CYCLE FRIENDLY COMMUNITY AWARD

ABOUT CYCLING SCOTLAND

Cycling Scotland is a registered charity (SC029760) and a company limited by guarantee. We receive funding from Transport Scotland and the Scottish Government to bring cycling out from the fringes of everyday life and into the mainstream. We do this by providing training opportunities, funding schemes, nationally recognised award programmes, and advising on policy and cycle infrastructure. We aim to establish cycling as an acceptable, attractive and practical lifestyle option.

OUR VISION

A sustainable, inclusive and healthy Scotland where anyone, anywhere can enjoy all the benefits of cycling.

OUR MISSION

Cycling Scotland is the nation's cycling organisation. Working with others, we help create and deliver opportunities and an environment so anyone anywhere in Scotland can cycle easily and safely.

THE AWARD

Our nationally recognised Cycle Friendly Community Award (CFCA) is for Scottish community organisations committed to increasing cycling.

WHO IS ELIGIBLE?

Community groups aiming to increase cycling rates and promote active travel in their local area.

BENEFITS OF THE CFCA

- The award demonstrates your commitment and ambition to increase the number of people cycling locally
- Wider community will have access to the benefits of a cycling project
- A Cycle Friendly Community Award will raise the profile and provide recognition of your community group and the work you do
- Potential to identify further funding and partnerships
- Provide structure and motivation to develop your project further
- Access to expert guidance and support

WHEN SHOULD A GROUP CONSIDER THE CFCA?

The CFCA process can be started regardless of the stage of your project - for early stage projects the Bronze level criteria can help with project management and developing a plan of action, while the Silver and Gold levels provide further structure and recognition of project delivery. More detail on the different award levels can be found below.

AWARD PROCESS

- **Registration -** Contact Cycling Scotland by phone or email to register your interest in the award
- **Initial Assessment -** A Cycling Scotland Development Officer will make contact and carry out an initial assessment of your current level.
- **Award & Action Plan -** Achievement of award level, development of award progression action plan, or both
- **Reassessment** - Reassessment once recommended areas are developed

AWARD LEVELS

Three award levels are available – Bronze, Silver, and Gold. Communities applying for the award can progress through each level as they meet the stated requirements. Groups must meet all the relevant criteria for a level before they can achieve the award. Each community is awarded on its own merit, at the discretion of a Cycling Scotland Development Officer.

AWARD CRITERIA

The Cycle Friendly Community Award is composed of the following criteria:

- Plan of Action
- Barriers, Needs & Opportunities
- Funding
- Monitoring & Evaluation
- Community Engagement
- Communication & Promotion
- Partnership & Stakeholder Working

For each level of the award, the criteria to be met by your community cycling project increases in complexity and ambition. Due to the varied nature of community cycling projects, a Cycling Scotland Development Officer will provide guidance and support on the interpretation of the criteria where necessary.

Level	
Bronze	To achieve the Bronze Level CFCA, your group must have developed a plan of action to increase cycling through consultation with your community, identifying potential sources of funding and support, while also having considered how you will know if your project is a success.
Silver	To achieve the Silver Level CFCA your group must have met all the requirements for the Bronze Level, and begun delivery of the activities highlighted in your action plan. By this stage you should have ongoing contact with the wider community who are informing the project, commenced monitoring activities and secured support for delivery.
Gold	Having fulfilled the requirements for both Bronze and Silver CFCA levels, your community now has a long-term plan in place to develop cycling, influenced by the feedback gained from activities already delivered and through consultation with community members, stakeholders and partners. At this stage your group has given thought to the sustainability of the project. Evidence gathered to date has been used to demonstrate the value of the project, and there is clear and consistent engagement with the wider cycling community.

CRITERIA	LEVEL: BRONZE	POTENTIAL EVIDENCE
Plan of Action	• You have established a clear action plan for increasing cycling • You have decided on the outcomes of your project	• Action plan, covering outcomes, activities, indicators and delivery dates
Barriers, Needs & Opportunities	• You have identified opportunities to make your community more cycle friendly • You know the the needs of your community and the specific barriers to cycling, and have identified activities to address them • You have prioritised activities to address urgent needs and barriers • You have identified marginalised or hard to reach groups and included them in your consultation • You have considered infrastructure as part of your needs assessment	• Evidence of consultation • Other documents highlighting barriers/needs identification eg. feasibility document
Funding	• You have identified funds which could be used to deliver your planned activities	• List of potential eligible funds against planned activities
Monitoring & Evaluation	• You have considered how you will monitor the success of your activities	• Discussion with Cycling Scotland Development Officer • Ideas of how success of activities could be tracked • Consideration of indicators eg. tracking attendances at events
Community Engagement	• You are led by a dedicated group who are representative of the community • Your community has been consulted regarding a cycling project	• Constitution • Previous work delivered • Evidence of consultation
Communication & Promotion	• You have a plan in place for communicating and promoting your cycling project	• Communications plan • Access to suitable channels for communications eg. active Facebook/Twitter account, website, other methods of engagement • Plan on when to promote certain activities
Partnership & Stakeholder Working	• You have mapped out all stakeholders • You have identified potential project partners • You are aware of other relevant national programmes	• Stakeholder map • Idea of who can contribute to project, and in what capacity • Broad knowledge of context of project within CAPS etc.

