

## Infrastructure Handbook 2019





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# WELCOME

This document should contain all the information you need to help you to start understanding and assessing infrastructure, responding to consultations, and campaigning around cycling schemes, as well as where you can go for support and further guidance.

When we talk about “infrastructure” we mean the physical design and layout of roads, cycle tracks, cycle lanes, traffic lights, junctions, crossings, kerbs, humps and all the other elements of our road network that people might use – both those designed for general traffic and specifically for people cycling.

Other campaigning areas we cover, such as road danger reduction, lorries and how to work best as a borough group are covered in our other handbooks or on our website [lcc.org.uk](http://lcc.org.uk).

If you think there’s additional information or content that’s missing from this handbook we aim to update it regularly, and we’d be very happy to hear your suggestions. Please contact our Infrastructure Campaigner, Simon Munk: [simonm@lcc.org.uk](mailto:simonm@lcc.org.uk)

This document, along with other key infrastructure campaigning guides, are hosted on our infrastructure pages: [lcc.org.uk/pages/infrastructure](http://lcc.org.uk/pages/infrastructure)



# 1. LCC AND CYCLE INFRASTRUCTURE



## THE LONDON CYCLING CAMPAIGN (LCC)

- campaigns to make cycling safe and inviting for everyone
- supports our 12,000 members
- promotes cycling to everyone

For cycling to be safe and inviting, and for everyone, we need cycling infrastructure that separates fast-moving and often aggressive motor traffic from those cycling, and indeed from those walking. No city or country that sees mass levels of cycling has got there without real changes to its roads to do this. That's why the LCC campaigns for more and better safe cycling infrastructure in London.

Founded in 1978, LCC is a registered charity that has been actively promoting cycling for over 30 years. We've grown from humble beginnings in a meeting room in Fleet Street, to having 12,000 members, an active local group in nearly every London borough, and a strong staff team.

We're proud of our **successes** in helping to grow cycling across Greater London, and we **actively campaign** for greater change on our streets.

In campaigning for better cycling infrastructure, LCC staff members and local group volunteers often attend meetings with borough officers and other important transport bodies in London. We also work closely with other cycling groups, like Cycling UK and Sustrans as well as all-ability cycling campaigns such as Wheels for Wellbeing, with pedestrian groups such as Living Streets, and with city cycling campaigns across the UK to promote, develop and share infrastructure issues.

## A NOTE ON INFRASTRUCTURE AND TECHNICAL UNDERSTANDING



Cycling and indeed roads infrastructure campaigning can involve an awful lot of technical jargon, top-down plans and three-letter acronyms. As far as possible, this handbook aims to avoid baffling those new to infrastructure issues. But some jargon is unavoidable. For an excellent online glossary of technical terms in infrastructure campaigning, see the Cycling Embassy of Great Britain's dictionary at [www.cycling-embassy.org.uk/dictionary](http://www.cycling-embassy.org.uk/dictionary).

## KEY LCC POLICY



In infrastructure terms, we aim to ensure London's roads, cycle network and infrastructure are safe, comfortable and usable by as wide a range of people as possible. To ensure this happens, we have two key policies regarding infrastructure.

**Motor traffic volumes** – on roads above 20mph and/or 2,000 Passenger Car equivalent Units (PCUs) of motor vehicle volume daily (around 1,500 motor vehicles), physically-protected and

separate space for cycling is mandated. This is broadly in-line with Dutch guidance in the "CROW manual".

Below these volumes and speeds of motor vehicles, less-frequent and calmer interactions with vehicles should mean the road is more cycle-friendly without physically-protected tracks. It doesn't mean the road will be perfect, and many roads with even hundreds of PCUs daily can still feel scary to ride on with a child, for instance. But the volumes will be low enough these roads aren't an absolute priority to separate cycle flows from motor vehicles.

That said, there'd be nothing wrong with asking for physical separation for cycling in some cases below 2,000 PCUs. But above those volumes, separation will be essential to widen the appeal of cycling.

This is a key policy, but it's also important to understand it's a huge grey area. If a street you're looking at falls below the 2,000 PCUs that doesn't mean you shouldn't ask for cycle tracks – a lot depends on how hostile and intimidating motor traffic will be, and how much you think you can push the council/body you're responding to.

Similarly, above 2,000 PCUs you should always point out that cycle tracks (or motor traffic reduction to below 2,000 PCUs) are needed to widen the appeal of cycling. But you may be dealing with a council or scheme where you'll never get cycle tracks – you need to make decisions about how far you can push councils, how hard, and when to accept a weaker scheme for the sake of getting something positive, but not ideal, in. But it's also vital never to support a scheme that won't deliver more, safer, better cycling (see Support or oppose, below).

**All ages, all abilities** – The second key policy is that all cycling schemes should enable cycling for "all ages" and "all abilities". In short, think: "would a ten year old ride that?" If you don't think they would, then better infrastructure is needed! This also means that two-tier provision for cycling, that some councils tend towards (the road for confident cyclists; a shared-use path on the pavement etc. for those less confident), is rarely acceptable either – as it will likely enable very few more people to cycle.

## LCC STRUCTURE

On infrastructure issues, your main contact point is the Infrastructure Campaigner in our Campaigns Team, Simon Munk ([simonm@lcc.org.uk](mailto:simonm@lcc.org.uk)). So don't hesitate to get in touch.

Each local group should have an "infrastructure rep" (this can be done by an existing committee member or someone else), to lead on infrastructure issues. They will be liaising with council officers over schemes, and with the Infrastructure Campaigner in the LCC office, and via them, the Infrastructure Advisory Panel (a group of infrastructure experts and informed amateurs drawn from the LCC membership), to form joint opinions on schemes and to get help on complex issues.

The LCC in-house infrastructure team generally lead on major and strategic schemes such as Cycleways, Liveable Neighbourhoods and Safer Junctions. But borough groups always feed in their views. And vice versa, the in-house team are always available to help boroughs with smaller schemes too.

As well as LCC's infrastructure team and general staff, we also use Slack for campaigner discussions. You can sign up here: [lccactivists.slack.com](https://lccactivists.slack.com)

LCC also offers infrastructure consultancy (including in collaboration with Living Streets) for commercial and council projects.

These include providing early feedback, critiquing as a "critical friend", providing community engagement and other infrastructure-related projects.

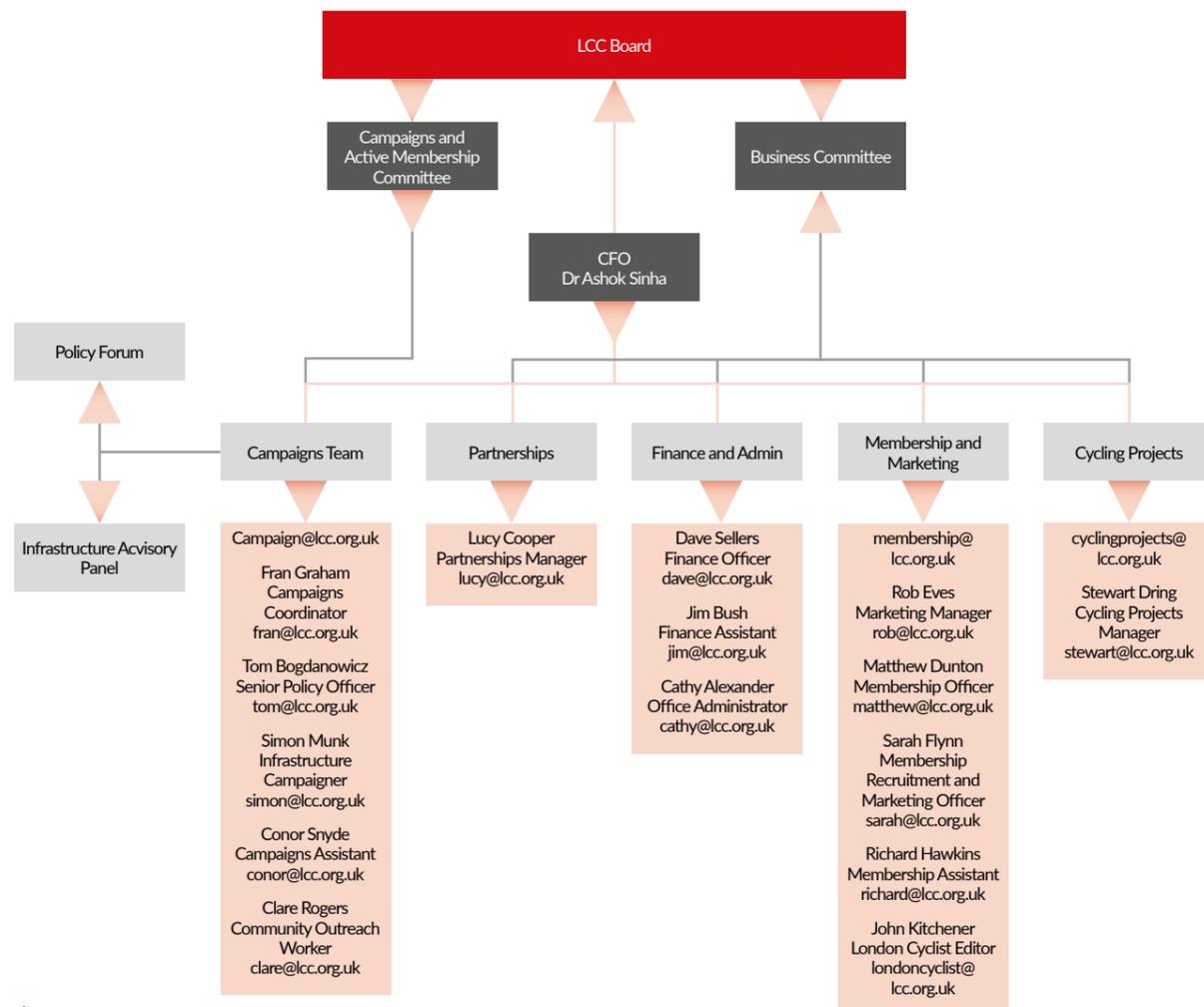
Councillors, council officers and others interested in this service should contact: Stewart Dring, London Cycling Campaign, 020 7234 9310, [stewart@lcc.org.uk](mailto:stewart@lcc.org.uk)

