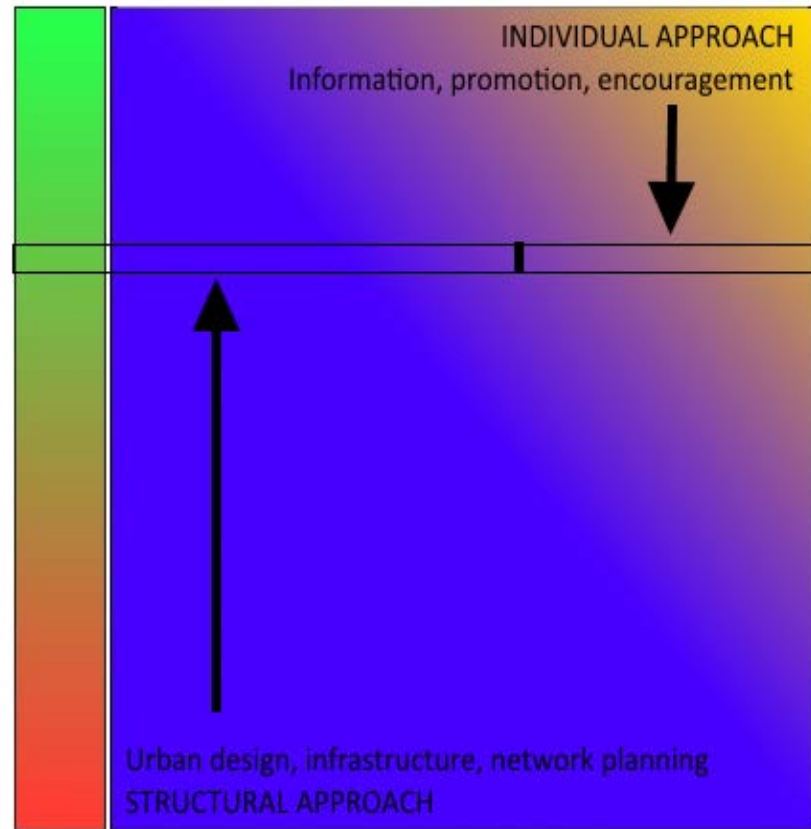
In 2010, Katja co-founded with Claire Prospert **newcycling.org** to campaign for a better urban environment, safe space for walking and cycling and a network of protected cycleways in Newcastle by lobbying local politicians and collaborating with national and international groups to share and exchange knowledge to facilitate, initiate and accelerate change.

She also is a board member at the **Cycling Embassy of Great Britain** – a group of urban design experts, providing a platform for human-sized infrastructure solutions, working with national and local groups to facilitate the transport transition away from car dependence and promoting Sustainable Safety (the successful Dutch road safety principles) to decision-makers.

# Low cycling countries' needs



High-cycling situation



Low-cycling situation

# UK cycle campaigning landscape



## National campaigning organisations

- CTC
- Cycling Embassy of Great Britain
- CycleNation
- (Sustrans)

## Local organisations

- London Cycling Campaign
- Local cycle campaign groups
  - Birmingham, Brighton, Bristol, Cambridge, Edinburgh, Leeds, Leicester, Liverpool (Merseyside), Manchester, Newcastle, Norwich, Nottingham, Oxford, Sheffield, *etc*
- Other campaigns
  - Pedal on Parliament
  - Space for Cycling groups
- **Plenty of blogs**

## Other national organisations

- British Cycling
- UK Cycling Alliance
- Bicycle Association
  - Bike Hub
- All-party Parliamentary Cycling Group

## Campaigning partners

- Sustainable Transport
- Climate change
- Human rights
- Environmental justice
- Social justice