

Creative ('Guerrilla') campaigning

What is it?

A stab at a definition: A grassroots intervention that makes a change – however temporary – in the real world.

Some examples:

Unofficial ('dead of night') actions

Generally anonymous, unexpected

- 'Councillor X memorial anti-disability barrier' plaque
- Bollards and Chicanes Protection Association yarn bombing
- Litter bike lane
- Creative uses for cones
- Pothole gardening / pothole graffiti
- Wheelchairs taking up parking spaces
- Craftivism

More organised actions

- Parking Day
- Kidical Mass / Slow Roll / World Naked Bike Ride
- Pop-up Bike lanes / demonstrations
- Ghost bikes / memorial rides
- Temporary street closures such as Playing Out
- Die-ins / flash rides

Some unofficial guidelines

If guerrillas need guidelines...

- To be most effective, it must be self-explanatory to a casual passer by
- Most effective at bringing about a single, well-defined change
- No permanent damage – so put away those angle grinders...
- Do think about the risks, especially if you're going to interface at all with traffic
- Even if you're acting anonymously, have a way of publicising what you've done & why
- If appropriate, make it funny or at least joyful
- If memorialising someone who has been killed, make sure the family are on board, unless you knew them well yourself

Resources

DIY infrastructure

- DIY bike lanes <http://www.bicycling.com/culture/advocacy/paint-your-lane>
- The Reasonably Polite Seattleites <http://www.seattlebikeblog.com/2013/04/04/guerrilla-road-safety-group-politely-installs-illegal-bike-lane-protectors-on-cherry-street/>
- Demo bike lane (during an open streets event) <http://www.peopleforbikes.org/blog/entry/steal-this-idea-a-600-protected-bike-lane-demo-at-an-open-streets-event>
- Build your own zebra crossing <http://www.etatrust.org.uk/2013/04/campaign-success-pop-up-zebra-crossing-victory/>
- The power of the traffic cone <http://gothamist.com/2016/01/21/dress-like-street-cone-4-safety.php>

Drawing attention to problems

- Pothole gardener <http://thepotholegardener.com/> / “Wanksy” <http://www.citylab.com/commute/2015/05/an-interview-with-wanksy-penis-doodler-and-pothole-avenger/392012/>
- Sneckdowns: using snow to show how much space traffic really needs <http://www.streetfilms.org/the-complete-origin-of-the-sneckdown/>

Imagine a better place

- Parking Day – creating temporary parks in parking spaces <http://parkingday.org/>
- Bristol’s Make Sunday Special events <https://www.bristol.gov.uk/museums-parks-sports-culture/make-sunday-special> (and other Open Streets events)
- Playing Out <http://playingout.net/>
- Better Block / Better Block Portland – builds demonstration/temporary infrastructure such as cycle tracks, parklets etc. <http://betterblockpdx.org/>
- DIY Streets (Sustrans) <http://www.sustrans.org.uk/our-services/what-we-do/engaging-communities/community-led-street-design>

Taking to the streets

- Slow Roll (Detroit) <http://slowroll.bike/>
- Kidical Mass <http://www.kidicalmass.org/>
- Flash rides – e.g. Blackfriars Bridge <http://cyclelondoncity.blogspot.co.uk/p/blackfriars-timeline-of-everything-you.html>

Memorial events

- Ghost Bikes <http://ghostbikes.org/>
- Stop Killing Cyclists die-ins <http://stopkillingcyclists.org/>
- Ride of Silence <http://www.rideofsilence.org/main.php>
- World Day of Remembrance for Traffic Deaths <http://worlddayofremembrance.org/>