Tel 020 7234 9310  
Website [lcc.org.uk](http://lcc.org.uk)

### Infrastructure Campaigner

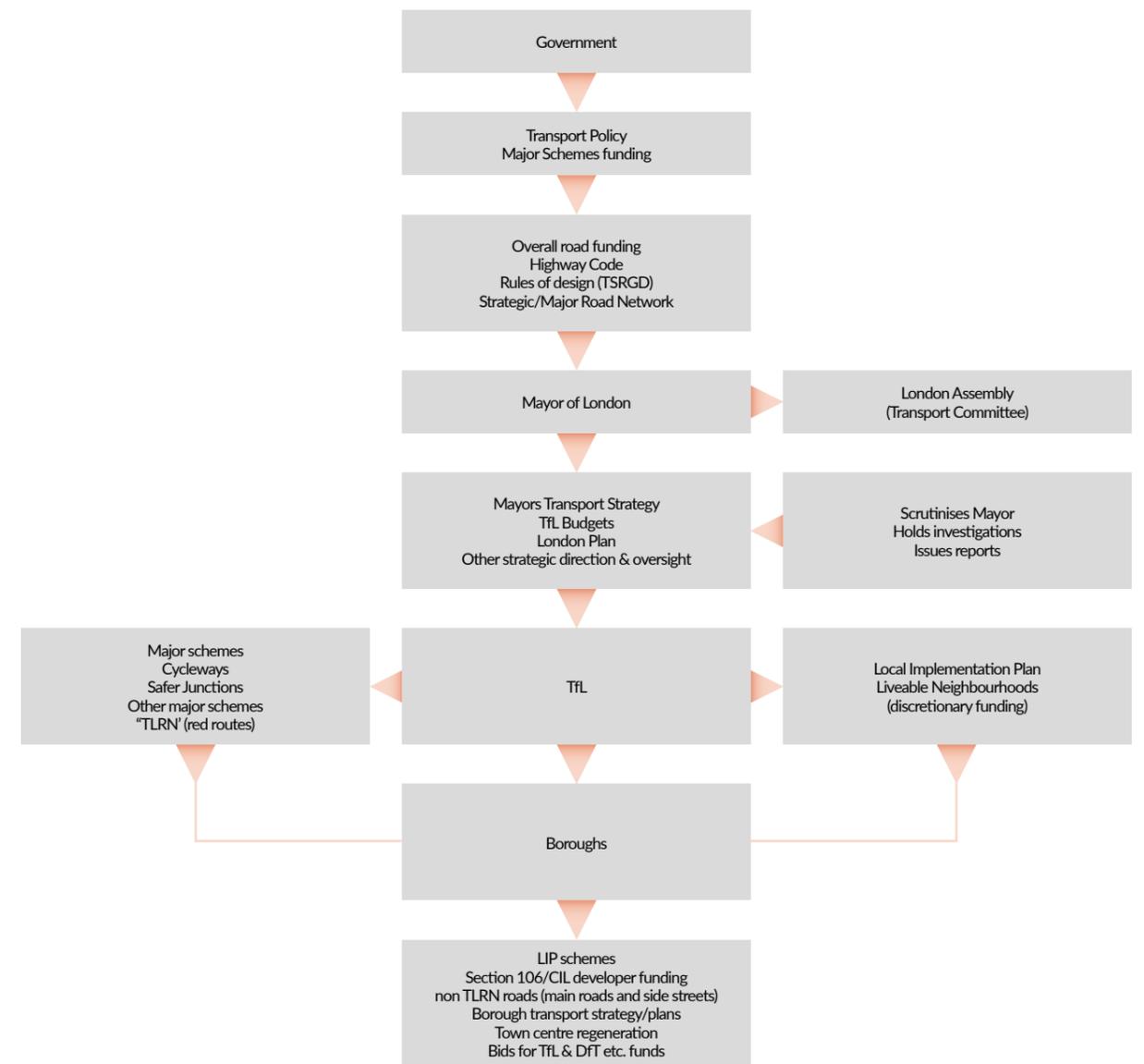
Simon Munk [simonm@lcc.org.uk](mailto:simonm@lcc.org.uk)

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## 2. POLITICS FLOWCHART

How do the Mayor, TfL and borough councillors and officers interrelate? Where does the London Assembly come in? This flowchart aims to summarise the hierarchy of London's politics:



# 3. KEY MAYORAL POLICIES FOR LONDON

Key LCC policies around infrastructure are to separate cycling from traffic that is over 2,000 PCUs (around 1,500 motor vehicle movements) daily or 20 mph, and to design for all ages and all abilities to cycle. But beyond our policies it is really important to also understand how the Mayor's policies and priorities fit into the equation.

## MAYOR'S TRANSPORT STRATEGY

The Mayor's Transport Strategy (MTS), launched in 2018, contains key pledges that:

- 70% of us will live within 400m of a high-quality, and strategic, connected cycle route by 2041
- That no one will die or be seriously injured on the roads by 2041 ("Vision Zero")
- 80% of all journeys in London will be done by walking, cycling or taking public transport, not by car or taxi or private hire vehicle by 2041



This means that every scheme built from now on should be contributing to these goals. After all, it's unlikely if a cycle track is put in now, it'll be completely revisited before 2041, nor will a major junction be remodelled.

Every major scheme done now should ideally reduce serious casualties to zero, boost walking, cycling and/or public transport rates, cut car use and often will need to form part of the cycle network, where the next parallel route will be around 800m away in order to form a network or "grid" of cycle routes. At the very least, schemes should be designed with a further "phase two" in mind to fulfil those ambitions.

If a scheme you're faced with doesn't match that, ask how officers expect to achieve the MTS. For more on our take on the Transport Strategy, see [lcc.org.uk/articles/mayor-launches-new-transport-strategy-lccs-initial-take](https://lcc.org.uk/articles/mayor-launches-new-transport-strategy-lccs-initial-take).

## HEALTHY STREETS



The Mayor and TfL have recently embraced the new **Healthy Streets approach** in order to improve air quality, make sure streets become places people want to be, and to deliver the MTS goals.

The Healthy Streets approach has both pros and cons for cycling campaigners, but whatever you think of it, it's increasingly vital you understand it as the framework by which most improvements (and funding) for cycling will be delivered.

There are a number of resources available on TfL's website and on creator **Lucy Saunders' site** which you can download to better understand Healthy Streets in theory and practice.

The Healthy Streets approach sets out 10 high-level outcomes that TfL and the boroughs should be seeking to deliver through policies at every level. These "indicators of a healthy street" have a scientific evidence base to support them as essential ingredients for improving health, reducing health inequalities and increasing walking and cycling.

**In infrastructure terms, this means:**

- a) more schemes will come forward where cycling is just a part of the overall approach, alongside improvements to public realm, public transport, and walking.
- b) schemes could come forward that score highly on walking, public transport and public realm, without offering much, if anything, for cycling.

So, it's vital we fight our corner, but ideally not at the expense of walking.

Schemes that boost the health of a street by enabling more people to walk and cycle are a win-win for cycling and walking campaigners, and for the Mayor. Almost everyone walks, and there is much common ground between pedestrian advocacy (Living Streets) and cycling advocacy (LCC). We share similar concerns on many issues – from which space should be reallocated, to who should get priority at crossings, to how it's vital to tackle car dominance.

Conflicts between people walking and those cycling are a cause for concern for both organisations (and others in the transport and inclusivity field) – and it's in all of our interests to design these conflicts out or mitigate them as much as possible. But it is motor vehicle speeds, volume and interaction with vulnerable road users that are the real issue for both organisations and that's why we both endorse the Healthy Streets approach.

As part of the Healthy Streets approach, the Healthy Streets Check (HSC) is a tool replacing TfL's previous "Cycling Level of Service" assessment to objectively score current streets and/or proposed schemes on how healthy they are, how much they will boost walking and cycling etc. You should aim to understand the basic metrics of the HSC (see Scoring Cycling Scheme Quality below).

## STRATEGIC CYCLING ANALYSIS

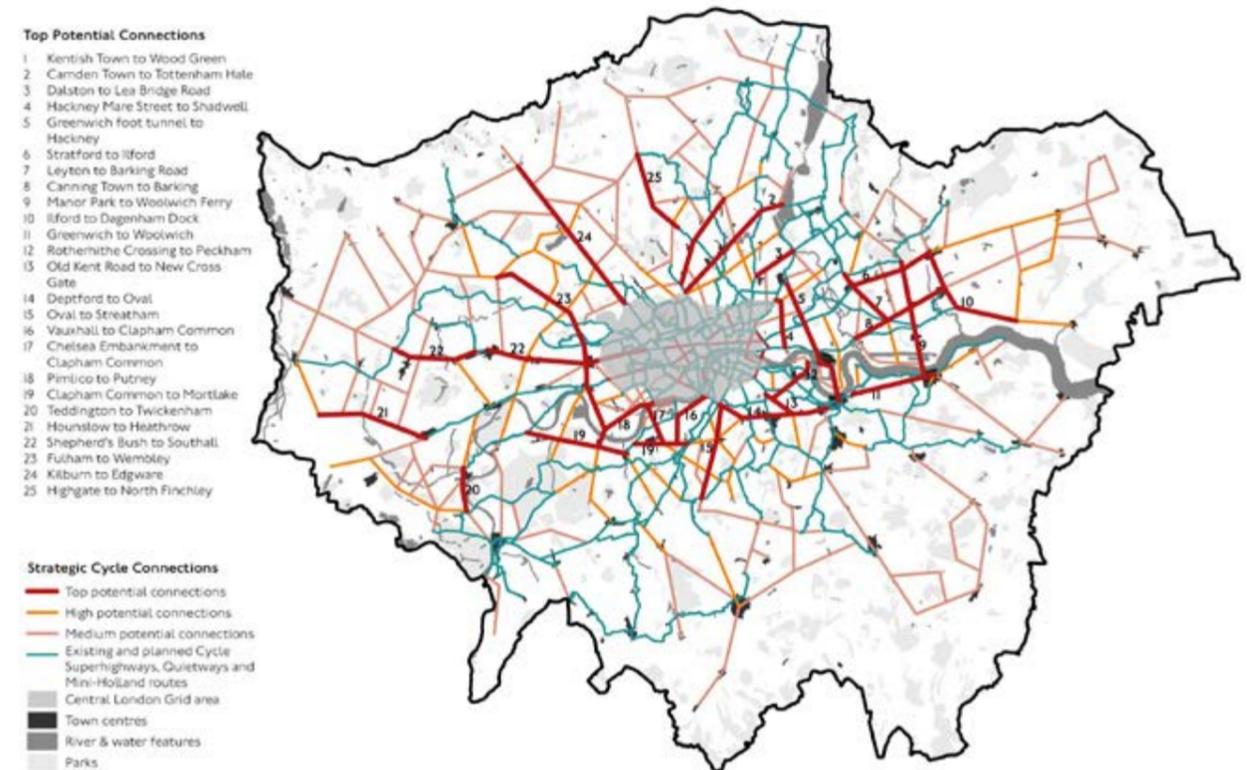
TfL's Strategic Cycling Analysis (SCA) has rapidly become one of the most powerful tools in an infrastructure campaigner's kit. This collection of data maps predicts where the highest potential for future growth in cycling in London is likely to occur. This is, in other words, a map of where lots of cycling could happen, but doesn't currently; where there are lots of car journeys (and bus journeys) that could easily be cycled.

