

Cycling Friendly

Communications toolkit for community groups

This communications toolkit is aimed at Cycling Friendly Community groups, supporting them to share the great work they're doing. It includes some basic principles of how to promote your project including:

- Audience: who do you want to speak to?
- Message: what do you want to tell them?
- Tools: what's the best way to reach them?



Who are you trying to speak to?

Think about the groups of people you need to engage with in order to make your project a success. These could include:

- People living / working near your project
- Service users you want to attend
- Other community groups and charities
- Volunteers
- Current and potential funders



What are you trying to say?

You know who you need to speak to, but what do you need to say to them? Your messages could be...

- *[to service users]*: Cycling is making a difference to peoples' lives – and it can do the same for you too
- *[to funders]*: Your funding means that our project is delivering an impact. Thank you.
- *[to volunteers]* We need your support: come and volunteer with us
- *[to other community groups]*: Partner with us and use our services to support your work in the community



How are you going to say it?

There are lots of tools at your fingertips to get your messages out into the world, from traditional media to digital platforms.

This toolkit will cover top tips for...

- Design e.g. leaflets, posters, brochures
- Media: press releases
- Digital: social media, newsletters

Design e.g. posters, leaflets

Considerations for design:

- Your target audience
- Key messages they need to know
- Benefits from engaging with your project
- A call-to-action e.g. sign up, visit website
- Accessibility: avoid font that's too small or on a background without contrast
- Be engaging: design that is thought-through and well-executed is more likely to catch the eye and presents your organisation as professional and trustworthy

Our programme of support to help Scotland be more cycling friendly:

You can work towards achieving our nationally recognised Cycling Friendly award, and our team can support you with one-to-one, impartial advice to help you encourage people to travel by bike.

To help you become Cycling Friendly, you can also apply for grant funding for bike racks, showers, pool bikes and other facilities to help you increase cycling in your workplace, community, school or campus.

Employer Use our award programme and apply for grant funding of up to £25,000 to help your staff choose a healthy and sustainable way to travel to and at work.

Campus Help your students to stay active and support their mental health. We provide colleges and universities with an award scheme, internship programme and up to £25,000 funding to install facilities that will get students and staff on their bikes.

Community We offer grants from £2,500 to £20,000 and support through our tailored award programme to break down barriers and bring people together through bikes.

Schools Our programme for primary and secondary schools provides funding and a nationally accredited award scheme that helps keep young people fit and healthy, equip them with skills and support hard-to-engage students.

