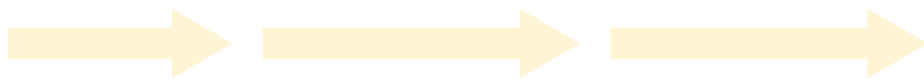


CYCLING SCOTLAND ANNUAL REPORT AND ACCOUNTS

2017-18



Welcome



Welcome to Cycling Scotland's Annual Report 2017-18, covering the wide range of cycling activities we've delivered, funded and worked with partners to support. Implementing the first year of our new Strategy 2017-22, our focus has remained resolutely on our charitable mission to create and deliver opportunities and an environment so anyone anywhere can cycle safely and easily.

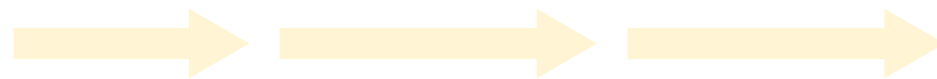
The announcement in September 2017 of a doubling of investment in active travel is a recognition of the importance of this agenda to everyone in Scotland. October 2017 saw further recognition of this agenda when the Scottish Parliament unanimously called for every schoolchild to have the opportunity to benefit from cycle training. We have played our part, expanding capital investment to improve facilities at destinations, co-ordinating cycle training for 50,000 people and working with schools, communities, campuses and workplaces to get more people cycling. Our engineering social enterprise, TP&E, worked in more areas of Scotland to improve paths and the physical environment for cycling.

We are working with Active Travel Delivery Partners, local authorities, Regional Transport Partnerships, grassroots organisations and many others to drive the case for cycling. We are grateful for the support of many organisations for our work ranging from our principal funder Transport Scotland to NHS Health Scotland to ScotRail. We're also grateful to official charity partner STV Children's Appeal and numerous other individuals and organisations who have supported the success of Pedal for Scotland.

Looking ahead, 2018-19 is seeing successful investment of the doubled active travel budget, the progress of the Scottish Government's Transport Bill should enable improved management of parking and roadworks while we will continue to work with Police Scotland and road safety stakeholders to tackle serious injuries amongst people cycling. Above all, this year will see the great team at Cycling Scotland continuing to work with thousands of people to accelerate the everyday cycling revolution. My thanks to them and everyone involved in transforming the world around us for more people to enjoy the freedom of cycling.

Keith Irving, Chief Executive

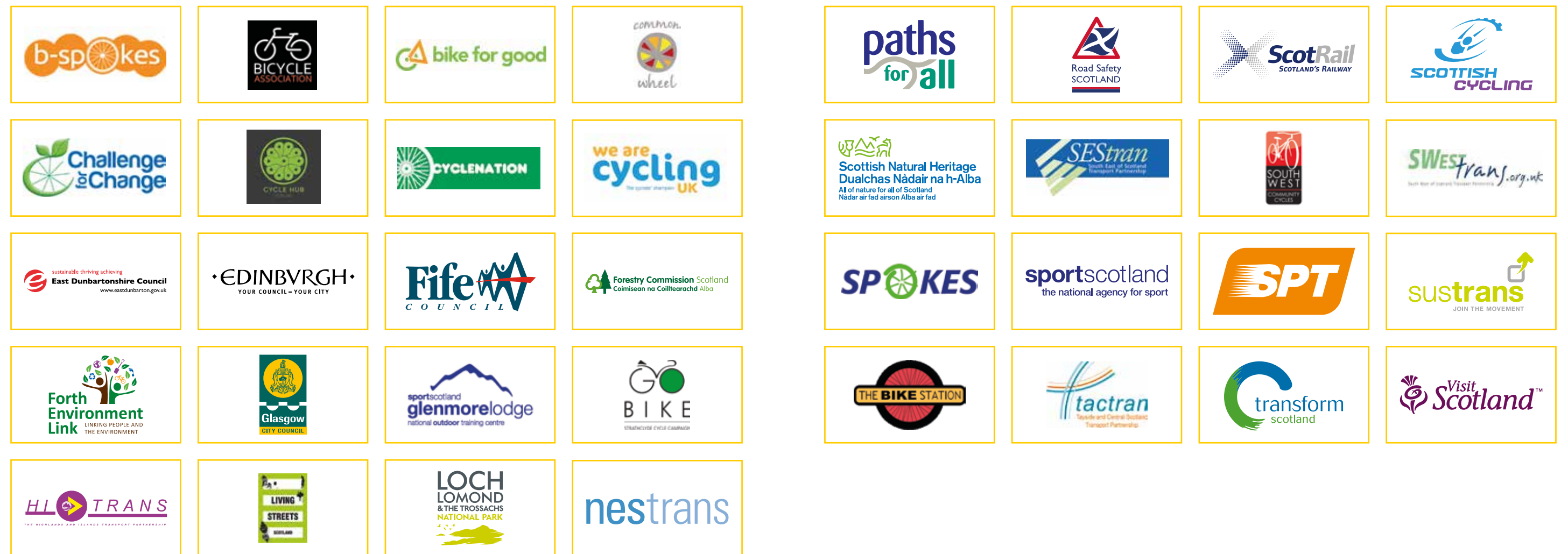
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Cycling Scotland Members

WE ARE WORKING WITH ACTIVE TRAVEL DELIVERY PARTNERS, LOCAL AUTHORITIES, REGIONAL TRANSPORT PARTNERSHIPS, GRASSROOTS ORGANISATIONS AND MANY OTHERS TO DRIVE THE CASE FOR CYCLING.



IMPLEMENTING THE FIRST YEAR OF OUR **NEW STRATEGY**
2017-22, OUR FOCUS HAS REMAINED RESOLUTELY ON
OUR CHARITABLE MISSION TO CREATE AND DELIVER
OPPORTUNITIES AND AN ENVIRONMENT **SO ANYONE**
ANYWHERE CAN CYCLE SAFELY AND EASILY.



SCHOOLS BIKEABILITY SCOTLAND



Bikeability Scotland provides children across Scotland with a life skill, enabling them to cycle confidently and make safer decisions.

In the year 2017-18, 37,000 children have benefitted from the training, including record breaking years for Stirling, Western Isles, Glasgow, Angus and East Lothian. As rollout of a successful model developed with East Renfrewshire Council has begun, there has been a large increase in opportunities to participate in Level 3. A targeted communications campaign in spring made a positive impact in making parents aware of Bikeability and the local opportunities for children to take part.

37,000

CHILDREN THROUGH BIKEABILITY DURING 2017-18

In collaboration with a number of independent and national retailers, Cycling Scotland has developed an 'Accredited Retailer Programme', aimed at promoting local bike shops as trusted suppliers, and increasing knowledge of the industry staff to support children to access appropriate bikes.

Evaluation commissioned by Cycling Scotland found "Bikeability Scotland Level 2 (on-road) training resulted in considerable improvements in pupils' learning across cognitive, psychomotor and affective domains" (Edukado, January 2018 – Bikeability Level 2 Trainers' Evaluation)

Case study →

Andrea Williams of Blackwood Primary School in South Lanarkshire received the Bikeability Scotland 'Pupils' Choice Award' for 2017. Her P7 pupils told us:

- "Andy is the best because she is fun, not too strict, but not too laid-back. Andy teaches me something every day, even when I meet her on my walk to school, she will teach me things. She is really fun!"
- "Andy does not take any carrying on, she makes sure that we are OK, safe and that we understand. She gives us help if we need it."

