



CYCLE TALK

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PROMOTING THE CTC BRAND IN SCOTLAND

At its last meeting, CTCS set up a Development sub-group, to carry on business up to the next full meeting in September. Its remit was

- to explore, with National Office (Nat O) Development staff, the translation of CTC's new Vision into the Scottish scene,
- to explore and pursue an opportunity for a territorial address in Scotland,
- to explore and pursue the coordination of Local Access Forum cycling representatives, and
- to explore and recommend CTC's place in the training scene in Scotland.

Progress so far in each of these areas:

- On Thursday June 14, we met with Rob Fuller, our head Development Officer, on his visit to Scotland. He advised that to develop our own Strategy, we should scrutinise the whole Club one and adopt the bits that were relevant to us.
- The territorial address opportunity is interesting. This is an ambition we have had for many a long year, but we now see a light at the end of the tunnel.
- JT is pursuing, with Paths for All help, the LAF representatives matter.
- It is CTC's place in the training scene that will require the most work, and where the help of our Nat O staff is most necessary. The outcome of the present application for funding for our Try Cycling Tayside project also has a bearing. As reported below, Ian Warby, Off-Road Dev Officer is achieving some success in regard to CTC branding in regard to mountain biking.



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Web Sites

CTC Scotland: www.ctcscotland.org.uk
Cycling Scotland: www.cyclingscotland.org



PROMOTING THE CTC BRAND IN THE SOUTH WEST

John Taylor reports

On April 14, a further stage in Scottish CTC Branding was achieved at Galloway Forest Park, at which was held a small ceremony to open officially the Big Country Trail in our name, along with the new Blue Trail.

It was my privilege to be invited to speak. I wove together my 51 years association with the Forest Park, my 57 years membership of CTC, the progress the Forestry Commission has made in that time from a virtually zero consideration of forest design (illustrated by a little story from my first posting as a forester to Glentworth itself) to the now meticulous care they put into it, FC's sudden realisation in the mid 80s that they had an ideal environment for the encouragement of cycling (personal involvement in that too!), and CTC's own development, demonstrated that day by the presence of two officers of our recently expanded development department, Rob Fuller and Ian Warby. No, it wasn't a long speech; it all meshed together concurrently!

Rob and Ian then rode the Blue route. Ian is developing more CTC involvement, particularly in mountain biking in Scotland. Much of it is still under discussion, but I can say that the 7Stanes team couldn't find insurance until CTC came to its rescue, and that Ian will be participating in the team in an event in England.

The Big Country Trail takes you for a spectacular tour of the Galloway Hills, about 70% being on forest roads. And it's not all Spruce forest! It includes a moorland stretch, three gorgeous lochs, and the delightful traditional woodland of the Wood of Cree. But be warned – Big Trail = Big hills, at least, in the middle third. It so happened that locally, we had the route in our programme for two days later, so four of us cycled it on a dull day on which the deluging rain that was soaking people not far away to the east was substituted by a deluge of midges for us! The route will actually be signed over the coming weeks.

A GRAMPIAN PLEA...

H.G.Wells wrote:

"Every time I see a man on a bicycle, I no longer despair of the human race". Of course, he also meant to say "a woman on a bicycle". If Herbert George were alive now, he could write a story about cyclists and car drivers. The title could be "The War of The Worlds".

Isn't it typical!

Many drivers break the speed limit. So the roads people place big pedestrian refuges in the middle of roads. Never mind if there are no pedestrians. Never mind the additional danger to cyclists. It will slow down the traffic. To top it all, in places they have blotted out the cycle lane lines and forgot the red tarmac.

I would really like to know what the persons responsible think of these pedestrian creations in places where there no pedestrians. Who are they? Can we give them a piece of our minds? Can they please write to Cycle Clips to explain their reasons?



Peter Hayman reports on relevant bits from his first official Council Meeting

Strategic Vision – new initiatives

Now that the new CTC Strategic Vision has been approved at the CTC AGM much thought is being given to see how this will translate into new ways for CTC to conduct its business over the next five years. The process has already started in England with CTC acting as a service provider, particularly in cycle training 'Bikability' and with grant funded work for Cycling England. Even this is changing with CTC looking into Direct Delivery projects, usually associated with social inclusion and funded by BIG lottery money. These works are being coupled with the new 'Outreach' policy which is delivering CTC staff around the English regions to oversee the work.

