# Creative sticker campaign tackles Lime bike clutter to improve London’s accessibility



In the bustling streets of London, navigating a landscape strewn with poorly parked Lime bikes has become a common and frustrating experience for many residents. For creatives Agatha O'Neill and Sarah Lisgo, this issue evolved into a catalyst for action, inspiring their guerrilla sticker campaign titled *Don't Be a Lemon with Your Lime*. This initiative serves as both a protest and a public service announcement, emblematising their commitment to design with purpose and raising awareness about accessibility barriers posed by abandoned bikes.

Agatha noted, “We knew we wanted to do something around the issue for a while,” underscoring the urgency of addressing the increasingly visible problem of obstructed pathways. The duo's motivation is heightened by Sarah's personal experiences; her partner works as a carer for Kyle, who has cerebral palsy. This focus has enriched Sarah's understanding of the everyday barriers that disabled individuals face, extending beyond transport and venues to more subtle obstructions such as bikes left on pavements. "It’s the everyday things society seems to overlook,” she remarked, highlighting the pervasive yet often unrecognised hardships faced by many.

The campaign’s playful title cleverly juxtaposes lemons against Limes, a metaphor designed to provoke thought and laughter. The duo orchestrated a series of eye-catching stickers featuring bold designs and sassy messages—encouraging riders to consider their parking choices. Agatha explained, “If you’re using a Lime bike, you’re probably in a rush... so we needed to create stickers that are as punchy and arresting as possible.” The resulting graphics blend humour with a serious intent, aiming to instigate a pause for reflection among riders before they abandon their bikes in inconvenient spots.

The stickers convey messages like “Park it properly, pal!” and “Don’t leave me here; I’m not your ex!”—interventions infused with personality that resonate with a city frequently thwarted by careless parking. Agatha expressed a belief that serious issues could benefit from a more approachable narrative: “We believe that serious issues can really benefit from being talked about in a human way,” she stated. The choice of stickers as a medium also enables their messages to travel: "Once a sticker is applied, its message stays with the vehicle, confronting every new user," she observed.

Beyond merely raising awareness, the campaign also strives to support disability charities. By selling the stickers online, they create an accessible platform for community involvement. Sarah emphasised, “It’s an accessible way for people to get involved… without asking the world from people.” The burgeoning interest has also sparked a community response, with numerous supporters sending photos of misbehaving bikes to the project’s Instagram page, expanding the campaign’s reach and impact.

While Lime, the bike-sharing company, has yet to respond, Agatha and Sarah maintain that their focus is on encouraging considerate rider behaviour rather than critiquing the operator itself. “Our gripe isn’t with the company; it’s with careless riders,” she asserted. They hope to foster partnerships with Lime or local authorities to amplify the ramifications of improper bike parking and foster a more respectful public space culture.

Their ambitions reach beyond London, with plans to address similar issues on a national scale. Sarah explained, “While Lime bikes are a more London-centric issue, the problem of obstructing public pathways is nationwide.” They envision the project evolving into broader conversations about urban mobility and public space, aiming for a significant cultural shift in the treatment of shared vehicles.

Ultimately, the success of *Don't Be a Lemon with Your Lime* will not be measured solely by the visibility of their stickers but by the incremental change in awareness and behaviour among users, exemplified by Agatha’s insightful belief: “If our stickers encourage even one Lime bike user to park that little bit more carefully, then it will be worth it.” The campaign encapsulates a vibrant fusion of creativity and activism, with the potential to generate discussions and improvements for communities well beyond London’s streets.

**Reference Map**

1. Paragraphs 1, 2, 3, 4, 5, 6, 7.
2. Paragraphs 1, 3, 6, 7.
3. Not used.
4. Not used.
5. Not used.
6. Not used.
7. Not used.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.creativeboom.com/inspiration/sticking-it-to-bad-bike-parkers-meet-the-duo-behind-dont-be-a-lemon-with-your-lime/> - Please view link - unable to able to access data
2. <https://www.creativeboom.com/inspiration/sticking-it-to-bad-bike-parkers-meet-the-duo-behind-dont-be-a-lemon-with-your-lime/> - This article introduces Agatha O'Neill and Sarah Lisgo, the creators of the 'Don't Be a Lemon with Your Lime' guerrilla sticker campaign in London. The campaign addresses the issue of poorly parked e-bikes obstructing public pathways, which can pose hazards for pedestrians, especially those with disabilities. The duo designed bold, humorous stickers to raise awareness and encourage proper parking. The campaign has received positive feedback from the public and aims to expand beyond London to address similar issues nationwide.
3. <https://www.redbubble.com/shop/just%2Blemon%2Bstickers> - Redbubble offers a variety of 'Just Lemon' stickers, featuring designs that incorporate lemon motifs. These stickers are available in different styles and sizes, catering to various preferences. The platform provides options for customization, allowing customers to choose from a range of designs and colors. Redbubble's marketplace connects independent artists with consumers, offering unique and creative products. The 'Just Lemon' stickers are part of a broader collection that includes various fruit-themed designs.
4. <https://www.redbubble.com/shop/make%2Blemonade%2Bstickers> - Redbubble's 'Make Lemonade' sticker collection features designs that play on the popular saying 'When life gives you lemons, make lemonade.' The stickers showcase various artistic interpretations of this theme, including typography, illustrations, and humorous takes. Available in multiple sizes and finishes, these stickers are suitable for personalizing items like laptops, water bottles, and notebooks. Redbubble's platform supports independent artists, offering a diverse range of unique products.
5. <https://www.redbubble.com/shop/lemons%2Bstickers> - The 'Lemons' sticker collection on Redbubble includes a wide array of designs featuring lemon imagery. These stickers come in various styles, from minimalist illustrations to vibrant, colorful patterns. Suitable for decorating personal items such as phone cases, water bottles, and laptops, the stickers are available in different sizes and finishes. Redbubble's marketplace connects independent artists with consumers, providing unique and creative products that cater to diverse tastes.
6. <https://www.redbubble.com/shop/lemon%2Bsqueeze%2Bstickers> - Redbubble's 'Lemon Squeeze' sticker collection offers designs that incorporate lemon motifs with playful and motivational messages. These stickers feature phrases like 'Squeeze the Day' and 'Squeeze Me,' combining typography with lemon illustrations. Available in various sizes and finishes, they are ideal for personalizing items such as water bottles, laptops, and notebooks. Redbubble's platform supports independent artists, providing a diverse range of unique and creative products.
7. <https://www.redbubble.com/shop/make%2Blemonade%2Bstickers> - Redbubble's 'Make Lemonade' sticker collection features designs that play on the popular saying 'When life gives you lemons, make lemonade.' The stickers showcase various artistic interpretations of this theme, including typography, illustrations, and humorous takes. Available in multiple sizes and finishes, these stickers are suitable for personalizing items like laptops, water bottles, and notebooks. Redbubble's platform supports independent artists, offering a diverse range of unique products.