

Cycling Cultures Outputs, by Kat and Rachel

Transcript of a talk given at the Cycling Cultures stakeholder forum on the 27th September 2010. Please do not quote without permission.

Kat: This is a very brief overview as to what we are doing online in order to distribute some of the things we are learning in the course of doing fieldwork, and to gather data, and different ways of using the website and blogs and other kinds of activities. So I briefly presented some of this at the last meeting that we had and this is to give you a quick update, some of you may already be looking at this. It would be nice if you could have a look and provide feedback to us, things that you thought worked really well and things that don't work or were useful. So we can develop a critical conversation about the way in which we do the work and also the way in which we share and distribute it.

This is the website, it's cyclingcultures.org.uk. We are trying to make it as simple as possible even though there is such a lot of data we are putting up there. So we are putting new things that we are producing and developing up all the time, there will be a blog for each of the field site. For Cambridge and Bristol there's obviously not much there at the moment but Hull and Hackney are definitely developing. And then just some basic information that doesn't change much. And the what's new section here should give an ongoing update as to what is happening.

Just a little bit about the Hackney blog, we are using a blog format because it's much easier for us to add in lots of multimedia data as we go along indicating the kind of things we are doing. It could be photographs or just a general overview of events we are going along to as well as interesting things that are popping out of interviews; things that we are thinking are the key trigger points to write papers about or stuff that people might respond to. And blogs of course are very useful and the fact that people can write to us in the comments or link to us which is happening quite a bit now.

And likewise for the Hull blog that was very useful in that way, for instance Simon Green was one of the people we spoke to up there and he kept on contacting us and sending up really interesting things. Such as pretty much four pages worth of dialect words that he had produced for us and cross referenced across all sorts of things which was really useful and very interesting and I think he enjoyed it as well. So that went up on the blog. We've had content from the local police force as well as all sorts of other groups in Hull.

I have also been continuing the bike portrait aspect of the project that I talked very briefly about in the last meeting whereby I have been taking what I call bike portraits. This is in kind of a David Hockney style which is deliberately messy and overlapped in order to show not only the relationship the person has with their bicycle but also the context or the larger ecology in which they cycle. So the photographs have been taken in a place chosen by the person and then usually they talk about that in interviews and these are bits of examples of some of them. What's nice about them is all the photographs are completely different shapes, which also reflects the identity and the personality of the person. So they take

whatever shape of the context of the day, whatever else the person was interested in terms of location.

And also the films, short animations or time lapse pieces of work that Rachel and I have been developing have been going on Vimeo and You Tube and we've put some of these up onto the website. So these are using a little kind of head cam camera we are attaching to the bicycle. I guess it has a more static position even though it wobbles around but it depends on the texture of the road and we have been putting those together and usually about five, ten or twenty second intervals and then putting music to them. They are kind of nice ways of re-remembering the experiences of cycling in different places once we have moved out of it and we've had some nice feedback from people who know these routes that we are regularly taking.

We are also continuing to produce objects that are helping us in recruiting people and we have been really pleased and excited about the responses that bike tagging has actually had. We have had to stop doing it because we've had too many people contacting us and saying call me you've left a card in my bike wheel and I want to be interviewed. So they have been quite useful because we were a little bit afraid that they might be deemed as rubbish or be left on the street.

Something I am working on at the moment which I will show at the next meeting a series of zines, we talked about how one of our ways of distributing knowledge we are going to be producing hand made little homemade magazines which will be done by printing off the website and folded up in a certain way. So we will be sharing our research in an alternate forms, and they also will be distributed in bike shops and other places in our key areas and we are still gathering bike stories so if you haven't already added a bike story it would be great to have one put up there onto the site. And that's about all thank you.

Rachel: Just to add a seventh type of output I have been working with Laura Golbuff, who is starting a PhD with our research group, on a cycling policy report. So this is another way of presenting not specifically the research data but some of the stuff we have been doing a lot of reading around cycling policy, history of cycling policy and how cycling policy is presented like in terms of public health and safety so there is going to be a report by the end of the year. That will be presented online and also in paper form and we will probably send each of you a copy if you like round about Christmas. Hopefully it might be useful as a reference in terms of having a record of how policy has changed over the last few decades and so on.