

Cycle for swansea

By Ysabelle, Ioan and Luca



"Welcome to the movement dedicated to transforming Swansea into a cyclist's dream!

As urban landscapes evolve, so too must our infrastructure. Our campaign is rooted in the belief that embracing sustainable transportation solutions not only enhances the quality of life for residents but also paves the way towards a greener, healthier future. Join us as we advocate for the expansion of bike lanes throughout Swansea, championing safer and more accessible routes for cyclists of all ages and abilities. Together, let's pedal towards progress, forging a city where bikes and eco-friendly commutes are the normal. It's time to ride towards a brighter, more sustainable Swansea!"



Research and Awareness:

Begin by gathering data on current bike lane infrastructure in Swansea and assess its effectiveness. Conduct surveys and interviews with cyclists to understand their experiences and needs. Use this information to raise awareness about the benefits of expanding bike lanes.

Community Engagement:

Organize community meetings, workshops, and events to gather support for the initiative. Collaborate with local cycling groups, environmental organizations, and city officials to build a broad coalition of supporters.

Petition and Advocacy:

Launch a petition urging local authorities to prioritize the development of additional bike lanes in Swansea. Utilize social media, local newspapers, and online platforms to amplify your message and garner public support. Encourage supporters to write letters to elected officials advocating for the cause.

Education and Outreach:

Develop educational materials about bike safety and the benefits of cycling for individuals and the environment. Distribute these materials in schools, community centers, and public spaces to promote cycling as a viable mode of transportation.

Demonstrations and Events:

Organize bike rides, rallies, and demonstrations to showcase the demand for more bike lanes in Swansea. Collaborate with local businesses to sponsor events and offer incentives for participation, such as discounts or prizes.



Partnerships and Collaboration:

Forge partnerships with businesses, universities, and other institutions to fund bike lane projects and promote cycling initiatives. Engage with urban planners and transportation experts to design bike lanes that are safe, accessible, and integrated into existing infrastructure.

Media Campaign:

Work with local media outlets to generate press coverage and raise awareness about the campaign. Write op-eds, letters to the editor, and press releases highlighting the importance of investing in bike-friendly infrastructure for Swansea's future.

Policy Advocacy:

Advocate for the inclusion of bike lane expansion projects in municipal budgets and long-term transportation plans. Lobby elected officials to prioritize cycling infrastructure and allocate resources accordingly.

Monitoring and Evaluation:

Continuously monitor progress on bike lane expansion projects and hold city officials accountable for their commitments. Gather feedback from cyclists and the community to assess the impact of new bike lanes and identify areas for improvement.

Celebration and Recognition:

Celebrate milestones and successes along the way, such as the opening of new bike lanes or increased cycling rates. Recognize the contributions of volunteers, supporters, and city officials who have helped advance the cause of cycling in Swansea.

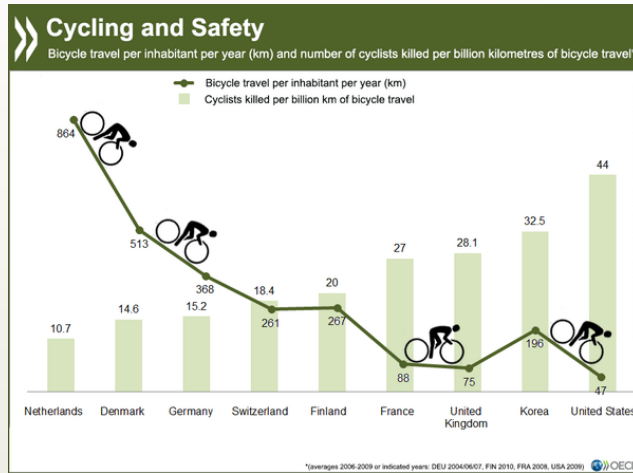




- Make Swansea a more bike friendly city
- Increase the amount of cycle lanes
- Crack down on bike theft
- Create more public bike shelters

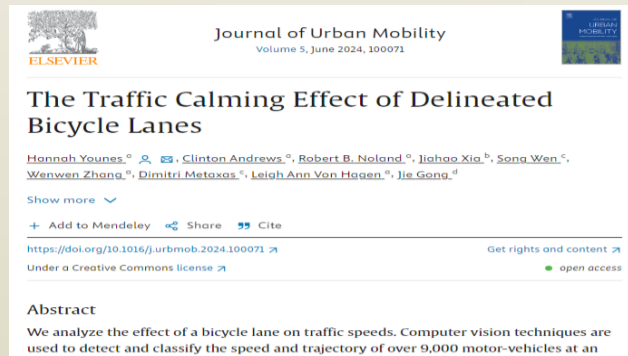
Step 1: What are our goals?





