cyclox

the voice of cycling in Oxford

2027-2030 Strategy

Streets for everyone: making Oxford a cycling city



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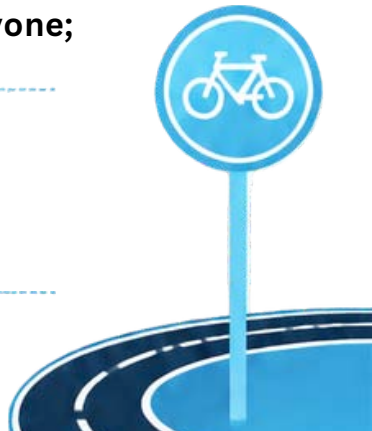
Our Purpose

The purpose of Cyclox is to increase the amount of cycling in safe and inclusive conditions in Oxford and its surrounding areas.

Our Vision

Oxford becoming a true 'cycling city' by being a place where :

- everyone can choose to cycle and feels safe doing so;
- cycling is an everyday form of transport for anyone;
- increased levels of cycling unlock a better environment and quality of life for everyone, including those who don't ride themselves;
- fewer and slower cars make the roads safer for all.



Our Mission

Cyclox will support people who cycle, and want to cycle, in Oxford and its surrounding areas. We will advocate for improved cycling infrastructure and safety for people who cycle, in line with the principles and goals of Vision Zero.



OUR SEVEN PRIORITIES:

WHAT WE ARE ASKING FOR

1 Reduced traffic

Cyclox wants policy changes that will reduce traffic levels in the city and enable conditions for safe cycling; these include traffic filters, expanded ultra-low emissions zone, workplace parking levy, additional school streets and low-traffic neighbourhoods, and restrictions on high-sided vehicles.



2 Make Oxford a 20mph city



We want to make Oxford a 20mph city, thereby improving conditions for safe cycling and making the city cleaner, quieter, and safer for everyone. On residential streets, speed limits could be even lower. We campaign for effective County Council and Police support for, and enforcement of, these limits.

3 Build better cycling infrastructure

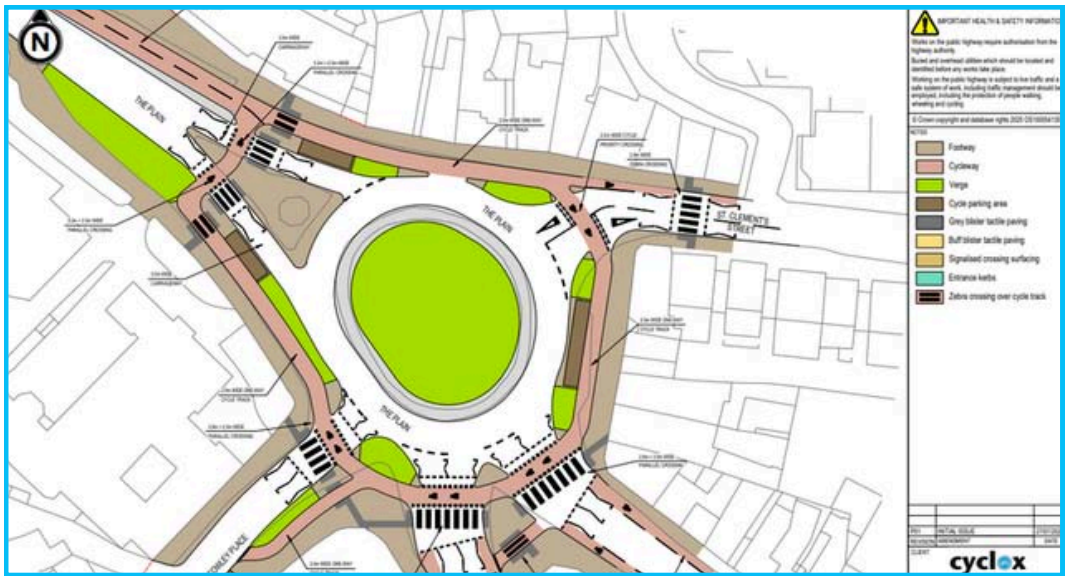
We back the development of improved cycling infrastructure. This means: segregated cycle lanes whenever possible; junctions redesigned to prioritise cycling and pedestrian safety; infrastructure that supports norms and practices of road sharing, including cycle streets, a coherent kerbside strategy, and expanded secure bike parking in residential areas, retail zones and the city centre.



