

Effective campaigning



The Love Your Bike campaign is based in Greater Manchester. We aim to promote cycling and to help make it an attractive, accessible and fun way to get around. Cycling is far more than a leisure activity: it is the low-carbon transport of the future. Co-ordinated by Manchester Friends of the Earth, we work closely with other like-minded organisations

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The 10p guide to effective campaigning....

plan	what do you want, from whom?
policy	do your homework
power	who has it? Who to talk to/lobby
politics	political engagement, pressure
publicity	tell people, press, your “pitch”
proactive	take positive solutions
people	playful, persuade, psychology
professional	polite, persistent, pragmatic?
performance	how are you doing?

**“If you fail to plan, you are planning to fail!”
(Benjamin Franklin)**

How to: plan ahead

Are you always wondering what campaign issue will crop up next? Do you want to know how to plan your campaigns for the year ahead more strategically? Local Groups Development Co-ordinator **Nikki Packham** and Network Developer **Louise Hazan** reveal some tried and tested methods for choosing well and staying on track.



**Friends of
the Earth**

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What do you want?

20% of Greater Manchester
journeys under 5 miles by
bike by 2020.



Getting Moving

A Manifesto for Cycling in

Greater Manchester

Cycling infrastructure should be high quality, consistent and appropriate.

Cycling should be fully integrated into the public transport system.

On-road cycling training courses should be provided free of charge for adults.

Residential areas should have a default speed limit of 20mph.

Campaigns to promote cycling from A to B should be bold, sustained and targeted.

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Policy



Transport for
Greater Manchester

..it is not acceptable to leave gaps in cycle route provision. Where available highway widths are restricted for short sections, the objective should be to maintain the cycle facility, potentially through localised widening.

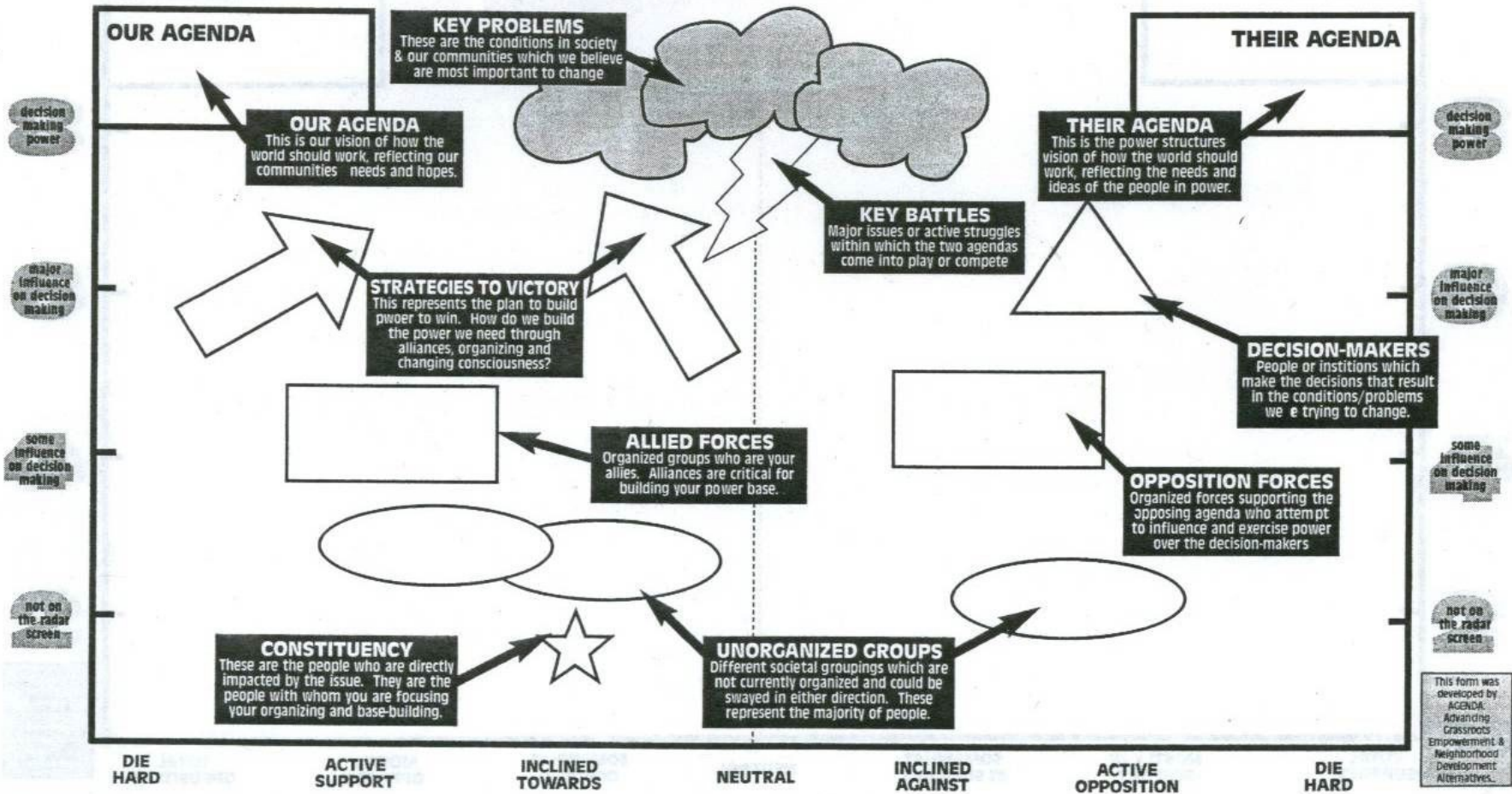
Greater Manchester Cycling Design Guidance