(Schmitt, 2015)

- In order to create an effective campaign we need to gather accurate and reliable data
- Poor data or false information can mean the death of a campaign as it looks like you are spreading misinformation and are untrustworthy



(Younes et al., 2024)

Step 2: Gathering evidence



Step 3: Finding allies



Potential allies





- Who can create the change?
- Swansea City Council
- Our MP Carolyn Harris



Step 4: Know who to target



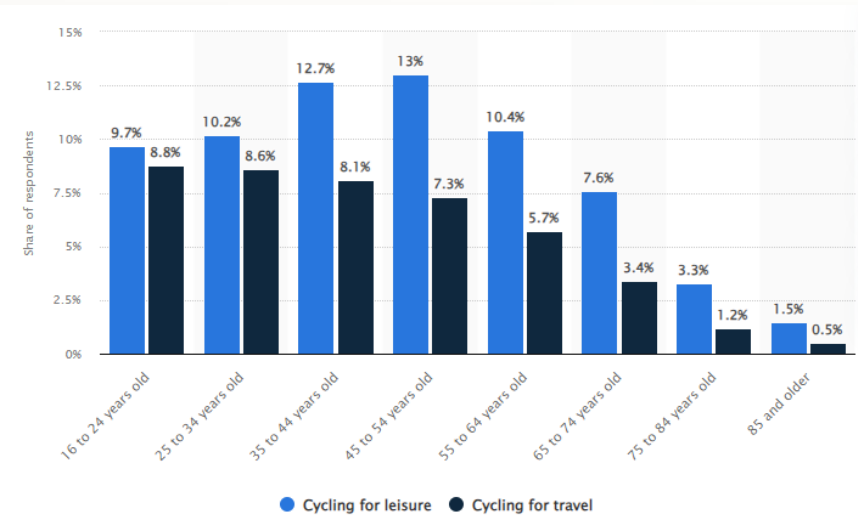


Figure 1; Share of people who cycle for leisure or travel purposes at least once a month in England in 2021, by age group
(Statista, n.d.)

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- What sort of tactics do we plan on using?
- Social media campaign
- Website
- Leaflets and posters

Social media usage by age: 30 to 49

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Most-used platforms among users aged 30 to 49	
Social network	Percentage of US adults who say they use the social network
YouTube	92%
Facebook	75%
Instagram	59%
Pinterest	40%
LinkedIn	40%

(OBERLO, 2023)

