

SIGN FOR CYCLING

HELPFUL INFORMATION

FOR LONDON CYCLING CAMPAIGN VOLUNTEERS, SUPPORTERS & LOCAL GROUPS

The following information is designed to provide Local LCC Groups, supporters and volunteers with the information they need to talk about LCC's Sign for Cycling campaign with members of the public. If you have any questions or need more information, please contact us signforcycling@lcc.org.uk

WHAT IS LONDON CYCLING CAMPAIGN?

We are a 12,000-strong membership charity, making sure that everyone who cycles, or wants to cycle, has a voice in Greater London.

WHAT ARE WE DOING?

We're running an important campaign ahead of the London Mayoral elections, called 'Sign for Cycling'. We want Londoners to support our call for safer cycling in London.

WHY?

Cycling should be safe and enjoyable for everyone, of all ages and abilities. Currently, lots of Londoners want to cycle, but don't feel able. We want that to change.

So, we're campaigning for London's next Mayor to deliver better infrastructure, like protected cycle lanes and more safe space for cycling, so that everyone can cycle safely and enjoyably. We can only do this with the help of lots of Londoners.

WHAT DO WE WANT PEOPLE TO DO?

We're asking people to 'sign for cycling' by signing our petition calling on the Mayoral candidates to make cycling safe (www.signforcycling.org).

The more support we get, the louder our voice is. We need to make a big enough noise to show the Mayoral candidates that Londoners want a city that is greener, healthier and easier to get about.

WHY IS IT IMPORTANT NOW?

In May London will elect its new Mayor. They have the power to make cycling safe, if they want to. We need to make sure



that the Mayoral candidates commit to making cycling safe and enjoyable so that cycling programmes and high quality infrastructure continue to be delivered in London, and at pace.

Currently, London stands at a crossroads. Population levels are rising, our streets and public transport are getting busier, and our air is dangerously polluted. The only way forward is to get more people out of their vehicles and into cycling and walking.

At the same time, transport budgets are facing cuts. Investing in cycling is a hugely cost-effective way to help avoid transport crises, reduce pollution and improve public health. The next Mayor must make sure cycling programmes are maintained and expanded.

To enable people of all ages and abilities to cycle, London's next Mayor must make our streets safe and enjoyable for cycling.

WHAT DO WE WANT THE MAYORAL CANDIDATES TO DO?

We're calling for all the Mayoral candidates to commit to three key things:

1. **More safe space for cycling** – LCC secured a huge investment in cycling at the last election. But London urgently needs more high-quality, protected space on main roads and at junctions – these places force cyclists to mix with heavy or fast moving motor traffic, which can put people off cycling. Our next Mayor must triple the number of miles of protected cycle lanes (from 38 to 114 miles) on London's roads, so that people of all ages and abilities can access the whole road network by bike.
1. **More 'Mini Hollands'** – more funding for councils so that they can make changes to local town centres and high streets to make them more cycle-friendly and encourage and enable more people to make their local journeys by bike or on foot, as well as help regenerate communities, and bring more customers to local businesses. We've already secured new schemes in Waltham Forest, Enfield, and Kingston. Now we want every borough to get its very own Mini-Holland.
1. **An end to lorry danger** – lorries are by far the biggest danger to cyclists and pedestrians. We to make sure only the safest – 'Direct Vision' - lorries are used on our streets. This would mean upgrading the Safer Lorry Scheme and using planning powers over major construction projects so that only the safest lorries, with 'Direct Vision' cabs and minimal 'blind spots', are allowed onto London's streets.

Read more detailed information about our campaign policy on our website:

www.signforcycling.org

IS THIS JUST ABOUT CYCLING?

No, it's not! Our campaign is about creating a cleaner, greener, healthier London, for everyone. Imagine a London where more people were able to cycle – it would benefit all of us, not just those who currently cycle, or want to cycle.



- There would be fewer people on public transport and fewer people travelling in motor vehicles – reducing congestion and improving air quality – freeing up our streets for those who really do need to travel by car or on public transport.
- London has some of the highest rates of particulate air pollution in Europe, caused by fine particles contained in motor vehicle exhausts and created by brakes, among other sources. Air pollution is estimated to cause over 10,000 premature deaths per year in the city.
- Investing in cycling is cost-effective. Cycle facilities cost a fraction of the new underground and rail infrastructure and bikes offer riders a door-to-door journey.
- People would be healthier and happier if they cycled and walked more, saving money on the NHS and improving the quality of life for all of us! Did you know obesity costs London £1 billion per year?
- Safer streets would mean more children can play out, or could cycle to school – isn't that a good thing?
- Cycles are quieter than motor vehicles. Noise pollution has a severely detrimental effect on quality of life.
- Increased cycling levels can benefit the whole community by making town centres more 'liveable.'

We also know that thousands of people want to cycle, but currently don't because it's not safe enough. More, high quality infrastructure will change that.

DOESN'T LONDON HAVE CYCLE LANES ALREADY?

Existing cycle lanes are often of poor quality – many aren't segregated, meaning cyclists still have to mix with fast moving or heavy motor traffic, which is off-putting. They can be disjointed, for example stopping at dangerous junctions. They don't always link up to provide useful routes, meaning they don't help people get to where they need to go.

London is however making improvements with the opening of the North-South and East-West Cycle Superhighways, and CS5 at Vauxhall, but this isn't enough to benefit all Londoners, of all ages and abilities. We need much more mileage to encourage more cycling and walking and provide helpful, useful routes that people can use to get around. Our next Mayor can deliver this.

WHERE CAN YOU FIND OUT MORE?

- On our website: www.signforcycling.org
- On Twitter: #signforcycling
- Email us: signforcycling@lcc.org.uk

WHERE CAN I ORDER OR DOWNLOAD MATERIALS?

Download social media images, petition sheets and posters and order hard copies of Sign for Cycling flyers and bike tags here: www.lcc.org.uk/resources-1

