



### Purpose

(why we exist)

To get more people cycling more often and more safely in and around Oxford



### Vision

(where we want to be)

Oxford is a world class cycling city, where everyone can choose to cycle and feels safe to do so, and where cycling is a normal form of transport



### Mission

(how we'll get to our vision)

Cyclox will:

- Support people who cycle, and want to cycle, in Oxford
- Advocate for improved cycling infrastructure and safety for people who cycle (Vision Zero)

### Cyclox 3-Year Objectives to Support: Supporting people who cycle, and want to cycle, in Oxford

### Supporting Initiatives

Increase the number of people who regularly use a bicycle for transport in Oxford by 25% by 2026 †

Stalls at fairs & events

Dr Bike

Tell stories (Newsletter, Tue talks, social media, 20<sup>th</sup> anniversary book?)

20<sup>th</sup> anniversary event(s)

Needs to be targeted to local communities

Recruit relevant trustees & volunteers

“One-stop shop” for cycling info (collaborate with other orgs)

Visible & easy access to **mentors or buddies**

Access to **training**

Don't duplicate other groups' efforts

Identify & **remove barriers** to cycling

Need to target efforts at particular groups

Increase the proportion of ethnic minorities who regularly use a bicycle for transport in Oxford to reflect Oxford's ethnic makeup (as of the 2021 census\*) by 2026

Increase the number of children who regularly use a bicycle for transport in Oxford by 25% by 2026 (baseline data still to be sourced)

Kidical Masses & Cargo bike festival

Outreach talks at schools

Note †: Source Oxford LCWIP and Active Lives Survey.

- From 40% of Oxford residents over 16 riding cycling at least monthly in 2015-2017 to 50% in 2026.

Note \*:

- 54% Oxford's total population was White British.
- 17% of residents were from a white but non-British ethnic background.
- 29% of residents were from a black or minority ethnic group in 2021



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Cyclox will:

- Support people who cycle, and want to cycle, in Oxford
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#### Cyclox 3-Year Objectives to Support:

**Advocate for improved cycling infrastructure & safety for people who cycle (Vision Zero)**

#### Supporting Initiatives

Reduce deaths & serious injuries of people walking, wheeling and cycling in Oxford by 50% (see page 3 on VZ campaign strategy)

Unite communities behind ending road deaths

Increase access to, & association with, politicians & decision makers. Need a systematic approach

Raise funds – how much needed each year?

Increase safe cycling infrastructure

Cyclox involved in the full life cycle of infrastructure development, inputting at start, involved throughout & supporting evaluation

Cyclox volunteers in advocacy and campaigning on infrastructure initiatives in their locality

Increased capacity and capability in volunteers to inform infrastructure design

Increase walking, cycling and public transport to 50% of regular trips

Support to Oxfordshire Liveable Streets and CoHSAT in advocacy with politicians to deliver the Central Oxfordshire Travel Plan

Support school streets roll out and advocacy for safe routes to schools



### Purpose

(why we exist)

**VISION ZERO:** To eliminate road deaths of people walking, wheeling and cycling in Oxford



### Vision

(where we want to be)

By 2030 there are no road deaths of people walking, wheeling and cycling in Oxford



### Mission

(how we'll get to our vision)

- Cyclox will:**
- Campaign for a new approach to road safety that prioritises people walking, wheeling and cycling
  - Advocate for the infrastructure, regulations and enforcement to eliminate danger on Oxford's roads
  - Partner with others to accelerate our successes and broaden our work
  - Unite communities around the importance of eliminating road deaths in Oxford

#### Cyclox 3-Year Objectives to Support:

**Advocate for improved cycling infrastructure & safety for people who cycle (Vision Zero)**

#### Supporting Initiatives for Vision Zero

Shift the county council's Vision Zero ambition to **2030**

Create a compelling case

Work with partners to create the case

Work with councillors to gain support

Unite communities behind ending road deaths

Produce a video to promote VZ

Generate positive media coverage

Get public support through a petition

Create a 20mph city in Oxford

Campaign and advocate for a 20mph city

Create a convincing case for benefits of 20mph

Build positive relation with bus companies

Ensure all high-sided vehicles have advanced safety devices and drivers are trained

Work with large employers to ensure direct vision standards for their fleet and for construction

Work with county council to enforce through traffic filters

Prioritise cyclists and walkers on the most dangerous roads

Set up a junction review process

Hold OCC to account to prioritise walking and cycling

Work with coroner to influence his reporting on road deaths

Raise funds for campaign staff to run the Vision Zero campaign and prepare media content and videos – how much needed each year?