For more detail on the SCA, see [lcc.org.uk/pages/strategic-cycling-analysis](http://lcc.org.uk/pages/strategic-cycling-analysis) but there are two key maps in the document:

- Figure 5.1 shows the potential highest-flow corridors. The top 25 corridors are highlighted and planned for rapid progression (although they are not numbered in order of priority). But below that are many other high potential corridors – if all of these are done, you have the makings of a real and connected cycling network in London.
- Figure 4.2 shows the highest potential areas for growth in cycling are (where we'd guess borough "Liveable Neighbourhood" schemes will be sited).
- Useful maps, including these, are overlaid on a zoomable map on the Camden Cycling Campaign site: [camdencyclists.org.uk/more-maps-and-tools-for-cycle-campaigners/](http://camdencyclists.org.uk/more-maps-and-tools-for-cycle-campaigners/)
- Other maps cover collision spots, bus frequencies, transport hubs and areas with low access to public transport, that could be transformed with good cycling access to the nearest transport hub.

The 25 "corridors" are based on demand to get from A to B, joining the points with straight lines. This doesn't mean in all cases the route will be along corresponding main roads – some might use parallel side streets, or a mix. TfL and the boroughs are working to decide whether each is best done by side-street routes or main road tracks or a mix (for the first six being progressed, the Mayor's office has said they will comprise about 75% main road tracks). It is important that whatever solution they come up with meets the potential demand of that route.

Boroughs are also beginning a conversation about which areas are best for their Liveable



Neighbourhoods, based on TfL's maps. Some boroughs have multiple areas that could be candidates for Liveable Neighbourhoods. For more on this see Liveable Neighbourhoods below, but these should be areas where lots of cycling trips can happen from, to and within – so they might have direct routes through them, but also they should be very permeable and comfortable for cycling in.

## CYCLING ACTION PLAN

The Cycling Action Plan is the latest document from the Mayor and TfL to define how the Mayor's team proposes to fulfil the short, medium and long-term aims of the MTS). It sits alongside the Walking Action Plan and the Vision Zero Action plan, summarised at [lcc.org.uk/articles/mayor-announces-vision-zero-plan-to-cut-injuries-on-our-roads](http://lcc.org.uk/articles/mayor-announces-vision-zero-plan-to-cut-injuries-on-our-roads).

You can read the Cycling Action Plan in full at [content.tfl.gov.uk/cycling-action-plan.pdf](http://content.tfl.gov.uk/cycling-action-plan.pdf) or our summary of it here: [lcc.org.uk/articles/sadiq-launches-cycle-action-plan-1](http://lcc.org.uk/articles/sadiq-launches-cycle-action-plan-1). The most

important element of the new Cycling Action Plan is a commitment to hold all new cycling schemes to a **quality criteria**, and not fund schemes where people cycling mix with high volumes or speeds of motor traffic, with high volumes of large vehicles including HGVs, or mix with traffic in lanes of inappropriate widths etc.

The six criteria are detailed (at [tfl.gov.uk/corporate/publications-and-reports/cycling](http://tfl.gov.uk/corporate/publications-and-reports/cycling)) as:

- Motor traffic volumes should be less than "500 motor vehicles per hour(vph) at peak times and preferably fewer than 200"
- Speed limits should be 20mph and those cycling should only mix where "85th percentile speed is less than 25mph"
- Nearside lane widths should be 3.2m or less where speeds and volumes are low, or 4.5m or more (including any cycle lane) where "vehicle flows are higher"; cycle tracks should be minimum 2.2m for one-way, 3m for two-way



- Where kerbside parking or loading happens and people cycling are mixed with motor traffic, speeds should be low and “remaining lane width should be at least 2m to the nearside lane marking / carriageway centre point”; where less than 2m is available, “two-way vehicle flows should be lower than 200vph”, speeds should be low and HGVs, shouldn’t be above 5% of the mix
- The proportion of HGVs as part of general traffic, where cycling is mixed should be under 5% between 200 and 500vph; and less than 10% under 200vph
- Collision risk from turning movements of motor vehicles should be “minimised” so junctions where motor vehicle flows are greater than 200vph on the side road “measures should be provided to reduce the volume and/or speed of turning movements by motor vehicles where it is appropriate to do so” ; and at “signal-controlled junctions where there is full separation on the cycle route approach arms, conflicting movements between cycle traffic and motor traffic should be separated with dedicated signals for cycles”

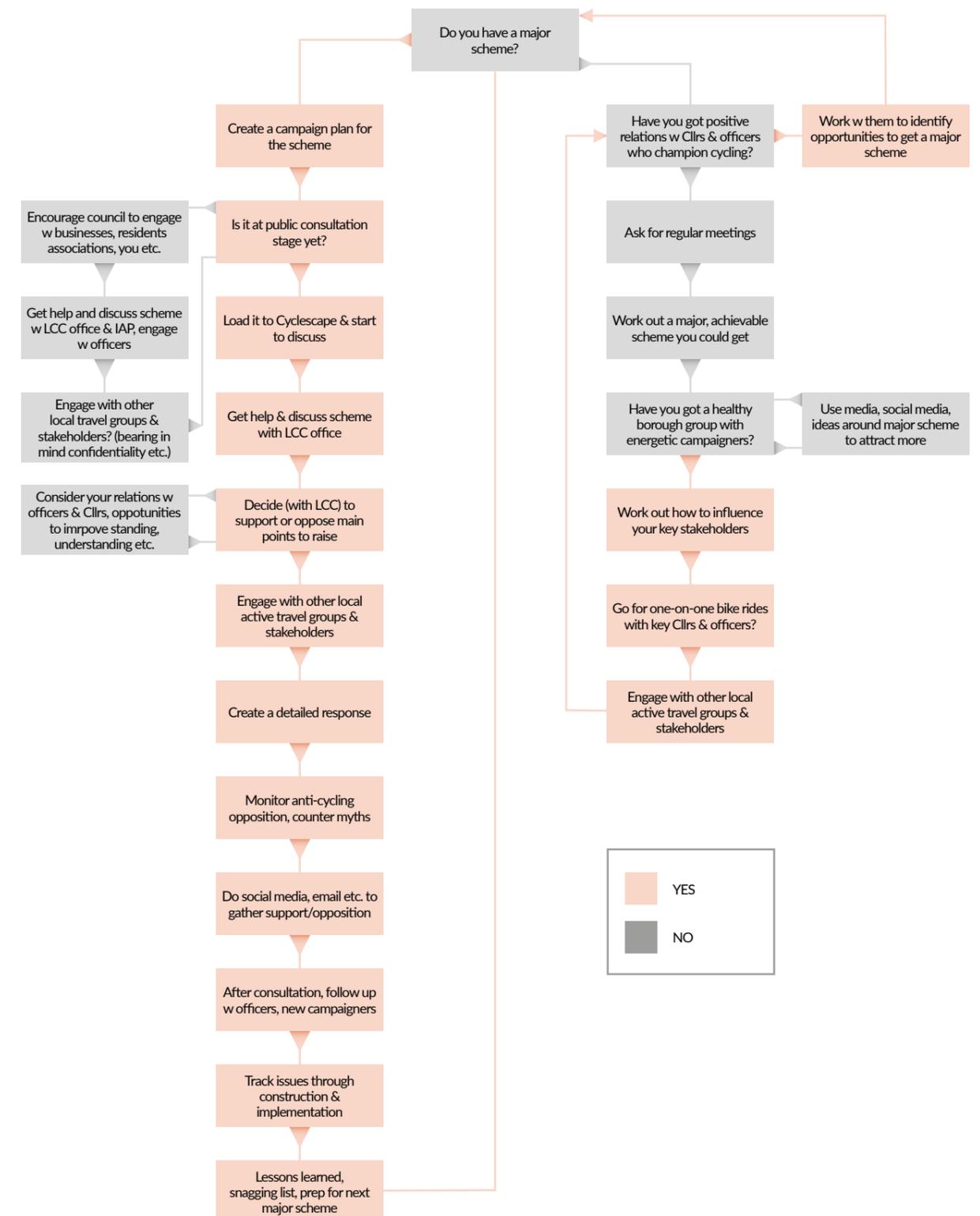
These six criteria link to the HSC (see Scoring Cycling Scheme Quality below), and, as can be seen above, are interlinked. There is more detail in the **technical note** (and its associated **spreadsheet**), but it is important to understand that schemes can be approved where not all six criteria hit their “green” targets.

The criteria as presently configured mean that truly rubbish schemes should no longer receive TfL funding, but mediocre schemes will certainly still pass the system. The quality criteria eliminate the potential for funding only the poorest schemes, and so represent a clear, consistent lowest quality bar.

## 4. MAJOR SCHEMES FLOWCHART

It can be difficult knowing what to do if you aren’t in the lucky position of having major cycling infrastructure schemes in your borough. It can be even more difficult knowing what to do when you do get one.