Scotland is also part of these new initiatives with an application for BIG lottery funding in Scotland being considered for a five year project to bring cycling for health to older people, probably in D&G and Glasgow. This could involve having two CTC staff in Scotland to run the project. CTCS has long held an ambition to have paid staff to help co-ordinate activities in Scotland, to assist with DA functions and bringing together the individual campaigning efforts of Right to Ride reps. This could be possible if it is combined with further initiatives in Scotland for cycling related services. The country is also well placed to have a bigger involvement in 'Off Road' cycling provision.

An emphasis on social inclusion activities sits well with the CTC Charitable Trust arm. The question of combining the rest of CTC - the UK's national cyclists' organisation - with the CTC charity was put off at the last Council meeting but is back on the agenda for 14 July. OSCR the Scottish Charity Regulator is certainly tightening up on charity conduct in Scotland but is still mainly interested in accounting matters. Charity status law seems to usually refer back to the English system. A lot will depend on a Governance document with a clear mechanism for membership representation, and that ensures open and transparent conduct. Charities can engage in political activities but there has been some concern in CTCS that this could be problematic, especially if certain actions could be interpreted as illegal.

Further Developments

Other CTC objectives include new marketing input, a membership campaign, to help build CTC status based on the increasing figures, along with a volunteer development programme.

DAs and Sections will become CTC Groups organised along guidelines in a Policy Handbook which should be issued in October, following consultation.

Besides having produced www.cyclehero.com CTC still have to establish its own policy on climate change. This will affect the way the CTC Tours Company is run.

Sensitivity to Scotland

Rob Fuller, Cycling Development Officer, met with John Taylor and me in June. He accepted the differences of being CTC in Scotland but was also interested to hear what members thought was the particular Scottishness about CTC here. He wanted us to look for the parts of the new CTC Strategic Vision which apply particularly to ourselves. CTC have a Professional Facilitator, Sarah Basterfield, who could help enable CTCS to form its own Mission Statement. He also offered to set up a separate CTCS Forum page on the CTC website if this would help get the discussions circulating. Let us know if it sounds like a good idea and we will get one in place.

PJH - CTC Councillor, Scotland

Pedal for Scotland

CTCS has always been involved with this – after all those who started it were almost all CTC members – although informally and almost coincidentally. Now that Cycling Scotland has seen an immense increase in participants in 2006 and 2007 looks set for another step up, the event takes more organising as well as offering more opportunities for promoting cycling and promoting the council areas the route passes through. We have been invited to join the Steering Group and are asking if any member would like to offer themselves for this. Ideally it would be someone who has had experience of participating in it, and also who lives in one of the areas on the route.

Ian Aitken writes to Peter Hayman, saying:

Dear all,

Pedal for Scotland takes place on the 16th of September this year. I would like to invite you to join us for two steering group meetings in the run up to the event. The meetings will primarily look at the routing of the event through the five council areas and how the event can be promoted to potential participants and any support steering group members can offer.

Currently we have 1550 registered participants compared to around 500 at this point last year and we look well on course of reaching our target of 5000 participants.

I hope you are able to join us for our first meeting on the 20th of July.

Best regards

Ian

If you are interested, contact Peter Hayman, not Ian.

CTC Scotland Leaflets

CTC Scotland now has a smart new colour brochure, which outlines CTC activities and services and highlights the special character of the CTC in Scotland. There are contact details for the Councillor and Secretary as well as all the local groups, plus a section for new members to fill in to join.

We were able to get the flyers, originally produced by Mike Harrison, updated to the CTC house style and printed, courtesy of Kevin Mayne at National Office, in time for Bike Week. Cycling Scotland offered to include these in the seven thousand 'goodie bags' they were distributing during the Week. Hopefully they will have reached a lot of potential new members, and will at least have spread the word about CTC Scotland and raised our profile a bit.

All members can now continue the process. We added a print 'run on' so that there are plenty available for any occasion. Please use them freely, as they have a limited shelf life. Local Group (DA) secretaries have an initial supply so if you can use some, please contact them.