In addition, P7 Teacher Emma Murray commented that, "Andy is kind, caring and an excellent instructor who is enthusiastic about cycling."



NURSERIES PLAY ON PEDALS

Cycling Scotland is a member of the Play Together on Pedals Partnership with Cycling UK and Play Scotland, supporting opportunities for pre-school and family cycling in Glasgow and Edinburgh.

Within the partnership Cycling Scotland provides training opportunities and resources for communities

and Early Years staff. Through funding from Transport Scotland, Cycling Scotland has partnered with Local Authority Early Years across 25 local authorities, to make training available to over 8,000 children.

8,000

TRAINING MADE AVAILABLE TO OVER 8,000 CHILDREN



Education & Training

INDIVIDUALS ESSENTIAL CYCLING SKILLS

Cycling Scotland has developed a range of training opportunities and resources for adults looking to gain confidence cycling through Essential Cycling Skills.

Throughout 2017-18 our tutors have received CPD in delivering skills to users of ebikes and cargo bikes, and a new two hour course programme is being rolled out across the 30 active delivery centres.

30 ACTIVE DELIVERY CENTRES

CYCLE RIDE LEADER

The Cycle Ride Leader course equips people with the skills to lead groups of less experienced riders on short routes, building confidence and highlighting safer routes.

We work in communities across Scotland, empowering and training individuals to support more people to cycle.

499 PEOPLE CERTIFIED AS CYCLE RIDE LEADERS

CYCLE PATROL

Cycle Patrol is a practical course that is designed to equip participants with the skills, confidence and knowledge to perform their patrol duties by bike.

Across the course of two days, the programme covers on and off-road cycling as well as bike set up, repairs, navigation, health and safety, equipment and clothing. We're delighted to have supported the police, first aid providers, homeless charities and volunteers to feel more confident on their bikes.



GO MOUNTAIN BIKE

Cycling Scotland continues to run Go Mountain Bike, a mountain bike achievement award that allows people to develop their riding skills and understand how to look after themselves, their bike and others around them.








By advancing through the five levels of award, participants can explore four themes ranging from riding skills and first aid to independence and sharing the outdoors.

PARTICIPANTS CAN EXPLORE FOUR THEMES RANGING FROM RIDING SKILLS AND FIRST AID TO INDEPENDENCE AND SHARING THE OUTDOORS



Education & Training In Numbers

DURING 2017-18:

- 37,000** CHILDREN TOOK PART IN BIKEABILITY 
- 8,000** CHILDREN TOOK PART IN PLAY ON PEDALS 
- 1,146** PEOPLE GAINED GO MOUNTAIN BIKE AWARDS 
- 42** PROFESSIONALS & VOLUNTEERS TRAINED AS CYCLE PATROLLERS 
- 1,045** HGV/PCV DRIVERS ATTENDED PRACTICAL CYCLE AWARENESS TRAINING 
- 536** YOUNG & LEARNER DRIVERS ATTENDED PRACTICAL CYCLE AWARENESS TRAINING 
- 1,200** ADULTS ACCESSED ESSENTIAL CYCLE SKILLS TRAINING & LEARNING RESOURCES 

48,969 PEOPLE DEVELOPED SKILLS & CONFIDENCE TO CYCLE

- 242** EARLY YEARS PRACTITIONERS TRAINED AS PLAY ON PEDALS INSTRUCTORS 
- 6** LGV/PCV INSTRUCTORS TRAINED AS CYCLE INSTRUCTORS 
- 499** PEOPLE CERTIFIED AS CYCLE RIDE LEADERS 
- 945** PEOPLE TRAINED TO INSTRUCT OTHERS TO CYCLE 
- 36** INSTRUCTORS ORIENTATED TO DELIVER GO MOUNTAIN BIKE 

1,728 TRAINED AS LEADERS OR INSTRUCTORS TO CASCADE TRAINING



ORGANISATIONS PRACTICAL CYCLE AWARENESS TRAINING



Practical Cycle Awareness Training aims to make drivers aware of the risks that people on bikes experience on the road, to understand the behaviour of cyclists and to anticipate how they ride.

We worked with Recyke-A-Bike and Bike for Good to offer vulnerable road user training to three key groups:

- Drivers of Large Goods Vehicles (LGV) and Passenger Goods Vehicles (PCV)
- Drivers of fleet vehicles
- Learner drivers (see below)

There was positive news this year for Cycling Scotland's Practical Cycle Awareness Training for LGV and bus drivers as the programme was recognised by the Fleet Operator Recognition Scheme (FORS). This will support bus and LGV fleet operators working towards the FORS Silver Award scheme. We have also supported 1,045 drivers to access the training, promoting vulnerable road user awareness and increased understanding of decision making for people cycling.

INDIVIDUALS CYCLE AWARE TRAINING FOR LEARNER DRIVERS

Thanks to funding from the Road Safety Framework Fund, we also adapted the Practical Cycle Awareness Training programme to target people learning to drive.

Over 530 people participated during the pilot that was evaluated by an expert team at Heriot Watt University and the training was found to demonstrate a significant improvement in cycle awareness: "Learner Driver Cycle Awareness Training works. People who take it show statistically significant improvements in their self-reported cycle awareness after doing the training".

QUALITY ASSURANCE

Monitoring the quality of our courses is essential to ensuring that instructors are supported and that training continues to meet the needs of users.

During 2017-18, 6.4% of courses delivered received observation visits, including Bikeability Scotland training sessions in eight local authority areas. As a result of feedback from these visits, the Cycle Trainer Plus course schedule has been extended to cover additional learning and support for instructor trainers, while good practice has been shared at instructor and tutor networking days.





CYCLING SCOTLAND CONFERENCE 2017

In October 2017, Cycling Scotland welcomed over 220 delegates from the active travel sector to Glasgow for our flagship annual conference.

On day one, more than 70 delegates attended study tours which took place across Glasgow, including a walking tour of Paisley, a then-candidate for the 2021 UK Capital of Culture. Cycling tours visited Glasgow-based community projects, universities involved in the Cycle Friendly Campus programme, as well as new infrastructure and regeneration developments in the city.

This year's Civic Reception, hosted by Glasgow City Council, saw the presentation of the inaugural Cycling Champion of the Year Award.

Awarded jointly by Cycling Scotland and our partners Scottish Cycling, Cycling UK and Sustrans Scotland, the award recognises an individual who has made a significant contribution to cycling at the national, regional or local level in Scotland. 'Highly Commended' was awarded to PC Dominic Doyle for his work on Operation Close Pass and the winner of the 2017 Cycling Champion of the Year Award went to Sally Hinchcliffe for her tireless campaigning around active travel.

