

# Dublin Cycling Campaign

## Annual Report 2013-2014



Dublin Cycling Campaign  
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### SUMMARY

2014 is the twenty first anniversary of the founding of the Dublin Cycling Campaign (DCC). DCC is now recognised as representing everyday cyclists by the Local Authorities, Department of Transport Tourism and Sport (DoTTS) other NGOs and the media. This enables us to work on behalf of cyclists, and potential cyclists, in moving to our vision of *'Dublin as a Living City where people of all ages can enjoy cycling'*.

Cycling numbers have continued to increase in the past year. Dublin City Council Canal Cordon Counts in November 2013 show an increase of 14.1% in the number of cyclists over the previous year. While in Dun Laoghaire Rathdown area cycling numbers are up 18% in the past year on three key routes into the city. To support the growing numbers of cyclists DCC continues to call for a range of measures including: more secure bike parking, lower speed limits, better enforcement of traffic regulations, cycling training for school children, and driver education on how to interact with cyclists.

In the last year we have seen a significant and welcome increase in transport plans related to cycling. Using our network of volunteers across the city DCC has made detailed submissions on a variety of plans so that the views of cyclists are heard and high quality cycling facilities are built in the future. It is worth highlighting in particular, detailed submissions made on the Greater Dublin Area Cycle Network Plan recently published, and the Grafton Street Quarter Review.

There were two significant cycling events in Dublin in 2014 which DCC is proud to have played a major part in organising.

- The first was the AGM of the European Cyclists' Federation in Dublin in April 2014 which brought over 70 cycling advocates from around Europe to Dublin for a weekend of workshops, followed by a cycle tour of Sligo. The AGM event included a public lecture, a Seminar for local authorities, and for a variety of media pieces both locally and nationally.



- The second event was the weeklong Phoenix Park Bikeweek Festival held as part of Bikeweek in June 2014.

A big thanks is owed to the many volunteers who helped make these events a success, and to Dublin City Council, Department of Transport Tourism & Sport, and the Office of Public Works who supported them.



Numerous other events and activities took place during the past year. some of the more significant are listed below:

- Production of 5 cycle promotion videos for Dublin City Council – see <http://www.dublincycling.com/dublincyclingstories>
- Major international speakers on cycling speaking in Dublin
- Mobility Week activities in September
- Monthly Public Talks on issues related to Cycling and Planning
- Continued liaison with consultants and local authority officials on plans for the city

In mid-2013 DCC and Cyclist.ie, the Irish Cycling Advocacy Network secured funding for a part time National Cycling Co-ordinator who is now based at the An Taisce offices. This part-time position will continue for the next 2-3 years. The long term goal of DCC/Cyclist.ie is to seek alternative funding to support a full-time role. The National Cycling Co-ordinator will continue to monitor progress on the National Cycle Policy Framework, respond to the growing number cycling related planning applications and foster the growth of cycling and Cyclist.ie.

Last year our focus was on growing our membership numbers and active volunteers. Our membership numbers grew by 25% and our active volunteers by an even higher percentage. We will continue to look to grow our numbers in 2014/15 and to harness the energies and talents of our active volunteers to make our campaign more successful.

Muireann O’Dea

Chair, Dublin Cycling Campaign



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## ABOUT US

The Dublin Cycling Campaign is a voluntary advocacy organisation that has been promoting cycling and the benefits of cycling for the past 21 years.

The Dublin Cycling Campaign is a member of Cyclist.ie, the Irish Cycling Advocacy Network, through which we are an active member of the European Cyclists' Federation (ECF).

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## VISION

Our vision of Dublin is of a vibrant Living City where people can safely enjoy cycling and walking.

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## MISSION

Our mission is to affect and support change for Dublin as a better city by:

- Promoting cycling as an activity with significant health, social, environmental, cultural and economic benefits
- Being a Champion (The Voice) for cycling and cyclists in Dublin

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## AIMS AND OBJECTIVES

Dublin Cycling Campaign has four main aims:

Aim #1: To change public perceptions of cycling and cycling's role within a Living City

Aim #2: To change policies and regulations for the benefit of cyclists and pedestrians

Aim #3: To work to change the physical infrastructure on our city's roads and public spaces for the particular benefit of cyclists and pedestrians

Aim #4: To become a more effective organisation (by periodically reviewing structures and methods of working)

The following sections review the activities and progress against our aims from July 2013 to June 2014.