WHAT WE ARE ASKING FOR...

4 Create a comprehensive cycling network

We will develop a plan and campaign for a comprehensive safe cycling network across the city.



5 Make shared e-bikes and e-scooters part of the transport system

We support a significant expansion of shared e-bike and e-scooter provision across Oxford and its surrounding towns. This must include dedicated on-road parking infrastructure and effective enforcement of poor parking. Shared bikes need to become a taken-for-granted part of the city's mobility provision.



WHAT WE ARE ASKING FOR...

6 Fix potholes and maintain our roads

We campaign for effective road repair and maintenance that recognises the acute danger that poor roads present to cyclists.



7 Making Vision Zero a reality



Our campaign work is informed throughout by the principles of Vision Zero - eliminating serious road injury and death - in our city. Oxford and Oxfordshire have made progress in reducing road injury and death. We campaign for them to do better.



HOW WE WILL MAKE CHANGE HAPPEN

Collaboration

We collaborate with other groups seeking to reduce road violence and promote environmental justice. Cyclox is an active partner in the Coalition for Healthy Streets and Active Travel (CoHSAT) and a member of the All Party Parliamentary Group for Cycling and Walking.

We collaborate locally with allied organisations seeking to build a safer, cleaner and sustainable city. These include Oxfordshire Liveable Streets, Headington Liveable Streets, Oxford Pedestrians Association, Oxon4Buses and Low Carbon Oxford.

Engagement and education

Cyclox works closely and supportively with a range of local agencies to advance their work in the way that supports our vision of safe and inclusive cycling in Oxford. These include: councillors and officers at Oxfordshire County Council and Oxford City Council (including the Vision Zero partnership); Thames Valley Police and Police Commissioner's Office; Oxford University Hospitals NHS Foundation Trust and Oxford Health NHS Foundation Trust; Oxford Bus Company and Stagecoach; Voi; Oxford and Oxford Brookes Universities; Oxford Growth Commission; Network Rail; developers, local schools and businesses.

We will run engaging events, including talks, presentations, and community activities, to raise awareness of the benefits of cycling and active travel and cycling. We are keen to reach and engage a broader audience, encouraging more people to discover the advantages of choosing active travel.

Our Infrastructure Group (which meets fortnightly) will respond to local authority consultations as well as working proactively to develop radically better cycling infrastructure across the city. This includes promoting Cyclox's Design Guide for a Better Oxford.

Cyclox will work closely with our membership, local community, neighbourhood forums and residents'/campaign groups to identify ways to improve conditions for safe cycling in different areas of the city. We will work to build alliances with these groups where doing so will advance shared goals.



HOW WE WILL MAKE CHANGE HAPPEN

Campaigns and communications

Cyclox will maintain close working relations with local media (Oxford Mail, Oxford Clarion, BBC, etc.) and an active social media presence (on Instagram, BlueSky, LinkedIn, Facebook).

We will identify those dimensions of our vision and goals that require public campaigns as a view to engaging local opinion and shifting government priorities. Campaigns will aim at informing and educating local agencies and the public about issues relevant to safe cycling, e.g. via events, petitions, media work, Cyclox website and newsletters.

Supporting and enabling cycling

Cyclox is a campaign group, not a service provider. Within that remit, we will take steps to actively support and enable safe cycling in the city. These steps include:

- Organising two Kidical Mass community rides and one Glow Ride per year.
- Addressing barriers to cycling throughout the city, for example, by provisioning Dr Bike sessions for local schools and community groups.



