

Build momentum

...empower the silent

Andy Mulholland

www.planforbikes.co.uk



Velo City 2017

Nijmegen

Friday 16th June

Where do we
queue up to
execute you?

Where do we
queue to execute
your code?
How long for
GOC?

Cyclist was not involved in accident on Milngavie Road yesterday

24th November 2015

Police

Cyclists safety being put at risk on Bears Way

Councillor ██████ said: "I was outraged to learn that the council has been shortlisted for an award.



Milngavie & Bearsden HELLO
News Transport Crime Education Business
Anger mounts over A81 Bears Way initiative
Resident Steven ██████ parents' h



Bearsden Council staff
with nowhere to park outside his elderly
wanted answers. And cyclist Paul Murphy said

Council denies work is on the Bears Way

Bears Way row rumbles on...
car written off after road crash

"Prior to the Bears Way cyclists and motorists existed alongside with no real problems.

Way

Cyclists safety being put at risk on Bears Way



Cycli
accid
yeste

Co
sh

Cou
the B

len

derly
y said



Where are the 'NORMAL' people?



What went wrong?

- 10% Vision
- Funding doubled (2010)



transport.gov.scot



Cycling Action Plan for Scotland 2017-2020

Cycling as a form of transport



Community Links

2011-2016

What went wrong?

Nervy politicians



(Scotland voted to stay in)

- 6 Elections in 2 years
- Divisive national agendas
- Close to local election

What went wrong?

