

CYCLE FRIENDLY COMMUNITY AWARD HANDBOOK



   [cycling.scot](https://www.cycling.scot)

Cycling Scotland

CYCLING SCOTLAND SCOTTISH CHARITY NO. SC029760

CYCLE FRIENDLY COMMUNITY AWARD

THE AWARD

The Cycle Friendly Community Award is a nationally recognised award for communities across Scotland.

CONTENTS

THE AWARD 02 | PLANNING AND STRATEGY 08 | GOVERNANCE 16 | DELIVERY 20



Following the success of Cycle Friendly Awards for Schools and Employers (and now the introduction of a Campus Award), the Cycle Friendly Community Award is aimed at encouraging and supporting communities across Scotland to take a leading role in increasing the number of people who cycle locally.

The criteria your community will need to meet at each level of the award are grouped into three main themes – planning and strategy, governance and delivery. Each of the criteria is broken down into three levels of award, Bronze, Silver and Gold.

- **To achieve the Bronze award you will have a strong and effective plan and will have identified what you want to achieve from the plan.**
- **To achieve the Silver award, you will have met and excelled in the Bronze level criteria, broadened your scope as a leading community organisation and created worthwhile partnerships with your local authority, local businesses and organisations, while fully putting in place your project plan.**
- **The highest level of award is the Gold level. Achieving Gold highlights the outstanding work you are doing over and above the requirements of the Bronze and Silver award, demonstrating your success to other communities.**

BACKGROUND

Cycling Scotland developed the Cycle Friendly Community Award in response to feedback from community groups who had received funding through our small grant fund, the Cycle Friendly and Sustainable Community Fund. Communities receiving this 12-month grant wanted an award which recognised the work they were doing to create a cycling culture locally.

Consultation on developing a Cycle Friendly Community Award started early in 2011, following various workshops and opportunities for feedback from communities and partner organisations. In 2014, an evaluation of the Cycle Friendly and Sustainable Community Fund identified common themes and good practice among community cycling projects and, most importantly, future plans for developing the Cycle Friendly programme. One of these was to develop an award for communities who are committed to promoting cycling in their local area. You can download the evaluation report from our website at www.cycling.scot

WHAT IS A COMMUNITY?

For the purpose of the Cycle Friendly Community Award communities are defined as geographical areas, smaller than a council area, with an identified boundary. Local authorities should not take the lead on the Community Award programme, but we encourage them to play a supporting role. A governing organisation or community group will lead on planning, developing and co-ordinating activities identified as essential to achieve a local cycling culture. The lead organisation will have its own constitution and a bank account.

BENEFIT THE COMMUNITY

Achieving any level of award, Bronze, Silver or Gold, shows your commitment and ambition to increase the number of people cycling locally. A Cycle Friendly Community Award will raise the profile of your group or organisation and could create further opportunities for you to benefit from. The ability to progress through the award levels, and to continue to develop, will allow partners and interested people to acknowledge the work you are doing. This may result in many working relationships, further increasing your ability to progress through the award levels.

Cycling Scotland developed the award criteria through extensive consultation by identifying good practice in successful projects. The award sets out a route for your group to follow that should lead to achieving the outcome(s) you want.

By registering interest in the Cycle Friendly Community Award, you will be entitled to a range of support. This will include assistance in developing your project and ideas, networking opportunities, guidance on funding, templates (e.g. travel diaries), and much more.





OUR VISION AND MISSION

Cycling Scotland is a registered charity (number SC029760) and a company limited by guarantee. We receive funding from Transport Scotland and the Scottish Government to bring cycling into everyday life. We do this by providing training opportunities, funding schemes, nationally recognised award programmes and giving advice on policy and cycle infrastructure. Our vision and mission set out a summary of what our work involves and what we hope to achieve.

OUR VISION

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

OUR MISSION

We are 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.

Cycling Scotland also plays a central role in helping the Scottish Government to achieve the vision set out in the Cycling Action Plan for Scotland:

'By 2020, 10% of everyday journeys taken in Scotland will be by bike.'

The Cycle Friendly Community Award specifically aims to achieve action 12 of the Cycling Action Plan for Scotland (2013):

'Promote and support community-led cycling initiatives, through signposting resources and providing support for projects that will promote cycling participation in an inclusive, accessible way. Evaluate the delivery of the Cycle Friendly Communities Fund programme to date and promote the learning to further develop approaches to supporting communities.'