Operating as a support and information hub, signposting people in the city to cycle training, bike shops and repairs, bike buddying schemes, bike buses and good cycle routes.

Membership

Our members are central to our ability to create change

Cyclox will seek to build a large and engaged membership who can extend our influence and help us do more of all the things we want to do. We will aim to:

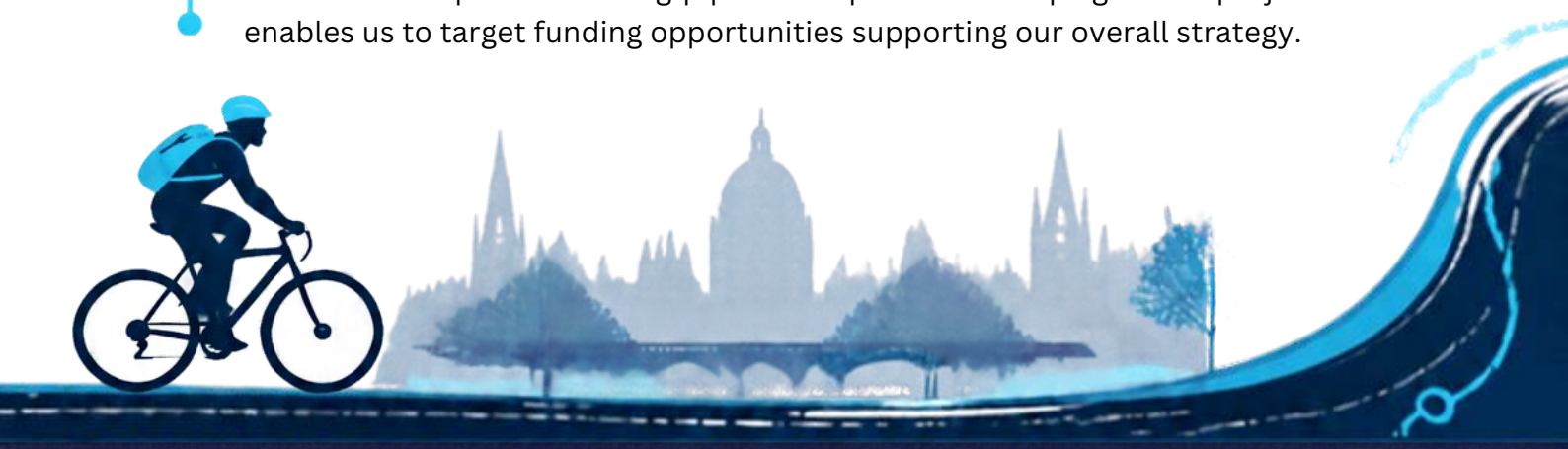
1. Grow the membership.
2. Widen the membership in terms of city geography, gender, age, ethnicity, and cycling ability. We will seek to target more student members.
3. Engage the membership more closely with Cyclox's work - for example, via member events, listening sessions, and giving members clear responsible jobs to take on, such as running events and engaging their local communities.

Securing our future

To deliver this strategy, we need a financially resilient organisation

Cyclox will seek to consolidate the platform we have built that has enabled us to employ three paid staff. We will diversify our income streams by having a balanced mix of grants, contracts, donations and membership income to improve our financial resilience. This will enable us to plan and deliver our goals with greater impact.

We will develop a fundraising pipeline of potential campaigns and projects that enables us to target funding opportunities supporting our overall strategy.



This strategy has been drawn up following extended discussion among staff and trustees, a meeting and online engagement with Cyclox members, and consultation among Cyclox's key stakeholders.

We thank all those involved for their input into shaping our priorities for the next three years.

CONTACT US

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CYCLOX

THE VOICE OF CYCLING IN OXFORD