This flowchart aims to summarise a lot of the learning of the rest of this handbook in easily digestible form:



# 5. PUBLIC CONSULTATIONS

In most boroughs, the first interaction you will have with a scheme will be as it progresses to public consultation. At consultation stage this is what we suggest every borough group does, particularly for any large and/or cycle-specific scheme:



## LOAD THE SCHEME TO CYCLESCAPE



We're asking local group infrastructure reps to load all relevant public consultations and other public schemes to Cyclescape. This is so people from beyond your group, across London – folks who are infrastructure campaigners, folks who live in the area, cycle through it, or just know it well – can easily share their thoughts on a scheme, and provide suggestions or criticisms.

It also means there's a public record we can look back at in the future of what opinions were around each scheme.

You'll need a login for yourself and/or your group, then to create the route or area on **Cyclescape.org** as an "issue" and tag it appropriately (see below). Tagging the issue means the route or area appears automatically on LCC's current consultation map ([lcc.org.uk/pages/consultation-map](http://lcc.org.uk/pages/consultation-map)) too. For more detail on how to do this, see our easy seven step guide here: [lcc.org.uk/pages/cyclescape](http://lcc.org.uk/pages/cyclescape), email our Infrastructure Campaigner Simon Munk ([simonm@lcc.org.uk](mailto:simonm@lcc.org.uk)) and see [blog.cyclescape.org/guide/](http://blog.cyclescape.org/guide/)

**Please note:** Cyclescape is for schemes that are at public consultation and publicly available. Schemes can be put on Cyclescape if they're not in the public domain yet – but should be kept "private" and only viewable to relevant campaigners, and bearing in mind confidentiality. If something is not in the public domain then Dropbox, Google Drive, Slack or other online collaborative working tools, again ensuring suitable privacy settings, can be a better idea. Always be aware of confidentiality and do not take risks with relations with officers by breaching their trust.

## CHECK IN AND GET HELP

However big or small your scheme is, do have a brief conversation with the infrastructure team at LCC before telling the council, or the public, your position on any scheme – in case they have a different viewpoint or spot something you've missed.

If your scheme extends across multiple boroughs, is worth millions of pounds or represents a major shift in approach for the borough, it's likely the infrastructure team will be particularly interested. But even on small schemes there may be a sensitivity the

infrastructure team are aware of that you're not – so do check in with them.

With most schemes, after a brief discussion the borough group will lead and the LCC team may put in a response in support of yours, but with a few large schemes it may be that the LCC infrastructure team will want to lead on a response. These are likely to be schemes of strategic importance to cycling in London – primarily Liveable Neighbourhoods, Safer Junctions and Cycleways with multi-million pound budgets.

Hopefully the team are already talking to you on a regular basis. But don't be shy – if you want help reading the plans or getting an initial take for even a small scheme, yell ([simonm@lcc.org.uk](mailto:simonm@lcc.org.uk)).

In complex cases, when you want more eyeballs on a scheme, or for a second opinion, the Infrastructure Campaigner can also pass queries, requests and other issues over to the Infrastructure Advisory Panel ([lcc.org.uk/pages/infrastructure-review-group](http://lcc.org.uk/pages/infrastructure-review-group)), a group of LCC experts who scrutinise infrastructure schemes and consultation responses, drawings etc.

## SUPPORT OR OPPOSE

The line to draw between supporting and opposing a scheme at consultation can be a complex and fraught one. At its simplest, if a scheme is going to spend significant amounts of money from cycling budgets, and won't result in major safety (and/or comfort) gains for those currently cycling in the area, and/or won't result

in significant quantities of new people taking up cycling along the route or in the area, then it should be opposed.

So much hangs though on what you believe your council can and will achieve, how far and hard the particular scheme in question pushes them and what long-term benefit you also believe, in relationship terms, opposing or supporting the scheme will bring.

Never support a rubbish scheme for cycling, but do be prepared to bend to give qualified support to a scheme you don't think is great if it gets strategic advantages to cycling in the area and shifts relations significantly; similarly, be prepared to oppose a scheme, with qualifications, if you believe this is the best way to ensure the council shifts and improves the scheme.

It is always possible to support schemes with caveats, such as "the scheme does not match LCC policy on separation (>2,000 PCUs)", or oppose but suggest "if you fix A, B and C, we would support". It's unlikely to ever be a black or white full support or total opposition – it's about drawing the line that you think will encourage the council to do better with this scheme and the next.

Deciding your take on a scheme and whether to support or oppose it should never fall to one individual in a group – whether you discuss it as a committee or at one of your group's public meetings is up to you, but checking in with the Infrastructure Campaigner (and asking for opinions via Cyclescape) should always be done before you go public with either support or opposition.



Below we lay out some common decisions to make around support or opposition:

|   | Criteria  | Comments/explanation  |
|---|---|---|
| 1 | Will this scheme enable lots more people to cycle?              | Even if a scheme doesn't enable all ages, all abilities cycling will it open up a route for people who currently cycle or are close to doing so in the area?  |
| 2 | Do any substandard sections still enable an overall good route? | Sometimes, a short section of narrow cycle track, or a brief gap, or a less-than-ideal bridge underpass can be solved long-term by expensive interventions, but a scheme that gets in a continuous and generally high-quality route will often be preferable to just waiting for years.   |
| 3 | Does the scheme reduce danger for current cyclists?             | Even if a scheme fails to provide for new cycling, but makes a well-used route much safer for existing users, that can be very beneficial (as an interim step or precursor to a better scheme).   |
| 4 | Is it good value for money?                                     | A side-street scheme that retains too high traffic volumes can be very low cost and could be improved later with filtering. But a scheme that involves costly kerblines and "stats" box movements and that won't deliver many more people cycling is a poor use of cycling budget.  |
| 5 | Is this a good scheme for the borough?                          | If a borough has produced good schemes in the past we should call out a poor scheme. However, in boroughs that have historically resisted any improvements for cycling, a limited or mediocre scheme may well be worth supporting to encourage more ambitious projects in future. Success in delivery tends to encourage bolder action. |

## CREATE A DETAILED RESPONSE

Once you've got initial thoughts from people on Cyclescape and crafted a group position in line with the LCC infrastructure team you can create your response to any consultation (make sure you don't miss the deadline!).

Whether you support or oppose, ensure you provide clear critical feedback – including suggestions of where you think a scheme can be improved, or alternatives. But try not to go for grandiose and well-intentioned alternatives that haven't been through the complex computer modelling processes that most schemes have. It's about providing hopefully helpful, critical suggestions and new ideas, rather than telling designers who may have worked through lots of permutations that their ideas are rubbish and you know better.

Use every scheme and your support or opposition as an opportunity for dialogue with engineers, provide them with ideas, press them on why things that are seemingly impossible in your borough are feasible next door, give them arguments, stats, evidence, other schemes as examples. But treating these folks with respect will always get better results.

Similarly, make points to your cabinet lead or others with influence on schemes – use them as examples of how the borough is getting things right (everyone loves praise), or contrast again with action elsewhere, or with borough policy, to show how the borough is getting it wrong. Argue your case clearly, with evidence, but in friendly, positive and constructive terms. Learn when to back off and when to push.

Download the latest LCC responses at [lcc.org.uk/pages/consultations](https://lcc.org.uk/pages/consultations) and use these (particularly the infrastructure ones) as your template.

## AMPLIFY YOUR RESPONSE



As you create your detailed response, think about what three (or less) key points or themes from your response you might want others to tell your council about too.

You can email your members and supporters in your area to promote the consultation and encourage people to respond. Keep it simple – bullet points and jargon-free, simple ideas. Encourage people to put these ideas in their own words.

Don't forget to use social media, but handing out flyers to local people / local cyclists or putting leaflets through doors in an affected area can be an even better way to engage people on the issues and encourage responses. Ask the Campaigns Team ([fran@lcc.org.uk](mailto:fran@lcc.org.uk)) for advice on this.

Some local groups have made use of LCC blog posts to promote and encourage people to take part in local consultations. They've provided suggested answers and responses to use to make it easier for people to take part, even if they aren't infrastructure experts!

A good, big scheme can rally new members to your group and new skills and enthusiasm. But also be ready to counter "bikelash". Call out the council on weak schemes, engage with residents who won't see roads improved, build long-term alliances and create noise, use local papers and get inventive with stunts or photos and videos to illustrate points. It's great to be able to highlight on your social media pages and in emails "here comes something great", but it's also useful to be able to get lots of members worked up and active by pointing out they need to respond to fight against bad schemes.

## FOLLOW UP

Local group responses require hard work, often drawing on local expertise that no one else has access to. You need to ensure, therefore, that your comments are being properly considered and acted upon.

If officers and councillors don't move forward on really important points you have made, make sure there is monitoring of the issues and be ready to demonstrate your expertise and value as a group by effectively saying "we warned you" on issues when you turn out to be right. This, done constructively, can increase the importance attached to your comments in the future, and can lead to post-implementation fixes.

Finally, don't get too caught up fighting last-ditch assaults on schemes that are already being built. The scheme might be dreadful, but pointing that out over and over will not stop it at this point, or make friends, or ensure lessons are learnt in the council. Find ways to move the conversation forward, potentially using data from the scheme as evidence, showing people not cycling there, or videos of near misses. And come back to it later – when the dust has politically settled.

A few groups track consultations on a shared online spreadsheet, assigning actions and follow-up tasks.

# 6. ASSESSING PLANS

In order to form a position on a major scheme, you need to assess the plans. Top-down schematic plans can be very confusing to read at times, so don't be afraid to ask for help ([simonm@lcc.org.uk](mailto:simonm@lcc.org.uk) or try our #general Slack channel, sign-up here: [lccactivists.slack.com](https://lccactivists.slack.com)). But your main aim should be to put yourself in the mind of a mum, 12 year old, or everyday cyclist riding the scheme – will the scheme enable them to cycle here, and what are the issues they would be put off by?

Sometimes the consultation plans lack the sort of details we look for (like lane widths) but it's OK to ask questions of officers – they're the technical experts after all. You might also ask for instance, on a plan, how would someone get from A to B by cycling?

