

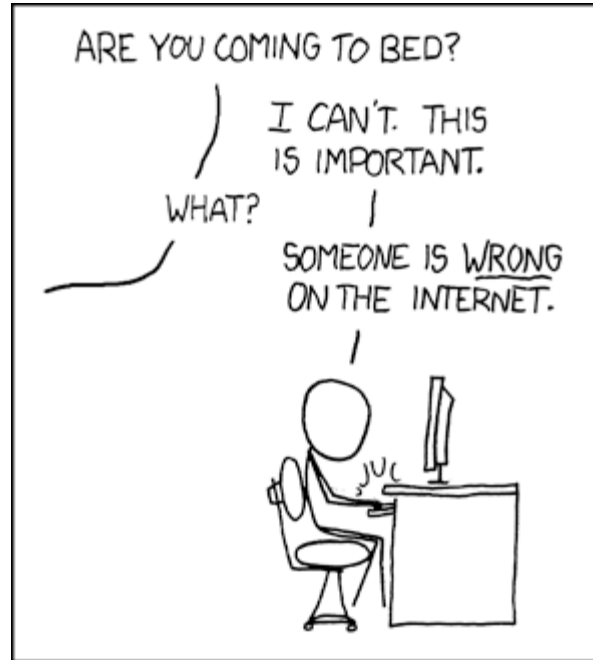


we walk we cycle we vote

#walkcyclevote

Sally Hinchcliffe  
@sallyhinch

# It started with a simple idea ...



<https://xkcd.com/386/> - aka 'xkcd 386'

“What if all the cycling organisations actually agreed on something?”



# And amazingly ... they did

Investment: Provide sustained, long term investment in both cycling and walking, reaching 10% of the transport budget

Infrastructure: Build and maintain dedicated cycling infrastructure, enabling people aged 8-80 to cycle