## PROGRESS AGAINST OUR AIMS

### AIM #1: TO CHANGE PUBLIC PERCEPTIONS OF CYCLING AND CYCLING'S ROLE WITHIN A LIVING CITY

Promoting the role that cycling must play in the development of a sustainable transport future for Dublin, and in supporting overall better health, is at the core of the work of DCC. To this end DCC work tirelessly through all forms of media to get the message out there! This includes responding on radio, TV and online media to cycling related issues and controversies, such as the recent coverage of the Quays Cycle Route and Cyclist Traffic Lights. There is hardly a week passes when DCC are not represented on some media channel or other. We also work through our Website ([www.dublincycling.ie](http://www.dublincycling.ie)), Facebook (with 4,000+ followers), LinkedIn (500+ connections) and Twitter platforms to provide news and updates on cycling related issues. And each month we produce a newsletter that is published online and emailed to over 1,300 subscribers.

DCC's monthly public meetings both inform and provide a space for debate about cycling and how it affects everyone in the city. These meetings regularly draw a large crowd and provide a lively forum. Over the past year DCC has presented a variety of lively and current topics, from Planning, to bicycle recycling, to DublinBikes, to bicycle polo. *For a full list of speakers and topics covered see Appendix A.*

For the past number of years DCC has hosted an annual cycling lecture by a cycling expert, often from overseas. This year the annual lecture was given by Joachim Hochstein, the Head of the Cycling Office in Frankfurt during Mobility Week. He spoke of how cycling has grown from 6% modal share in 1998 to 18% in 2013 in Frankfurt. The lecture was organised in conjunction with Cyclist.ie and the Goethe Institute.

During 2013/14 DCC produced a series of five short **Dublin Cycling Stories** videos, on behalf of Dublin City Council, promoting everyday cycling. These were launched at the ECF AGM in April 2014.



In 2014 DCC also produced the first of a series of **Member Stories** videos on why people are part of the campaign. The first one featured the renowned cardiologist and health campaigner Risteard Mulcahy who gave up driving at age 90 but still cycles!



In 2013 the campaign launched a new website, that is mobile and tablet friendly, with significantly updated content. The objective is to make it easier for website visitors to find useful content.

Events also play an important part in the promotion of cycling. Here are some of the events from the past year.

- The Campaign is the coordinator of the Bicycle Space within the 'Global Green' area of the Electric Picnic. The space includes tall-bike builders, Green Schools and other groups /artists inspired by bicycles. Dublin Harvest Festival, in conjunction with Community Growers Co-op
- Parking Day public display. Last September DCC converted two car parking spaces in Molesworth Street into a 'Wall of Ideas', where citizens were invited to contribute their ideas on how to make Dublin more bicycle friendly. <http://www.dublinparkingday.org/>



**The Lord Mayor Oisín Quinn makes his contribution to DCC's 'Wall of Ideas' on Parking Day**

- DCC held its first Halloween Cycle where a group of cyclists in fancy dress cycled around the city centre.
- DCC also took part in the St Patrick's Day Festival Parade with a display of cyclists across the ages from high nellies to sports bikes.

Social events are also a way to highlight the fun element of cycling. In the last year the cycling campaign organised a Christmas Party and a number of social cycles that were open to all.

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#### **SUB-AIM: EXPAND WORK TO ENCOURAGE BUSINESSES TO RECOGNISE THE (ECONOMIC) BENEFITS OF CYCLING**

In March 2014 DCC hosted a public talk by Arlene Finn of the National Transport Authority (NTA) on their Smarter Travel Workplaces & Campus programmes. This was to inform people of the support offered by the Smarter Travel Unit to businesses who want to promote sustainable travel. And it was an opportunity to question and discuss the benefits of the various elements of the programmes.

During summer 2013 DCC invited companies to enter the annual Golden Pedal award for the company that does the most to promote cycling among its staff. There were a good number of high quality entries. The prize was awarded to Arup where almost 30% of the staff cycle to work. Among the measures they use to encourage cycling is the removal of a parking space to provide more bicycle parking, enhancing the Government Bike to Work scheme by 80% and provide freshly laundered towels for staff each day.