The Cycle Friendly and Sustainable Community Fund Evaluation Report identified multiple areas of good practice amongst grass root cycling projects. It also highlighted key actions that Cycling Scotland were committed to achieve. Two of the actions were; Development of a Cycle Friendly Community Award and development of resources, FAQs, advice and guidance freely available for community cycling projects on the Communities page of the Cycling Scotland website. Both of these actions were crucial to support and give recognition to the commitment and hard work of communities promoting and encouraging cycling across Scotland.



THE AWARD PROCESS

The award process is made up of four steps:



1 SELF-ASSESSMENT

Your community group fills in a self-assessment form and sends it to us to review.

2 FIELD ASSESSMENT

A Cycling Scotland development officer will visit your community and carry out a field assessment. This will follow a more in-depth assessment (against the same criteria for the self-assessment).

3 AWARD OR ACTION PLAN

Following the field assessment, we will tell you either:

- that you have achieved the award and the level you have achieved; or
- that you have not achieved the award yet, but we will send you an action plan setting out the main areas for you to focus on, depending on your community's needs and priorities. At this stage, we may recommend you apply for a Cycle Friendly Community Development Grant (depending on what funds are available).

4 REASSESSMENT

If your community group was not successful in receiving the award, we can carry out a reassessment you once you have considered or developed the recommended areas. This process will repeat steps 1 and 2 and can result in your community either achieving the award or being given a different level of award (for example, going from Bronze to Silver). We reassess every level of award after three years.

DEVELOPMENT GRANTS

You can apply for development grants through a formal application process, or a Cycling Scotland development officer can recommend you for one (depending on available funds) following step 2. You should use development grants to help you achieve the criteria we have prioritised, which in turn will help you achieve the Cycle Friendly Community Award.



SELF-ASSESSMENT QUESTIONNAIRE

You can complete the Cycle Friendly Community Award self-assessment online at www.cycling.scot. The assessment will consist of 15 questions relating to how cycle friendly your community is. These questions are listed below. Cycling Scotland aims to respond within two weeks.

1. On behalf of which community are you applying for the Cycle Friendly Community Award?
 2. How will your activities benefit your community?
 3. Who are your activities directed at within the community?
 4. How do you communicate with your audience?
 5. How do you currently promote cycling?
 6. How do you plan to promote cycling?
 7. Have you carried out any consultation?
 8. Do you have a consultation plan?
 9. Have you discussed your aims and activities with the local authority?
 10. Which partners and other community organisations are you working with?
 11. Do you know how many people currently cycle in your community?
 12. Do you have any funding to promote cycling?
 13. Does your community have any existing cycling infrastructure (e.g. paths, signage, storage etc.)
 14. Does your community group have a constitution and bank account?
 15. Do you have an action plan or other project documentation?
-

AWARD CRITERIA

The Cycle Friendly Community Award has three main areas, each with their own criteria, as set out below.

PLANNING AND STRATEGY

- Plan of action
- Identifying the barriers
- Identifying the need
- Funding
- Monitoring and evaluation

GOVERNANCE

- Community group leadership
- Steering group

DELIVERY

- Infrastructure and promotion
- Partnership working
- Link with existing national programmes
- Cycling for all
- Communication

AWARD LEVELS

Each criterion is divided into three levels – **Bronze**, **Silver** and **Gold**. Communities applying for the award can progress through each level as they meet the next level of criteria. You need to meet at least two thirds of the criteria in a specific level before you can achieve an award. For example, if you meet two thirds of the criteria at Bronze level, we will present you with the Bronze Cycle Friendly Community Award.

Each community is awarded on its own merits. Awards will be given at the discretion of an assessment panel appointed by Cycling Scotland.



Bronze

By working to achieve this level or by fully achieving it, you will have a strong and effective plan and identified outcomes.

Bronze is based on knowledge, understanding and planning.



Silver

Achieving the Silver award means you will have broadened your scope and are using your project plan.

Silver is based on putting in place and demonstrating plans and partnerships.



Gold

Achieving Gold level highlights the good work you are doing over and above the requirements for the Bronze and Silver awards.

Gold is based on developments and improved actions as a result of previous activities identified in Silver and Bronze.



CYCLE FRIENDLY COMMUNITY AWARD

PLANNING AND STRATEGY



PLAN FOR ACTION

An overall plan outlining your aims, outcomes and activities which will increase the number of people cycling locally.

Bronze



- You have established a clear action plan for increasing cycling (short plan = one year; long plan = three years).
- You have established a clear aim, outcomes and activities to increase the number of people cycling in the community.
- You have established when you expect to deliver the activities in your plan.
- You know about national, regional and local policies that affect cycling.

Silver



You have achieved the Bronze criteria, and also done the following:

- You have reviewed your action plan and amended it where necessary.
- You have reviewed and updated your initial outcomes and activities, taking into account feedback from the wider community.
- Your outcomes and activities within your overall plan include and link with national, regional and local policies that affect cycling.