Step 5: Our tactics



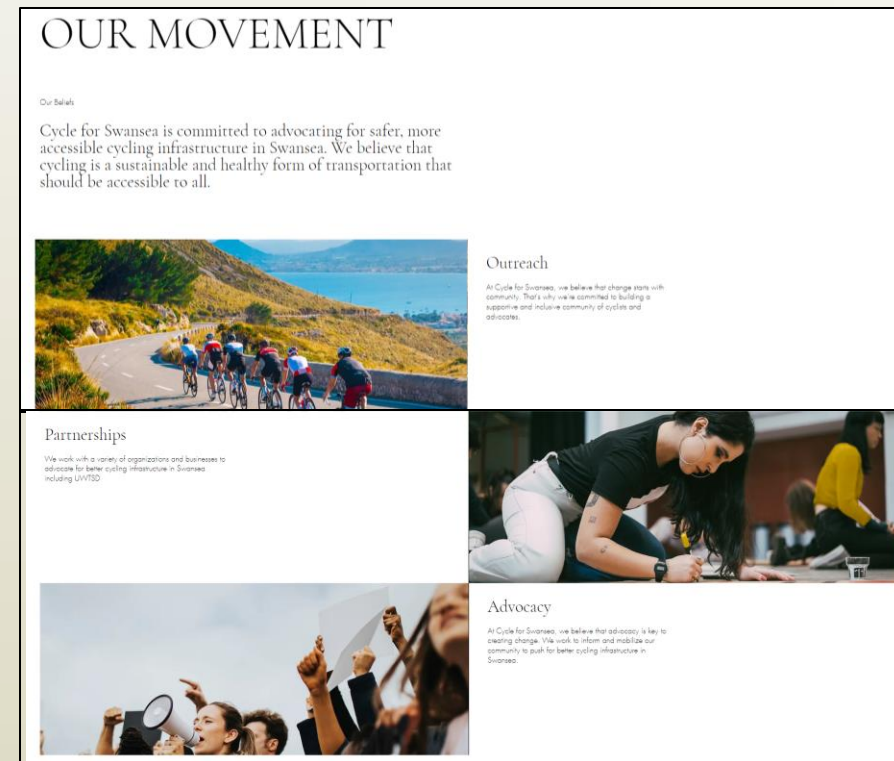
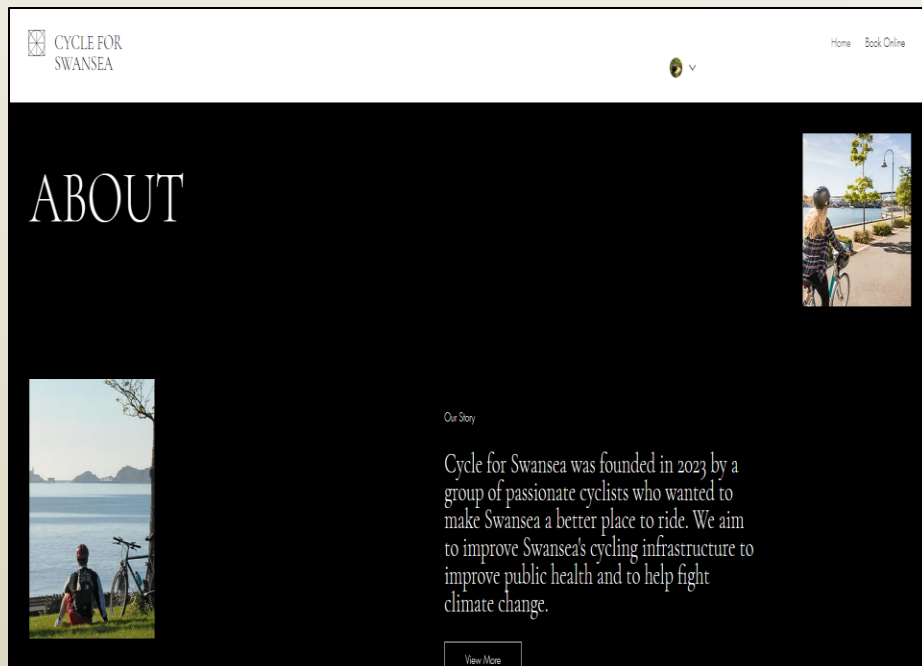
Supporting Materials

- Now I will be talking about the supporting materials of the campaign.
- For the campaign we created 4 promotional tools to aid in reaching a wider audience.



Website

- It makes the campaign look more professional and official
- Is a hub for future events



Facebook Page

- 30-59 year olds are the most active cyclists
- The second most used social media platform in that age group is Facebook



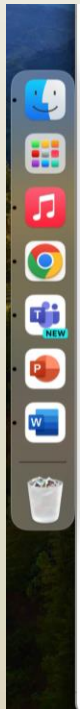
Leaflet and Poster

- Leaflet describes benefits of cycling
- Poster says that cycling is less polluting



Petition

- Helps if we do have meeting with MPs about new cycling infrastructure
- Made on Change.org



Construct a Dedicated Bike Lane along The Kingsway in Swansea



Started 30 April 2024

Why this petition matters

Started by [Luca Burgess](#)

I am an avid cyclist and resident of Swansea, passionate about promoting cycling as a mode of transportation. Cycling is not only more environmentally friendly than driving, but it also promotes health and reduces traffic congestion. However, the lack of dedicated bike lanes in our city, particularly