## WHAT TO LOOK FOR

The big questions to answer: what are the risks at junctions of a vehicle turning around a corner left across you? And what will turning left, right or riding ahead at a junction feel like for a normal person cycling?

### ARE THERE ANY "CRITICAL ISSUES"?

These are specific metrics taken from the HSC that represent real, objective dangers to those cycling: lane widths between 3.25 and 4m,

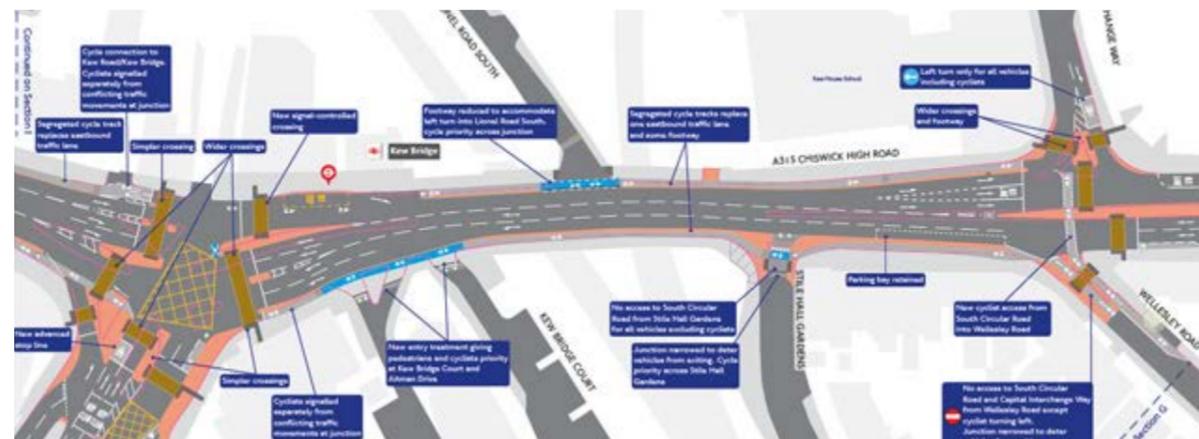
cycling through junctions with heavy left turn flows, cycling on roads with fast motor vehicles, particularly with high proportions of HGVs etc. These are really important to learn and understand as they can immediately highlight potential areas to fix urgently, but also highlight your knowledge to officers and highlight the gap between a bad and an OK scheme.

### DOES IT MEET LCC POLICY?

If there are more than 1,500 motor vehicles/2,000 PCUs daily here and/or lots of HGVs and/or buses, what separation is there? Think about how fast vehicles are likely to move through the scheme. If you're over 2,000 PCUs and/or 20mph, then you should be asking for either motor traffic volume and/or speed reductions, or cycle tracks. But again, while the 2,000 PCUs is a clear policy, recognise some boroughs can be pushed harder than others.

### WHAT ARE THE OPPORTUNITIES?

If there is too little or too narrow provision for cycling, consider how you might take space from motor vehicles to gain more. This often means looking at removing car parking (for instance bringing all parking to one side of a road and removing some spaces completely), changing kerb lines, swapping pedestrian refuges for straight-across crossings, removing turn lanes and banning turns, narrowing wide lanes etc.



The **Streetmix** tool is a good way of visualising what to do with a specific amount of road and pavement width (see Maps and Data, below).

### IS IT THE BEST ROUTE?

When you first see a top down drawing (or "plan") of a new scheme, it's always worth looking at the wider area this scheme will sit in.

- Are there any parallel routes that would be good/bad for cycling or motor traffic to go on instead? (Particularly if the current proposal isn't good enough.)
- Is there any public transport that would be impacted (negatively or positively) by the scheme?
- What could be future extensions of the scheme – what is the potential for further schemes to either mitigate likely changes to motor traffic or to make the scheme part of a bigger route, or connect to another route. It's really useful to use the SCA when thinking about this.
- What are the interactions between a route and the side streets and major other roads that branch off it?
- Given the MTS has a target that 70% of us should live within 400m of a safe, high-quality cycling route, does this scheme help meet that target? Where's the nearest next viable cycle route? If it's more than 800m away, this route has to be safe and high-quality!

### HOW MIGHT IT AFFECT THE AREA?

If a scheme is reducing motor traffic, where might some car traffic shift to, and could that change things like car and/or bus journey times?



Could the wider area merit an area-wide low traffic neighbourhood (see [lcc.org.uk/pages/](https://lcc.org.uk/pages/)

**low-traffic-neighbourhoods**) where through motor traffic is removed or discouraged? These enable more short journeys by foot and bike inside the neighbourhood, can provide excellent quiet route alignments and using modal filters (bollards etc.) along the main road edges can stop or reduce turning movements across a cycle track.

You can also think about:

- Will turnings into side streets encourage fast or slow and calm driving (raised tables, "blended crossings," and tight turns in/out all encourage calmer driving)?
- Are cycle tracks wide enough (>2m for high flows in one direction)?
- What are the worst points in the scheme?
- If you're arriving to/from nearby key amenities (schools, shops, stations etc.), will you be able to get to and from the scheme using crossings?
- Is there enough capacity in the scheme to cope as cycling rates grow (sometimes accepting a narrow or restricted scheme now just means pushing for more later, as tracks go over capacity – that's what happened at Tavistock Place)?
- What issues are likely to be raised by residents and professional drivers?
- Do the plans correspond well with the borough policies on cycling, the stated aims of the scheme, the MTS (for instance will the scheme shift journeys from car to walking or cycling, and eliminate all serious injuries and fatalities along the route, to achieve "Vision Zero")?
- Is the scheme fully inclusive for a wide range of people cycling (Wheels for Wellbeing's infrastructure guide is excellent [wheelsforwellbeing.org.uk/campaigning/guide/](https://wheelsforwellbeing.org.uk/campaigning/guide/); bollards/gaps should be 1.5m; no tight turns, odd cambers and gradients; also see [www.standardsforhighways.co.uk/ha/standards/ians/pdfs/ian195.pdf](https://www.standardsforhighways.co.uk/ha/standards/ians/pdfs/ian195.pdf) and TfL's London Cycling Design Standards for the working width, length etc. of different types of cycle)?

If you want to learn more on the kind of issues to look for, see LCC's pages on infrastructure ([lcc.org.uk/infrastructure](http://lcc.org.uk/infrastructure)) and TfL's Streets Toolkit ([tfl.gov.uk/corporate/publications-and-reports/streets-toolkit](http://tfl.gov.uk/corporate/publications-and-reports/streets-toolkit)). The Toolkit includes the excellent London Cycling Design Standards which feature Cycling Level of Service (CLoS) scoring.

CLoS, and its successor, the Healthy Streets Check, offer objective ways of scoring schemes for the quality of cycling provision, but they are complicated for untrained campaigners to take on. However, picking out the "critical issues" and focusing on these as a priority is a good way to see quickly if a scheme features major problems, such as high volumes of motor traffic without any separation for cycling, lots of turning movements across the paths of cyclists etc.

Google Streetview is also a great help assessing current and past traffic conditions, junctions, and ratruns through and around a scheme. You can tell a lot by just looking at pictures of a street – is there lots of traffic, is it all of a certain type, do the junctions look scary to ride through, which roads look busy and which quiet? You can also roll back over years to see history of the site and any changes made to the roads.

## DESIGN GUIDANCE



Using the same design guidance, tools and evidence as engineers does mean you can speak the same language, and begin to query their assessments and assumptions. It means you will likely carry more weight with them, and at least be able to spot when jargon is being used to make excuses or avoid tackling issues.

We round up most of the core sources of data (see Maps and Data). And we also provide information on how to use the HSC. But if you really want to learn how engineers should be designing cycle schemes, you may want to browse their key design guidance:

- The London Cycling Design Standards (**LCDS**, [tfl.gov.uk/corporate/publications-and-reports/streets-toolkit](http://tfl.gov.uk/corporate/publications-and-reports/streets-toolkit)) is design guidance which gives lots of options and offers advice to Highways engineers on approved ways of designing for cycling. If followed properly, it can turn out excellent cycling schemes. But it is "guidance" only – many sins can still be covered under a scheme badged as "LCDS compliant" by officers. Use ideas in LCDS to brainstorm and talk to officers about alternative options and/or best practice. LCDS is probably the single most important and accessible of all these documents.
- The Dutch "CROW Manual" is its equivalent, but obviously less London-relevant. It does feature clear Dutch design standards - which are the best - and there is a copy at the LCC office you can always come and use.
- The DfT also produce key national guidance that can be of use. The big bible of road design is the Traffic Signs Regulations and General Directions ([www.gov.uk/government/publications/traffic-signs-regulations-and-general-directions-2016-an-overview](http://www.gov.uk/government/publications/traffic-signs-regulations-and-general-directions-2016-an-overview)). But it's also worth looking at IAN 195/16: Cycle Traffic and the Strategic Road Network ([www.standardsforhighways.co.uk/ha/standards/ians/pdfs/ian195.pdf](http://www.standardsforhighways.co.uk/ha/standards/ians/pdfs/ian195.pdf)), and the soon-to-be revised LTN 2/08: Cycle Infrastructure Design ([www.gov.uk/government/publications/cycle-infrastructure-design-ltn-208](http://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-208)).

All these documents are huge reads to be clear, and for most campaigners, a flick through LCDS online or talk to our infrastructure team here is probably more use than feeling the need to read several telephone directories!

## A NOTE ON TFL BUSES

Buses come very high up the TfL pecking order currently, and understandably so. However, their management can, and often does, veto cycling schemes. So with large schemes, it's vital to know how to deal with them.

Currently, due to concerns over falling ridership, if any scheme is modelled to be detrimental for buses it is likely to get vetoed. But there are huge differences between borough councils on

how much they're willing and able to argue a case and compromise (swapping a two minute delay for a one minute delay), come up with smart workarounds (for instance, adding to bus journey times at one junction, but cutting it at another), or otherwise push the envelope (for instance, some are pushing for "bus gates" or "bus/cycle only" streets).

If your council doesn't push back against TfL Buses, help them. Give them ideas, don't accept a flat "no" as an answer. And contact our Infrastructure Campaigner for more ideas and potentially escalation to TfL officers etc.