Public opposition

- Dislike change
- Educated & entitled
- Loud & connected

Old Residents

- Middle aged
- Angry minority
- Single perspective
- Educated & entitled

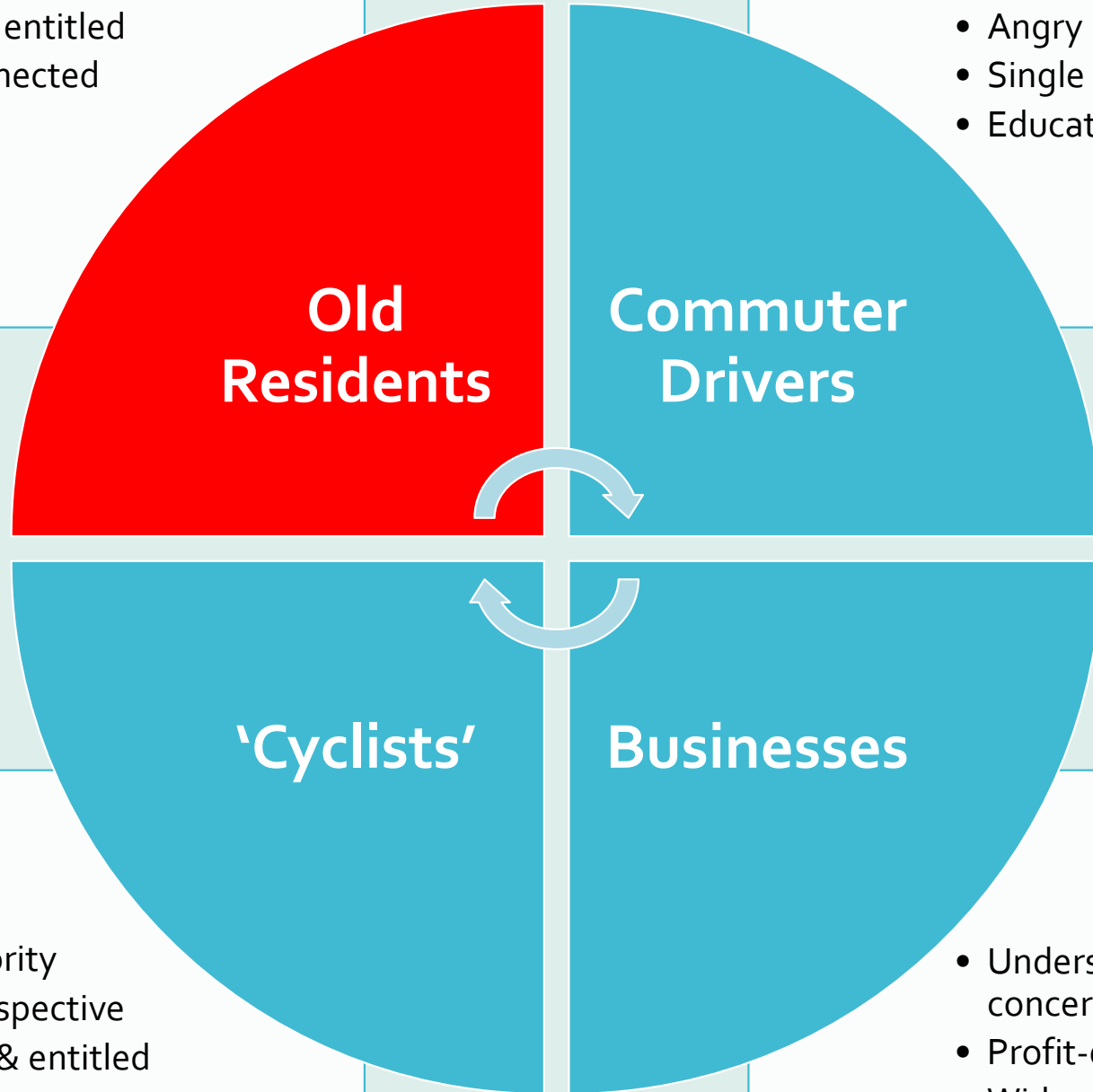
Commuter Drivers

'Cyclists'

- MAMILS
Angry minority
- Single perspective
- Educated & entitled

Businesses

- Understandable concerns
- Profit-driven
- Wider scepticism





Build momentum... empower the silent

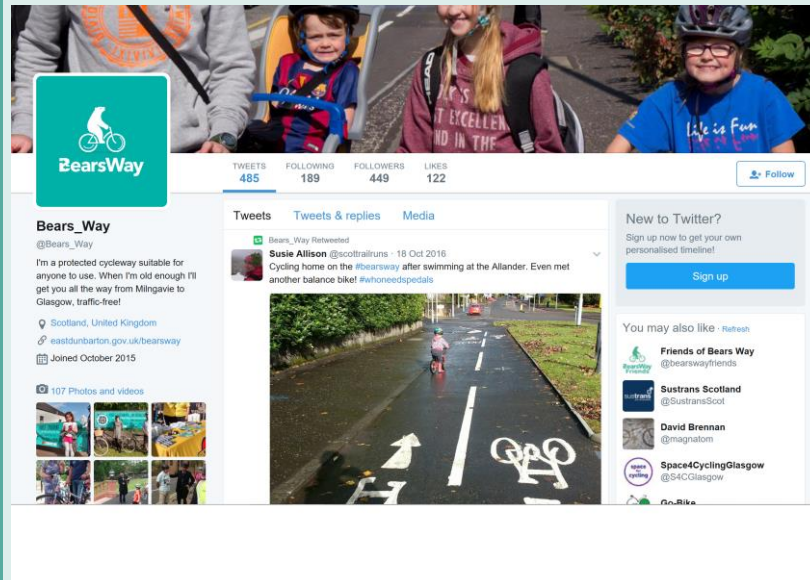
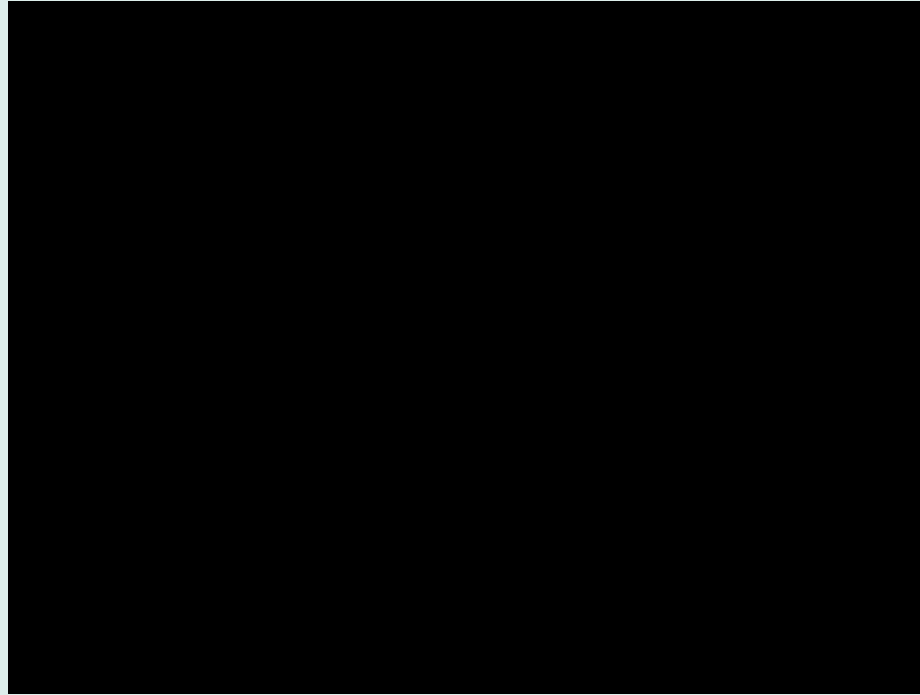
Give the
silent a
voice