Safety: Promote and deliver safer roads for both walking and cycling

# Ask a busy woman (or two)







# #WalkCycleVote Holyrood 2016

Party conference rides -  
focus on meeting local  
campaigners

'I'd vote for' social media  
campaign

Campaigners' training and  
networking

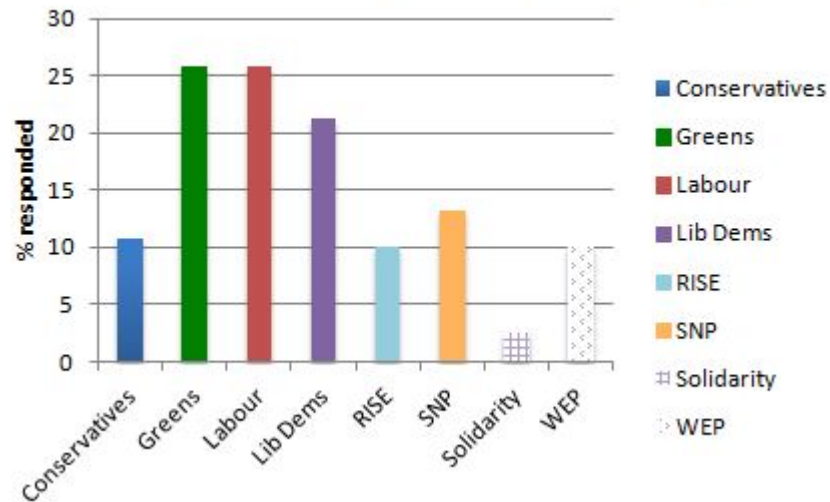
Website campaign -  
candidate contacts





# Did it work?

## Candidates responding by party

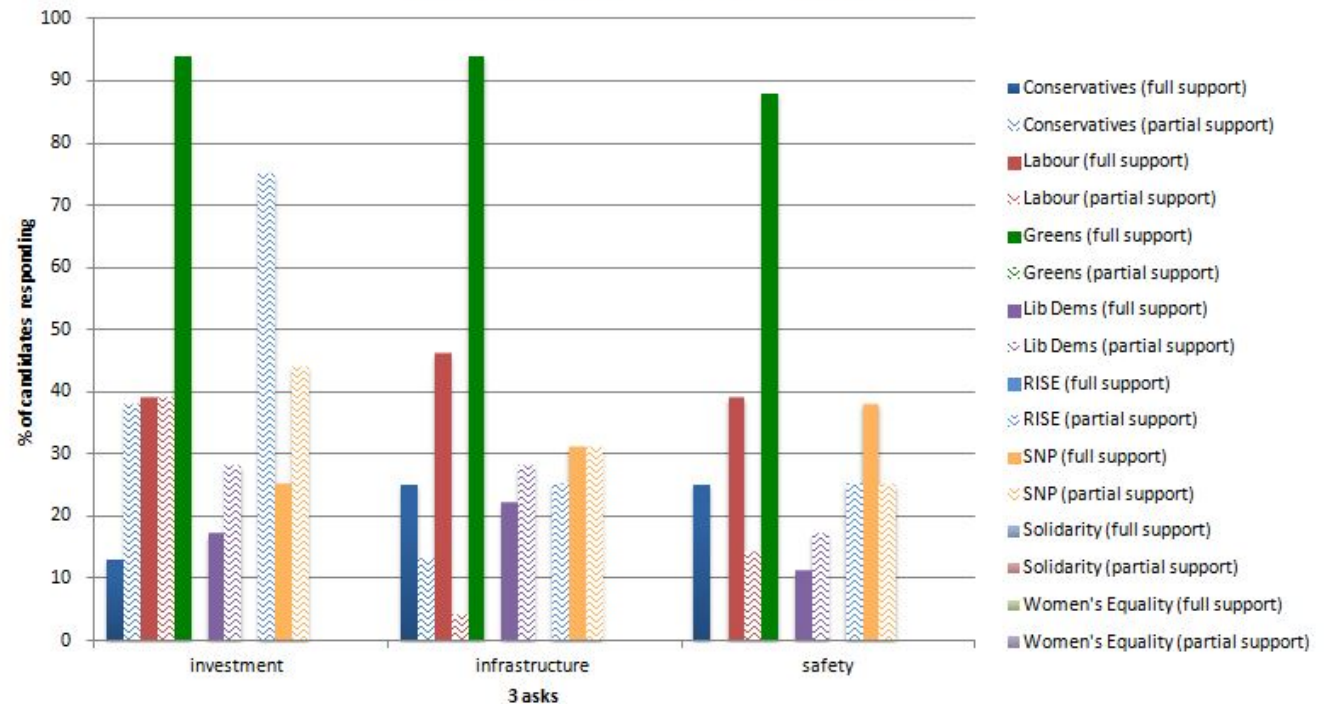


17% responded, mostly supportive (if partially)

~ 600 candidates databased

Just over half contacted directly

## Support for our three asks by party



# Did it work?

## Active travel

We will build an Active Nation, boosting investment in walking and cycling and putting active travel at the heart of our transport planning. Our actions will include:

- making our towns and cities friendlier and safer spaces for pedestrians and cyclists by increasing investment that supports active travel from £40 million to £80 million per year from 2018-19
- appointing an Active Nation Commissioner to ensure delivery of world-class active travel infrastructure across Scotland
- stepping up promotion of the use of electric bicycles to ensure as many people as possible can benefit from active travel
- delivering projects which help older people benefit from our network of walking and cycling routes

Amounting to almost £15 per head

## 2017 Programme for Government



We will work towards delivering a long distance walking and cycling route, offering an experience equivalent to the successful North Coast 500 and continue our investment for walkers, cyclists and equestrians on the A9 corridor, including 35 km of new cycle track to connect the A9 route with the wider National Cycle Network.

Active travel spending doubled to 3.4% of the transport budget



## #WalkCycleVote 2017

### Local elections

**We Walk, We Cycle, We Vote** is asking candidates to sign up to three key pledges:

**Investment:** Provide sustained, long term investment in both cycling and walking, reaching 10% of the transport budget.

**Infrastructure:** Build and maintain dedicated cycling infrastructure suitable for people of all ages and abilities.

**Local action:** To solve the main local barriers to active travel, as identified by residents and businesses.

Revised 'asks' – especially the third

32 local authorities, 2,569 candidates

Similar approach to contacting candidates

More resources (human and financial) needed!



