



# **Pedal for Scotland grant scheme**

## **Application guidance**

**2022**

Part A – for events with 250+ participants

Part B – for events with 50-250 participants

Part C – for all events

## **Part A - events with 250+ participants**

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

### **Aims**

For events with 250+ 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
- Reduce barriers to participation, providing access to bikes and using routes suitable for a variety of cycles.

### **Criteria for events**

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

- Support the local community
- Have the backing of the local authority and relevant landowners
- Showcase local cycling infrastructure and raise the positive profile of cycling
- Support novices, with routes designed for all abilities including a 5-year-old on a bike without gears (avoiding steep hills, descents and uneven surfaces including grass)
- Reduce barriers to participation, with free entry, access to bikes, and routes identified to support a wide range of cycles.
- Be free to enter for all participants
- Promote routes that are available year-round. Any on-road sections will require professional traffic management to ensure they are closed to motor traffic.
- Events will expect to attract at least 250+ participants
- 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 end September 2022

- 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 path, 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. Grass surfaces should be avoided, and grass should be cut short where unavoidable.
- 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 walk a feature such as a railway bridge, sustained or steep 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/first aiders can reach participants safely and vice versa.

### Items eligible for grant funding

Cycling Scotland will manage a grant fund for event organisers. Grants of up to £10,000 will be available to support detailed expenditure plans. Items and services eligible for grant funding include:

- **Event set up:** dedicated insurance, 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 bowsers)
- **Vehicle hire:** short term van hire to move resources over event weekend

Please note:

- There is no specific match funding requirement, but applicants should detail any value-in-kind contributions they are making
- Funding is paid in advance, in one payment – **not** arrears
- Support and advice from Cycling Scotland's team is available prior to application.

## Ineligible expenditure

Funding can only support a single event on an identified date. It cannot be used for a series of activities delivered over multiple dates, such as led rides, coaching sessions, or cycle instruction.

Events should be inclusive and encourage continued bike use beyond the event, whilst showcasing existing cycling infrastructure, where possible.

The funding is intended to cover mass-participation events, and does not cover:

- A series of led rides over different times/dates
- Individual bike leadership training
- Support for bike maintenance skills
- Support in the purchasing of bikes for individual use, or group use eg a fleet
- Competitive events

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
- national promotion of events; including:
  - a website landing page
  - social media posts
  - event logo, templates and digital toolkits to support local promotion
- access to an online event registration system
- digital templates for communication with participants if not using our online booking system
- Pedal for Scotland route directional signage for participants
- an event photographer
- monitoring and evaluation through post event survey to participants
- providing rider bib numbers and pins, and medals for each participant
- access to event equipment including branded feather flags, banners and wider signage inventory, (for collection from, and return to, Glasgow)

**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)
- commits to using approved 'Pedal event' branding, including use of the supplied Pedal event 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 organised by the community, 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 2022, preferably between May and End September
- 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 can only support a single event on an identified date. It cannot be used for a series of activities delivered over multiple dates, such as led rides, coaching sessions, or cycle instruction.

The funding is only available for the delivery of bike events as detailed in the Application Guidance.

[Application guidance](#)

Events should be inclusive and encourage continued bike use beyond the event, whilst showcasing existing cycling infrastructure, where possible.

The funding is intended to cover mass-participation events, and does not cover:

- A series of Led rides over different times/dates
- Individual bike leadership training
- Support for bike maintenance skills
- Support in the purchasing of bikes for individual use, or group use eg a fleet
- Competitive events

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
- provide a post event survey template for event users to disseminate 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 of the application deadline

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

Applications should be submitted using [Cycling Scotland's online grant portal](#).

The application process will ask applicants to provide the following:

- contact details of applicant and organiser, any event partners
- event location, date, distance, description, intended audience etc
- details on event management – insurance provider, if relevant, traffic management requirements
- details on event budget

Cycling Scotland's Project Manager can be contacted on [info@pedal.scot](mailto:info@pedal.scot) for an initial discussion on the suitability of your project for application to the award. Incomplete applications will not be considered – all fields should be completed and note where any information provided is only provisional.

There is a limited amount of funding available during 2022. The application submission deadline is Monday 28<sup>th</sup> February at noon:

### 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](http://www.cycling.scot)

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