# 7. MAJOR INFRASTRUCTURE SCHEMES



Major infrastructure schemes represent a huge opportunity to improve cycling in your borough – or, if not done right, can lock out cycling for decades. They can generate significant “bikelash” and are complex and resource intensive to handle. So if you’re getting a long length of cycle track in your borough, a major high street redevelopment, a dangerous junction is being tamed, or a large residential area is becoming a “low traffic neighbourhood”, read this section to see what to do, when...

## SCHEME TYPES

There are five major areas currently that if your borough faces, you should immediately get help from our infrastructure team. These are:

### 1. MAIN ROAD CYCLE TRACKS



Photo credit: Mark Treasure

Until now these have often been dubbed “Cycle Superhighways” – continuous sections of cycle tracks, with major changes to junctions to ensure safety for those cycling, largely along main roads in a direct alignment. They should increasingly correlate to the key “corridors” identified in the SCA.

### 2. SAFER JUNCTIONS



Under previous Mayor Boris Johnson, TfL announced the Better Junctions programme to improve walking and cycling conditions at 33 of the worst junctions in London. Mayor Sadiq Khan has also announced a much longer list of over 70 Safer Junctions that are the most dangerous for people in London on TfL’s roads, with fixes promised for that list.

We track the progress being made on these junctions at [lcc.org.uk/pages/tfls-better-junctions-scheme](https://lcc.org.uk/pages/tfls-better-junctions-scheme) and assess the schemes so far, pointing out remaining issues, while continuing to campaign to ensure these most dangerous spots for cycling are properly fixed.

### 3. ROUTES ALONG QUIET STREETS



Routes along quieter residential streets and through parks were until recently called “Quietways” by TfL. While the principle of having routes through residential areas, and/or to connect to main road cycle tracks, is sound, nearly all of the TfL-funded quieter routes thus far have failed to deliver high-quality infrastructure.

Common failings have been in appropriate provision crossing busier junctions, in routing down busier “ratruns” (and failing to modally filter such through routes to remove most motor traffic) and in overly relying on parks, canals and other areas that feel unsafe for many at night or over winter or are even closed then. For more on these, see [lcc.org.uk/pages/quietways](https://lcc.org.uk/pages/quietways).

### 4. LIVEABLE NEIGHBOURHOODS



Schemes aimed at transforming specific areas of a borough (often residential neighbourhoods, the areas around a transport interchange, or high streets) to reduce motor traffic and boost walking and cycling in a concentrated manner. These are the successor to the mini-Holland schemes, but with funding available of between £2 and £10 million per neighbourhood. For more on these see [lcc.org.uk/pages/lip-and-liveable-neighbourhoods-guidance](https://lcc.org.uk/pages/lip-and-liveable-neighbourhoods-guidance).

One type of Liveable Neighbourhood we want to see more of is residential areas where through motor traffic is reduced, restricted or removed – we call these “low traffic neighbourhoods” (others call them “filtered permeability cells” or “modally filtered” areas). For more on these see: [lcc.org.uk/pages/low-traffic-neighbourhoods](https://lcc.org.uk/pages/low-traffic-neighbourhoods)

The three mini-Holland boroughs, Enfield, Kingston and Waltham Forest, predecessors to the Liveable Neighbourhood programme, are each receiving approximately £30 million in funding to transform a large area around a “major” town centre for walking and cycling. The approach of each borough has been fairly different, with Enfield and Waltham Forest widely recognised as the more successful. For more on these see [lcc.org.uk/pages/mini-hollands](https://lcc.org.uk/pages/mini-hollands).

### 5. LOCAL IMPLEMENTATION PLANS (LIPS)

Each borough must bid annually for LIP funding, as part of a longer-term LIP plan (currently LIP3), working up schemes that are designed to progress the borough towards the MTS goals, with TfL assessing whether the bids are bold enough. LIP funding can be used to complete a small number of major schemes each year, or be spread over lots of smaller schemes. For more on these see [lcc.org.uk/pages/lip-guidance](https://lcc.org.uk/pages/lip-guidance).

## HANDLING A MAJOR SCHEME

### FINDING OUT ABOUT SCHEMES

How you hear about a scheme might vary from scheme to scheme and certainly will from borough to borough. Officers or councillors may contact you, as might staff at LCC.

For a major scheme, the borough officers should be having conversations with you far in advance of any public consultation. Ideally, your group should have a good enough relationship with officers that they show you schemes early. If this isn't happening reliably for your group, work on your relations with officers and councillors to try and enable this.

Catching issues earlier than a public consultation, and getting a heads up that the consultation is coming soon, are really useful ways to ensure you can run a smooth campaign around a big scheme (and, as you can remind councillors and officers, a good way for them to spot issues and answer them early, even before the consultation).

It's always also worth keeping an eye on where your borough puts consultations online. Some boroughs have a page on their site, some have an entirely separate consultation portal. Check yours monthly, but also try to get borough officers to tell you about upcoming major schemes.

You can and should ask them to do so for all relevant Highways schemes (and that includes not just cycling-specific schemes, but also bus re-routing schemes, pedestrian crossings etc. where there might be an opportunity to make improvements for cycling at the same time, or impacts on the future cycling network).

### PLAN YOUR MAJOR SCHEME CAMPAIGN



Taking some time to plan how you would like the campaign to run is important. Organising

how your group will respond and achieve your desired outcome on the campaign will make running the campaign much easier, and help make it successful. For more detail on this see [lcc.org.uk/activism](https://lcc.org.uk/activism)

First things to work out are:

- **Timeline and details of the scheme** – when will the scheme go public? How long will the consultation run for? When will the council decision be made after that?
- **Get as much information from council officers as you can** - how rapidly do they see the scheme progressing, what importance do they place on it, how positively do they see the scheme etc. This will help you manage interactions with them. The same issues, separately, are worth thinking about with your cabinet council lead. Think about how the scheme is likely to be thought of by cyclists, residents, drivers, cabbies, shop owners and others.
- **Think about all the potential stakeholders** – what are the ward councillors and cabinet lead like, are there any places of worship, clumps of independent shops, schools or other amenities likely to be affected by or concerned about the scheme? Are there active residents' associations?
- **Identify and prioritise who is most important you engage with** – think about how the scheme is best sold assuming you're supporting it, or improved if you're not – who has power, what will they say, can you guide them? And what can you say that the council can't? At this point it's really valuable to talk to friendly councillors and/or officers (or TfL via the LCC Infrastructure Campaigner) to ensure you're not replicating work the borough is doing or treading on anyone's toes talking to residents, shopkeepers etc.
- **Ask yourselves what the three key bullet points of your support or opposition are** – what things you most like or hate about the scheme, and what you'd most want changed (see Assessing Plans, above). And then how those points are best communicated by your group to residents, for instance.

Next, organise the group to cover the campaign. Many borough groups come back to the same few volunteers to do most work. With a big scheme coming, it's easy for volunteers to buckle under extra workloads, so reshuffle and re-prioritise the work the group does. Give extra duties to those less involved, draw new people in to do tangential tasks, or just accept some things might slip for a few months. Make sure you keep an eye for burnout, do social events and let people take breaks.

Have clear lines of communication and command set up for those working directly on the scheme, and try and get everyone comfortable and involved in communicating quickly before the scheme hits – a lot of LCC groups now use instant messages via WhatsApp, or Slack channels, to chat. Whatever you decide to use, it's vital all the core team working on the scheme can catch up regularly and communicate instantly among themselves – don't have one of you on email sporadically while the rest of you are all chatting on Slack.

And make sure you talk as soon as possible to the LCC campaign staff to ensure there is a common take on the scheme agreed by all and so you get the help you need. LCC staff often have ways to escalate issues raised above the council to TfL, they may have access to other sources of information, or they can help with drafting communications and spreading the word to help make sure you're getting the message out about the scheme to those who it needs to reach.

### HELPING THE COUNCIL GET ENGAGEMENT AND CONSULTATION RIGHT



Photo credit: [Commonplace.is](https://www.commonplace.is)

Consultation is still too often a 'tick box exercise', done when it's too late to make any really tangible changes to the scheme proposed. This often doesn't help cycling schemes; if

people are told to choose between a cycling scheme that disrupts their normal routine and nothing, they often choose nothing.

Instead, encourage councils to genuinely engage and listen to residents early on, allowing them to shape a scheme and showing them the differences their input has had ("you said this, so we did that"). Before residents can opine on scheme designs and detail, it's also valuable for officers to have gathered key data (traffic volumes, collision rates, potential to shift journeys to cycling from TfL's SCA etc.) and survey residents on general issues.

That enables officers to put forward principles the scheme must achieve ("75% of you wanted less traffic on your streets, so that's what this scheme is about"). And encourage councils to create schemes, engagement and consultation that aligns with their own policies.

This way, residents can be engaged in ways that play to their genuine local expertise, without allowing them to derail entire schemes or weaken them so they become pointless. These early shared principles are vital for ensuring residents understand what a scheme is likely to do and why it is being done. For more on this see our "Low Traffic Neighbourhoods" briefing [lcc.org.uk/pages/low-traffic-neighbourhoods](https://lcc.org.uk/pages/low-traffic-neighbourhoods). The idea is to avoid consultations as referendums, and run them more as opportunities to improve schemes, not derail them.

Another approach is to encourage councils to do temporary street layout trials for 6 months (not 2 or 3 weeks) as this gives traffic a chance to adapt. You can suggest they tweak a trial in situ if data emerges showing any unexpected issues, leaving time to test the new layout. Waltham Forest's first mini-Holland low traffic neighbourhood scheme in the "village" area, Camden's expansion of its Tavistock and Torrington Place cycle tracks and City of London's Bank junction scheme all started as trials.

### DURING THE CONSULTATION PERIOD

Once a consultation is live for a scheme, your priorities are to assess the scheme (with help from the LCC staff, see Assessing Plans), then if you support it, champion it where needed in the local community.

If there is a good scheme that will dramatically improve conditions for walking and cycling there will inevitably be opposition. If you face significant opposition, particularly if that opposition is asking their supporters to write in to oppose a scheme, you need to plan carefully what you do to counteract this.

**Engage with community.** Ideally the council will have contacted other stakeholders, places of worship, GPs, shops, schools etc. to bring them on-board well before any consultation. If not, do consider doing it now. But see “Gather public support” below.