**Joachim Hochstein awards the Golden Pedal Award to Donal McDaid of Arup**

## SUB-AIM: ACTIVELY SUPPORT NATIONAL BIKE WEEK



### The 2<sup>nd</sup> Annual Cargo Bike Championships

DCC continues to play a significant role on the National Bike Week Committee that coordinates and plans Bike Week events each year. This year DCC, together with the Office of Public Works and the Phoenix Park Bike Hire organised a week long Bicycle Festival in the Phoenix Park which included the following events:

- Pedal in the Park
- Cargo Bike Championships
- Heritage Cycle Tours / Deer Cycle Tours
- Bike maintenance sessions
- Schools events on Furze Road - Cycle training - Fun events – Prizes
- Guided cycle tours of Park in the evenings
- Commemoration Cycle Tours
- Cycling Photos exhibition at Visitor Centre
- Cycling Photo competition
- Bike Polo exhibitions

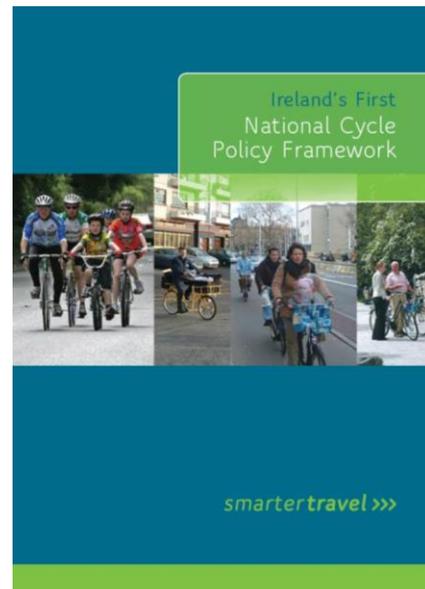
## AIM #2: TO CHANGE POLICIES AND REGULATIONS FOR THE BENEFIT OF CYCLISTS AND PEDESTRIANS

Following on from the tragic death of Louise Butler who died in August 2013 after being hit by a HGV in Blackrock, the campaign wrote to Musgraves raising concerns about the volume of HGVs making deliveries in urban areas. This led to a meeting between the campaign and Musgraves. Following this two qualified cycling instructors from the campaign held a HGV driver training session in UCD to show a driver the extent of 'blind-zones' in a HGV and how to safely interact with cyclists. The campaign also wrote to the RSA raising concerns about HGV driver instruction.

### SUB AIM: REVIEW THE NATIONAL CYCLE POLICY FRAMEWORK (NCPF) AND PRIORITISE ISSUES OUTLINED ON A REGULAR BASIS

DCC strongly supports the NCPF but we are concerned that 5 years after it was published there is still no structured plan and team in place to steadily implement the policy. This is essential if the NCPF's target of 10% of all trips to be made by bicycle in 2020 is to be achieved (It is currently 2.4% - Census 2011).

Part of the remit of the National Cycling Co-ordinator is to liaise with the Smarter Travel Unit in the NTA and to monitor progress on the NCPF.



### SUB-AIM: CONTINUE REPRESENTATION ON NATIONAL COMMITTEES (VIA CYCLIST.IE) - E.G. NTA - AND LOCAL AUTHORITY COMMITTEES (DUB CITY, SDCC, FCC, KCC, MCC, KCC)

In 2013, with the appointment of a DCC representative to the Transport Strategic Policy Committee (SPC) in South Dublin County Council, DCC has, for the first time, representatives in the SPCs on all four Dublin local authorities (Dublin City, Dun Laoghaire Rathdown, South Dublin and Fingal). These SPCs (typically made up of 10 elected Councillors and 5 representatives of 'outside bodies') have a policy forming function and also enable 'outside bodies' to develop a better understanding of what's happening in the Councils. The Transport SPC deals with a wide range of transport related issues and our representatives have the opportunity to raise issues such as traffic calming and extension of 30kph zones.

Dun Laoghaire Rathdown County Council has appointed a cycling officer and both Dun Laoghaire Rathdown County Council and Dublin City Council have Cycle Forums at which DCC is represented. DCC is seeking to have cycling officers appointed and Cycle Forums created in all of the councils. DCC also played a part in drawing up guidelines for the Cycle Forum in Dun Laoghaire Rathdown that we would like to see adopted in all of the local authorities.

Following the local elections in May 2014 there will be a new process for choosing representatives for the SPCs. These will be chosen from Public Participation Networks (PPNs). DCC is seeking to be part of the PPNS and to be selected to sit on the Transport SPCs in the four local authorities.