# Collaboration: 50 organisations and counting

More than the usual suspects – reaching out to health, environment, faith, play, children, local



**Friends of the Earth Scotland**



Moving conversation away from 'cycle lanes for cyclists' to places for people



# #WalkCycleVote 2017

## Local elections

Upgraded website

Paid for data entry

Surveying candidates

Social media pack and

Briefing notes

Commissioned images



we walk we cycle we vote  
#walkcyclevote

WHAT

WHY

OUR THREE ASKS

NEWS

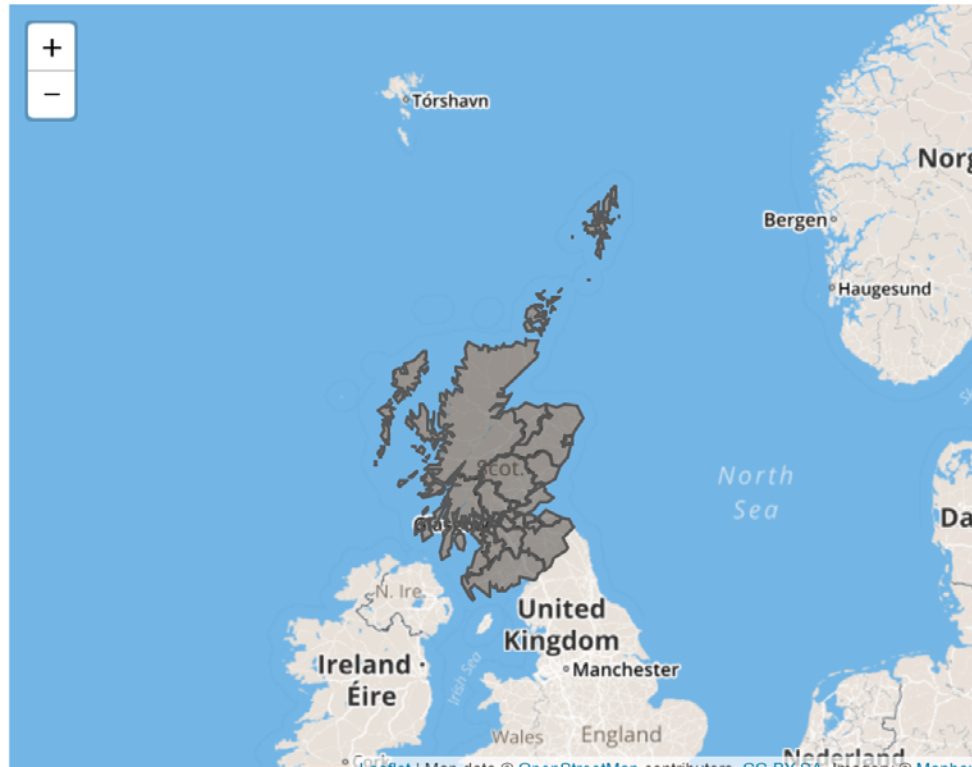
WHO

QUESTIONS?

FIND CANDIDATES

## Find your candidates for the 2017 local government elections

Find your ward on the map



Or, enter your  
postcode

Postcode...

FIND CANDIDATE INFO...

Powered by [Mapit](#)





## Pestering politicians...





Campaign  
formally  
launched  
on  
Mother's  
Day...





# Appealing imagery





# Getting more people into walking and cycling is...

## better for health

People who are physically active live longer, healthier lives. **Exercise can help prevent or treat more than 12 different health conditions**, from type II diabetes, heart disease, cancer, depression, and dementia - no wonder it's been described as a 'miracle cure' by the Academy of Medical Royal Colleges.<sup>1</sup>

In Scotland, one-third of adults and one-quarter of children don't get recommended levels of physical activity.<sup>2</sup> **Our sedentary lifestyles cost NHS Scotland over £94 million per year** - that's an average of £18 per person per year.<sup>3</sup>

**Walking and cycling are among the easiest ways to be more active**, because they are cheap, convenient, and can be incorporated into daily life.