The second day of the conference was chaired by BBC Sports presenter Rhona McLeod and featured an address from Minister for Transport and the Islands, Humza Yousaf MSP, as well as a welcome to the city from Cllr Anna Richardson, City Convenor for Sustainability and Carbon Reduction. Karen Haley, Executive Director of Indianapolis Cultural Trail, gave an inspiring presentation demonstrating how the trail has benefitted both the tourist and local economies and increased active travel among the city's population. Delegates also heard from Police Scotland on their Operation Close Pass Initiative and from Connswater Community Greenway in Belfast, who have transformed a deprived quarter in the east of the city into a thriving and active green outdoor community space.

Feedback was very positive with over 97% of respondents stating that they would attend the conference again, and we look forward to welcoming delegates to our 2018 conference to be held in Dundee.

WE HEARD FROM POLICE SCOTLAND ON OPERATION CLOSE PASS AND FROM CONNSWATER COMMUNITY GREENWAY WHO HAVE TRANSFORMED A DEPRIVED QUARTER IN BELFAST INTO A THRIVING AND ACTIVE COMMUNITY SPACE

ACTIVE TRAVEL CONFERENCE 2017

Held in June, the Active Travel Conference attracted more than 170 delegates and exhibitors to Glasgow.

Hosted by Paths for All, Sustrans Scotland, Living Streets Scotland and Cycling Scotland, the conference brought together organisations from across the active travel sector. With keynote speeches from Steve Melia, University of the West of England and Lesley Hinds, former councillor City of Edinburgh Council, the conference included a panel session with representatives from industries outside active travel. Representatives from road haulage, drivers institute, housing and education brought new perspectives, exploring how others see active travel and how we can work together.



The afternoon featured a series of masterclass workshop sessions on stakeholder engagement, social marketing, and effective targeting of audiences.

The conference came to an end with a final plenary address from Paul Lawrence, Executive Director, Place, City of Edinburgh Council, who provided a very useful insight into what local authorities can do to promote active travel, and the challenges they face.

NATIONAL MONITORING FRAMEWORK

Over the past year, Cycling Scotland has continued to develop the National Monitoring Framework (NMF). The NMF is a Scotland-wide project to monitor cycling levels and modal share with an open data ethos.

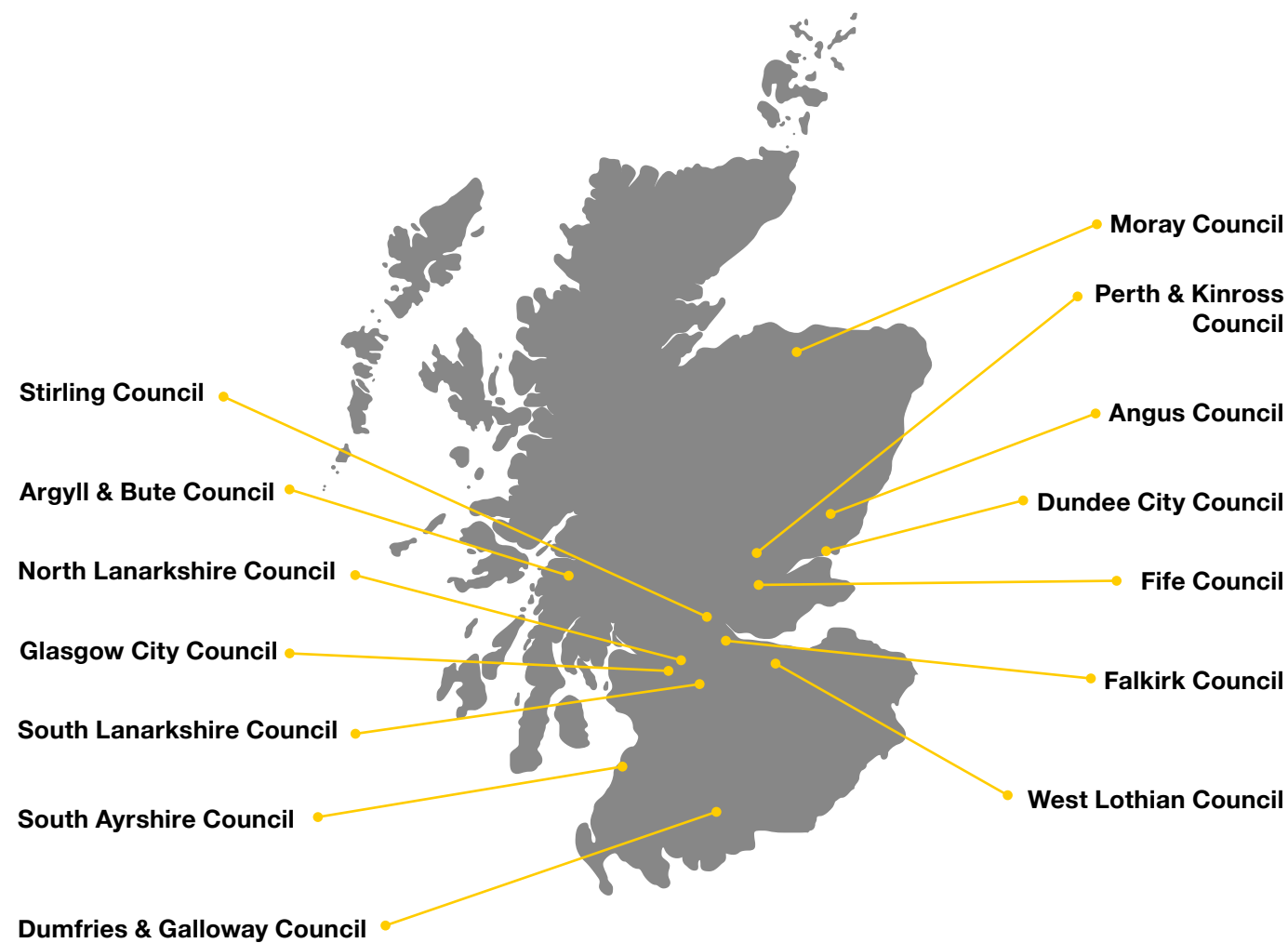
Working with delivery partners Streetwise Services and Q-Free, the National Monitoring Framework now works with 14 partners: see map, below

Since its inception, over 30 automatic cycle counters have been installed as part of the NMF. Alongside these counters, 48-hour temporary counts have taken place at over 50 locations across Scotland.

These temporary counts take place biannually to get a clearer picture of how mode share is changing across the country.

The data from the NMF is open to all and to help facilitate this Cycling Scotland is working with Urbantide to develop an online open data platform. This platform will contain automatically updating data from the fixed counters as well as the results from all of the temporary counts for anyone to view, analyse or download.

Cycling Scotland will develop and build upon the work done so far to continue growing the network across the country.



