# London creatives launch sticker campaign to tackle e-bike clutter and boost accessibility



In London, the sight of e-bikes carelessly strewn across pavements and public spaces has become a frustrating norm. For creatives Agatha O'Neill and Sarah Lisgo, this mounting issue sparked an idea that would lead to an engaging guerrilla sticker campaign titled "Don't Be a Lemon with Your Lime." This initiative, which blends protest with public service messaging, reflects a creative approach to addressing a problem that has implications not only for urban aesthetics but also for accessibility and safety, particularly for individuals with disabilities.

Speaking on the inspiration behind their efforts, Agatha highlighted, “We knew we wanted to do something around the issue for a while. The issue isn't new; dumped bikes are something you see every single day if you live in London." This observation resonates with a growing concern surrounding the accessibility challenges posed by misparked e-bikes, especially for disabled users navigating the city streets. Sarah, whose awareness of such barriers has been deepened by her partner's work as a carer for someone with cerebral palsy, explained, “There’s the obvious stuff, like access to transport or venues – but also the everyday things society seems to overlook.”

The catchy title of their campaign—a playful nod to the commonly known Lime bikes—captures the essence of their message effectively. Utilizing bold visuals and humour, the stickers feature phrases like “Park it properly, pal!” to grab the attention of users in a lighthearted manner. Agatha elaborated on their approach: “If you’re using a Lime bike, you're probably in a rush to get to that meeting across town or those drinks down the Blue Post. So we needed to create stickers that are as punchy and arresting as possible.”

While the duo’s initiative may seem whimsical, the underlying intent is earnest. Emphasizing the importance of communicating about serious issues in a relatable way, Sarah remarked, “We believe that serious issues can really benefit from being talked about in a human way. The stickers could easily look like a stern parent telling people off – and who listens to their parents?” Through the simple act of applying a sticker, the campaign aims to deliver a consistent reminder to riders, encouraging them to pause and rethink their parking habits before abandoning their e-bikes.

The duo has also turned their campaign into a means of supporting disability charities, allowing sticker sales to serve a dual purpose. “It’s an accessible way for people to get involved and for us to raise money without asking the world from people,” Sarah noted, showcasing their commitment to community engagement.

Acknowledging a broader context, the pair have noted that London is not the only city grappling with issues surrounding electric bike parking. Recent efforts by local authorities have highlighted the need for better regulations and public awareness. For instance, Westminster Council launched a crackdown on improper parking, introducing fines for offenders while collaborating with Lime to improve bike distribution management and promote responsible riding behaviour. Such measures are crucial as misuse of shared transportation notably impacts public spaces, leading to a demand for systematic solutions.

Lime itself has attempted to address similar concerns through campaigns aimed at educating users on responsible parking. Initiatives like "Park Like Your Gran Is Watching," launched in late 2022, exemplify this effort, focusing on creating awareness through digital advertisements and pavement stencilling. Moreover, Lime's commitment to developing dedicated parking spaces and expanding presence in high-traffic areas illustrates a growing recognition of the need to tackle urban biking challenges in partnership with local governments.

With the vibrant creative expressions of Agatha and Sarah's campaign alongside institutional efforts, there is a burgeoning dialogue around public space usage and responsibility. As they ponder the future, both creatives spread the hope that their stickers not only facilitate immediate behavioural change but also encourage a broader understanding of urban accessibility issues. “If our stickers encourage even one Lime bike user to park that little bit more carefully, then it will be worth it,” Agatha concludes.

Ultimately, the campaign embodies a grassroots effort to reshape societal attitudes towards e-bike use and facilitate a more inclusive urban environment. As the project grows, the duo aims to elevate this conversation beyond London, potentially inspiring similar movements in cities across the UK.