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## SUB-AIM: CAMPAIGN FOR REVIEW OF TRAFFIC LEGISLATION IN FAVOUR OF MORE SUSTAINABLE MODES SUCH AS CYCLING

DCC, through Cyclist.ie, made a detailed submission on the Rules of the Road <http://www.cyclist.ie/wp-content/uploads/2013/01/RSA-Rules-of-the-Road-Submission-Nov-20121.pdf>

The points raised in this submission included:

- That cycling should be encouraged because of its health and environmental benefits
- The vulnerability of cyclists
- The importance of lower speed limits
- Safe overtaking and 1.5m clearance of cyclists
- That driver training should include instructions on how to interact with cyclists



We are pleased that 2103 RSA road safety TV advertisement “Cyclists ‘We all share the road’” emphasises the vulnerability of cyclists and the safe overtaking distance of 1.5m.

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## SUB-AIM: IMPLEMENT ACTION ON TRAFFIC LAW ENFORCEMENT ISSUES AND PROMOTE REDUCTION OF SPEED LIMITS IN URBAN AREAS.

DCC promotes the extension of 30kph zones throughout the city particularly in residential areas and around schools. DCC ensures that this item remains on the agenda for each of the local authorities.

In November 2013 DCC made a detailed submission on proposed speed limit reviews in Fingal which made the case for lower speed limits in some areas.

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## SUB-AIM RE: CYCLIST TRAINING

In 2014 Cycling Ireland (CI) were awarded a contract by Department of Transport Tourism and Sport to develop and implement a National Standard for Cycle Training and then to provide Cycle Instructor Training over a number of years. DCC and Cyclist.ie has been asked to be part of a standards review panel. We hope that this will lead to in big increase in the number of cycling instructors and to the provision of on-road cycling instruction to all school children.

Given that nationally only 2% of secondary school children cycle to school (Census 2011), cycle training for school children is a priority for the campaign, so that everyday cycling has a future in Ireland.

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## SUB-AIM: EFFECTIVE LOBBYING OF POLITICIANS (NTA, LOCAL ELECTIONS, EU)

DCC and Cyclist.ie surveyed all candidates in the recent EU and local elections on cycling matters. The response rate was poor, but those that did respond were very supportive of cycling. Members of the campaign also attended election hustings and raised cycling issues. The ECF produced a cycling manifesto for the European Parliament Elections listing 10 key areas where they recommend decisive action within the next 5 years. Minister Brian Hayes signed the manifesto at the ECF AGM in Dublin.



**Minister Brian Hayes with Manfred Neun, President of the ECF, after signing the ECF Manifesto for European Parliament Elections**

DCC also has the opportunity to lobby councillors through its participation in the Transport SPCs and the Cycle Forums.

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## AIM #3: TO WORK TO CHANGE THE PHYSICAL INFRASTRUCTURE ON OUR CITY'S ROADS AND PUBLIC SPACES FOR THE PARTICULAR BENEFIT OF CYCLISTS AND PEDESTRIANS

DCC works with the Department of Transport Tourism & Sport on a number of policy committees. We also work with the National Trails Office in developing guidelines on Greenway development, and have worked with the National Roads Authority on the development of new standards for Rural Cycling Routes.



We also work closely with the four local authorities in Dublin County by being part of the pre-consultation process on cycle/pedestrian facilities and infrastructure, as well as making detailed submissions on planning proposals. We are a member of Dublin City Cycle Forum, have agreed with Dun Laoghaire Rathdown on setting up a Cycle Forum, and are working to achieve the same in South Dublin and Fingal. We are active members of the Transport Strategic Policy Committees (SPCs) in all 4 local authorities, promoting cycling and being the voice of cyclists on development issues.