**The biggest health benefits are seen when the least active people become moderately active**<sup>4</sup>. New evidence is emerging that this is exactly the group who are most likely to benefit from better infrastructure for walking and cycling.<sup>4,5</sup>

#walkcyclevote

## better for the environment

Replacing car journeys with active travel is one of the best ways of reducing our individual contributions to climate change. **Road transport accounts for more than 20% of Scotland's CO2 output**.<sup>6</sup>

**Someone making the average UK commute of 4 miles could save half a tonne of CO2 per year by switching from driving to cycling** - that's 6% of the average person's annual carbon footprint.<sup>7</sup>

Increasing active travel also reduces air pollution and traffic noise, making communities more pleasant places to live. Even **small shifts towards active travel have a big impact on congestion**. One study in the US found that reducing traffic by 10% during peak periods can reduce travel time for 14-18%.<sup>8</sup>



## better for the economy

### BETTER FOR EVERYONE

At the moment, investment is heavily skewed towards car travel - but **around one-third of Scottish households don't have access to a car**.<sup>9</sup> Promoting walking and cycling - low-cost accessible forms of travel - helps ensure everyone has equal access to amenities and job opportunities.

**Better infrastructure helps widen access to cycling**, particularly among children, older people, and people with disabilities - all groups with disproportionately low participation in cycling at the moment.<sup>10</sup>

Walking and cycling are already safe, with health benefits outweighing risks by more than 10 to 1 - but there's also good evidence that **the more people walk and cycle, the safer it gets**.<sup>11</sup>

Walking and cycling-friendly streets are perceived as safer and more inviting, and **promote social interaction and community cohesion**, by putting people - rather than cars - at the centre of our neighbourhoods.<sup>12</sup>

### Can we make it happen?

**Half of all journeys in Scotland are less than 2 miles - the perfect distance for walking or cycling**.<sup>13</sup>

At the moment, cycling accounts for less than 2% of journeys in Britain.<sup>14</sup> In other countries with better infrastructure, this is much higher - such as the Netherlands, with a whopping 26%, and Denmark an impressive 19%.

The enthusiasm is there - **surveys show that many people want to walk or cycle more**<sup>15</sup> - but infrastructure is a key barrier. Research in Scotland has found that access to safe cycling routes is one of the most important factors in people's decision as to whether to cycle.<sup>16</sup> A recent poll found that **71% of people support building cycle paths on main roads**.<sup>16</sup>

Case studies across the UK have shown that **relatively large increases in active travel can be achieved in a short space of time**, with the right commitment and funding.<sup>17</sup>

**Local political leadership can make a big difference**, since local authorities in Scotland are responsible for decisions about transport, planning, and the environment.

Increasing active travel has many potential benefits for councils: improvements in air quality, road safety, journey times, social inclusion and community participation, health and wellbeing, and the public realm.<sup>12</sup>

## Getting briefed

### How can we make it happen?

**We Walk, We Cycle, We Vote** is asking candidates to sign up to three key pledges:

**Investment:** Provide sustained, long term investment in both cycling and walking, reaching 10% of the transport budget.

**Infrastructure:** Build and maintain dedicated cycling infrastructure suitable for people of all ages and abilities.

**Local action:** To solve the main local barriers to active travel, as identified by residents and businesses.

### Consider asking your candidates:

What's your position on increasing the proportion of the transport budget spent on walking & cycling?

Do you see better infrastructure for active travel as a priority in our area?

How would you champion walking and cycling in your role as a councillor, if elected?

What do you think the main barriers to active travel are locally, and how should they be solved?

<sup>12</sup> <http://www.gov.scot/Publications/2015/08/37207>

<sup>13</sup> <http://www.scotland.gov.uk/Assets/Statistics/2015/08/21-416472015.1014451>

<sup>14</sup> <http://www.nao.org.uk/Assets/Statistics/2015/08/21-416472015.1014451>

<sup>15</sup> [http://www.gps.co.uk/news/00000405/CS1\\_web.pdf](http://www.gps.co.uk/news/00000405/CS1_web.pdf)

<sup>16</sup> <http://www.britishecycling.org.uk/campaigning/article/20160301-campaigning-news-New-poll-reveals-overwhelming-public-support-for-new-cycling-infrastructure-2>



# Social media strategy



Every £1 invested  
in walking and cycling

  
we walk we cycle we vote  
walkcyclevote

yields an average £13-19 return

(most road projects do well to yield £2)\*

\* Department of Health 2010 Value for Money: Economic Assessment of Investment in Walking and Cycling