CYCLING POTENTIAL TOOL

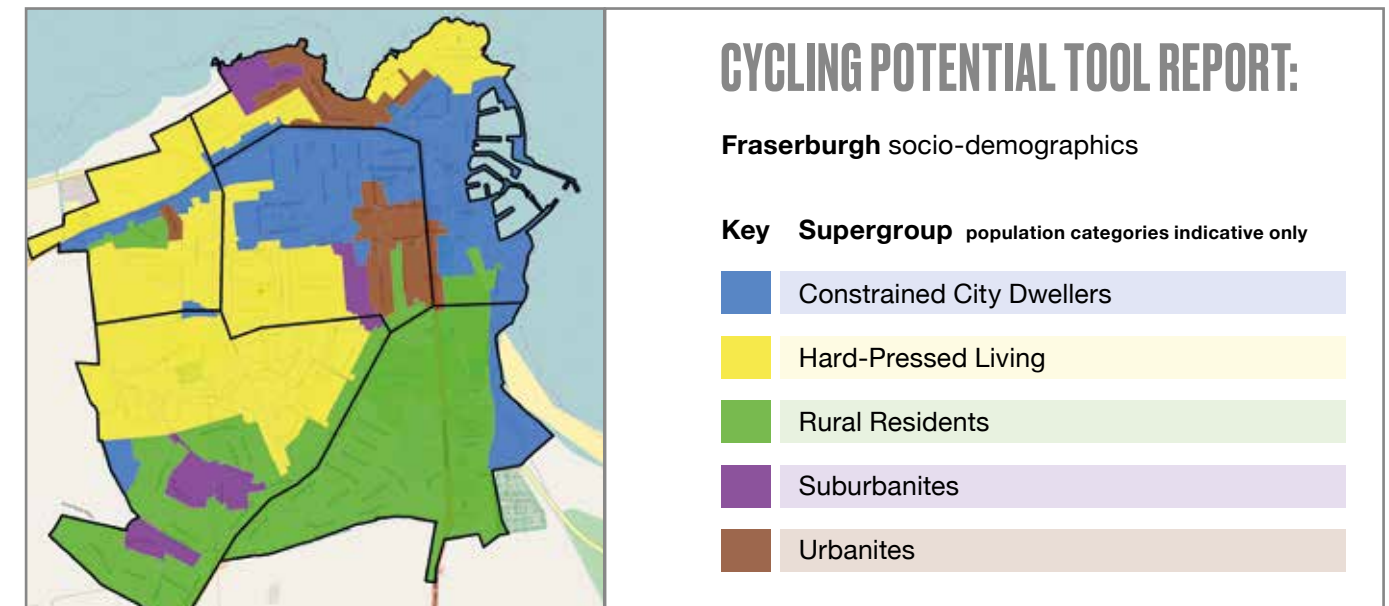
The Cycling Potential Tool (CPT) is a geographic information system (GIS) tool developed by Cycling Scotland which examines data from an area to find out which locations are most likely to see an increase in cycling with additional infrastructure, support and investment.

Building upon the work done with Aberdeenshire Council and their Integrated Travel Towns masterplans last year, Cycling Scotland has been working with South Lanarkshire Council to analyse the cycling potential of Rutherglen, Lanark, Hamilton, East Kilbride, Cambuslang and Blantyre.

Introductory base level reports have also been completed for at least one settlement in all of Scotland's local authorities and are available for free to partners as an example of the assistance the tool can provide.

Improvements have also been made to some of the CPT's original modules with technical improvements and additional datasets to the Development Module. This module focuses on proposed housing developments and aims to analyse the inherent cycling potential of the area as well as the area surrounding the site. It aims to be a tool for planners and developers alike to help shape the cycling environment on offer within the development.

The Cycling Potential reports themselves also continue to be developed, enabling the introduction of additional information such as Strava data, historic air quality information and Scottish Index of Multiple Deprivation and Socio-demographics. Development of the tool and work with additional partners will continue over the coming year.



CYCLE FRIENDLY BEHAVIOUR CHANGE PROGRAMMES

Working in workplaces, schools, campuses and communities, Cycling Scotland runs a portfolio of Cycle Friendly programmes that aim to make cycling easy, accessible and part of daily life.

CYCLE FRIENDLY EMPLOYER



Supporting staff to choose a bike for their daily commute is a key aim of the Cycle Friendly Employer programme. In 2017-18, 76 employers across Scotland have achieved the Cycle Friendly Employer award, taking the total number of worksites to 515. A further 159 workplaces have registered and are working towards gaining Cycle Friendly Employer status.

The Workplace Development Grant fund awarded £285,000 to 31 public, private and third sector organisations across Scotland for capital investment projects with employees benefitting from investment in cycle parking, showering facilities, maintenance as well as cycle training opportunities.

Over 450 workplaces participated in the Big Count, our biannual snapshot of the number of bikes in workplaces across the country.

We have engaged with construction agencies this year and Balfour Beatty was one of the first to attain Cycle Friendly Employer Award status. This year saw links established with Considerate Construction Scheme Best Practice Hub to ensure the programme supports construction professionals and contractors.

Case study →

GLASGOW WOOD RECYCLING

Glasgow Wood Recycling is a thriving social enterprise that has achieved the Cycle Friendly Employer Award and been awarded funding from the Cycle Friendly Employer Development Fund.

Glasgow Wood Recycling has improved their cycling facilities including installing a new cycle shelter (made from recycled wood!), bought tools and a bike stand, bought a pool bike, undertaken bike maintenance training and appointed a cycling champion.

Merle Collett, employee said:

- “People have been telling me cycling is great for years but I didn’t really get it until now. I love the freedom my bike has given me and have loved getting out and about on my bike during the cycle challenge. It’s given me the confidence to keep cycling.”

CYCLE FRIENDLY COMMUNITY AWARD

The Cycle Friendly Community programme recognises the hard work of communities to promote cycling as an accessible and convenient travel option. Projects involved cover a variety of themes from tackling isolation and homelessness to increasing access to bikes, capacity building and building community cohesion.

Over £140,000 of funding was delivered through the Development Grant funding and was allocated to 13 community groups who successfully applied to develop and deliver projects in their villages, towns and cities, and leveraged £100,000 in match funding.

In 2017-18, the successful communities awarded funding include Dundee Disability Sport, Easterhouse Phoenix Development and Bikeworks Fife.

Case study →

STREET CYCLES: GOING THE EXTRA MILE

Simon Community Scotland provides support for people who are experiencing homelessness in and around Glasgow. The team were increasingly struggling to reach people in the south and west of the city and set up Street Cycles so they could travel in pairs on specially equipped bicycles, carrying large quantities of life-changing items, including food, clothing, first aid, sanitary products, needle exchange kits and sleeping bags.

By mapping the city and offering basic supplies, the Street Cycles team can make vital connections with people, building contact and trust with those requiring support. More experienced and trained staff are then able to follow up with individuals and support people off the streets. They undertake a mapping exercise where they seek out ‘skipper’ sites with a view to engaging and supporting people they find.

Through training and support from Cycling Scotland, volunteers undergo Cycle Patrol courses as well as a cycling maintenance qualification. Funding from Cycling Scotland supported the purchase of maintenance tools, delivery of training courses and covered monitoring costs.

A wide range of individuals and organisations have been pivotal in launching this initiative. Other partners include Transport Police, Cycling UK and Freewheel North, all of whom have been working in partnership with Simon Community Scotland for over 12 months, delivering a range of programmes from sleeping bag distribution to providing Build Your Own Bike programmes.

Street Cycles Glasgow project was Highly Commended at the Scottish Transport Awards in 2018.