6

Signatures

10

Next Goal

Support now

 Construct a Dedicated Bike Lane along The Kingsway in Swansea

Share on Facebook

Send an email to friends

Send a message via WhatsApp

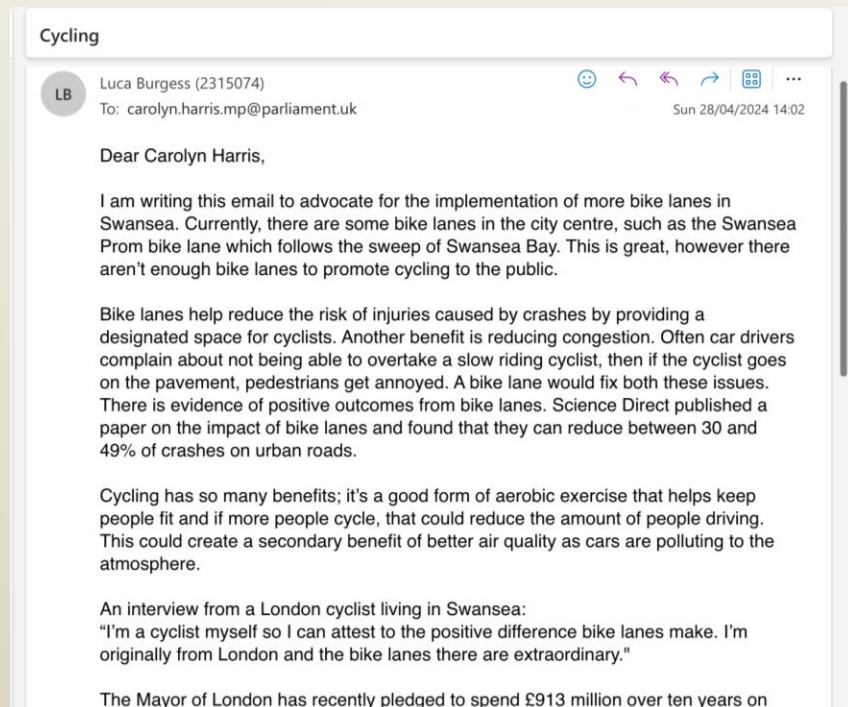
Tweet to your followers

Copy link



Email to MP

- We sent an email to Carolyn Harris requesting her to build a bike lane on The Kingsway



Success Achieved

- So, what success have we achieved so far?
- We didn't receive a response to our email unfortunately, however we sent the email not too long before this presentation, so it's not that surprising we didn't get one.
- On our petition, we managed to get 6 signatures, which is slightly disappointing however the petition is still in its early days. 6 is better than none, and there is reason to believe that number will increase as a result of the Facebook page increasing in followers.
- In summary, not a huge amount of success was achieved at the time of this presentation. However, the campaign is still in its infancy, and we have every right to believe that it will only build momentum from this point forward.



Campaign Next Steps

- In the outline of the campaign steps, there were numerous steps that we unfortunately didn't complete in the campaign. So, in response to this, most of the campaign next steps are previously planned campaign steps that we didn't fulfil.
- The first step would be to post more on the Facebook page to gain more followers and support. This is because the Facebook algorithm, and many other social media platforms, generally show content from accounts that a user has already engaged with in the past, meaning that if an account is posting consistently, and getting engagement, the algorithm ranking goes up for that account.



Campaign Next Steps (Part 2)

- Next would be to hold an event with local cyclists in an attempt to get more signatures for the petition. More than that though, an event would be an incredible networking opportunity for everyone involved. Everyone there would, presumably, have a shared interest in cycling and a shared goal in making Swansea a more bike friendly place.
- The final step would be to make a speech at a local secondary school such as Pentrehafod School. The aim of this speech would be to raise awareness about the benefits of cycling to a young audience, who are more open minded and receptive in general than their older peers. If the young audience then adopt the cycling lifestyle, their future needs will likely be aligned with the campaign, which ultimately is making Swansea a more cycle friendly city.
- Thank you for taking the time to listen.



Reference List

- Website = <https://ioanjeffs.wixsite.com/cycle-for-swansea>
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