



CTC Scotland – Gathering II – 3rd October 2009

This note summarises the 2 sessions by 3 workshops.

The backbone of the day was the presentation by Marion Gourlay of the work she and Darren Mirfield were commissioned to do; to look at cycling within a Scottish context and the potential for further CTC activities in Scotland. The idea was also to bring some focus to the CTC-S efforts and five key opportunities were recommended. These were the basis for three workshops, each run twice and mentored by the national office staff members present, Kevin Mayne, Chief Executive CTC and CTC Charitable Trust, Chris Williamson, Professional Services and Right to Ride and Adrian Lawson, Local Groups, backed by CTC members already active in the different areas.

Workshop A

Workshop A considered two key opportunities and the discussion was split into two parts accordingly.

Key Opportunity – 2014 Commonwealth Games Health Legacy

The Recommendations in the report from Marion and Darren notes:

“Glasgow is the venue for the 2014 Commonwealth Games, like London’s 2012 Olympic Games, the Scottish Government is keen to develop a health legacy for Glasgow and Scotland as a whole.

Glasgow Council’s *Culture and Sport* has singled out cycling as a key development area. And, is currently developing its ‘2014 Strategic Plan for Cycling’ with ambitious targets of ‘giving all communities in Glasgow the opportunity to cycle safely and comfortably’. Beyond 2014, Glasgow intends to develop cycling as its biggest participation activity by 2020. This ringing endorsement to cycling was witnessed by Scottish Cycling through its Skyride 2009 campaign - a proven success, developed and organised in record time.

The Scottish Government has developed a new campaign called *Active Nation*, which aims to act as an umbrella campaign to promote a Scottish health legacy in the lead up to 2014. *Active Nation*’s research confirmed that cycling was in the top 5 activities that people in Scotland had participated in, “within the past 4 weeks”. Hence, *Active Nation*’s choice of cycling as an activity to promote.

Cycling fits the *Active Nation* profile as a relatively ‘easy’ everyday lifestyle choice. The campaign is primarily a promotional one, with funding directed at the publicity of existing activities and events. However, it will consider supporting (financially) community activities that strongly fit its legacy objectives such as cycle confidence training for adults or novice cyclists.

Furthermore, *Active Nation* may dovetail its advertising activities and messages to fit successful local campaigns including National Bike Week, community events or a targeted cycling promotional campaign.

At the local health board level, CTC’s strong partnership approach through its Cycle Champions scheme, would work well in Scotland - helping to deliver healthier lifestyle opportunities to targeted groups, such as teenage girls. This type of activity may also suit Lottery funding.”

The first of the two Workshop A discussions was based on this view and noted the following:

Opportunities	Blockages
1 st Group	
<p>Healthy Rides: need to be Group / Fun / Social</p> <p>CTC Groups to note state of new routes</p> <p>Promotion: use Media / Celebrities / Sports - Rangers Celtic</p> <p>Organise Local Campaign – use leaflets, etc</p> <p>Empowerment - compare with– Bike Club - ReCycle</p>	<p>New Off Road routes need to be Maintained – Local Authority or Volunteers?</p>
2 nd Group	
<p>Glasgow East End – Cycle Facilities : Use this budget for training / promotion / etc rather than poor facilities. Campaign for this outcome</p> <p>Use the Aberdeen 'Try Cycling' model at other locations</p> <p>Stage the groups and distances</p> <p>Target various community groups</p> <p>Promote the advantage of cycling for 'messages'</p>	

Conclusions for CTC Scotland

1. There may be an opportunity to divert budget allocated to the planned Glasgow East End cycle facilities.
 - a. Convincing evidence is need to demonstrate the money could be better spent on other projects.
2. CTC may be able to demonstrate the benefit of Smart Measures Vs Route Building
 - a. Our members can cite good working examples, such as Bike Club, ReCycle, Champions and Try Cycling
 - b. We need to understand who to lobby
 - c. We must use appropriate promotional opportunities
3. Be practical – we must take the initiative in setting up Rides, Groups and other Initiatives
 - a. Volunteers are needed and should be committed
 - b. We need to understand who our target participants are

Key Opportunity – Cycle Training

The Recommendations in the report from Marion and Darren notes:

“Cycle training has been described as a “quagmire” in Scotland. Cycle training for children is traditionally a road safety function. All 32 Scottish local authorities are signed up to the National (Scottish Government Road Safety) Cycle Training scheme for “primary 6” (age 9/10) and most children are taught this training scheme by road safety officers or the police. Importantly this National scheme does not involve any on-road training. However, *Cycling Scotland* has created a useful ‘additional skills set’ scheme for primary 5 (age 8/9) and primary 7 (age 10/11), but it has not yet been embraced by local authorities or schools, nor does it seem to be actively promoted. *Cycling Scotland* has also begun a training programme to teach its scheme to cycle trainers and has established a database of those taught. However, few existing trainers (including one of the authors of this report) were aware of the database - making it rather obsolete.