Gold



You have achieved the Silver criteria, and also done the following:

- You have reviewed outcomes, including updated influential national, regional and local policies and initiatives that affect cycling.
- You have evidence of how delivering your plan links with local, regional and national campaigns and activities that affect cycling.



LOCAL AND NATIONAL STRATEGIES

To help the Scottish Government achieve set national outcomes, each local authority has produced a document called a single outcome agreement (SOA). Each SOA represents an important part of community planning and shows a clearer understanding of local place and priorities.

Community planning partnerships (CPPs) have a huge role to play in delivering and achieving the SOA. CPPs resulted from the Local Government in Scotland Act 2003. Their aim is to make sure people and communities are genuinely involved in the decisions made on public services which affect them. This runs alongside a commitment from organisations to work together in providing better public services.

We recommend that you make reference to the outcomes set out in these SOAs when considering your plan to make your community cycle friendly. Creating links to these outcomes and understanding the priorities of your local authority could benefit your project and create new relationships with other organisations working towards similar outcomes and goals. You will find all 32 Local Authority SOA's at www.gov.scot

Active travel strategies and action plans are becoming more common in local authorities across Scotland. This is due to in action 2 of the 2013 Cycling Action Plan for Scotland that each local authority writes its own cycling or active travel strategy. Cycling Scotland's 2013 National Assessment of Local Authority Cycling Policy highlights the importance of developing active travel strategies for developing cycling locally. Sustrans have produced a guidance document on how local authorities create an active travel strategy. You can find a copy of this at www.sustrans.org.uk

Your community group can benefit from an active travel strategy by using information already available and including it in your Cycle Friendly Community Plan to show current cycle rates or needs - such as increased access to adult cycle training opportunities, and the main aim of the plan. Many active travel strategies include best-practice case studies and you may find yourself becoming a feature in the document. You may also be able to work in partnership with the local authority to help meet their outcomes and your own at the same time. You could even benefit from extra support, recognition and a stronger working relationship with your local authority. Recently completed active travel strategies include that of East Renfrewshire and Edinburgh. These are available on each local authority's website.

SETTING AN AIM AND OUTCOME

Your overall aim tells everyone why your organisation or project exists and the general, longer-term effect you want to have on the lives of the people in your community. For the purpose of this award, your eventual aim is to increase the number of people in your local area who cycle.

Your outcomes are the changes that your activities make in people's lives.

OUTCOMES:

- are about change or difference
- are not the activity – they are the result of the activity
- must have a logical link to the activity
- use words like improve, reduce, develop and expand
- should be realistic – achievable in a few years
- should be (largely) in your power to deliver
- should be simple to achieve



EXAMPLES OUTCOMES

'Increase the number of people cycling for purposeful journeys locally and not just for leisure'

'Improve knowledge within the community of the local cycle network and cycling infrastructure'

You can find information and resources to help you set your overall aim and outcomes to include in your plan on the Evaluation Support Scotland website at: www.evaluationsupportscotland.org.uk/resources

IDENTIFYING THE BARRIERS

Identify the barriers that prevent people cycling in your community and actively work and plan to help overcome these.

Bronze



- You know the general barriers to cycling within your community which prevent more people from cycling.
- You have linked barriers to relevant outcomes.
- You know current cycle rates.

Silver



You have achieved Bronze criteria, and also done the following:

- You have carried out specific activities aimed at helping overcome barriers to members of the community cycling locally.
- You have reviewed the barriers you initially identified and made any amendments where the barriers have changed or been added as the community has identified new ones.
- You have identified key partners to deliver on actions to overcome barriers (matched with action plan).

Gold



You have achieved Silver criteria, and also done the following:

- You have monitored how your actions have affected initial barriers to cycling and provided evidence of any necessary adjustments.
- You have provided evidence of a reduction in barriers to cycling, or evidence of community support to increase the number of people cycling.
- You have provided evidence of working with partners to overcome barriers.

IDENTIFYING THE BARRIERS TO CYCLING AND THE NEEDS OF YOUR COMMUNITY

To deliver a programme that identifies and addresses the current barriers to cycling and meets the needs of the community, you will need to consult your community at the early stages of planning. You can do this in various ways, such as household surveys, questionnaires at events, asking for comments through social media, attending cycle forums, meetings with local cycling groups and clubs, attending community council meetings, and much more. The Coalfields Regeneration Trust – Coalfield Community Futures programme has several examples of where this has been done well and is used as the basis of a five-year action plan. You can find examples of project plans at www.coalfields-regen.org.uk

IDENTIFYING THE NEEDS

Identify the needs of your community and plan to help shape activities and outcomes to meet those needs.

