

Local Group Forum, Thursday 18 January, 2024

Agenda

1. Welcome/LGF updates
2. Priority borough programme
3. Mayoral campaign
4. Women's network report launch
5. Events and rides updates
6. Group updates

Recording: [view here](#)

Password: uMt*0Ukn

1. Welcome/LGF updates

Local group forum dates

We will be holding the Local Group Forum on a fixed schedule, approximately every other month on the 4th Wednesday. This is a day no groups have meetings. If you can't attend, we ask you to send 1 or 2 representatives from your group. We will also share notes and recordings after each one.

Still planning out the end of the year, but the next three LGFs will be on the following dates:

- 27 March
- 22 May
- 26 June (includes social)

Socials

We also want to have quarterly socials for group activists. These will be open for anyone from your group to join, and could be a fun way to engage new volunteers. We're looking at having the first one at the end of February. We will let you know as soon as we have a date.

We'll also have a summer social following the June LGF. We'll also look to organise two more in the second half of the year.

2. Priority borough programme

We're constantly trying to be better in supporting you, our local group volunteers, and get the best possible outcome from staff support using given resources for maximum impact. We have found there are moments when there are opportunities in a borough to get the council to become more ambitious in rolling out active travel (ie, moving up a Pathway stage). We think these are good times to provide a group more support over a limited period of time to help the group achieve specific goals.

Currently Katy is working with, give or take, 6 groups at a time to provide this extra support. As we identify these opportunities (and you bring them to our attention), we'll speak to these

groups and work out a common plan with goals, and ensure they have capacity as this will mean working a bit more closely with the office for a period of time. As the goals are achieved, we'll move to a different priority borough, so these will always be shifting.

We've just been trialling this process and have found it to work well. We also want to say that we'll continue offering support to all groups when they need it, so this does not mean we'll be offering less support to non-priority boroughs. Please email campaign@lcc.org.uk with any questions you have so that we can most effectively triage them rather than emailing staff directly, as sometimes emails get missed or go to the wrong person and it takes us longer to respond to you.

We also suggest using Slack as a way to communicate with other groups and staff. There was a bit of a discussion about this and we will look into doing a short Slack explainer at a future local group forum. We're not requiring groups to use Slack, it's just a good platform for all of us to be in the same virtual 'room'. If you're not on Slack you can always reach out to other coordinators/groups via email, whatsapp or through other methods, the advantage of Slack being when you ask a question, someone else that has a suggestion can chime in. More about [getting started on Slack can be found here](#).

3. Mayoral Election

This year, as per last Mayoral, is not a year where we expect 'active travel progress' to be top of mind for the public, or any candidate

Instead, as per last Mayoral only more so, this is likely to be a 'culture war' fight between diametrically opposed candidates with little 'middle ground'

Given this our traditional approach of asking the Mayor to commit to specific actions and pressuring them via public support is unlikely to go anywhere – each candidate will be unlikely to sign up to anything on basis choice is 'them or me' – with one candidate openly calling for much active travel infrastructure to be removed and the other one having committed to a broadly positive active travel set of commitments already

So, LCC has decided to sidestep the culture wars, even slightly laugh at them

Mode share for cycling and journeys by day now rivals multiple tube lines put together – and the figures for who cycles regularly and who wants to amount to half of London. So cycling is a mainstream mode now already, and LCC's campaign will make a strong case that London already loves cycling (and as a result imply that any politician who sets themselves squarely against active travel is likely to find themselves on the wrong side of a majority of Londoners).

The campaign will primarily be aimed to create positive noise around cycling in London and by extension LCC as head of a mass movement, rather than engage on technical or political issues – and so its key aims are relating to engagement, broadening LCC supporter base and membership.

There will be a 'send candidates an email' action and technical asks for them to commit to – but far more important will be encouraging sharing, replies and user-generated content inspired by the campaign core.

This will be teed off with a major new piece of film content laying out the vision and showing a growing community of diverse people cycling in London – ie that 'London Loves Cycling' with calls for individuals and communities to join in, with some form of content reply (for instance, possibly, a selfie and 'why you love cycling in London').

There may be a mobile, touring or some other form of stunt/activation element – so we'll turn up in your area with something that local groups may want to organise rides to, publicise and then using it generate more content – this, creating and sharing content related to the campaign on social media will be likely main aims for group this Mayoral election

The campaign is set to run from end March to May

We'll be in touch with more in next few weeks, with fuller briefings, particularly to talk more to those groups who have contests of importance for local London Assembly seats.

4. Women's Network report launch & feeder rides

The launch of the Women's Network report, '[What Stops Women Cycling in London?](#)' was a huge success. We've had such positive feedback from the launch event on Tuesday and the accompanying video has over 400,000 views and 1,000 more people signed the petition since the campaign launch. [Please share the video, petition and report on social media](#). The Women's Network will be putting together resources for local groups in the future so that they can help campaign on these issues.

Kate from the Women's Network shared the presentation from Tuesday's launch. You can watch it in the recording, linked at the top of this document. There's more on our campaign page, <https://lcc.org.uk/freedom>.

We are also starting to organise feeder rides for the Women's Freedom Ride on Saturday, 3 March. Vic, a volunteer with the women's network, will be reaching out to your group soon to see if you can organise a ride.

5. Events and rides updates

Mike McSherry passed on a few updates about events and rides.

- Work is starting on FreeCycle feeder rides and Mike will be in touch soon. Consider your start point, but please only change them if you really need/want to.
- There are lunchtime webinars every week for cycle buddies volunteers.
 - [For Helper Buddies](#)
 - [For New/Returning riders](#)
 - [For people working in the NHS](#)
- There are a number of ride marshal training sessions scheduled. Share those with anyone you think may be interested here: <https://lcc.org.uk/organizer/lcc-training-2/>

- A big thanks to all the groups that have moved over to the new LCC events calendar. And a reminder that all groups must use it for their rides.
It's also beneficial to use it for other events and your meetings. As we promote it more and more people will be looking there, so a great opportunity for more people to get involved in your group.

If you have any questions about any of the above, email Mike at mike.mcsherry@lcc.org.uk.

6. Group updates

We asked you for your updates, particularly related to how the Pathway Approach has been going. Have you made changes to get more people joining your group, met with your council leader, faced some challenges with your borough? We didn't take notes of the update, but they can be seen in the recording linked above.