**Monitor media.** Keep an eye on social media and the local media to get a steer on what the public sentiment is and spot any emerging issues. You can often track search terms on twitter and hashtags and/or keep an eye on local residents’ Facebook groups and other popular online forums (e.g. “Walthamstow Life” or “Hounslow Parents” etc.) for chatter around the scheme. Look out for people championing the scheme - who potentially you can draw in to help you out.

**Tease out legitimate concerns.** The most constructive thing you can do is engage with people to tease out legitimate concerns about the scheme and answer them or raise them with the council/TfL, while gently moving aside concerns without good basis. Entrenched and very negative opposition should simply be countered, rather than engaged with repeatedly – that way you’ll be seen as being constructive, they won’t.

**Act quickly to dispel any myths.** Consider creating mythbusters and FAQs online to direct people to. Try not to get too caught up in social media battles and recognise most residents don’t read twitter and are often only dimly aware of schemes on their own doorstep. The best approach is usually to go door-to-door to garner local support with leaflets (although check in with sympathetic officers or councillors before you do to ensure your timing and message is good), and emphasise benefits of the schemes for the community, for kids, for clean air and for walking and cycling. And ditch the high-vis and Lycra when you are on a stand or the doorstep. Again, get help from LCC if you need it!

**Gather public support.** Often it can be advantageous to wait until near the end of the consultation period to do anything public, if a scheme isn’t causing lots of controversy, as this

can avoid provoking any organised opposition. However, if opposition is already public and organised, there’s little reason not to email all members and supporters in the borough (and perhaps neighbouring boroughs), to provide public webpages such as FAQs and mythbusters, and to go door to door with leaflets explaining what’s good about the scheme. Again, engage with other stakeholders - supportive or oppositional - to try and reduce their opposition or bring them on to help support, and look for individual champions who might be persuaded to take an active role in your group going forward in both email responses to you, and social media.

The period post consultation is a good time to make sure any changes to the scheme will be positive, and if you have successfully got lots of people to raise key issues, then push for those to be fixed as a priority.

## BUSINESSES



If handled early and appropriately, businesses can become cycle scheme champions. But sadly, more often they can be the most intransigent opponents to any cycle scheme.

Businesses often only hear about schemes at consultation and independent businesses tend to hate this. Once businesses dig in, no amount of persuasion will convince them – for small business owners, even slight changes (e.g. removing a parking space) can be a huge deal for them and they will protest this being removed as they think it will affect custom.

Typically, small businesses are more problematic or likely to be angrier than chain stores. A single small business on a high street can derail a scheme by getting others to protest with them. So it’s vital early on in any scheme their concerns are heard and understood.

Make sure the council gets them involved early, or do it yourselves (but again, check with the council team first, that they’re OK with your approach). The ideal is the council gives them a say to influence but not derail a scheme, and plays up the chance to “seize the opportunity”. This often means identifying loading and customer issues, but also potentially surveying real life parking bay usage and customer mode share and really having an ongoing dialogue between council and businesses where solutions to their issues are found.

Large/multiple businesses are more likely to support schemes or ignore them, as they may have already experienced similar schemes at other units, or will simply not have the same engagement in the local area. Also, they may well not want to attract the anger of those who cycle, and cycling may well align with their corporate social responsibility programmes, plus they’re likely to have significant numbers of employees and management who cycle already.

For most businesses, customer parking and delivery/loading access will be primary concerns with any scheme. TfL has produced a presentation on how walking and cycling schemes are good for businesses, and how businesses almost universally overestimate the importance of customers arriving by car ([tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling](http://tfl.gov.uk/corporate/publications-and-reports/economic-benefits-of-walking-and-cycling)).

## CASE STUDY 1

Council officers gathered data about cars arriving at businesses on a long high road due to get cycle tracks. Typically, most customers arrived on foot and often it turned out that the person using the nearest parking space was the boss parked up all day! Officers then approached business owners opposing the scheme with data on actual parking usage, the retail benefits of other cycling schemes and a plan to do deliveries and reduced customer parking on nearby side streets. Most businesses then reduced their opposition, and some even became supporters of the scheme.

## CASE STUDY 2

A local borough group successfully targeted large businesses along the route of a proposed scheme for support; since these “anchor” tenants represent larger business rate payments and employ lots of residents, they were influential on council attitudes.

## COMMUNICATIONS

How you talk to people and the language and imagery you use has a massive role to play in how they respond to you. It’s not all about what you say; how you say it is at least as important.

- **Use “positive” language.** Try and avoid “road closures” (although “modal filters” is also confusing for most people) and avoid jargon! Talk about “protected space for cycling”, “people cycling” rather than “cyclists” etc. Positive language that makes people feel like they are similar to you avoids creating a them-and-us cyclists vs residents atmosphere with cyclists some Lycra-wrapped alien species. Many residents are cyclists, and more would be cycling with better conditions.
- **Working with other organisations on “Healthy Streets” broadens scheme appeal.** We largely want the same thing as pedestrian campaigners, disability access groups etc. – fewer and slower cars. Nearly everyone walks, so ensuring scheme benefits for pedestrians are emphasised avoids alienating non-cyclists.
- **Create a vision.** Often the barrier is not the actual change happening but simply a fear of change, so try and paint a picture of what a future could be like, and that it is achievable. Talk about fewer cars, more space, more trees, safer places for kids, paint a picture of our childhoods when (for most officers, Councillors, those against cycling schemes etc.) kids could play out on the streets without fear, talk about collapse in roaming distance for children, about pollution, the climate crisis and how these issues can be addressed through the scheme. In other words, rather than trying to persuade someone that cycle tracks are great, talk to them about how horrible the main road is and how much better it would be if the huge

proportion of less than 2km car journeys on it were done by people walking or cycling.

- **Make sure your messages to members, supporters and on social media are simple and captivating.** The ideal is one clear, simple reason (relevant to a wide range of local residents) explaining why they should support the scheme, and what one thing they should ask to be changed about it. When asking people to respond to the consultation, try and encourage them to not just copy and paste it, but at the least reword it in their own submissions. A petition or form letter will rarely be counted the same as individual submissions to a consultation – they’re often largely discounted.
- **Remember, a lot of people may be engaging with the ideas of filtering traffic or protected space for cycling for the first time.** They may not understand it yet, or feel entirely comfortable. Make it easier for them to gain confidence considering these ideas, and be encouraging and engaging with those willing to listen.

**SOCIAL MEDIA**



Online is very different to speaking to people at stalls or in the street in person. Here are some tips about championing cycling and cycle schemes on Twitter, Facebook and other online forums:

- Remember that talking to people on the doorstep and face to face is always more productive than having debates with a relatively small group of angry repeat posters on social media.
- Do not leave all online space to those against cycling and/or schemes. Engage with members and near-supporters and the undecided, but also periodically ‘take the heat’ out of a debate by dropping clear

evidence that refutes anti-cycling claims. Deflate them using rational, evidence-based facts, but don’t stir things up with rhetoric. You can simply link to a mythbuster or FAQ on your site to gently take down persistent myths and posts (such as “this cycle scheme will cause pollution”).

- Use humour where needed to deflate debates too and/or infographics, personal stories from individuals not aligned with the group etc. (“mum on a bike”). Make it empathic, not about “cyclists” vs “residents”, and try to avoid sarcasm – it doesn’t work well on social media.
- Create or find links to mythbusters, refer to FAQs, refer to experts and evidence, have a place on your website you can refer people to where they can read the facts, and link people to these places.
- Discern between ‘noise’ created by those strongly against cycling, and issues that are or risk gaining traction with a broader audience – engage with the latter, not the former.

**BE READY TO PICK UP SUPPORTERS**

Big schemes can draw out new supporters. They won’t necessarily turn up at meetings, they won’t necessarily become LCC members, but if you have a list of discrete tasks ready to go (particularly if some of them involve online work that can be done at any time), you can always grab someone and say “here’s a little job you can help with”.

On some big schemes, groups run social catch-ups to unwind and rejuvenate, others maintain closed/private Facebook or WhatsApp groups to coordinate volunteers who can’t make meetings and to act as sounding boards for those most involved in coordinating campaigning on a scheme.



**FROM CONSULTATION TO CONSTRUCTION**

Plans can change rapidly as they move from consultation and initial design to construction. Be ready to hold your council to account over such changes, and watch out for schemes being made progressively weaker as they head towards being built.

Identify the key principles of what the scheme must achieve to be a success and hold the council to these, check-in on the build regularly, spot issues before they become too embedded, and use an (online?) snagging list to make sure the borough improves future working practice and fixes emerging issues as the scheme moves forward.

Many people won’t easily understand how a scheme will look on the ground from early plans. Use whatever visualisations that have been provided in favour over plans. And be prepared for people to be surprised as schemes are built in sections - they might not understand a delay isn’t a finished scheme or necessarily understand the scheme as it appears in reality compared to plans.

**IN CONSTRUCTION**

Often, larger schemes can cause issues when they’re in construction. Be ready to rebut a rising tide of anger from local social media groups around roadworks and delays – keep reminding people this is only temporary and keep reminding them why the scheme is so important. Short term pain, long term gain in other words.

Roadworks can also prove an issue for those walking and cycling if not planned properly. TfL has produced a handbook for temporary roadworks and traffic management: [tfl.gov.uk/info-for/suppliers-and-contractors/health-safety-and-environment/traffic-management](https://tfl.gov.uk/info-for/suppliers-and-contractors/health-safety-and-environment/traffic-management).

The principle is that wherever possible, temporary works should ensure people can continue to cycle and walk safely, and gives lots of ideas on how to do that without resorting to the dreaded “cyclists dismount” sign. In fact, if any roadworks feature these going forward, chances are the contractor needs engaging with.

# 8. MAPS AND DATA



Using data, studies, evidence and policies can really help your campaign.

## OPTIONEERING AND ASSESSING – HOW TO USE DATA, MAPS AND EVIDENCE

Data, and some basic skills around using it, enable you to assess the impact of a scheme, propose ideas, be critical and suggest other options. It forms an evidence base which you can use in assessing the scheme proposed compared to the principles and ambitions enshrined in council and Mayoral policies, and demand more and better from officers over schemes. Data can also help identify and prioritise the worst issues in a scheme.

