

SWOT Analysis: Kids Cycling to School

Strengths

Weaknesses

Opportunities

Threats



Strengths:

FUN

Weaknesses

Car Culture

“Lost Generation”



Camden school closes road for rush-hour drop-offs

🕒 7 February 2017 | London

🔗 Share



A narrow road outside a central London school is being closed during rush hour to protect children from traffic and pollution.

Bollards are put up either side of Macklin Street in Camden from between 08:30-09:15 and 15:15-16:00.

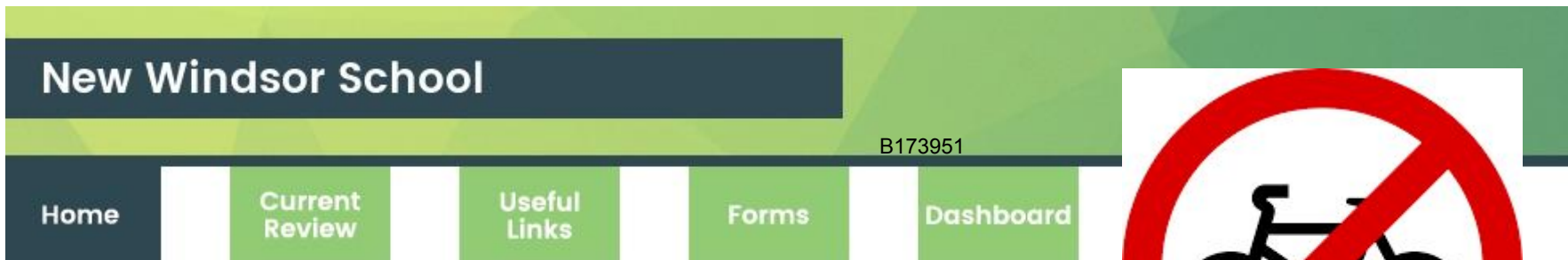
Opportunities:

Normalise

Encourage

Support

Threats

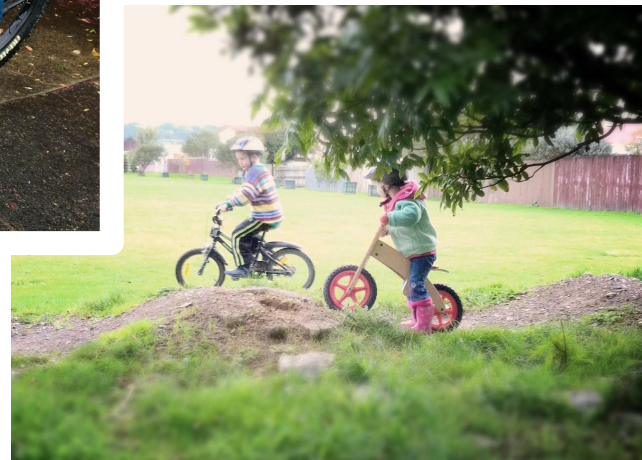


CYCLES & SCOOTERS

There is a heavy and increasing traffic flow near our school. As a safety measure, we (and the N.Z. Police) ask that students do not bring bikes, scooters, skateboards or roller skates/blades to school, except for advertised special occasions.



Normal???



SWOT Analysis: Kids Cycling to School

Strengths

FUN

Weaknesses

Car Culture
"The Lost Generation"

Opportunities

Normalise
Encourage
Support

Threats

Restrictions

**We can't
address the
"Lost
Generation"
without
addressing
why they were
lost in the first
place.**