# 2017 Local elections – timetable of events

Posted on March 22, 2017 by

More local groups got involved

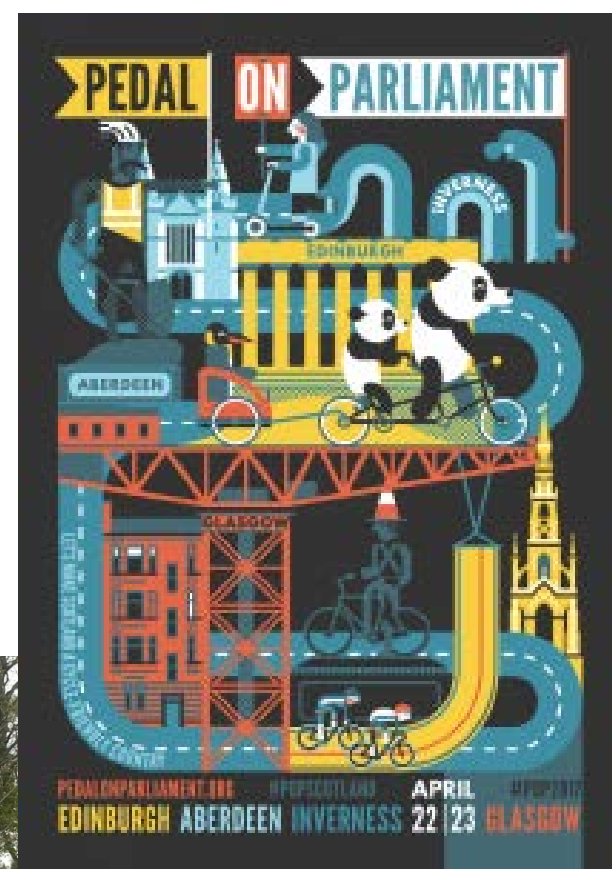
The elections are approaching fast, and things get busy from here. Here's a quick cut-out-and-keep guide to what happens over the next few weeks as the campaign gets into gear:



- **26th March** (Mother's Day! We kick off our campaign with a family photoshoot and leafletting extravaganza on the cycle paths of Edinburgh. Join Suzanne Forup and a crew of family cyclists at Bangholm Outdoors Centre 10-12. [More details](#) (Facebook event)
- **29th March:** Nominations close for candidates for the local elections. We will take around 1 week to get all the details up on our find-a-candidate interactive map, so bear with us as we get this ready.
- **1st April** Alyth Blairgowrie and Coupar Angus campaign cycle organised by Coupar Angus Cycling Hub 10-12. [More details](#) (Facebook event)
- **4th April** Women's Cycle Forum Scotland Hustings, 6-8pm at the Glasgow Women's Library. Not your typical political event, but a friendly and constructive series of round table chats. [More details](#)
- **5th April** Dunbar Candidate's ride. Join the Dunbar Cycling Group and local council candidates at Bleachingfield Community Centre to look at the local issues acting as barriers to cycling in the town. 4-5:30pm. [More details](#) (Facebook event)
- **6th April.** Spokes Lothian Hustings, Augustine United Church, George IV Bridge, Edinburgh. 6:45pm for a 7:30 start. [More details](#)
- **7th April** (approx): Candidate info site goes live.
- **17th April** Deadline to register to vote. Don't miss out! [Register here](#)
- **19th April** Friends of the Earth Glasgow Hustings, Adelades, Glasgow,

It wasn't all on line ...

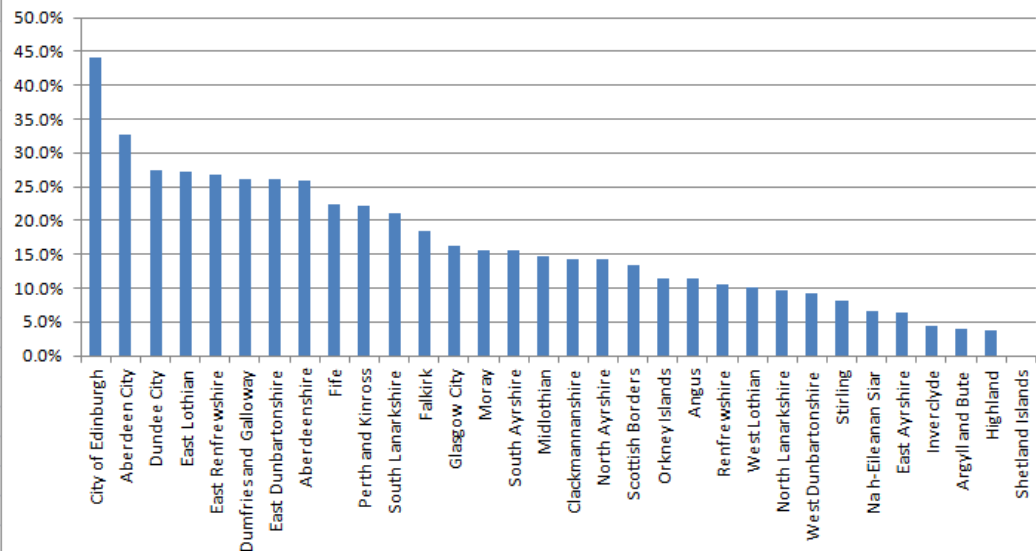
Pedal on Parliament in four cities – including Inverness