## WHAT DATA WILL THE CONSULTATION PROVIDE?

Consultation documents will generally cover impacts to traffic (see the points on “modelling” below), there will likely be some plans – but often these won’t contain lane widths or dimensions – and there will be the principle

aims of the scheme, what the designers want it to achieve and how they think the scheme does that.

Nearly all schemes will have had modelling done, where TfL creates computer models of junctions, routes, schemes and assesses the impact to traffic, buses and everyone from proposed changes. Most often modelling impacts are expressed in terms of the “journey time” impact on “typical journeys”.

Models used to assess the impact of schemes are inherently flawed, as they don’t take into account “traffic evaporation” or “induced demand”, or accurately predict the impact on cycling, or of lots more people cycling. But TfL continues to model schemes in this way and the data produced is widely used. For now, ignoring modelling or rubbishing it is unlikely to help improve the scheme. Instead, use other sources of data to find ways around any issues modelling highlights, or to argue a case for improvements to a scheme.

## TOOLS AND DATA GATHERING



There are a number of different sources of data and tools that you can use to assess and critique a scheme. You can find all of the ones LCC uses here: [lcc.org.uk/pages/useful-cycling-data-sources](http://lcc.org.uk/pages/useful-cycling-data-sources)

The most important are:

- 1. Strategic Cycling Analysis (SCA)** Use these TfL maps to show priority for a high-quality, scheme and potential for more cycling along the route and in its surrounds. Area map 4.2 helps assess whether an area is a good contender for a Liveable Neighbourhood and whether there are large numbers of people cycling or who could cycle in the vicinity, while corridor map 5.1 identifies routes that have high potential for cycling. These are the two most important SCA maps. Zoomable versions here: [camdencyclists.org.uk/more-maps-and-tools-for-cycle-campaigners/](http://camdencyclists.org.uk/more-maps-and-tools-for-cycle-campaigners/)
- 2. Traffic counts** These show how much traffic of different types there is over the years at different points in your borough. Watch cycling mode share, check “estimated” vs “manual” counts (manual are real counts, estimated are modelled), check HGV proportion of traffic, check motor traffic counts falling over the longer term (showing there is spare capacity to reclaim for cycling or will be soon).
- 3. Collisions** showcases danger points, and also collisions from rat-runners pulling into or out of side roads. Make sure you combine at least three years’ data, and generally look at serious injuries and fatalities as a priority, but also look specifically at just cycling injuries, as well as at pedestrian and “all injuries”.

- 4. Street mix** Handy tool to demonstrate what can be done in a specific width of street. Measure from building line to building line for a total and expensive redesign of the whole street or just existing kerb to kerb. Then design your own mix of uses/lanes for the street. NB: TfL standard lane width for any lane with buses in is 3.25m. You can get a basic measure of road widths from kerbs or building line to building line using the Google Maps measuring tool and Satellite view!

Lots of international, national and regional studies and surveys can also be found on Cycling Embassy GB websites: [www.cycling-embassy.org.uk](http://www.cycling-embassy.org.uk) and [cyclingfallacies.com/en/](http://cyclingfallacies.com/en/).

## USING POLICIES, STUDIES AND EVIDENCE

Using data, policies and evidence doesn’t just bolster your arguments, counter persistent negative myths and make the case for a scheme to officers, but also helps tell a story to the public. Think like a journalist, tell a simple story, use data to support it. Don’t lie, but also don’t feel the need to reveal every single bit of data you find if it’s not helpful to your case.

Infographics and soundbites are powerful ways to represent data – don’t bombard people with numbers, make it compelling, keep it simple.

Be aware though, no matter what evidence you have at your fingertips, you are unlikely to win over those entrenched against a scheme. It’s important to not let “fake news” dominate the conversations in the community – simply, but occasionally, puncturing the narrative those against the scheme seek to build is useful, but don’t be tempted to do it constantly or engage too much in debate with those whose opinions you are never going to change. You don’t need to win over every objector to a scheme - your time is better spent turning a few more ‘neutrals’ into supporters.

For holding boroughs to account, seek out their policies on walking and cycling. These are invariably very positive about cycling – several boroughs for instance claim they will become the “best” in London for cycling. Ask boroughs how their schemes help them to deliver their policy objectives.

In terms of data, you can often ask councils what they collect (traffic counts etc.), but you can often easily generate your own as well. For instance, business owners routinely massively over-inflate the importance of customer parking – survey visitors to shops (or get the council to) and ask who is using spaces and why. Being able to show that the vast majority of customers are not arriving in cars can be very useful to counter their narrative.

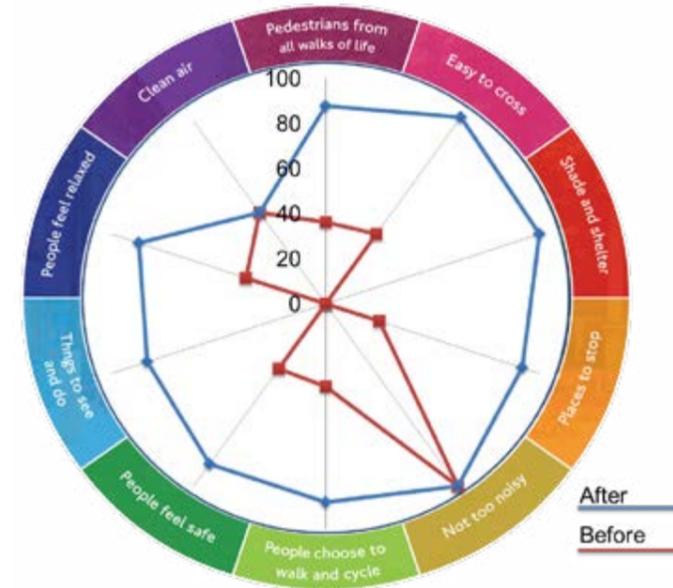
### ADVANCED DATA CAMPAIGNING

You can combine different datasets to tell a story. For instance, a campaigner found the following sets of data for an area: proportion of homes who own cars via census, overall parking permits and council traffic counts per street. Combined, they showed the stark difference between the number of cars owned/parking permits per households, versus the total traffic volume, demonstrating that there were many people using the roads as a rat run, not to access the homes there, making the case for a low traffic neighbourhood.

If you're a data geek, these can help you create map visualisations using multiple data sets, but these are not for the fainthearted.

For advanced map visualisations of custom data sets, Carto carto.com can do things like take ward boundary data from the London Data store and then combine with other ward data such as health outcomes. See also QGIS, ESRI, Google Earth and Google Maps, and Datashine as well as its successor CDRC maps, which visualise area-based data.

## 9. SCORING CYCLING SCHEME QUALITY

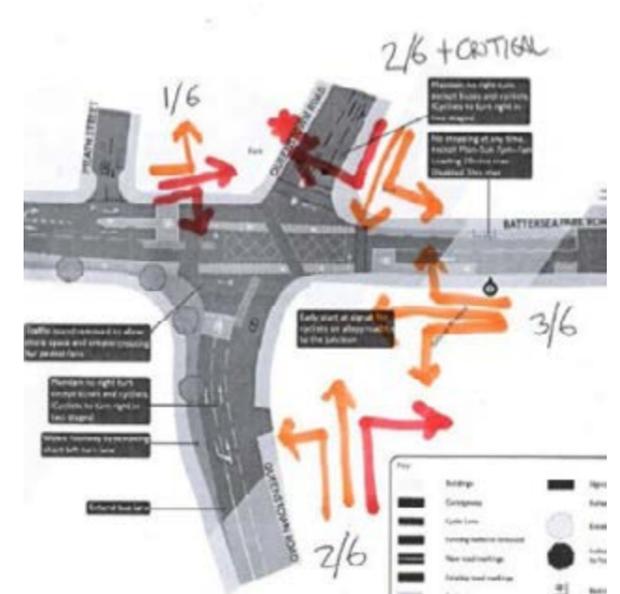


The Healthy Streets Check (HSC) score, successor to the Cycling Level of Service score (CLOs), is a way to objectively score current road conditions and potential conditions under a scheme. Generally, use the HSC over CLOs, as it is fast becoming the standard tool most engineers, officers and designers will understand.

Scoring a scheme gives you three vital tools. Most importantly, it allows you to spot “critical issues” (the absolute safety no-no’s that might be in a scheme or a stretch of road currently), and highlight them to officers. On top of that, by comparing scores of the current conditions with the scheme, you can start to showcase where gains are and where more gains could be found. And it is a language that officers will understand and will allow you to work collaboratively with them to fix weaker scoring areas.

To learn more about “critical issues” and how to do a HSC, see [lcc.org.uk/pages/healthy-streets-checks](http://lcc.org.uk/pages/healthy-streets-checks).

### JUNCTION ASSESSMENT TOOL



As well as an HSC, if you are dealing with a major junction it's well worth also doing a quick

JAT to look at how comfortable the junction will be to cycle through. To do that, [see lcc.org.uk/pages/junction-assessment-tool](https://lcc.org.uk/pages/junction-assessment-tool).

## DOING YOUR OWN TRAFFIC COUNTS



Council or DfT traffic counts can be really good data for building a case for a scheme, or for improvements to a proposed scheme, testing the potential for amendments. For instance, if there is a very low left turn count at a junction arm, could that mean you could ban the turn and use the turn lane and/or signal time for cycle track/space instead? Equally, if the overall motor vehicle volumes have dropped over the last 5 years (according to council or DfT counts) while not much has been done to the road, can that make a case that there is spare capacity to improve cycling?

Sometimes, however, you either need more detail on turning movements, traffic mix or speeds than the council have, or you don't have any count at all. So do your own – it's not that difficult or time consuming.

To learn how to do a traffic count from scratch, see [lcc.org.uk/pages/traffic-counts](https://lcc.org.uk/pages/traffic-counts). The same page also tells you all about “degree of saturation” (how close a junction is to its capacity, and therefore how much time you can take away from cars and give to walking and cycling), how to collect the same for cycle tracks and what other data is worth collecting while you're out in the cold in order to do a Healthy Streets Check etc.

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