

Local campaigning

Why start a local campaign?

Most of the poor conditions for cycling (and to a lesser extent walking) reflect decisions made by your local authority (LA) as much as the Scottish Government

- LAs are responsible for the bulk of the roads
- Poor infrastructure design reflects (perceived) local priorities – or old-fashioned practices
- The Scottish Government has a strong commitment to localism – reluctant to ring-fence money or tell LAs what to do (Cycling, Walking, Safer Streets / Core Paths are the exception).
- Council elections in 2017

What sort of local campaign do you want to start?

- Full blown general local cycle and/or pedestrian campaign – constituted body, running events, sitting on local committees, responding to consultations.
- Single issue/hyper local campaign for a path, crossing, lower speed limit etc.
- Running some sort of activity – bike recycling, 'friends of' group, rides groups, path maintenance.
- Discussion group building an online community (out of which a campaign might emerge)
- Branch of a national/international movement – Living Streets, Space4Cycling, 20s Plenty, CTC local branch, Belles, All-Ability cycling group, Kidical Mass.
- A local blog detailing problems/issues.

How to start – ask yourself

- **Why** – what are you trying to change? How will you go about doing it?
- **Who** – reach out to as many people as you can locally who share your interest and get them on board. Find out what is already going on in the area. Sometimes it's easier to get involved in an existing group than set up your own, or create a local branch of a wider group
- **Where** – what is your geographical scope going to be? Be realistic about what you can achieve, consider a federated approach, especially in a more rural area.
- **How** – what will you do to achieve your goals? Remember that this will change as you develop as a group; be led by your members' interests & abilities.
- **When** – how long will the campaign last? Be warned – few groups outlive their founders!

Publicity

- Website – useful for setting out policies, news, etc.
- Twitter, instagram, Facebook, etc. Consider your demographic.
- Posters and flyers
- Local media