



Cycling is a healthy and efficient way to travel, a brilliant leisure activity and a huge tourism asset. It has so many benefits for people: improving physical and mental health, providing an affordable way to travel, helping tackle climate change and other environmental challenges, and delivering significant economic benefits in both urban and rural areas.

1 Who we are

Our charitable objects

Cycling Scotland was set up in 2003 as a national charity to represent cycling interests and to increase levels of cycling. Our charitable objects are:

- a to promote and advance awareness and understanding of the significant health, social, environmental and economic benefits of getting more people cycling safely and confidently for everyday travel, exercise and recreation;
- b to advance the education of the public generally and young people in particular in safer cycling and cycling road safety, including through delivery of cycle training for people of all ages;
- c to promote and support the design and delivery of inclusive and widely available routes, paths and associated facilities for cycling, walking and other forms of low energy and sustainable transport; and
- d to undertake projects, programmes and activities of a charitable nature aimed at reducing barriers to cycling and contributing to achieving local and national objectives and outcomes in relation to improving health and wellbeing, economic and environmental sustainability and reducing inequalities.

We are Scotland's national cycling charity. Working with others, we get more people cycling, more safely and easily in a better environment.

Vision

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

Mission

We are Scotland's national cycling charity. Working with others, we get more people cycling, more safely and easily in a better environment.

Values

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

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

Members

Under our Articles of Association, membership is drawn from organisations committed to the achievement of our mission and individuals who contribute their time to our charity.

Our members perform an essential governance function, being responsible for electing the

Board of Directors who set the overall direction for Cycling Scotland.

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

2 What we do

Our projects and partners

Over many years, we have developed, delivered and supported a range of projects to achieve our mission, in partnership with a range of public, private and third sector organisations and funders, including:

- **Bikeability Scotland, Practical Cycle Awareness Training, Adult Cycle Training**
- **National Monitoring Framework, Annual Conference, Cycling Delivery Forum**
- **Social Housing Fund, Cycling Friendly Awards and grants.**
- **Give Cycle Space campaign, Operation Close Pass.**

Our key partners include all Local Authorities and Regional Transport Partnerships, Transport Scotland, Sustrans Scotland, Paths for All, Cycling UK, Living Streets, Scottish Cycling, Police Scotland and Scotrail. Our key funder and delivery partner is Transport Scotland and the Scottish Government, and we work with many other funders and organisations to deliver on our mission.

Our strengths and impact

Cycling Scotland has an enviable track record of delivering or funding high quality projects. Through our work, we uniquely offer a range of different perspectives (local, regional, national) on cycling. We also benefit from having an international outlook and supporting other forms of sustainable travel. We are recognised by others for our authoritative voice which comes from a well-developed evidence base. Every year, Cycling Scotland gets hundreds of thousands of people on their bikes. We work in nurseries, schools, colleges, universities, workplaces and communities across Scotland.

How we do it

Strategic direction

Over the next five years, Cycling Scotland will continue to work in partnership at a national, regional, local and community level. We will enable people to cycle, especially for short journeys, and for sustainable travel.

Our work will continue to be underpinned by robust communications, delivery and evidence and our priorities will be access to cycle training, bikes and cycles, storage and improving road safety.

We will use our grant management experience to address inequalities. We will support implementation of the National Cycling Framework. We will work primarily with existing funders and expand the income for cycling from other sources. Transport Planning & Engineering (TP&E) is Cycling Scotland's social enterprise engineering consultancy who help achieve our mission through their work.

Strategic aims

To deliver this overall strategic direction, Cycling Scotland has set six strategic aims which underpin our work and approach:

- **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 & effective charitable organisation.**

How we will measure progress

We will assess progress by the sector as well as ourselves over the five years through the following measures:

- **The number of people cycling (percentage of population who ever cycle, mode share, cycle counts)**
- **The accessibility of cycling (access to bikes, including adaptive cycles, cycle training, including Bikeability Scotland and availability of safe and secure storage)**
- **The level and range of funding for cycling (national and local)**
- **The profile of, and attitudes towards, cycling (general public and in specific audiences)**
- **Casualty rate per 100 million km for people killed or seriously injured while cycling**
- **Percentage of different population groups who ever cycle**

These indicators will reflect the long-term impact of Cycling Scotland and all the partners and stakeholders we work with.

3 Business Plan

Business Plan priorities and how we will measure progress

Between 2023–28, our key areas of operation and allocation of resources, in pursuit of our mission, will be:

Education and training:

We will deliver Bikeability Scotland and other high quality, national standard-aligned cycle training, across all life stages, so that more people can cycle more safely, easily and confidently.

Communications, influencing and monitoring:

We will raise awareness of the benefits and impact of cycling and our programmes. We will monitor and evaluate the progress of cycling.

Access to bikes, parking and storage:

We will enable more people to cycle through increasing affordable access to bikes, parking and storage, and delivering other behaviour change, specifically through Cycling Friendly Awards, grants and other programmes.

Safer environment

We will enable a better, safer, and more socially-inclusive cycling environment through supporting the development of quality infrastructure and delivering or supporting evidence-based road safety interventions.

Organisation

We will maintain current 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 all staff to develop their roles and responsibilities. We will implement and embed a diversity and inclusion action plan to help reach more people throughout the population in line with our values.

Diversity and inclusion

Our Diversity and Inclusion Action Plan will help ensure effective, long-term action is taken on all forms of diversity by the charity and, wherever we can have an influence, across the active travel sector and those we fund and work with.

Cycling Scotland's aim is for our charity and our work to reflect society around us. Our Diversity and Inclusion Action Plan considers all forms of diversity, including all protected characteristics, social class and health.

Cycling Scotland will develop and maintain a learning, evolving and supportive culture. We encourage employees to help create an inclusive environment where everyone feels they belong, can be themselves at work and perform at their best. Cycling Scotland is an equal opportunities employer and will actively seek diversity in recruitment of staff and trustees.