BY MAPPING THE CITY AND OFFERING BASIC SUPPLIES,
THE STREET CYCLES TEAM CAN MAKE VITAL
CONNECTIONS WITH PEOPLE, BUILDING CONTACT
AND TRUST WITH THOSE REQUIRING SUPPORT

Behaviour Change

Cycle Friendly

CYCLE FRIENDLY CAMPUS

The Cycle Friendly Campus programme is designed to support students and staff living, studying and working on Scottish campuses to see cycling as a healthy, sustainable and affordable travel choice.

In 2017–18, a further nine campus locations attained the Cycle Friendly Campus Award, including West Lothian College, University of West of Scotland and Glasgow Kelvin College.

Through our Cycle Friendly Campus Development Fund, over £326,000 was allocated to 29 successful campuses, delivering a range of projects that improve cycling facilities and increase cycling rates across campus locations.

This year also marked the second year of the Cycling Scotland Graduate Living Wage placement project benefiting eight campuses, including Forth Valley College, Edinburgh Napier University and University of Strathclyde.

The Campus Cycling Officers supported and enabled institutions to promote cycling as a healthy and sustainable travel choice, delivering promotional and project engagement activities for staff and students in partnership with the host institutions.

The scheme continues to develop and is supported by the Environmental Association for Colleges & Universities and managed via Bright Green Business.

THROUGH OUR CYCLE FRIENDLY CAMPUS DEVELOPMENT FUND, OVER £326,000 WAS ALLOCATED TO 29 SUCCESSFUL CAMPUSES

Case study →

THE UNIVERSITY OF STRATHCLYDE

“The University of Strathclyde has benefitted immensely from the Cycle Friendly internship programme. Our intern, Clement, has moved the University’s Cycling Strategy and Travel Plan forward in all areas since he started here. The most valuable aspect has been the face-to-face engagement with staff and students that the internship has facilitated. Of particular note was the University’s

first Cycling Festival held on the city centre campus. The University values its strengthened relationship with Cycling Scotland and looks forward to working closely with them for many years to come”.

**David Charles – Energy Engineer,
University of Strathclyde.**



Behaviour Change

Cycle Friendly



CYCLE FRIENDLY SCHOOL

The Cycle Friendly Schools programme aims to ensure cycling is an integral part of schools' culture, improving the health of pupils and staff, improving the school environment and engaging pupils. In 2017-18, 43 schools attained the Cycle Friendly Schools award and a further 35 schools have been assessed and issued with action plans to achieve the award. Over 450 schools are now engaged in the Cycle Friendly Schools programme impacting over 150,000 pupils.

Grant funding of over £30,000 has been awarded to 16 schools across the country to help them support more pupils to cycle. We're working with schools across the country, from Aberdeen to Angus, East Dunbartonshire to Edinburgh.

Sharing best practice to promote cycling rates resulted in two Pupil Champion events held in October 2017 and March 2018 with 19 secondary

schools from across Scotland taking part. 48 Pupil Champions are now responsible for encouraging other students to get involved.

The launch of a pilot 'Bicycle Club' in conjunction with the charity Primary Engineer has increased the reach and impact of the programme, using bicycles as teaching tools for STEM with Bikeability Level 3 included in the training package.

Participation is also ongoing as part of a 'Safer School Run' working group with DRCET (Dumbarton Road Corridor Environment Trust), Living Streets, Sustrans, Glasgow Centre for Population Health, Police Scotland and stakeholders. This project in Glasgow has the potential to be developed into a transferable template for other areas.

GRANT FUNDING OF OVER £30,000 HAS BEEN AWARDED TO 16 SCHOOLS ACROSS THE COUNTRY TO HELP THEM SUPPORT MORE PUPILS TO CYCLE

Case study →

CATHKIN HIGH SCHOOL

Cathkin High School submitted a bid for the Cycle Friendly Secondary Schools development grant. Survey results showed that 80% of pupils had access to a bike, but only a limited number use them regularly. A lack of training was highlighted, and the school spoke to the local authority Bikeability Coordinator to introduce Bikeability Scotland cycle training for pupils to upskill them for cycling on-road. A staff and student committee was set up and funding was secured, part of which included a shipping

container to address a lack of storage in the school and provide a maintenance area.

Cycling was used to reach out to disengaged pupils through various activities including Bikeability training. As a result of cycle training and activities, truancy rates dropped among the group of disengaged pupils and a group of eight pupils cycled to nearby Cathkin Braes and responded that it was the "best Friday afternoon ever".

PEDAL FOR SCOTLAND



7,054 PEOPLE TOOK PART IN PEDAL FOR SCOTLAND IN 2018 INCLUDING CAPITAL FM PRESENTER DES CLARKE, WHO ONLY RECENTLY LEARNED TO RIDE A BIKE.

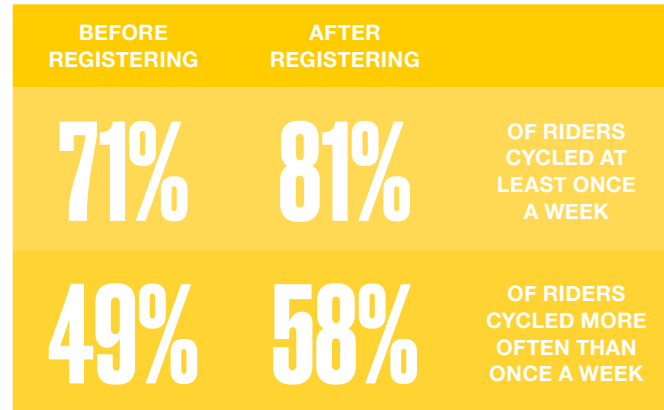
Behaviour Change Events

PEDAL FOR SCOTLAND



Pedal for Scotland is the largest cycling mass participation event in Scotland, promoting and delivering multiple health, economic, environmental and social benefits. This year was our 20th event and 7,054 people took part across four rides:

- **Classic Challenge** – a 45-mile cycle from Glasgow to Edinburgh
- **Wee Jaunts** – short, family-focused rides in Edinburgh and Falkirk
- **Big Belter** – a 100-mile ride, aimed at people ready for a bigger challenge



The range of people taking part and benefitting this year was diverse, with riders aged five to 88 years old enjoying cycling together and the sense of achievement from completing a big challenge.

The success of Pedal for Scotland relies on the support of so many organisations and individuals, including our key funder and sponsors: Transport Scotland, Sustrans, Capital Radio, Cycle Republic and our official charity partner, STV Children's Appeal.

Volunteers play a really important role and we are grateful to everyone involved this year including Police Scotland Youth Volunteers, Police Cadets, the RAF Cadets and the Fire and Safety service.

Local communities along the route are also a big part of the event and this year we partnered with churches, community groups and local businesses who provided food and drinks, music and entertainment.

Many other organisations helped make Pedal for Scotland happen this year including Glasgow, North Lanarkshire, Falkirk, West Lothian and Edinburgh Councils, Police Scotland and Scottish Ambulance Services, St Andrew's First Aid, Edinburgh Trams, Slamannan Primary School, Young Scot, Historic Environment Scotland and the event delivery company WMP.

