



Pedal for Scotland grant scheme

Application guidance

2021

Part A – for events with 250-700 participants

Part B – for events with 50 -250 participants

Part C – for all events

Part A - events with 250-700 participants

(Please refer to Part B for events with 50-250 participants)

Aims

For events with 250-700 participants, the strategic aims are:

- To get more people cycling more often in communities across Scotland
- To expand awareness of, and support for, investment in cycling, by effectively linking infrastructure investment and other programmes
- To provide events that complement other activities and reach new audiences, particularly those who don't currently cycle
- Promote local cycle infrastructure available year-round
- Provide a high-quality experience to motivate and encourage people to cycle
- Ensure inclusivity through access to bikes

Criteria for events

Communities delivering Pedal for Scotland events will be guided by the following criteria. Events will:

- Be community led, with support from relevant landowners and/or the Local Authority
- Showcase local cycling infrastructure and raise the positive profile of cycling
- Be designed for novice participants and not competitive, on routes with limited hilliness, on majority tarmac/hardcore surfaces, and not requiring specialist technical skill
- Be inclusive including adapted bikes, tricycles etc wherever possible, and have a number of bikes available for participants to register to use free of charge (numbers subject to availability and negotiable)
- Be free to enter for all participants
- Use routes that are available year-round. Traffic management solutions should only be required to accommodate large numbers of people cycling at once. A maximum ratio of 20% on-road to 80% off-road is anticipated. Any on-road sections will require professional traffic management
- Events will expect to attract between 250 and 700 participants (dependent on event route). Events fill the gap between led-rides and mass participation closed-road events
- Engage the local community, providing opportunities for relevant local groups to work in partnership (including active travel, sustainability, community development etc) to showcase their role and promote their activities
- Use easily accessible venues, with at least 5,000 people living within 5km of the start/finish. Ideally be located close to the National or Local Cycle Network or rail stations

- Develop local skills and resources with an ambition for future sustainability in event delivery
- Be delivered with minimal environmental impact
- Be delivered between May and October 2021
- Events must have Public Liability Insurance to a value of £10million
- Events must adhere to the Terms & Conditions to receive Grant Funding

Route considerations

As part of the application process, Cycling Scotland will look carefully at route proposals. To help plan your route, there are a number of free online mapping tools you could use, including ridewithgps, Strava, Opencyclemap and many others.

In designing the route, the following principles should apply:

- Design with the target audience in mind. Could a five year old, on their single speed bike, comfortably ride most of the course?
- Rides should be traffic-free – ideally this could include sections of local and national cycle park, parks, seafront esplanades, well-groomed forest trails, or private estates. Your route may need to cross or utilise the road network. Traffic management solutions are often very expensive so you should plan to minimise this as appropriate.
- Sealed, or hardcore surfaces are preferable. Participants should not require special skill to join community cycling events. If your route does involve unsealed, off-road paths, these should be a wide enough to allow two riders side-by-side, and no-more technical than 'green' standard at an off-road forest cycling park.
- Community cycling events are not endurance events – participants should finish wanting to cycle more, not less! You should expect all participants, including young children, to comfortably complete a ride in around 90minutes (not including any stops that might be encouraged on-route)
- Keep elevation to a minimum. While it may be necessary for some participants to briefly dismount to cross a feature such as a railway embankment, sustained gradients and descents should be avoided wherever possible.
- Your event headquarters should be accessible from your route. If this includes crossing a major road or barrier, consider how event officials can reach participants safely and vice versa.

Items eligible for grant funding

Cycling Scotland will manage a grant fund for lead community partners. It is anticipated that grants of up to £10,000 will be available to support detailed expenditure plans, with the bulk of funding expected to support any appropriate traffic management solutions. Items and services eligible for grant funding will include:

- **Event set up:** venue hire, toilet hire
- **Providers:** catering, first aid, an MC, bike repair service
- **Route support:** traffic management contractor, TTRO publication, site-specific signage
- **Local event publicity and branding:** printing costs for flyers, site specific promotional banners
- **Equipment:** sustainable resources to support future events (eg. gazebo, cones, stakes, water bowlers)
- **Vehicle Hire:** short term van hire to move resources over event weekend

Please note:

- No match funding requirement, but an indication of any in kind support is required
- Funding is paid in advance, in one payment – **not** arrears
- Support and advice of Cycling Scotland's team is available

Advisory support

Cycling Scotland will provide up to 20hrs of event support to assist community groups to plan and deliver Pedal for Scotland events. This includes:

- Advice on site and route plans
- Attendance at first partnership meeting
- Attendance at appropriate Local Authority event planning meeting and debrief post event
- Advice on event communication plan

Ineligible expenditure

Funding cannot be used for retrospective costs. Please consult Cycling Scotland's Standard Conditions of Grant or contact us for further advice.

