

# Cyclenation Group Support

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Cambridge Cycling Campaign

## Cambridge Cycling Campaign

- 1000 members
- General Utility Cycling
- Activists are all volunteers
- We aren't perfect

# Who am I?

- Jim Chisholm (aged 64<sup>3/4</sup>)
- Always a passionate interest in Traffic/Transport/Road Safety
- Worked (without degree) at RRL/TRRL for 15 years
- Never sports cycling, always utility cycling
- (Walking is my leisure pursuit and I do own a car)
- 'Only' lived in Cambridge for 25 years🚲.
- But I've always been a 'campaigner if not an activist
- Member of Cambridge Cycling Campaign from Day One

# Chatham House Rules OK?

- *When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed*
- **No Tweeting!**

# What am I going to say?

- Do as I say not as we do?
- (and please interrupt- I want to provoke discussion)
- What we try to do
- How we try to do it
- Where we fail
- (we are all volunteers, and we are all human)
- How can we help you?

# What we try to do (1)

- 'For better safer and more cycling'
- Promote ordinary cycling
  - Encourage those new to cycling
  - Rather than 'help' existing ones?

## What we try to do (2)

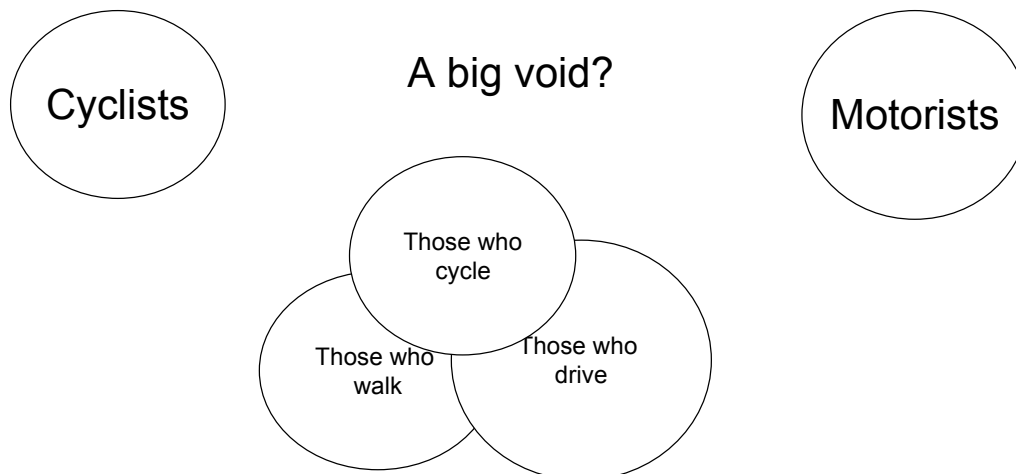
- Reach out to ‘Opinion Formers ‘
  - Newsletter goes to many Councillors, Officers in LAs etc
  - Also to largest employers, libraries and doctors surgeries
- Keep on top of traffic and planning proposals
- Respond to media requests

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## How we try to do it (1)

- Don't name Officers
- Cyclists v Motorists.



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## How we try to do it (2)

- Respond to official consultations planning applications and committee reports promptly
  - For planning applications and consultations, officers may not have thought of your point of view.
  - You may even find the officer ‘lifts’ whole paragraphs for their report...

## How we try to do it (3)

- Use email lists
  - That means people interested in particular areas or topics can see emails without overload
- People don't often volunteer
  - But they often quite like to be asked
- Individuals as Campaigners
  - Sometimes off message

# How can we help you?

- I've volunteered to talk to a few local groups
- on the lines of this talk (but I'll do some local research)
- if Cyclenation thinks it is of use
- and if I've the time (I'm retired now!)

## The End

- Remember:
- *The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.*
- Thank you
- Jim