Bronze



- You have identified what your community needs to help increase cycling numbers.
- You have created outcomes and activities designed to meet the needs you have identified.

Silver



You have achieved Bronze criteria, and also done the following:

- You have prioritised outcomes and activities to meet the urgent needs of the community.
- You have carried out regular consultations with the community to make sure their changing needs are identified and met.

Gold



You have achieved Silver criteria, and also done the following:

- You have monitored the effect your actions have had on the needs you initially identified.

CURRENT CYCLE RATES

By identifying current cycle rates, you can set a baseline at the beginning of your project which will allow you to make comparisons at different stages of the project. It will also allow you to identify the main areas to focus on and set realistic outcomes.

There are two main ways you can collect data: qualitative and quantitative. Qualitative data is usually descriptive, and so is harder to analyse than quantitative data. Qualitative research is useful for representing at an individual level to people who are interested in your activities to encourage cycling yet who are not experts in the field with an in depth understanding of current cycling policy or cycling related jargon. Qualitative data is also useful to find out the ways in which people think or feel. It can be powerful evidence, made up of quotes from people taking part. Details on the methods used to collect this kind of information can be found in the 'Identifying the barriers to cycling and the needs of your community' section of this handbook.

Quantitative data is information about quantities, that is, information that can be measured and written down with numbers. Some examples of quantitative data are the number of people cycling daily, the number of schoolchildren who own bikes, and the number of people who have received cycle training. This type of information is helpful in producing graphs and charts for easy comparisons from month to month, year to year and before and after an activity is delivered. You can collect this sort of information in a variety of ways, including cycle counters on paths and through individual travel diaries. There are a number of useful resources and reports where you can find quantitative data relating to your community and local area.



Cycling Scotland's National Assessment of Local Authority Cycling Policy highlights best practice in cycling policy across all 32 local authority areas. It helps you measure success by putting in place policies and plans that encourage and support cycling locally. It also highlights areas to focus on and important partnerships to help you deliver your policy. Using this information will help you to demonstrate the benefit to the local authority of you helping it to achieve these goals.

You can find our most recent national assessment at www.cycling.scot

Sustrans Scotland carries out the national 'Hands Up Scotland Survey' of schoolchildren's travel choices. Schools across Scotland complete the survey by asking their pupils 'How do you normally travel to school?' They then send the responses to local-authority officers who collect the information and return it to Sustrans' Research and Monitoring Unit for analysis and reporting. You can find this information at www.sustrans.org.uk/scotland



MONITORING AND EVALUATION

Monitoring and evaluation is important at all stages of delivering a project as it helps to identify the effect of your work.

Bronze



- You have collected baseline information before beginning your activities.
- You have a thorough monitoring, reporting and evaluation strategy for each outcome and activity tied into your project plan.

Silver



You have achieved Bronze Criteria, and also done the following:

- You have evidence that you have regularly reviewed and evaluated your activities.

Gold



You have achieved Silver Criteria, and also done the following:

- You have collected qualitative and quantitative data and shown that you have compared it with baseline data.
- You have provided evidence to show learning and development. For example, increased cycle rates as a result of a bike library scheme which will then be replicated in another area.

Monitoring and evaluation is crucial in any project where activities are encouraging change. Monitoring your activities will allow you to measure the effect you have made at different milestones on your journey to becoming a Cycle Friendly Community. This is known as a baseline and will act as a good starting point to measure any changes as a result of activities you implement. Collecting information before you begin your activities will help strengthen the case for your project. You can find more information on how to do this in the section 'Identifying the barriers to cycling and the needs of your community'.

Comparing current and future activity against local strategy aims, outcomes and goals will encourage others working towards similar goals to work in partnership with you. The 'Local and national strategies' section of this handbook has guidance on where to find this information at both national and local level. You can get information in a range of ways from a vast number of resources. Make sure you choose the most appropriate statistics for your project by reading the 'Current cycle rates' section in this handbook.

You can find useful monitoring resources and tools on Evaluation Support Scotland's website: www.evaluationsupportscotland.org.uk

FUNDING

Identifying appropriate organisations who will help fund activities to help you meet the award criteria and encouraging funding over the long term.

Bronze



- You know about national, regional and local funding appropriate to the activities you deliver to increase cycling in the community.

Silver



You have achieved Bronze criteria, and also done the following:

- You have identified and allocated, funding for appropriate facilities.

Gold



You have achieved Silver criteria, and also done the following:

- You have received funding or identified an income stream for activities to increase the number of people cycling locally.