A big thanks to all for another successful Pedal for Scotland and the opportunity it provides to encourage more people in Scotland to cycle more often.



"I USED TO BE VERY FIT AND LET IT SLIP AS THE YEARS WENT BY. MY SIXTIETH BIRTHDAY CHALLENGE IS TO CYCLE, WALK AND RUN – PEDAL FOR SCOTLAND IS MY CYCLE CHALLENGE"

7,054 RIDERS TOOK PART IN PEDAL FOR SCOTLAND 2018

GIVE EVERYONE CYCLE SPACE

Cycling Scotland's flagship road safety awareness campaign returned to educate drivers about overtaking people travelling by bike.

Using out-of-home media, radio, television, newspapers and social media, the campaign targeted drivers across Scotland throughout April and May 2018. We also supported Police Scotland again this year on Operation Close Pass which won the 2018 Scottish Transport Award for 'Most Effective Road Safety, Traffic Management and Enforcement Project'.



Over 1,000 people across Stirling, Inverness, Dundee, Glasgow and Edinburgh were interviewed on the impact of the campaign:

- Over 70% recalled at least one element
- Almost two-thirds agreed that the campaign has made them more aware of the space to give people cycling on the road
- 57% said they would give 'as much space as you would give a car' when overtaking

"THIS IS GOING TO MAKE ME MORE AWARE OF THE SPACE I'M GIVING TO CYCLISTS"

The media campaign was complemented by an interactive simulator which toured shopping centres in Aberdeen, Dundee and Glasgow, inviting drivers to try out a '30 second Cycle Challenge'. Audio and visual of a road accompanied the cycle on a stationary bike, with the added surprise of a moving wall that closed in on them, simulating a 'close pass' of an overtaking car.

Over 800 people took part in the challenge with many of those who participated reflecting on how they would think and behave differently when overtaking people on bikes in the future.

"IT MAKES YOU REALISE WHAT A CYCLIST HAS TO DEAL WITH"



TRANSPORT PLANNING & ENGINEERING

During 2017-18 Transport Planning & Engineering (TP&E), Cycling Scotland's social enterprise consultancy, has been working across Scotland for new and existing clients.

The team continues to design and manage multi-million pound investment in high quality infrastructure that will improve current active travel facilities and develop new routes.

Profits made from completing projects are invested back into promoting active travel through Cycling Scotland projects.

Karlene Doherty (Head of TP&E) is thrilled that TP&E has been shortlisted for Scottish Social Enterprise Awards in the Environmental category for which the awards will take place at the end of 2018.

Urban

TP&E has undertaken 10 active travel street audits of towns in Dumfries and Galloway to assist the council in making improvements that will encourage more people to walk and cycle locally. By using workshops to engage with local stakeholders, including primary school Junior Road Safety Officers and Global Gang, the team has gathered insight and input on improvements to network infrastructure.

Community

TP&E has assisted a number of community projects spread across Scotland, three of which have been progressed to construction this year and 5km of routes upgraded and constructed. Each of the paths will make it easier for people to travel actively as part of their everyday lives through walking or pedal power.

National Cycle Network & long distance routes

TP&E has been working on sections of the River Tay Way – a long distance route which is under development. The route is planned to provide a scenic non-motorised route between Kenmore and Perth. This has led to TP&E developing designs which are sensitive to conservation areas, areas of outstanding natural beauty and near at-risk listed structures.

To learn more about TP&E and how they can help your project, contact the team at info@tpande.org

Transport Planning & Engineering
TP&E

PLACES WE'RE WORKING

• Edinburgh	• Annan
• St Fillans	• Castle Douglas
• Bowling	• Dalbeattie
• Ardrishaig	• Gretna
• Barrhead	• Kirkcudbright
• Newton Mearns	• Langholm
• Mull	• Moffat
• Cairndow	• Balmaha
• Auchterarder	• Kenmore
• Newton Stewart	• Dunkeld
• Sanquhar	• Strathclyde Country Park
• Lockerbie	• St Andrews

WHO WE ARE

Charitable objectives

Although much has changed in the last 14 years, our charitable objects, to see more people in Scotland cycling more often, have remained constant.

(a) To promote and encourage for the public benefit the development in the community of and the provision of safe routes, paths and facilities for cycling, walking and other forms of low energy transport and to undertake and carry on projects and activities of a charitable nature which will assist in promoting healthful recreation, the protection of the environment and the conservation of energy resources.

(b) To advance the education of the public generally and young people in particular in safer cycling and cycling road safety.

Vision

Our vision is of a sustainable, inclusive and healthy Scotland where anyone, anywhere, can enjoy all the benefits of cycling.

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.

Values

As individuals, we will lead by example and, as an organisation, our values are to be:

- Collaborative
- Inclusive
- Professional and evidence-driven
- Ambitious
- Sustainable

Members

Under our Articles of Association, membership is drawn from organisations (and, where relevant, individuals) committed to the success of Cycling Scotland and achievement of its charitable objects. Our Members perform an essential governance function, being responsible for electing the Board of Directors who set the overall strategic direction for Cycling Scotland. Our strategic partners include and extend beyond the Membership and are also essential for the success of our mission.

Our ambitions are best served by working in partnership with our members and beyond.

Transport Planning & Engineering (TP&E)

In 2006, Cycling Scotland established an engineering subsidiary, TP&E. As a social enterprise engineering consultancy, TP&E continues to design and manage multi-million-pound investment in cycle infrastructure throughout Scotland. Surpluses from TP&E are reinvested into cycling through Cycling Scotland-led projects.

OUR STRATEGIC AIMS

Strategic direction

Over the next five years, Cycling Scotland will continue to work at a national and regional level and support others at a local level, consolidating our existing partnerships and forming new partnerships. We will support delivery of the Cycling Action Plan for Scotland and enhance the influence of cycling, across more sectors, in partnership with others. We will increase the profile of cycling and develop Cycling Scotland's brand. We will use our grant funding management experience, addressing health, economic and social inequalities. We will promote cycling, especially for short journeys, and other forms of sustainable travel. Our work will continue to be underpinned by robust delivery and evidence.

We will work primarily with existing funders while, working with others, expand the income for cycling from other funders. As the social enterprise engineering consultancy, TP&E will continue to pursue its business plan objectives to help achieve Cycling Scotland's aims.

Strategic aims

In order to deliver this overall strategic direction, and pursue the vision of the organisation, Cycling Scotland has set six strategic aims which will underpin everything that we will do:

- Lead and facilitate the design and delivery of high quality projects.
- Tackle barriers to, enable and encourage increased cycling levels across Scotland.
- Connect a range of voices to drive the case for cycling.
- Ensure cycling helps address health, economic and social inequalities.
- Serve as an influential centre of knowledge and best practice for Scotland.
- Be a strong, sustainable and effective charitable organisation.

How we will measure progress against our mission and strategic aims

We will assess progress over the five years through the following measures:

- The number of people cycling (mode share, participation and frequency)
- The number and profile of people given opportunities to cycle (access to bikes, training and cycle routes)
- The profile of, and attitudes towards, cycling (general public and in specific audiences)
- The level and range of funding for cycling (national and local)

These indicators will reflect the long-term impact of Cycling Scotland and the partners and stakeholders we work with. We will define Cycling Scotland's key activities and measure the success of programmes through our yearly and rolling 3-yearly business plan cycle.