### Reference Map

1. [[1]](https://www.creativeboom.com/inspiration/sticking-it-to-bad-bike-parkers-meet-the-duo-behind-dont-be-a-lemon-with-your-lime/)
2. [[2]](https://www.standard.co.uk/news/politics/london-lime-bike-crackdown-parking-rules-westminster-bluetooth-beacons-b1189850.html)
3. [[3]](https://www.intelligenttransport.com/transport-news/141427/lime-campaign-london-educate-riders-e-bike-parking/)
4. [[4]](https://www.moveelectric.com/e-bikes/lime-and-humanforest-launch-campaigns-promote-good-e-bike-parking)
5. [[5]](https://www.famouscampaigns.com/2024/05/lime-bikes-van-highlights-the-lack-of-bike-spaces-in-london/)
6. [[6]](https://www.wordsandpixels.co/news/changing-spaces-with-lime)
7. [[7]](https://www.sustainabletimes.co.uk/post/lime-invests-20-million-to-enhance-london-s-e-bike-parking-and-safety)

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## 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.standard.co.uk/news/politics/london-lime-bike-crackdown-parking-rules-westminster-bluetooth-beacons-b1189850.html> - In October 2024, Westminster Council in London initiated a crackdown on Lime bike users who park outside designated bays, leading to £10 fines for offenders. The funds are allocated to a campaign promoting responsible riding behavior, including adherence to red lights and avoiding pavement cycling. The council collaborated with Lime to install Bluetooth beacons to prevent improper parking and to staff parking locations during peak hours to manage bike distribution effectively.
3. <https://www.intelligenttransport.com/transport-news/141427/lime-campaign-london-educate-riders-e-bike-parking/> - In November 2022, Lime launched the 'Park Like Your Gran Is Watching' campaign across London to educate riders on responsible e-bike parking. The campaign featured digital out-of-home adverts in high-footfall areas, legal fly-posters in Camden Town and Shoreditch High Street, and clean pavement stenciling in locations including Bank and King’s Cross. Lime also created a webpage providing guidance on correct parking practices and expanded its foot patrol team by 50% to manage misparked bikes.
4. <https://www.moveelectric.com/e-bikes/lime-and-humanforest-launch-campaigns-promote-good-e-bike-parking> - In November 2022, e-bike rental companies Lime and HumanForest launched campaigns to promote responsible e-bike parking in London. Lime's 'Park Like Your Gran Is Watching' campaign included digital billboards featuring local 'London grans' and clean pavement stenciling in areas like Bank and King’s Cross. HumanForest's 'tidy parking' campaign rewarded users with free rides for submitting photos of responsibly parked e-bikes, aiming to raise parking standards across the shared mobility sector.
5. <https://www.famouscampaigns.com/2024/05/lime-bikes-van-highlights-the-lack-of-bike-spaces-in-london/> - In May 2024, Lime collaborated with street artists 3D Joe and Max to transform an old Peugeot van into an art installation that creates the illusion of a lush green space with neatly parked bikes. This installation, located in a busy London street, aimed to highlight the lack of bike parking spaces and encourage the public to imagine a city with fewer parked cars and more green spaces.
6. <https://www.wordsandpixels.co/news/changing-spaces-with-lime> - In May 2024, Words + Pixels partnered with Lime to create the 'Changing Spaces' art installation in Camden, London. The installation featured a van transformed into an optical illusion of disappearing into hyper-realistic e-bike parking bays filled with neatly parked Lime bikes. This campaign aimed to educate Lime users on preventing bad parking and to influence stakeholders to reallocate e-bike parking spaces, generating significant media coverage and a positive shift in brand perception.
7. <https://www.sustainabletimes.co.uk/post/lime-invests-20-million-to-enhance-london-s-e-bike-parking-and-safety> - In February 2025, Lime announced a £20 million initiative to improve e-bike parking infrastructure and curb reckless riding behavior in London. The five-point action plan includes creating at least 2,500 dedicated cycle parking spaces, expanding the on-street team to redistribute bikes and clear obstructions, introducing AI-powered technology to prevent poor parking in real time, funding a £250,000 'Safe Riding Campaign' to educate riders on traffic rules, and implementing scannable QR codes on bike wheel covers for instant reporting of parking issues.