CRITERIA	LEVEL: SILVER	POTENTIAL EVIDENCE
Plan of Action	• You have begun to deliver your cycling action plan • You have a process in place to review and amend your plan where necessary	• Delivery of activities to the wider community has begun • Clear indication that review process is part of project plan
Barriers, Needs & Opportunities	• You have delivered activities to address barriers and needs identified as priorities • You carry out on-going consultation with the community to ensure changing needs are met	• Show progression on evidence provided for Bronze level - for example a barrier highlighted by research work is now being addressed by a specific activity • Feedback from community on potential improvements to the project
Funding	• You have secured and allocated funding for your activities • You provide an in-kind contribution to support activities	• Evidence of funding offers/spend • In kind evidenced through staff time, office space used for project delivery etc.
Monitoring & Evaluation	• You have begun to collect relevant data, such as baseline cycling rates, attendance numbers etc. • You have revised your Monitoring & Evaluation plan where relevant	• Results of discussion at Bronze level have begun to be implemented • Basic data or beginnings of baseline data being collected in a formal way • Monitoring & Evaluation approach is modified if necessary once activities are being delivered to gather good quality data
Community Engagement	• Your community has ongoing opportunities to feedback about local cycling • You provide volunteering or other opportunities for community members to get involved • You provide regular updates on delivery	• Evidence that community has the opportunity to contribute or has already been providing feedback on project • Opportunities advertised/volunteers already engaged • Evidence that the community is kept up to date on work being done
Communication & Promotion	• You have started to deliver your communication plan • You are monitoring your methods of communication and promotion and using this feedback effectively • You are promoting all the benefits of cycling	• Evidence of communication between community group and wider community, in line with plan agreed (or plan is being revised) • Evidence that feedback is being incorporated or planned to be incorporated in future work • Evidence of general promotion of cycling benefits (financial, health, social, environmental etc.)
Partnership & Stakeholder Working	• You have involved key partners in delivering activities from your cycling plan	• Other partners involved with project delivery to date (funders, council, cycling organisations, community support organisations) eg. through letters of support, delivery, funding etc.

CRITERIA	LEVEL: GOLD	POTENTIAL EVIDENCE
Plan of Action	• You have published a long term action plan to embed cycling in your community • Your plan is regularly revisited and updated • You can evidence that the community has input to your action plan	• Formal action plan published and available to the community • Plan is 'live' – feedback is regularly used to update • Clear link between community consultation and contents of action plan
Barriers, Needs & Opportunities	• You can evidence an increase in cycling rates due to your organisation addressing barriers and needs • You provide cycling opportunities to meet all the needs of your community (eg. bike ownership, all abilities cycling, isolated members of your community etc.) • You are delivering activities and events that meet the needs of everyone in your community eg. all abilities cycling, cycling events for marginalised groups • You are gathering feedback on the success of these activities	• Sufficient data gathered and presented (quantitative or qualitative) to show that barriers have been addressed • Evidence that opportunities for all cycling needs of the community are being provided, or are well developed
Funding	• You have utilised various relevant funding opportunities • You have a track record of successful project delivery • You have considered, if relevant, how you can generate income from your cycling activities	• Multiple funders have supported the project • Clear evidence that project has progressed since initial delivery and utilised funding effectively • Thought given (where relevant) to plans for sustainability and revenue generation
Monitoring & Evaluation	• You have collected sufficient data and evidenced the impact your cycling project has had	• Presentable evaluation work based on gathered data evidencing the impact of the project (report, survey summaries, reporting for funders etc.)
Community Engagement	• You represent your community on other steering or focus groups • Your community is engaged with your project and working to support it's aims	• Wider community is clearly engaged with the project eg. not just being delivered for a niche population • Involvement of community not just in terms of attendance, but also in supporting and delivering activities • You offer advice or guidance to other community cycling projects, or community orientated initiatives
Communication & Promotion	• You promote other local cycling activities • You work with other community focused groups in your area • You work with other service providers and businesses in the area (eg. tourism, cafes, bike shops) • You provide maps, promotional material, information etc. on cycling your local area	• All relevant cycling events in the local area (within reason) are promoted by your community group (social, sport etc.) • The community cycling project can be shown to have links with other community projects • The project has clear links with other service providers (advertising with cafes, links with bike shops, leaflets in tourist office etc.) • Information is available at all times, not just during events
Partnership & Stakeholder Working	• You consistently work with a wide range of partners and stakeholders to maximise the impact of your project • You work with relevant stakeholders to maintain any cycling infrastructure and signage • You are involved with other Cycle Friendly Schemes (eg. employer or schools) • Your community is consulted regarding cycling development	• Other partners involved with project delivery to date (funders, council, cycling organisations, community support organisations) • Where there is formal cycling infrastructure, relationships have been built with those managing it to ensure community involvement • Evidence that the community group has a voice in cycle development