Power

The most common way
people give up their
power is by thinking
they don't have any.

-Alice Walker

POWER ANALYSIS: mapping the balance of forces and power for your campaign



On your bikes, pals; Manchester's cyclists still want police election answers

Lib Dem and Independent answer survey - and Labour's just got in too. But news still awaited from Conservative and UKIP



👋 Hello, hello. Bikes have enjoyed a comeback in the police service, in cities as well as rural areas. But safety and security remain big issues. Photograph: T. Marshall/Getty Images T. Marshall/Getty Images

There's still time but it's spinning out fast; Greater Manchester's well-organised cyclists want to hear from all the candidates in the [Police and Crime Commissioner](#) poll about their policies on bikes.

Two are still outstanding - the Conservatives and UKIP - and Labour was on the list first thing this morning in spite of two reminder emails, But their candidate, former [Manchester Central MP Tony Lloyd](#), has now replied (and been put in the campaign group [Love Your Bike's](#) 'better late than never' category).

All five candidates were asked five questions by Love Your Bike about road safety measures and security against theft - Greater Manchester Police report [some 4,600 bike thefts annually](#) but [British Crime Survey estimates](#) of under-reporting could mean that the real figure is nearer 20 000

political engagement



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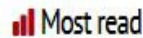
“Negative” campaigns – Don't do something...



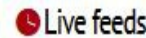
CAN YOU HELP?

Greater Manchester's most wanted >

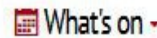
Manchester Evening News
REGIONAL PRESS AWARDS WEBSITE OF THE YEAR



Most read



Live feeds



What's on -



News -

Man City

Man Utd

Celebs

Business -

Ir

TRENDING

MANCHESTER DEVOLUTION

MANCHESTER CITY CENTRE

POLITICS

Sport >

City Centre

Music &



News

Greater Manchester News

Metrolink



Cyclists up in arms over metrolink plans to divert TransPennine Trail

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Hidden persuasion - the (not very) public campaign



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Getting Moving, a Manifesto for Cycling in Greater Manchester, has been produced by the Love Your Bike Campaign and is supported by the following organisations. See inside for a full list of supporters. It was launched at Kro Picadilly, Manchester City Centre, on 8th June 2012.
updated February 2013



“Positive” campaigning – lobbying for something



Getting Moving a cycling manifesto for Greater Manchester

- Cycling infrastructure should be high quality, consistent and appropriate.
- Cycling should be fully integrated into the public transport system.
- On-road cycling training courses should be provided free of charge for adults.
- Residential areas should have a default speed limit of 20mph.
- Campaigns to promote cycling from A to B should be bold, sustained and targeted.

businesses, individuals, schools, colleges, universities, local authorities, campaign groups



Join the campaign.

positive ideas

Freewheeling!

Get fit, save money, meet people, get to work and back on time, avoid traffic jams, save fuel, exercise for free, lose weight, burn calories, learn new skills, gain confidence...

...what more can we say to get you cycling around Manchester?

How about **FREE** adult cycle training?



Making cycling viable, safer and better



EVERY HALF HOUR*

LOVE YOUR BIKE .ORG

*a bike is stolen in Greater Manchester

LOVE IT LOCK IT

A GOOD LOCK*

Get one. Use it. Properly.

www.loveyourbike.org for

INFO TIPS DISCOUNTS

*cheaper than replacing your bike

LOVE IT LOCK IT

How do you **get2** work or college?

The **get2** challenge.

manchesterfoe.org.uk/get2

Try a greener and healthier way to Get2 work or college during European Mobility Week. Feel better, fitter and have a chance to win a prize!

A showcase of cycle style, with prizes and fun.