Candidates' ride  
Dumfries

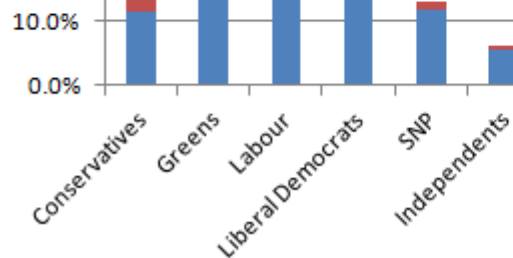
# Did it work?

Share of candidates responding

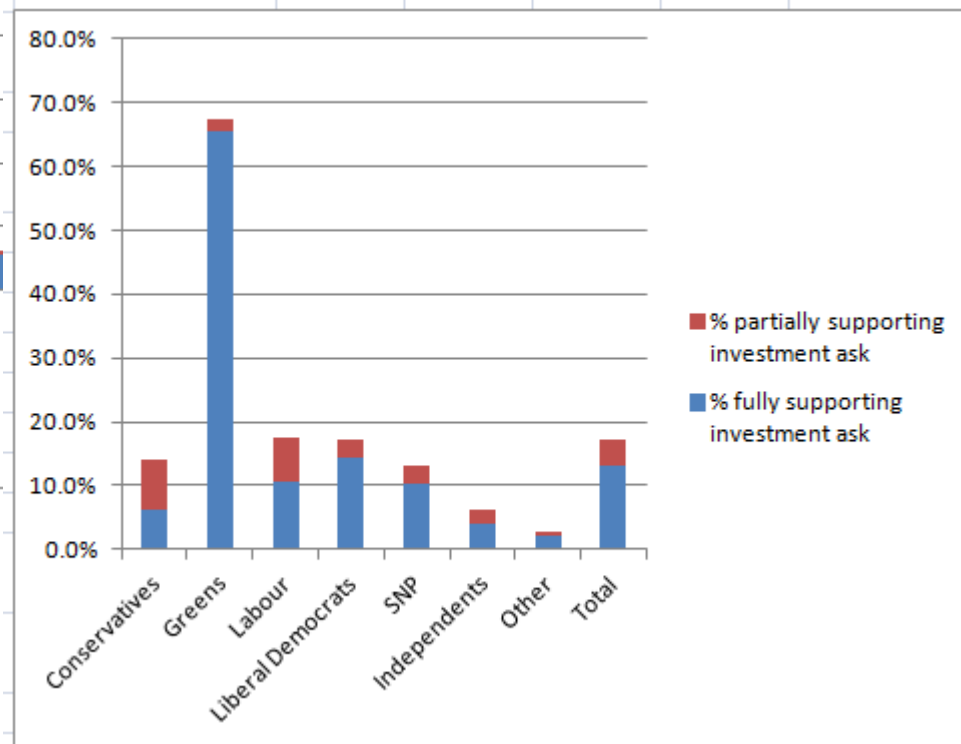


2569 candidates databased

Once more 17% responded, mostly supportive (if partially)



Greens (and some SNP branches) explicitly supporting our asks in their manifestos





Looking back  
– and looking  
forward

## Projects to improve infrastructure

for walking and cycling

have consistently reduced

traffic congestion\*



\* FLOW 2016 The Role of Walking and Cycling in Reducing Congestion



What's next?



**Keep in touch!**

contact@walkcyclevote.scot

Facebook.com/walkcyclevote

Twitter @walkcyclevote

[www.walkcyclevote.scot](http://www.walkcyclevote.scot)



We walk we cycle we vote

#walkcyclevote