

# 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 poster is titled 'The BIG BIKE Revival SUMMER OF CYCLING'. It features several illustrations: a sun in a yellow box, a person on a red bicycle, a person on a green bicycle with a dog, and a person on a red bicycle with a child in a red car. The text on the poster includes: '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.', and 'Find out what's on and when at: WWW.BIGBIKEREVIVAL.ORG.UK'. At the bottom right, it says 'BROUGHT TO YOU BY we are cycling UK'.





**SMARTER TRAVEL**

**FINSBURY PARK FESTIVAL OF CYCLING**

**Start Bike Week 15-23 June 2013 with lots of FREE cycling activities, including:**  
 Cycle races • Fun bikes • Dr Bike maintenance checks  
 Bike security marking • Organised cycle ride  
 BMX displays • Bike polo

**Date: Sunday 16 June 2013**  
**Time: 12 noon to 6pm**  
**Venue: Finsbury Park, London N4**

In partnership with

**Hackney** **ISLINGTON** **Haringey Council**



**#WORLD REFUGEE DAY PICNIC**

**SATURDAY, JUNE 18 1-4PM**  
 EDGEWATER PARK KITE FIELD

Join Us for a Day of Family Fun as we celebrate our newest neighbors

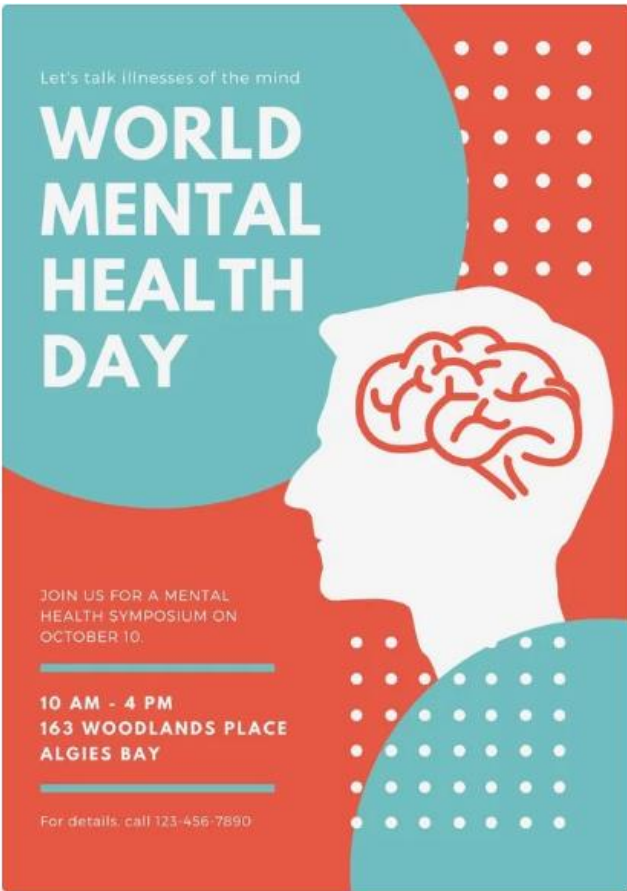
Guests are invited (but not required) to **Bring a favorite dish to share**

**Kids Games & Much More!**  
[RSCCleveland.org](http://RSCCleveland.org)

With Support from



Asian Services in Action, Building Hope in the City, Cleveland Heights - University Heights School District, Cleveland Metropolitan School District, Cuyahoga County Dept. of Job & Family Services, El Barrio: The Centers for Families & Children, Lakewood City Schools, Neighborhood Family Practice, Ohio Department of Job & Family Services: Refugee Services, Tri-CABLE, The Refugee Response



Let's talk illnesses of the mind

**WORLD MENTAL HEALTH DAY**

JOIN US FOR A MENTAL HEALTH SYMPOSIUM ON OCTOBER 10.

**10 AM - 4 PM**  
**163 WOODLANDS PLACE**  
**ALGIES BAY**

For details, call 123-456-7890

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.



 **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](#)

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

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**[www.cycling.scot](http://www.cycling.scot)**

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