Anticipate
opponents

**Collective
decision-making**





Give the silent a voice

- First
- Evidence
- Platforms



Anticipate opposition

- Justification
- Timing
- Evidence

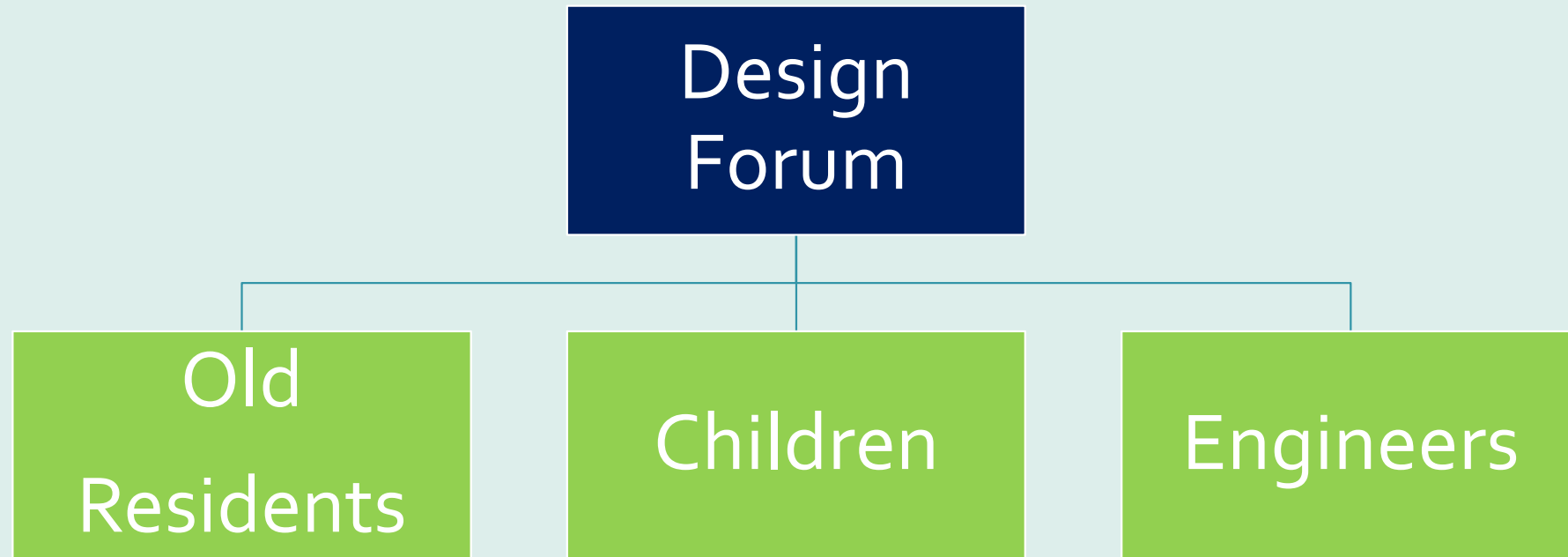
Councillor ▼	Support ▼	Election chances ▼	Motivation ▼
Mr Fold-Arms	Red	Green	
Macron	Yellow	Green	
Bondham	Green	Yellow	
May	Yellow	Red	

<http://cyclingfallacies.com/en/>

Collective decision-making

- Negotiation & compromise
- Include politicians

Objective 1: Safe for a child to cycle to school





**BearsWay
Friends**



Build momentum

Give the
silent a voice

Anticipate
opposition

Collective
decision-
making

Andy Mulholland

www.planforbikes.co.uk



Velo City 2017

Nijmegen

Friday 16th June