There are a vast number of funding sources available to community groups, however, finding one which fits your activities may be challenging. To achieve one outcome, you may need to approach more than one funder. You should never try to make your activities fit the funding criteria. Instead, identify your outcomes and apply for funding where the criteria match the aims of your project. When seeking funding, you should consider the long term. For example, if you are buying bicycles for community use and training, you will need secure storage, training in maintenance, and tools or a maintenance contract for the bicycles (or both). If you consider these things when applying for funding, you will not have to rely as much on external services, which in turn will reduce future costs with the project.

The following websites have more information about funding:

Scottish Council for Voluntary Organisations - Funding Scotland
www.fundingscotland.com

Foundation Scotland
www.foundationscotland.org.uk

Greenspace Scotland
greenspacescotland.org.uk

Local authorities and regional transport partnerships often launch funding directly targeted at community groups. You can get information on these grants on their individual websites.

CYCLE FRIENDLY COMMUNITY AWARD

GOVERNANCE



COMMUNITY GROUP LEADERSHIP

A lead organisation should take the main responsibility for planning and delivering activities which will help to achieve the award.

Bronze



- You are led by a dedicated community group, with its own constitution, whose members have defined roles and responsibilities.
- You have access to local cycling champions or ambassadors.

Silver



You have achieved Bronze criteria, and also done the following:

- Your group represents the whole community for example local businesses, community council, general residents, schools and youth groups.
- Your group has a proven successful relationship with the local authority and local councils (e.g. community councils)

Gold



You have achieved Silver criteria, and also done the following:

- Your group clearly demonstrates ambition and willingness to grow, and to involve more people and volunteers.

RUNNING YOUR ORGANISATION

To apply for funds and to make effective decisions, it is usually essential to have a constitution with clear committee roles. This protects committee members, volunteers and the community group.

The Scottish Council for Voluntary Organisations (SCVO) provides guidance, resources and events on topics such as roles and responsibilities of your committee or board, constitutions and much more. You can find good practice, case studies and useful information on the SCVO website, or you can speak to an SCVO adviser about a particular topic.

www.scvo.org.uk/running-your-organisation

VOLUNTEERS

Third-sector interfaces (TSIs) are a single point of access for support and advice for the third sector (the voluntary sector) within the local area. They provide a strong and united representation of the third sector and have clear links to community planning partnerships and single outcome agreements, as mentioned previously. Interfaces are funded to deliver the following four areas of activity across the whole local authority area: volunteering development, social enterprise development, supporting and developing a strong third sector and building the third-sector relationship with community planning. TSIs may also be known as volunteer centres, centres for voluntary service, social enterprise networks or local voluntary action agencies. They are independent from Government, but the Scottish Government funds these four main functions which form the basis of their role.

All 32 interfaces have their own work plan with outcomes to increase, support and develop volunteering opportunities within their local- authority area. You can find more information on each interface and the main contacts at: www.gov.scot/Topics/People

VOLUNTEER FRIENDLY AWARD

The Volunteer Friendly Award is a simple, user-friendly quality standard award designed to support, recognise and reward groups who are showing good practice in involving volunteers. There are five main parts to the award: Commitment to Involving Volunteers, Making Volunteering Happen, Fair and Equal Volunteering, Volunteering Tasks and Getting Them Done, and Celebrating Volunteers' Contributions. For more information on the award and how to register, go to the Volunteer Friendly website at: www.volunteerfriendly.org.uk



STEERING GROUP

Having a steering group or focus group for your project will allow you to regularly consult community representatives and stakeholders to make sure you are meeting the needs of the community.

Bronze



- You have consulted the community to identify a need for the project and what you want to achieve.
- You have a steering or focus group made up of community representatives.

Silver



You have achieved Bronze criteria, and also done the following:

- You have regular, structured steering group meetings, where minutes are taken and published.
- You actively use your steering group as ongoing mechanism for feedback and steer on the activities you deliver.

Gold



You have achieved Silver criteria, and also done the following:

- You represent cycling on other organisations' steering or focus groups, for example local-authority active travel

Steering groups provide an opportunity for the community to get involved and give you feedback on the activities and messages you are promoting. This is important, as the activities you are providing and behaviour you are encouraging are, in the long run, for the benefit of the community.

WHY SET UP A STEERING GROUP?