cycling.scot

Scottish charity SC029760

Cycling
Scotland

Programme

Funded

The BIG BIKE Revival

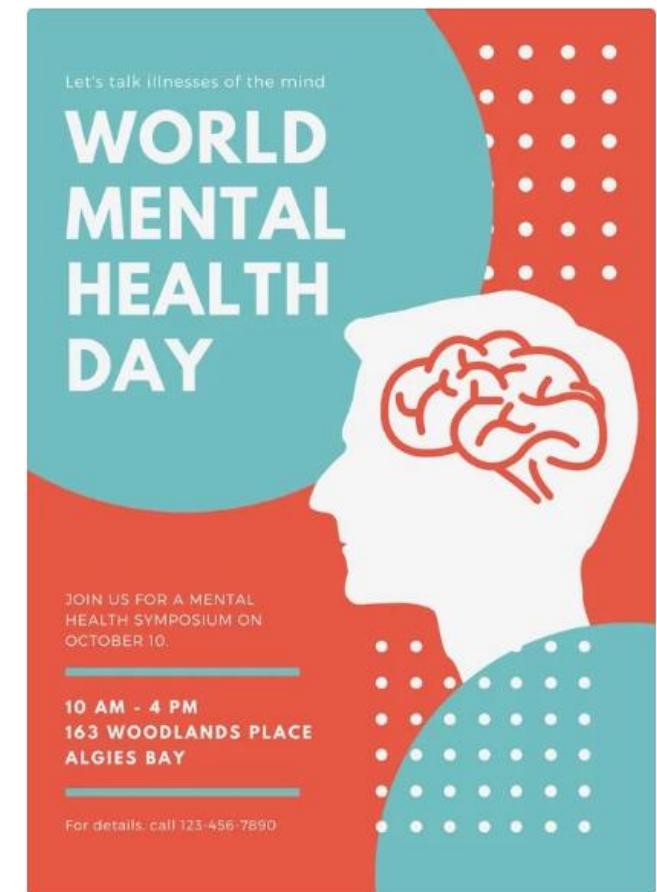
SUMMER OF CYCLING

SUMMER IS ALWAYS A PERFECT TIME FOR CYCLING BUT THIS YEAR IT'S EVEN BETTER THAN EVER!

WE'RE RUNNING EVENTS AND ACTIVITIES THAT WILL HELP YOU GET THE MOST OUT OF YOUR BIKE NO MATTER WHERE OR WHY YOU RIDE IT.

Find out what's on and when at:
WWW.BIGBIKEREVIVAL.ORG.UK

BROUGHT TO YOU BY
we are cycling
The cycling champion



Do...

- use a background colour that has enough contrast against your logo
- explore having a reversed colour logo for darker backgrounds



Don't...

- place your logo over busy photographs as it will clash
- stretch your logo



If you're using the Cycling Scotland or Cycling Friendly logos, please...

- remember to leave enough space around the logos – this is called the ‘exclusion zone’ and should be the height of the small letter ‘c’.
- leave the same amount of space around the logo
- make sure the logo isn’t smaller than the minimum size



Cycling
Scotland

← 20mm →

Cycling
Scotland

← 55px →

Sending a press release to media is a good way to highlight your work.

Remember to:

- Structure your release using the press release pyramid (right)
- Keep focused on the human-interest angle of your story: how your project is directly impacting and benefiting real people
- Include decent photography to accompany the news article
- Try not to go over one page
- Add your details should journalists want to contact you



Social media is a great way to engage with your audiences: you can get your message out quickly, for free, and to people who care about and are engaged with your work.

Remember to:

- Use visual content: images and videos
- Take advantage of hashtags, awareness days and @mentioning relevant people / organisations
- Engage with your followers and have a conversation
- Share articles that your followers will find interesting and which will generate conversations
- Use polls, quizzes and ask questions



Get directly into the inbox of people who are interested in your work, by sending out regular emails.

Remember:

- Gather email addresses at events and add to your mailing list
- Quality over quantity: send one brilliant email a month rather than rushing to create one every week
- People's attention spans are short, so try to stick to three key bits of content
- Include a call-to-action to encourage readers to, e.g. volunteer, fundraise, attend an event you're running etc.

bike for good

December Chronicles

Everyday Cycling Heroes

...Are all around us! Cycling is not just for professionals, or people who wear lycra, or people who go really fast, or people with fancy bikes. It's for everyone that's body enables them to balance and pedal. We are CELEBRATING these wonderful 'normal' cyclists across our city of Glasgow.

[Read Mark's story](#)

Xmas Opening Times

We're all heading off to eat some Christmas dinner with our loved ones, so make sure you check our opening times!

[West Hub](#): closing on Xmas Eve at 3pm.

There are lots of free tools and resources that can help you promote your work:

- [Communications planner template](#)
- [Design brief template](#)
- [Case study consent form template](#)
- [Social media policy template](#)
- [Google Alerts](#)
- [Google Analytics](#)
- [Hootsuite](#)
- [Mailchimp](#)
- [Canva](#)
- [Awareness Days](#)

Communications plan

Audience	Message	Tool	Frequency	Results
Who are you speaking to?	What do you want to say?	How are you doing to say it?	How often are you doing to contact them?	How are you going to measure if it's effective?
eg. Volunteers	<ul style="list-style-type: none">• <i>Thank them for their support</i>• <i>Share updated safeguarding policy</i>• <i>Encourage continued volunteering</i>	Newsletter	Monthly	<ul style="list-style-type: none">• <i>Open rates</i>• <i>Click rates</i>• <i>Acquisition analytics from volunteer registration</i>



**160 West George
Street
Glasgow G2 2HG
0141 229 5350
www.cycling.scot**