Roles and responsibilities

Cycling Scotland's responsibilities include:

- provision of grant
- promotion of events and social media activity
- a website landing page, online booking system and communication with participants
- providing an event logo and guidelines to support any additional local promotion
- wide-ranging advisory support for event delivery

- Pedal for Scotland route signage for use only on any off-road sections of a route
- an event photographer
- providing staffing to assist on the day
- producing an analysis of a post event survey to participants
- providing rider bibs and pins, and medals for each participant

Event lead organiser's responsibilities include:

- meeting criteria and requirements of grant funding
- identifying and agreeing a start location and route
- liaising with the Local Authority/landowner as appropriate
- ensuring necessary traffic management is secured (if relevant)
- taking the lead on community engagement
- having adequate insurance of £10million public liability in place
- preparing and signing off of the event Risk Assessment
- managing, staffing and delivering a safe event
- identifying a local provider who can offer free bike hire
- supporting promotion through their channels (e.g. social media)
- using the supplied Pedal logo in event and promotional collateral, where feasible, and always following brand guidelines
- securing and briefing First Aiders and route marshals
- event debrief including key learnings, participant numbers, environmental impact considerations, inclusivity etc

Part B - events with 50-250 participants

Aims

For events with 50-250 participants the strategic aims are:

- To get more people cycling more often in communities across Scotland
- To support inclusive cycling activity at existing community events
- To highlight local cycling infrastructure and opportunities
- To give community groups experience of organising cycling events

Criteria for events

- Be community led, with support from relevant landowners and/or local authority
- Showcase local cycling infrastructure and raise the positive profile of cycling
- Be inclusive and designed for novice participants and not competitive, on routes with limited hilliness, on any suitable surface, and not requiring specialist technical skill
- Are not expected to involve the closure of roads
- Events will expect to attract between 50 – 250 participants
- Engage the local community, providing opportunities for relevant local groups working in partnership (including active travel, sustainability, community development etc) to showcase their role and promote their activities
- Use easily accessible venues
- Delivered in 2021, preferably between May and October
- Develop local skills and resources with an ambition for future sustainability in event delivery
- Be delivered with minimal environmental impact

Items eligible for grant funding

Grant funding of up to £1,000 will be available to support events. Items and services eligible for grant funding are detailed below.

- Event set up and equipment
- Event logistics, eg First Aid
- Enhancing the participant experience
- Event insurance
- Subsidising participant entry

Ineligible expenditure

Funding cannot be used for retrospective costs. Please consult Cycling Scotland's Standard Conditions of Grant or contact us for further advice.

Roles and responsibilities

Cycling Scotland's responsibilities include:

- provision of grant
- promotion of event on social media and listing on Cycling Scotland's website
- producing an analysis of a post event survey to participants

Event lead organiser's responsibilities include:

- delivering the event with adequate insurance in place
- meeting criteria and requirements of grant funding
- liaising with the Local Authority/landowner as appropriate
- sending out a post event survey to participants
- support of Cycling Scotland to be acknowledged appropriately.

Part C – for all events

Assessment

The stages of assessment and selection are summarised as:

Pre-application support: Cycling Scotland can provide advice on proposed event in advance of an application being submitted.

Assessment and shortlisting: a panel convened by Cycling Scotland will review applications to assess eligibility, quality and alignment to the fund criteria. Cycling Scotland aim to inform applicants of the decision, or request for additional information, within one month on receipt of the application.

Follow up contact may be made with applicants to clarify any aspect of the proposals. Completed applications that are reviewed but have not been approved for funding will be eligible to receive feedback.

How to apply

Contact Cycling Scotland's Project Manager to have an initial discussion on the suitability of your project for application to the award. Incomplete applications will not be considered. Submit your application to info@pedal.scot

There is a limited amount of funding available during 2021. Applications are now live. There are two rounds of funding:

Round 1 – for events taking place before 30 June 2021 the deadline for applications is 30 November 2020.

Round 2 – for events taking place before 31 October 2021 the deadline for applications is 12 February 2021.

About Cycling Scotland

Cycling Scotland is the nation's cycling organisation. Working in partnership with other organisations, with funding from Transport Scotland, we help create an environment for everyone in Scotland to cycle easily and safely. Our vision is of a sustainable, inclusive and healthy Scotland where anyone, anywhere can enjoy all the benefits of cycling. For more information please visit www.cycling.scot

Cycling Scotland is a Scottish Charity, SC029760, regulated by the Scottish Charity Regulator (OSCR).