



Intro

In the lead-up to the 2022 local elections, cycling charity the London Cycling Campaign commissioned BetaStreets to build a purpose-built version of the BetaStreets Pro platform.

The cycling and street design focused version was made available to all members of London Cycling to create their ideas of how to transform streets in the capital to enable more walking, cycling, and wheeling and to make them more resilient to change.

Details

BetaStreets x LCC was launched in February 2022 and was available until the local elections in May that year. The visualisations, created by campaign members were used as part of the wider Climate Safe Streets to get political commitment to change from candidates seeking election as local councillors.

Outcomes

Users created hundreds of images during the 4-month operational window. The powerful images which were used repeatedly in the lead up to the election to show what is possible in well-known streets and places in boroughs across London and raise awareness of the overall campaign sparked debate on social media.



London Cycling Campaign

@London_Cycling

We have LOVED seeing all these designs by campaigners in our local groups to make [#ClimateSafeStreets](#) from roads currently not safe for climate or cycling. OK, some of our campaigners are experts, but more are becoming so all the time! Thx [@BetaStreetsLtd](#) lcc.org.uk/climate

The Ranty Highwayman @RantyHighwayman · May 4, 2022

Imagine a quieter school run on London Road for Crowlands School if children were enabled to cycle. Please support our campaign for [#ClimateSafeStreets](#) by writing to your prospective council leaders here: lcc.org.uk/campaigns/clim

@BetaStreetsLtd @London_Cycling @HaveringCyclist

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Westminster Cycling Campaign @Westminster_LCC · Apr 22, 2022 ...
Westminster residents, what kind of Soho do you want? Designed for cars ...



8 8 24



Westminster Cycling Campaign @Westminster_LCC ...

... or for people?



1:54 PM · Apr 22, 2022

'Beta Streets provided access to a limited early version of its software during LCC's Climate Safe Streets local elections campaign.

As a result, enthusiastic activists – few of whom are trained highways engineers, designers or visualisation experts, were able to turn out dozens of images for a wide range of location types and boroughs that looked professional, inspiring and credible.

LCC volunteers turned underpasses of the north circular, unloved streets next to schools and infamously hostile junctions into "Climate Safe Streets", often in minutes.

The software and rapid visualisations it enables helped council candidates and the public understand what London's streets could and should look like-greener, healthier, safer'.

Simon Munk
Campaigns Manager
London Cycling Campaign



Existing street scene



LCC Member generated school street concept

For more information contact Jon@betastreet.co.uk
or visit Betastreet.co.uk

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