A steering group can:

- provide ongoing opportunities for feedback and involvement from the local community
- provide specialist expertise and objective thinking to help guide your project, for instance on issues such as roads, environment, access and planning, schools taking part, training, activities and good practice from other cycling agencies and initiatives
- provide the opportunity for partner organisations (for example local-authority representatives, community councils, community planning partnerships, local businesses (bike shops), youth group leads, schools and so on) to meet and discuss how to promote cycling
- establish and continue links with partner organisations to explore the possibilities of working together
- use the knowledge, experience and skills of its group members
- help to explore opportunities for working with partners, including joint funding applications
- create links with agencies and departments of organisations who may not have other opportunities to meet
- form subgroups of specialist interest, for example, infrastructure or health and fitness

THE AIM OF A STEERING GROUP

- To provide a forum for the local community and local organisations to be involved in the project, so the community continues to have the ownership of the project and to ensure the activities being delivered are in line with the needs of the community.
- To bring input from national cycling organisations into a community setting and keep the project informed about best practices and successful strategies learned from other areas and projects.

The needs of the community will change as the project develops – keeping in regular contact (within agreed timescales) with the steering group or community representatives will make sure you are fulfilling the needs of those benefiting from the project.

CASE STUDY

CAMGLEN BIKE TOWN



Healthy n Happy Community Development Trust developed a cycling initiative called Bike Town which aims to encourage people to cycle more. It supports the communities of Cambuslang and Rutherglen to become cycle-friendly by removing barriers to access and providing cycling opportunities. They received a grant of £2,600 from the Cycle Friendly and Sustainable Community Fund for the project, which ran cycle training, Dr Bike sessions, womens rides, family rides, bike trains and maintenance sessions.

The community had identified this project and these particular activities as key areas following community consultation and felt that, by targeting these activities, they could break down barriers and increase the number of people who cycle locally. To make sure the project and its activities were continually meeting the needs of the community and involving all appropriate partners, steering groups were created.

The project was broken down into three main themes - infrastructure, training and support, and social enterprise, and a separate steering group was up for each.

- **The infrastructure steering group, with members from South Lanarkshire Council Roads Department, Access Officer and Environmental Services, Clyde Gateway (local landowners), Sustrans, SPT and Cambuslang Community Council.**
- **The training and support steering group, with members from South Lanarkshire Leisure, South Lanarkshire Council Active School Co-ordinators, Cycling Scotland, Sustrans, NHS, Clyde Gateway and local cycle trainers and leaders.**
- **The social enterprise steering group, consisting of Bike Town board members, local cycle champions, a former local bike shop owner and South Lanarkshire Enterprise Resources.**

All three groups were set up in the same way, with a member co-ordinating the meeting, a minute taker, steering group members, community representatives, local business representatives, local authority staff and on occasion, guests. Members used 'Doodle polls' (an online scheduling tool) to agree best times and dates for meetings so that as many people as possible could attend. Minutes of the previous meeting were sent with the agenda for the next meeting to allow efficient planning and best use of time. Bike Town staff used open email lists, which allowed group members to have discussions as and when appropriate.

The Bike Town Steering group found that 90 minutes was enough time to set aside for each meeting. And one meeting every three months was enough to discuss and deal with project outcomes and to get the best attendance.

Benefits of the steering groups to the Bike Town project include the following:

- Access to a wider range of expertise and knowledge
- Active support, guidance and mentoring
- New projects identified and developed, including:
 - South Clyde Walkway and Cycle Path
 - National Road Race Cycle Centre
 - Local Green Network
- New sources of funding identified
- New partnership working identified and progressing, including:
 - Invitation to join the South Lanarkshire Council Cycling Partnership
 - Forestry Commission invite to launch event and continued service provider of cycle training at Cuningar Loop
- By the end of the first year, partner organisations were contacting Bike Town with proposals for the following joint funding bids:
 - Smarter Choices Smarter Places (with South Lanarkshire Council)
 - Air Quality Fund (with South Lanarkshire Council)

By using steering groups, Bike town were able to make the best use of expertise, knowledge and experiences of those those attending which enabled them to improve future plans and funding. It also strengthened their activities whilst increasing the ambition of their outcomes.

CYCLE FRIENDLY COMMUNITY AWARD

DELIVERY



INFRASTRUCTURE AND PROMOTION

Telling your community why you are putting changes in place.

Bronze



- You have made the most of existing local infrastructure through promoting routes, clear signs and good links to National Cycle Routes within the geographical area of community.
- Mapped cycle parking at key locations in the community.

Silver



You have achieved Bronze criteria, and also done the following:

- There are clear signs and mapping for a variety of cycling, for example, off-road cycle routes or mountain biking.
- You have played a key role in identifying areas for development to local infrastructure.
- You have helped promote measures to reduce the effect of traffic in areas with heavy traffic.
- You have raised awareness of the health, social and environmental benefits of cycling through promotional activities.