OUR BUSINESS PLAN

Between 2017–22, our key areas of operation and allocation of resources, in pursuit of our strategic aims, will be:

Education and Training: We will deliver high quality, National Standard-aligned cycle training, across all life stages, so that more people can cycle easily, safely and confidently.

Promotion, Policy and Monitoring: We will promote, communicate, co-ordinate, share, monitor and evaluate the benefits and profile of, and progress on, cycling across Scotland.

Behaviour Change and Expanding

Opportunities: We will encourage more people to cycle through delivering and extending our Cycle Friendly Award Programme and through mass participation events.

Environment: We will enable a better, safer, and more socially-inclusive cycling environment through supporting the development of quality infrastructure, promoting evidence-based road safety interventions, and improving overall access to bikes.

Organisation: We will pursue current and new sources of income and influence to support our work and fund the work of other organisations across Scotland on cycling. We will provide opportunities for existing staff to develop their roles and responsibilities. We will consistently update our governance arrangements and equip individuals so that they can serve an ambassadorial role within cycling initiatives.

We will measure progress in our Business Plan against individual project objectives and high-level indicators, covering the influence and impact of our work and the activities we fund.

PARTNERSHIP WORKING

Cycling Scotland is engaged with a broad range of other organisations from across policy fields and sectors, and we sit on, chair or advise and consult with a number of delivery groups with a focus on active travel.

We work closely with our Active Travel Delivery Partners: Cycling UK, Sustrans, Forth Environment Link, Living Streets, Energy Savings Trust and Paths for All.

Active Living

- Cycling and Young People Group*
- National Cycle Interests Group*
- ScotRail Cycle Forum
- ScotRail Stakeholder Advisory Panel

Education & Training

- Bikeability Scotland Delivery Group*
- UK Cycle Training Standards Board
- PCAT Group*
- Road Safety Operational Partnership Group
- Play on Pedals Partnership

Communication & Events

- Pedal for Scotland*
- Walking, Cycling, Connecting Communities Conference
- Police Scotland Road Safety Tactical Options Working Group

Information & guidance

- Annual Ministerial Active Travel Summit
- Cycling Action Plan for Scotland Delivery Forum*
- Scottish Access Technical Information Network (SATIN)
- Scottish Parliament Cross Party Group on Walking, Cycling & Buses
- CAPS Delivery Forum Sub-group on Monitoring*

Leisure Tourism & Access

- Bike Events Scotland*
- Bike Week
- Developing Mountain Biking in Scotland (SMBDC)
- National Cycle Tourism Forum
- National Road Maintenance Stakeholder Group

Project delivery partners

- Bike Hub
- Cycling UK
- The Bike Station
- Eco Schools
- Forestry Commission Scotland
- Education Scotland
- Living Streets Scotland
- MBLA (Mountain Bike Leaders Association)
- NHS Health Scotland
- Paths for All
- Police Scotland
- Road Safety Scotland
- ScotRail
- Scottish Centre for Healthy Working Lives
- Scottish Cycling
- Scottish Local Authorities
- Scottish Government
- Scottish National Heritage
- STV Children's Appeal
- Sustrans Scotland
- Scottish Canals
- Transport Scotland
- VisitScotland
- Volunteer Development Scotland

Forum and working group partners

- ADES (Association of Directors of Education Scotland)
- COSLA
- Environmental Association of Universities and Colleges (EAUC)
- National Access Forum
- NHS Health Scotland
- Regional Transport Partnerships
- SATIN
- ScotRail
- Scottish Countryside Access Network
- Scottish Enterprise
- SCOTS (Society of Chief Officers of Transport Scotland)
- sportScotland
- Transform Scotland

Cycling Scotland takes account of the United Nations Convention on the Rights of the Child (UNCRC) and children's rights in all our work.



year of young people
bliadhna na h-òigridh
2018

* Where Cycling Scotland is secretariat



CAPS Action Table

The following table shows the 19 actions from the refreshed Cycling Action Plan for Scotland published in January 2017, along with the key partners responsible for delivering the actions, the expected outcomes and timescales, monitoring indicators and resources required.

Action	Partner(s)
1 Transport Scotland will hold an Annual Active Travel Summit hosted by the Minister for Transport. Invitations will be sent to local authority Heads of Transportation, Environment, Health and Economy, Regional Transport Partnerships and relevant LA Committee Convenors. The purpose of the Summit will be to lead delivery, assess progress and allow local authorities and key stakeholders to showcase progress and share best practice across Scotland.	Transport Scotland in partnership with local authorities, Regional Transport Partnerships, Sustrans, Paths for All, Cycling Scotland, Living Streets
2 Transport Scotland will review and update the Trunk Roads Cycling Initiative and the commitment within that to improve cycling and walking infrastructure around trunk roads when the opportunity presents itself, for example when dualling of the A9 and A96. We will also consult on an update of Cycling by Design.	Transport Scotland
3 Transport Scotland's Chief Executive will chair an Active Travel Task Force to tackle the practical barriers to the delivery of ambitious walking and cycling projects in Scotland, to encourage more active travel. The Task Force will also consider how to improve the TRO process, community consultation and communication of the benefits of active travel. It will agree its own timeline for reporting to the Transport Minister during 2017, with recommendations on how to achieve our long-term vision for active travel.	Transport Scotland leading with representation from COSLA, Regional Transport Partnerships, Third Sector Delivery Bodies and Society of Chief Officers of Transport in Scotland, with contributions from key stakeholders
4 Provide continued support to each local authority and Regional Transport Partnerships to develop/update their active travel plans/strategies which sets out the priorities for delivering new and improved infrastructure in their areas, as well as plans for behaviour change work to increase active travel rates.	Sustrans working in partnership with local authorities and Regional Transport Partnerships
5 Continue to deliver and maintain high quality, local infrastructure to encourage people to choose active travel for short journeys (e.g. through the Community Links and Community Links Plus programmes), including on and off-road routes and associated public realm improvements. Focus will be given to improvements in urban areas where the highest levels of cycling are likely to be achieved and strategic plans are in place to install and improve active travel infrastructure.	Sustrans in partnership with local authorities and other key stakeholders
6 Continue to grow and maintain the National Cycle Network (NCN) to provide a strategic network of longer distance cycling routes for leisure, recreation, tourism and functional trips. Develop a National Cycling and Walking Network, especially in rural areas, as outlined in the National Planning Framework 3, to promote cycle tourism and to connect rural communities, for example by installing ground level solar lighting and wifi hotspots on rural cycle counters.	Sustrans in partnership with Scottish Natural Heritage, Tourism Scotland and other key stakeholders
7 Continue to support the 3 levels of UK national standard Bikeability cycle training programme to encourage 100% of schools participating to deliver training, provide access to cycles and secure parking to increase cycling at all levels.	Transport Scotland leading with representation from COSLA, Regional Transport Partnerships, Third Sector Delivery Bodies and Society of Chief Officers of Transport in Scotland, with contributions from key stakeholders
8 Improve integration with public transport, through partnership working with ScotRail, bus/coach operators and Regional Transport Partnerships and provide secure cycle storage at key destinations including transport interchanges. For example, to install secure cycle parking and encourage bus/coach operators to carry cycles, especially in rural areas where distance is a barrier.	Transport Scotland
9 Encourage and support the implementation of 20 mph streets/zones in communities across Scotland to improve road safety and encourage walking and cycling for everyday journeys. For example, through the promotion of SG guidance on the implementation of 20 mph schemes and the sharing of best practice across the country, published in 2015.	Transport Scotland, Sustrans, Living Streets