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#### SUB-AIM: CONTINUE TO ACTIVELY PROMOTE THE CREATION OF A CYCLE FRIENDLY INFRASTRUCTURE

During the past year DCC took part in consultations and made detailed submissions on a number of proposed developments including the following:

1. Tallaght to Templeogue Cycle Track & the N81 (Fortunestown to N82) Cycle Track
2. Proposed road development of the ESB Link Road and Link to Arena Road
3. Proposed Blanchardstown to Phoenix Park cycle route Scheme
4. Frascati Road and Temple Hill Route Improvements
5. NTA Draft Cycle Network Plan for the Greater Dublin Area
6. Grafton Street Quarter Draft Public Realm Plan
7. Bus Rapid Transit Public Consultation
8. Broadmeadow Way by Skerries Cycling Initiative
9. Blackrock Local Area Plan
10. Fingal speed limits on local and regional road 2013
11. Liffey Cycle Route (North Quays) Stakeholder Consultation to review route options

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#### SUB-AIM: CONTINUE CAMPAIGN FOR BIKES ON BUSES/LUAS/TRAINS AND GREATER INTEGRATION WITH PUBLIC TRANSPORT

In March 2014 DCC made a submission on the Bus Rapid Transit proposals for Dublin. DCC welcomed the plans but called for “a positive step change in the quality of cycling conditions with the design and implementation of BRT”, facilities to carry bikes on or at the rear of buses or at the rear of buses (off-peak), and high quality bicycle parking at some of the interchanges.

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#### SUB-AIM: PROMOTE/SUPPORT THE EXPANSION OF DUBLIN BIKES IN DUBLIN (AND TO OTHER CITIES IN IRELAND)

In October 2013 DCC hosted a public lecture by Jason Frehill, Project Manager of DublinBikes scheme at Dublin City Council on Dublin Bikes Development. The lecture was well attended and DCC was delighted to see the partial realisation of the multi-phase plan to expand DublinBikes.

DCC welcomed the announcement in May 2014 of public bikes schemes in Cork, Limerick and Galway.

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#### AIM #4: TO BECOME A MORE EFFECTIVE ORGANISATION

Though we in DCC are virtually 100% voluntary, we are also a Limited Company registered with the Companies Office, and through our AGM and regular meetings we are continually reviewing our Aims, Activities, and Organisational Structures to improve how we operate. We are at present seeking full charitable status to enable us to operate as an NGO with all the benefits and responsibilities that charitable status implies.

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#### SUB-AIM: SET OUT A 5 YEAR STRATEGY PLAN WITH ANNUAL REVIEWS

The most recent strategy day held by DCC was in September 2012. The outcome is the clear mission statement, vision and aims that are included in this document.

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#### SUB-AIM STRENGTHEN ALLIANCES WITH LIKE-MINDED ORGANISATIONS HERE & ABROAD

In recent years DCC has developed alliances with a number of organisations, including:

- National Heart Alliance
- An Taisce
- Community Growers Association
- Cycling Ireland
- Groups participating in "Parking Day" initiative who want a more liveable and less car dominated city - <http://www.dublinparkingday.org/>

DCC is also a member of **The Wheel**, the support and representative body for community, voluntary and charitable organisations. DCC has benefited greatly from training sessions and workshops organised by The Wheel.

**SUB-AIM: ENSURE OUR LEVEL & QUALITY OF RESEARCH IS MAINTAINED AND GROWS & CONTINUE TO BE RESPECTED AS AN AUTHORITATIVE VOICE ON CYCLING, AND BROADER ISSUES RELATED TO 'LIVING CITIES'**

Members of DCC attended a number of conferences and lectures during the past year, including:

- RSA International Conference on Driver Distraction - 20 March 2014 (Dublin Castle)
- CycleNation UK's Strategy Day and AGM in Birmingham in May 2014. Dublin Cycling Campaign has had links with CN for over 15 years. <http://www.cyclenation.org.uk/>
- 2013 Irish Transport Research Network Conference in TCD in Sept 2013. <http://www.itrn.ie/>

Damien O'Tuama presented at the Cycling & Society (academic) Conference in UCLan Outdoor campus, Llangollen, Wales.

Three members of the DCC presented at Velocity 2014 in Adelaide, the largest international cycling planning conference.

- Kirsten Doherty, gave a presentation, 'Barriers and incentives to cycling among staff in an Irish academic hospital'.
- Jonivar Skullerud gave a talk on 'From marginalised to mainstream? Cycling in Ireland 2005-2015'.
- Will Andrews gave a slide show summary comparing Irish and New Zealand national policies.



**Will Andrews, Jonivar Skullerud and Kirsten Doherty at Velocity 2014 in Adelaide.**

DCC and Cyclist.ie through its membership of the ECF has access to the latest research and demonstration projects on cycling.