A Scottish Government Cycling Policy officer believes a 3 tier ‘Bikeability’ scheme would work in Scotland and is meeting the Road Safety division soon to discuss in the first instance whether cycle training should remain a road safety function.

In the meantime CTC would do well to position itself as an experienced and knowledgeable partner for cycle training (i.e. Bikeability in England) and offer its partisan support for its development. CTC should show leadership and officially map out its detailed recommendations to the Scottish Government of a future *Bikeability Scotland* scheme incorporating the good work already been developed by *Cycling Scotland*. There are several other areas CTC can directly offer support either before or once a *Bikeability* scheme is up a running. These are: recruiting potential trainers through its membership; promoting and testing the scheme through Bike Club; promote (and help administer) a database of trainer contacts, offering a onestop-shop for local authorities and schools; providing trainer best practice workshops to share common problems and successes; develop the scheme through common ‘standards’ and ‘culture’.”

The second of the two Workshop A discussions was based on this view and noted the following:

Opportunities	Blockages
1st Group	
There is a need for more instructors	Need to get (National) Std. sorted out on UK wide basis
Need is for ‘employed’ people and volunteers	How do we get instructors trained? - this is currently not being provided
Could CTC deliver training?	
2nd Group	
Market Investigation is needed	Scottish Instructor Data Base doesn’t tell you which training providers are still active
Use Market Influence to promote Growth	
Could we set up a CTC Training Franchise?	

Conclusions for CTC Scotland

4. There is an opportunity to be part of any emerging Market.
 - a. We need to understand the market
 - b. We need to use our influence to promote growth
5. CTC can contribute to the Standards discussion
 - a. We need to be aware of opportunities to do this
 - b. We must make opportunities to do this
 - c. We need, collectively, to be consistent in what we say and what we ask for
6. In time, CTC may be able to put a Training Franchise together
 - a. This would need to be backed by those who called for it
 - b. The Market situation would need to have been clarified
 - c. The Standards discussion would need to have been resolved

Workshop B

Workshop B considered one key opportunity.

Key Opportunity – Local Authority Delivery Partner for Cycling Action Plan for Scotland

The Recommendations in the report from Marion and Darren notes:

The Scottish Government's *Cycling Action Plan* will provide a framework for Local Authorities to work towards an ambitious National cycling target of 10% of all journeys.

"A Scottish forum of local authority sustainable transport and cycling officers has existed in the past, but has been wound up. The CTC has already established itself as a credible and useful organization with several Scottish local authorities through its *Benchmarking* project. We recommend that CTC would do well to reestablish this network and grow its membership to involve health promotion/ improvement officers, active school coordinators and travel plan officers within the NHS, schools and private companies.

A key partner for this type of activity would be Cycling Scotland, since they already undertake a biannual survey of local authority officers working on cycling development. CTC in partnership with Cycling Scotland could provide for example, the secretariat for sharing Scottish good practice on cycle infrastructure, health promotion, cycle training and tools to delivering behaviour change messages; a dedicated website resource; training days; regular newsletter; and, an annual conference. COSLA – the body representing local authorities in Scotland - has expressed an interest in providing support to this type of activity. The Scottish *Smarter Choices Smarter Places* programme run by the Scottish Government's Sustainable Transport team, may also provide impetus for such a scheme. Furthermore the NHS given its shift toward more health promotion may prove a useful partner.

There are many other ways CTC can give local authorities support to deliver CAPs, another example are 'cycle surveys' for national and local monitoring purposes. *Sustrans* in Scotland have established an excellent and well documented *Hands up* survey to collect 'cycling to school' data. *Sustrans* has been awarded Government funding to undertake the annual *Hands up* survey in partnership with Scottish Local Authorities. We recommended that CTC, through its active (and under used) membership resource, could provide an annual cycle survey to the Scottish Government in partnership with local authorities."

The Workshop B discussion was based on this view and noted the following:

Opportunities	Blockages
1 st Group	
<p>It's from the centre – it can establish policy and strategy Inform our vocal members what to do i.e. on planning issues Climate change and other topics, we should be part of a solution “how to...” Knowledge – we know the cost effective solutions Political level, influence votes, central ring fenced funding, audit Safety – accidents – generates press interest Need to do more with the Scots Green Party We should help sort the lack of co-ordination in cycle training – a Scottish E newsletter? The 10% target</p>	<p>Who does the work in CAPS The measures in CAPS will never happen on the ground This will be lost in the lump sum agreements between SG and the LAs via the Concordat Cycling is lost between transport and leisure Too much training is off road Poor perceptions of cycling Too many people needed at the LA Political figures don't take it seriously Regional partnerships are being abolished There are lots of buttons but they are poorly joined up</p>
2 nd Group	
<p>Only aiming at 25% of population – easy wins Cycle parking – where it should be – CTC tool? Central policy Message – is 10% realistic, will the target be enforced? Own standards? Enquiry in to Active Transport – should we be influencing it, who do we influence? Activate our members Cycling journalists Target people with influence</p>	<p>Political will Newspapers Infrastructure and infrastructure design, cyclists dismount etc. Political processes are too slow; infrastructure is already on the ground when politicians get to know about issues.</p>

