

# BEYOND THE BICYCLE COALITION



# WHO ARE WE?

Set up in 2017.

A group representing users of non-standard cycles.

Aim of facilitating discussion and developing ideas that will lead to improved infrastructure, facilities and recognition, along with reduced user costs, for users of non-standard cycles in London – including, but not limited to, disabled, cargo, freight and family cyclists.



# WHO ARE WE?

- Disabled cyclists.
- Cargo cyclists.
- Family cyclists.
- Cycling businesses.
- Cycling logistics.
- Highway engineer.

Amazingly, many of us fit into more than one category, just like in real life!  
Funny that.



# WHY BEYOND THE BICYCLE?

People are diverse (and they change with time).

Cycles are diverse.

What people use their cycles for is diverse!

Cycles are mobility.



# WHY BEYOND THE BICYCLE?

Cycling is easier than walking for many.

Cycling is for families.

Cycles can shift goods.

Cycling trips can replace car trips.



# WHY BEYOND THE BICYCLE?

Infrastructure design is enabling.

Barriers need to be removed;

- Societal,
- Physical,



# OUR MANIFESTO

## Infrastructure

Promote cycle infrastructure that is inclusive of non-standard cycles, by encouraging use of the 'Inclusive Cycle' concept as outlined in the London Cycling Design Standards (LCDS).

Push for the development of an inclusive cycling 'tube map' of London, which illustrates all fully accessible cycling routes in the capital.



# OUR MANIFESTO

Ensure that disabled, cargo, freight and family cyclists are consulted in the design and development of new cycle infrastructure.

## **Subsidies and incentives**

Push for the piloting of a subsidy for non-standard cycles in London, from which others can learn and share knowledge.



# OUR MANIFESTO

## Facilities

Advocate for a greater allocation of cycle parking spaces for non-standard cycles and for more inclusive cycle storage facilities.

Work with cycle hire providers to ensure that cycle hire and loan schemes are made as inclusive as possible.



# OUR MANIFESTO

## Recognition

Actively encourage the representation of non-standard cycles in cycling imagery.

Commit to improving recognition of the fact that cycles offer green and health enhancing mobility solutions for all, including disabled, younger and older people.

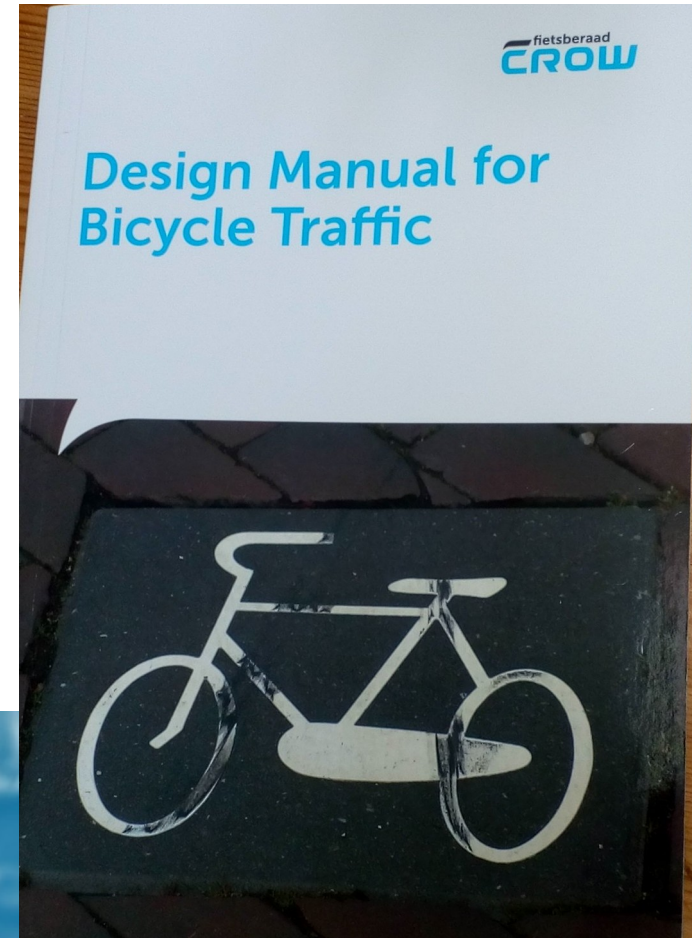


# DESIGN

Beyond the bicycle means ensuring designs are fit to accommodate and enable anyone to cycle.

Design standards and guidance are important because many professionals rely on them and may not always understand the issues underpinning them.

We want to promote and celebrate good practice and give credit where it's due!



# RESOURCES

We are still developing ideas, but we want to provide useful information to enable people to raise Beyond the Bicycle issues themselves.

We're looking at good practice and guides to help people take action.

We're also looking at publicising case studies to inspire people to take up the cause.



# CAMPAIGNING

Our campaign for 2020 is #BashTheBarriers.

Barriers of all kinds of layout make it hard to pass for many and impossible for some.

We're planning a year of action in London, but we'll publish and publicise what we're up to so that the message travels further and people can help in their area.



# THANK YOU

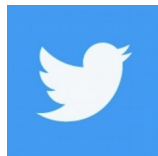
Even the city of cycling and clever people, it does go horribly wrong!

Huge thanks to Lucinda Price  
@lucyfrog for the photo!



# ON THE WEB

[beyondbicycle.wordpress.com](https://beyondbicycle.wordpress.com)



#BeyondTheBicycle