**SUB-AIM RE: FUNDING**

DCC is funded through membership subscriptions and grants. The total income for 2013 was €29,008. Of this €5,858 came from memberships and donations. €7,500 was funding from the ECF for the National Cycling Coordinator position, and €9,210 was funding received for the EU Grundtvig Life-Long Learning VOCA project.

The total expenditure for the year was €25,448, which included €7,500 to fund the National Cycling Coordinator position, €5,012 on VOCA overseas meetings, and the remainder on miscellaneous expenses (room hire, stationary, insurance, etc.).

There was an overall surplus of €3,560 for 2013, compared with a deficit in 2012 of €608, which was mainly due to a surplus of €4,198 on the VOCA project.

### SUB-AIM RE: MEMBERSHIP

While DCC has over 4000 followers on Facebook the number of paid up members is 270. In 2013 we launched our Cycling Rewards Card for members that now gives discounts at over 40 bike shops and cyclist friendly businesses. DCC also implemented a new membership database using CiviCRM which will enable us to better manage our memberships.

Membership grew by 25% in 2013. However the number of members is low considering the number of cyclists in Dublin (40,000+) and in comparison with similar organisations in other countries. So we will continue to work on increasing our membership numbers in 2014/15.



## APPENDIX A – LIST OF SPEAKERS AT MONTHLY PUBLIC MEETINGS

Below is the list of monthly speakers at DCC's public meetings on 2<sup>nd</sup> Monday of every month.

### **Bicycle Recycling Projects for Young People**

Mike Cowman Bradog / INDY Bikes programme and Paul Callan from Rediscover Cycling: [June 2014]

### **Highlights of the European Cyclists' Federation AGM**

Paul Corcoran, DCC member [May 2014]

### **Bicycle Theft**

David Timoney, DCC member [April 2014]

### **Smarter Travel Workplaces & Smarter Travel Campus Programmes**

Arlene Finn, Mobility Programme Coordinator at National Transport Authority [March 2014]

### **Bicycle Polo**

Dublin Bicycle Polo Association [Feb 2014]

### **A New Way to Plan Dublin's Streets (Design Manual for Urban Streets)**

Eddie Conroy, County Architect for South Dublin County Council [January 2014]

### **Gentle Cities**

Manuel Diez Garrido, Director at Urban Fabric [November 2013]

### **Dublin Bikes Development**

Jason Frehill, Project Manager of DublinBikes scheme at Dublin City Council [October 2013]

### **"Cycling with..." video blog project**

Paddy Cahill, filmmaker and DCC member [August 2013]

## APPENDIX B - ORGANISATION STRUCTURE

Want to volunteer? Just email the organiser detailed by each group box or see [www.dublincycling.ie](http://www.dublincycling.ie)

### How We're Organised - 2013-14

Contact Muireann O'Dea  
[info@dublincycling.ie](mailto:info@dublincycling.ie)

**Strategy + Governance group**

**Membership + Communication group**

Meetings, Treasurer, Membership admin + recruitment, PR, Graphic Design, Website, Facebook, Flickr, Twitter, Youtube, Print, Newsletters

Contact Paddy Cahill  
[paddycahill@gmail.com](mailto:paddycahill@gmail.com)

**Events group**

St Patrick's Day, Eco-Fair, Annual Lecture, Garden Cycle, Bikeweek, Golden Pedal Award, Summer Cycle, World Cultures, Electric Picnic, Living Streets, Christmas Party

Contact Damien O'Tuama  
[damodublin@hotmail.com](mailto:dמודublin@hotmail.com)

**Dublin Area Research + Lobbying**

- Dublin City Council
- Dun Laoghaire Rathdown Co. Co.
- Fingal Co. Co.
- South Dublin Co. Co.
- Kildare County Council
- Wicklow County Council
- Meath County Council

Contact Colm Ryder  
[colmryder@gmail.com](mailto:colmryder@gmail.com)

**cyclist.ie**  
Ireland's National Cycling Lobby Group

**General Group**

Ireland's First National Cycle Policy Framework

- Construction group
- Behaviour group
- Bike+Rail group
- Liaise with other bodies

Contact Mike McKillen  
[mike@mckillen.com](mailto:mike@mckillen.com)

Cycling (Campaign) Groups in Ireland and Europe, Bicycle Retailers & Distributors, Universities, Professional Institutes, Bicycle User Groups (BUG's) in Organisations, Public Health Organisations