Gold



You have achieved Silver criteria, and also done the following:

- Your community has dedicated routes for cycling to main destinations.
- You are delivering and contributing to local, regional and national promotional campaigns to encourage more people to cycle locally.

PARTNERSHIP WORKING

Partners come in all shapes and sizes and can have huge benefits to the success of your project and help it to reach more people.

Bronze



- You have made links with local businesses, bike shops, cafes, pubs, accommodation providers and so on.
- Your local authority is an important partner in strategy, delivery, funding, support and linking with cycling campaigns.
- You have identified private, public and third-sector (voluntary) partnerships.
- You have carried out initial work with these partners.

Silver



You have achieved Bronze criteria, and also done the following:

- You have worked with local Business Improvement District (BIDs), local leisure trusts, community sports hubs and third-sector interfaces.
- You have links with delivering Bikeability Scotland cycle training in schools.
- You have encouraged opportunities for sharing ideas and ongoing communication with local organisations and partners.
- You have carried out established pieces of work with key partners and evaluated its effect.

Gold



You have achieved Silver criteria, and also done the following:

- You have looked for and encouraged sponsorship from existing and possible partners.
- You have worked with the local authority to deal with local strategy effectively, for example Single Outcome Agreement and Community Planning Partnership, in line with your own outcomes.
- You have used your partners' resources and funding efficiently over the long term.

You can find a full list of active BIDs (business improvement districts) in Scotland here: www.bids-scotland.com



LINKS WITH LOCAL AUTHORITIES AND PARTNERSHIPS

As case studies and evaluations of previously funded projects have shown, community groups and local authorities can benefit from working in partnership. We recommend that you use the single outcome agreement for your local authority to identify shared aims.

BENEFITS TO THE COMMUNITY

There are many benefits to communities who work with their local authority. When applying for funding, you can ask for letters of support from key contacts and influential staff within the council and this can greatly strengthen your application. Some groups have received match funding, which has broadened the reach and overall effect of their work.

Other help has included:

- big discounts on workshop rental space
- events toolkits, including gazebos and promotional materials
- marketing and promoting events
- health-and-safety advice, including advice on assessing risk
- local information
- increased networking opportunities with other organisations

BENEFITS TO THE LOCAL AUTHORITY

The local authority benefits in a number of ways from working with community organisations. Benefits can range from delivering services such as community bike maintenance sessions, bike lending libraries or cycle training to having input from the community when developing local strategies.

Benefits include:

- help in working to achieve local and national outcomes, for example single outcome agreements
- access to community engagement events and forums
- community groups being able to access funding that local authorities are not eligible to apply for
- a positive public profile
- communities being more innovative and able to take more risks than a local authority would
- access to a wide range of expertise within the community

WHO TO CONTACT IN YOUR LOCAL AUTHORITY

When approaching your local authority, you may have to make several enquiries before reaching the most appropriate contact. The most appropriate person could be based in a number of areas within each council, including:

- Community Planning Partnership
- Road Safety Officers
- Community Regeneration Officers
- Health Improvement Team
- Active Schools Co-ordinators
- Sports Development Officers
- Access Officers
- Land and Environmental Services

You can build up support by attending or being represented at:

- local cycle forums
- council surgeries
- community project meetings
- community sports hub forums
- community council meetings

USING PARTNERS' RESOURCES EFFICIENTLY AND OVER THE LONG TERM

Working in partnership with other local organisations and businesses can bring benefits to both you and them. Sharing assets, combining to apply for grant funding and holding a large-scale event together are all effective ways to work with others. Less obvious but extremely important areas can benefit, such as insurance expenses. These may already be covered by a project partner for a particular event and it could work out cheaper for the second partner to add to the current insurance policy rather than buy a separate one.

CASE STUDY

WORKING IN PARTNERSHIP WITH YOUR LOCAL AUTHORITY

Previously awarded a grant of £6,460 through Cycling Scotland's Cycle Friendly and Sustainable Community Fund, Dunfermline CycleStart, a Fife-wide cycling initiative, were able to provide regular led rides of around five miles for adults. Rides were led by trained volunteers and were free to anyone in the community. The rides were promoted through the Dunfermline CycleStart website, Facebook page, posters, flyers and at local events. During the project, they ran 84 led rides and trained six cycle-ride leaders. Each ride consisted of two ride leaders and up to 12 people on bikes.