Action	Partner(s)
10 Continue to promote a national training programme on cycling design and best practice to planners, designers and engineers through the delivery of accredited modules such as Making Cycling Mainstream, and promote the use of planning policy – Designing Streets and Smarter Choices, Smarter Places good practice.	Cycling Scotland in partnership with Sustrans and Regional Transport Partnerships
11 Develop Active Travel Hubs across Scotland, utilising European Regional Development Funding (ERDF), and drawing upon experience of the Stirling Cycle Hub and the Active Travel Hubs in Ayrshire, to provide advice, services and support for people to walk, cycle and take public transport. Transport Scotland leading with contributions from key stakeholders with experience of Active Travel/Cycling Hubs.	Transport Scotland leading with contributions from key stakeholders with experience of Active Travel/Cycling Hubs
12 Continue to support educational campaigns such as the 'Give Everyone Cycle Space' campaign aimed at all road users to make them aware of cyclists on the road and the space required when sharing the road.	Cycling Scotland working in partnership with key stakeholders
13 Increase levels of access to bikes through projects that support inclusive cycling initiatives, such as community bike library schemes, adaptive bikes and re-conditioned bikes to encourage more cycling, for example through Cycling Scotland's Cycle Friendly and Sustainable Communities Fund, the I-bike project operated by Sustrans and the Big Bike Revival project run by Cycling UK, working in partnership with all key stakeholders.	Cycling Scotland, Cycling UK, community groups
14 Work collaboratively across all policy areas to promote cycling and increase participation for young people of all abilities, through inclusive, community and school-focused active travel, health, sport and recreational cycling programmes, activities and events, such as lead ride programmes for beginners/returners, Wee Jaunts as part of Pedal for Scotland and All Ability Cycling projects at the Trossach's Tryst in Callender.	Cycling and Young People's Group members – Transport Scotland, SportScotland, Cycling Scotland, Sustrans, Scottish Cycling, Cycling UK, FABB Scotland (Facilitating Access, Breaking Barriers)
15 Invest in and deliver a 'Cycle Friendly' package and support for workplaces, campuses, communities and schools, to install improved cycling facilities and to incentivise staff and students to cycle more often, including the promotion of workplace and school-based champions and internships at universities and colleges to encourage peer groups to increase their levels of active travel to and from work and places of study.	Cycling Scotland
16 Continue to support the Smarter Choices, Smarter Places Programme to enable local authorities to encourage and support people to choose active travel through local behaviour change initiatives.	Paths for All
17 Scottish Ministers have committed to maintaining the record levels of funding for active travel for the term of this Parliament.	Scottish Government
18 Agree with CAPS Delivery Forum members a suite of national indicators to inform the national picture of cycling participation, and report annually to Transport Scotland.	Cycling Scotland and CAPS Delivery Forum Members
19 Encourage and support all 7 Scottish cities to develop and publish a Bike Life report by the end of 2018, led by Sustrans Scotland taking the learning and experience from the City of Edinburgh Council in developing its Bike Life Report published in 2015.	Sustrans, Transport Scotland, local authorities and key stakeholders as required



Financial Accounts

The following Consolidated Income and Expenditure Account and Statement of Financial Activities and Consolidated Balance Sheet are not themselves the statutory accounts but are a summary of the consolidated statutory accounts which have been subject to audit.

The Auditors' Report in the statutory accounts contained an unqualified opinion. The full accounts, including the Auditors' Report and Directors' Report, were approved by the directors on 23rd August 2018 and can be obtained from the Secretary.

Cycling Scotland

Consolidated Income and Expenditure Account and Statement of Financial Activities for the year ended 31 March 2018

	Unrestricted Funds		Restr. Funds	2018	2017
	General	Designated		Total	Total
	£	£	£	£	£
Income and endowments from:					
Donations and legacies					
• Gifts and donations	-	-	-	-	-
• Voluntary Income	-	-	229,024	229,024	163,811
Charitable Activities					
• Scottish Government Grant	3,024,534	-	349,467	3,374,001	3,053,382
• Education and consultancy	11,966	-	13,659	25,625	41,203
• Marketing and event income	21,542	-	263,321	284,863	294,346
• Other charitable income	57,981	-	-	57,981	110,929
Other Trading Activities					
• Trading Income	158,492	-	-	158,492	169,327
Investments					
• Bank interest	206	-	-	206	2,322
Total income and endowments	3,274,721	-	855,471	4,130,192	3,835,320
Expenditure on:					
• Charitable activities	3,196,724	-	817,002	4,013,726	3,813,291
• Other	2,056	1,760	-	3,816	2,109
Total expenditure	3,198,780	1,760	817,002	4,017,542	3,815,400
Net income/(expenditure)	75,941	(1,760)	38,469	112,650	19,920
• Transfers	18,852	(18,852)	-	-	-
Net movement in funds for the year	94,793	(20,612)	38,469	112,650	19,920
• Balance brought forward	179,042	92,078	25,827	296,947	277,027
Closing balance at 31 March 2018	273,835	71,466	64,296	409,597	296,947
Comprising:					
Unrestricted Funds					
• General	273,835	-	-	273,835	179,042
Designated Funds					
• Designated Assets	-	1,466	-	1,466	3,226
• Go Mountain Bike	-	-	-	-	18,852
• Pension Deficit Reserve	-	70,000	-	70,000	70,000
Restricted Funds					
• Pedal for Scotland Fund	-	-	49,383	49,383	10,739
• Play on Pedals	-	-	14,913	14,913	15,088
• Practical Cycle Awareness Training	-	-	-	-	-
	273,835	71,466	64,296	409,597	296,947

Cycling Scotland

Consolidated Balance Sheet at 31 March 2018

	£	2018	£	2017
		£		£
Fixed Assets				
• Tangible assets		1,466		3,266
		<u>1,466</u>		<u>3,266</u>
Current Assets				
• Debtors	73,058		94,475	
• Cash at bank and in hand	<u>1,228,535</u>		<u>1,099,377</u>	
	1,301,593		1,193,852	
Creditors: Amounts falling				
• Due within one year	<u>793,462</u>		<u>793,131</u>	
Net Current Assets		508,131		400,721
Total Assets less Current Liabilities		509,597		403,987
Defined benefit pension scheme liability		100,000		107,000
Net Assets		409,597		296,987
The funds of the charity				
Unrestricted Funds				
General Fund		273,835		179,042
Designated Funds		71,466		92,078
Restricted funds		64,296		25,827
		409,597		296,947





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