11am - 5pm
Saturday 25th June 2011
Manchester Arndale

BIKE FABULOUS

Cycle Wear Cycle Everywhere

www.bikefabulous.org

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30 DAYS OF REVOLUTION

∞ JUNE 2014 ∞

Promotion / Publicity



stepping up a gear

report and recommendations one year on

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Week 1

Mon 2	Tues 3	Weds 4	Thurs 5	Fri 6	Sat 7	Sun 8
Register with Brompton Dock by June 30th for just £1 and get two days of free cycle hire..	Velodrome Track public taster sessions	University of Manchester Bicycle User Group - Monthly Cycle ride	Velodrome Track public taster sessions	Wythenshawe Wheelers - all ability cycling	Rochdale Cycling Club - Saturday rides	CTCBury Sunday Ride - Hawes (A)
Velodrome Track public taster sessions	Wigan Wheelers - Tuesday rides	Wythenshawe Wheelers - all ability cycling	Wigan Wheelers - Thursday Rides	Trafford Wheelers - all ability cycling	Rochdale CTC / East Lancs Road Club - Introductory Ride	Bolton Clarion Sunday Rides (A) Impromptu ride
Trafford Wheelers - all ability cycling	Wythenshawe Wheelers - all ability cycling	Bolton Clarion Wednesday Rides - Cedar Farm (2)	thursday rde (Manchester Social Cycling)	Outdoor BMX track public sessions (Platt Fields Park)	Learn to Ride (Bury) Morning	Wigan Wheelers - Easy Pace Group
Outdoor BMX track public sessions (Platt Fields Park)	Outdoor BMX track public sessions (Platt Fields Park)	Boggart Hole Clough Wheelers - all ability cycling	Outdoor BMX track public sessions (Platt Fields Park)	Public BMX Taster Track sessions (Indoor Track)	Bicycle Maintenance Course	CTCBury Sunday Ride - Catforth (B)
Public BMX Taster Track sessions (Indoor Track)	Velodrome track public taster session	Outdoor BMX track public sessions (Platt Fields Park)	Velodrome track public taster session	World Naked Bike Ride - Manchester	Free cycle (Morr)	South Manchester
Bikmo crowd-funding meet up (Manchester)	Public BMX Taster Track sessions (Indoor Track)	Velodrome track public taster session	Public BMX Taster Track sessions (Indoor Track)		LOVE YOUR BIKE .ORG	
	Easy Ride - All Saints to Fallowfield (Ride Social)	Freewheeling adult cycle training	Tour de Balcarres (Breeze Ride)			

Buses and Bikes Sharing the Road

Results of Surveys of Bus Drivers and Cyclists

8th December 2010



Playful



(2010) A colourful protest highlighting the contradictions in Greater Manchester's 'integrated' transport policy. Folded bikes were only allowed on the Metrolink trams only if in a case (fully encased), whereas anyone can take on an ironing board, a deck chair... Allowing bikes to be carried on off-peak trams would enable more people to make their journeys by public transport, which can only be a good thing – surely?



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When you are up to your ass
in alligators, it is easy to
forget that your main
objective was to drain the
swamp

- Unknown

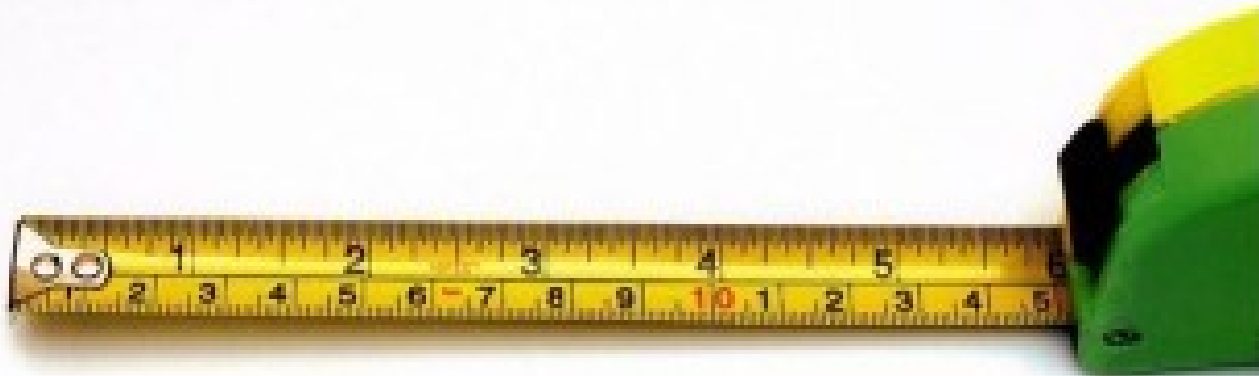
boardofwisdom.com



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Performance – how are we doing?

SUCCESS



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A limited selection of resources

Campaign Strategy newsletter campaignstrategy@campaignstrategy.org

How to guides - concise guides of all sorts of campaigning tips & tricks

(Friends of the Earth)

How to Win Campaigns: Communications For Change (Book)

Planning a successful campaign (KnowHow)

Parliamentary Campaigning (Friends of the Earth)

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www.loveyourbike.org

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