Conclusions for CTC Scotland

7. Don't neglect central policy even when CAPS is implemented, it isn't all about local authorities.
 - a. The centre has key things going on – planning framework, enquiry in to active travel etc.
8. CTC can do things about political will
 - a. We must engage our members in political lobbying
 - b. We must use tools like lists, template letters, forums
 - c. We must seek out journalists who are sympathetic
9. Be practical – don't be negative, show what we can do, show what cycling can do - examples
 - a. Cycle parking
 - b. Infrastructure guidance and comment
 - c. Be cost effective
 - d. Focus on safety

Workshop C

Workshop C considered one key opportunity.

Key Opportunity – Targeted Bike Events

The Recommendations in the report from Marion and Darren notes:

“Public transport operator *FirstGroup* has been successfully organizing mini-monster events aimed at getting families together on bikes whilst raising money for charity. The events allow people of all ages to take part regardless of fitness and experience to tackle a 1.5km run or 5km cycle. In 2009 there were 5 mini monster challenges throughout the UK - Aberdeen, Glasgow, Bristol, Manchester and Yorkshire. The programme is part of *FirstGroup's* corporate social responsibility programme.

Event company Caledonian Concepts organizes the mini- monster events on behalf of the public transport operator. CTC could develop the concept further with *FirstGroup* (or other potential sponsors e.g. the Big Lottery, Sky, ASDA or Glasgow Culture & Sport) to offer a series of regular monthly challenges targeted at key NHS target groups such as teenagers and women and families. Promoting regular cycle rides will tick many boxes in the health sector and would simultaneously promote CTC as a delivery partner.

Bike events could be run as part of *Bike Club* with schools and could involve mountain bikes or road bike courses. Spin-off led training rides can be offered to those requiring an exercise programme to raise fitness levels.”

The Workshop C discussion was based on this view and noted the following:

1 st Group	
<p>Bike Events</p> <p>Create a Bike Event Calendar with Web site</p> <p>2014 Commonwealth games is a major opportunity to create a programme of events, both in the lead in and as a legacy</p> <p>Cycling events can be used to promote and deliver Health, Climate change, Active Nation agendas</p> <p>Create a National Bike Events Website as the one stop resource to find out what is taking place.</p> <p>Use bike events as a platform to generate culture change</p> <p>Build on the Mini monster programme but add value for example membership opportunity and companionship and a shared experience</p> <p>Hold a Scottish rally.</p> <p>Piggyback other events (eg Highland Games)</p> <p>Organise Mass participation events for all to take part in</p>	<p>General media interest is quite high in cycling</p> <p>Link to the Pedal for Scotland event</p> <p>Aim some events at beginner, newcomer and returning cyclist.</p> <p>Use the membership to run informal and introductory rides</p> <p>Exploit modern technology eg twitter facebook and sky to promote the events</p> <p>Organise entry level led rides</p> <p>Target community event with Cycling for All leaflets</p> <p>Engage Local Authorities, and demonstrate the benefits of being involved in cycling events</p> <p>Identify where the gaps in what we need are and how to fill them?</p> <p>Identify the priorities and focus on them.</p> <p>Start with rides at facilities, such as tourist attractions.</p> <p>Develop partnerships with Access Officers</p>

2 nd Group key issues	
<p>CTC can provide expertise in running cycling events</p> <p>Broaden CTC umbrella to enable events to take place, i.e. run events that are not traditional CTC type events</p> <p>Consistency of name promotion is essential to maximize the impact, so they have a clear and unique identity.</p> <p><u>Target audiences</u> e.g. :-</p> <p>CTC members who don't take part in events (ie people who have joined CTC for other benefits, this is quite a significant proportion of the membership)</p> <p>Non cyclists who want to get started</p>	<p>Are events to get more people into cycling or into CTC?</p> <p>What resources both financial and in personnel will be required to run the events programme and the events themselves, and how will this limit the scale of the programme</p> <p>Use small local groups to get events in their area, and their communities involved.</p> <p>How do we find and engage interested parties and how do we contact cyclists not in CTC.</p> <p>Provide expertise in running cycling events</p> <p>Broaden CTC umbrella to enable events to take place</p> <p>Prepare a resource pack for non cycling events to promote the programme to a wider audience</p>