Dunfermline CycleStart initially planned to use their grant to buy publicity materials for rides, safety clothing, bike tools, Cycle RideLeader training and bikes. Fife Council was a main partner in the project and, as a result, contributed £3,350 and handled a large amount of the administration for the project. The aims of both Dunfermline CycleStart and the local authority were similar and so the support and partnership working was straightforward. Their committed partnership led to funding for a booklet outlining a six-monthly programme of rides and cycling events, training for cycle-ride leaders, insurance cover, first-aid training, administrative support, record keeping and an online booking system where people register on rides.

Due to the high level of support from Fife Council, part of the original budget was underspent in some areas. The group reallocate their budget having confirmed that they would continue to commit to achieving their original aims. The grant for cycle-ride leader training was moved to a budget for buying an electric bike (with insurance and maintenance tools). The electric bike made rides more accessible and meant less fit members of the community could take part in rides.



LINKING WITH EXISTING NATIONAL PROGRAMMES

Links with national programmes through promoting, helping and providing information about organisations and businesses and helping them to achieve recognition and take up initiatives.

Bronze



- You have links with existing national programmes through promoting, helping and providing information about organisations and businesses and helping them to achieve recognition and take up initiatives.

Silver



You have achieved Bronze criteria, and also done the following:

- You have links with local health service initiatives, leisure services, youth group and church hall group activities.
- You have links with other national programmes and award schemes.

Gold



You have achieved Silver criteria, and also done the following:

- You have a recognised innovative project with outcomes which can be measured.
- You have successfully helped to deliver a national programme or established your own local initiative.

CYCLING FOR ALL

Your community should not just promote one single kind of cycling activity (for example, mountain biking or road racing) but there should be opportunities for a range of cycling which is for people of all abilities, which will eventually lead to a cycling culture in the community.

Bronze



- You have organised and promoted led rides and cycling activities.
- You have hosted social cycling activities and events.
- You have promoted all local cycling activities.

Silver



You have achieved Bronze criteria, and also done the following:

- You have encouraged and supported people of all cycling abilities.
- You have provided information about cycle training opportunities.
- You have offered a bike library, loan scheme or hire scheme to members of the community.
- You have offered basic bike maintenance sessions and learning opportunities about maintenance.

Gold



You have achieved Silver criteria, and also done the following:

- You have provided general cycle training and training to specifically increase confidence on roads.
- You have provided bike maintenance training.
- You have provided peer mentoring and buddy systems for training and increasing confidence.
- You have offered other key activities, including one or more of the following.
 - Cycle training or activities for specific areas of deprivation, Black Minority Ethnic (BME) groups and people with disabilities
 - Involving parents to encourage and help with the cycle buddy programme and Bikeability Scotland cycle training
 - A wide and targeted range of cycle training
 - Locals trained to a level where they can train others, for example cycle trainers
 - Cycle training for everybody - 100% of the community have access to cycling opportunities

COMMUNICATION

Communication is the key to achieving the Cycle Friendly Community Award.

Bronze



- You have considered and planned communication between community groups and to the community.

Silver



You have achieved Bronze criteria, and also done the following:

- You have delivered your communication plan.

Gold



You have achieved Silver criteria, and also done the following:

- Community responding to communications and involving all user groups.

Cycling Scotland would like to extend thanks to those who have contributed to the development of the Cycle Friendly Community Award. Participants of consultation events and workshops include the four pilot communities; Transition Black Isle, Cycle Friendly Kingussie, Dawson Bike Club and Neilston Development Trust; key community organisations Highland Perthshire Cycling and CamGlen Biketown; communities funded through the Cycle Friendly and Sustainable Community Fund; Scottish Government, Paths for All and Sustrans.

If you have any questions on how your Community can achieve the Cycle Friendly Community Award, please call us on 0141 229 5350 or email at info@cyclingscotland.org

NATIONAL PROGRAMMES

CYCLE FRIENDLY AWARDS

SCOTBUG

THE BIG COUNT

VISIT SCOTLAND'S CYCLISTS WELCOME SCHEME

GREEN FLAG COMMUNITY AWARD

CYCLING SCOTLAND PROFESSIONAL DEVELOPMENT COURSES

BIKEABILITY SCOTLAND

DEVELOPING MOUNTAIN BIKING IN SCOTLAND (DMBS)

USEFUL LINKS



www.transportscotland.gov.uk



www.sustrans.org.uk/scotland



www.ctc.org.uk



www.britishcycling.org.uk/scotland



www.scdc.org.uk



www.scvo.org.uk



CYCLE FRIENDLY COMMUNITY AWARD HANDBOOK

COMMUNITY AWARD

VERSION 1.1



   [cycling.scot](https://www.cycling.scot)

Cycling Scotland

CYCLING SCOTLAND SCOTTISH CHARITY NO.SCO29760