

Cycling Friendly Community Award criteria

About Cycling Scotland

Cycling Scotland is the nation's cycling organisation. Working in partnership with other organisations, 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.

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

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

Our mission: Cycling Scotland is 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.

The Cycling Friendly Communities Award

Our nationally recognised Cycle Friendly Community Award (CFCA) is for Scottish community organisations committed to increasing cycling.

Who is eligible?

- Community groups aiming to embed cycling in their local area

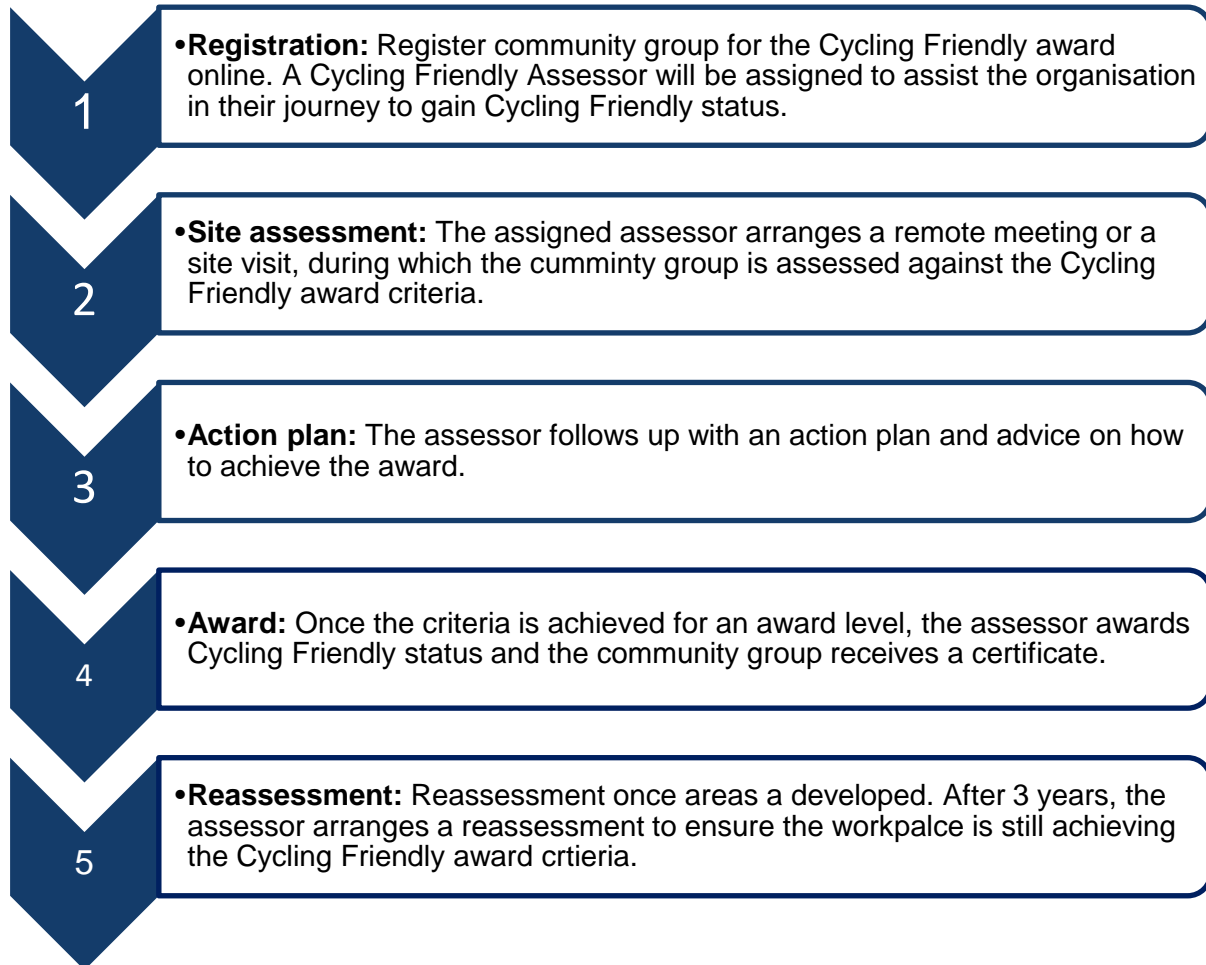
Benefits of the CFCA

- Any level of award shows your commitment and ambition to increase the number of people cycling locally
- A Cycle Friendly Community Award will raise the profile of your community group and the work you do
- Potentially provides further opportunities in terms of partners, funding etc.
- Gives structure to develop your project further
- Access to support

When should a group consider the CFCA?

The CFCA process can be started regardless of the stage of your project – for early stage projects the Bronze Level criteria can help with project management and developing a plan of action, while at later stages it provides further structure and recognition of project delivery.

Award process



Award levels

Three award levels are available – Bronze, Silver, and Gold. Communities applying for the award can progress through each level as they meet the stated requirements. Groups must meet all the relevant criteria for a level before they can achieve the award. Each community is awarded on its own merit, at the discretion of a Cycling Scotland Development Officer.

Award criteria

The Cycle Friendly Community Award is composed of the following criteria:

- Plan of action
- Barriers, needs & opportunities
- Monitoring & evaluation
- Community engagement
- Communication & promotion
- Partnership & stakeholder working

For each level of the award the criteria to be met by your community group and project increase in complexity and ambition. Due to the varied nature of community cycling projects, a Cycling Scotland Development Officer will support the interpretation of the criteria where necessary.

Level	
Bronze	To achieve a Bronze Level CFCA, your group must have developed a cycling plan of action through consultation with your community, identifying potential sources of funding and support, having considered how you will know your project is successful.
Silver	To achieve a Silver Level CFCA your group must have met all the requirements for the Bronze Level, and begun delivery of the activities highlighted in your action plan. By this stage you should have ongoing contact with the wider community who are informing the project, with monitoring activities started, and support being utilised from funders and other stakeholders.
Gold	Having fulfilled the requirements for both Bronze and Silver CFCA levels, your community now has a long-term plan in place to develop cycling, influenced by the feedback gained from activities already delivered and through consultation with community members. Activities beyond those initially planned are being delivered through support from a range of funders, stakeholders and partners, and thought has been given to the sustainability of the project. Evidence gathered to date has been used to demonstrate the value of the project, and there is clear and consistent involvement with the wider cycling community.

Bronze

Criteria	Bronze	Potential evidence
Plan of action	<ul style="list-style-type: none"> You have established a clear action plan for increasing cycling You have decided on the outcomes of your project 	<ul style="list-style-type: none"> Action plan, covering outcomes, activities, indicators and delivery dates
Barriers, needs, & opportunities	<ul style="list-style-type: none"> You know the barriers to cycling and needs of your community, and have identified activities to address them You have identified opportunities to make your community more cycle friendly You have prioritised activities to address urgent needs and barriers You have identified marginalised or hard to reach groups and included them in your consultation 	<ul style="list-style-type: none"> Evidence of consultation; other documents highlighting barriers/needs identification eg. feasibility document
Funding	<ul style="list-style-type: none"> You have identified funds which could be used to deliver your planned activities 	<ul style="list-style-type: none"> List of potential funds against planned activities
Monitoring & evaluation	<ul style="list-style-type: none"> You have considered how you will monitor the success of your activities 	<ul style="list-style-type: none"> Discussion; ideas of how success of activities could be tracked; indicators
Community engagement	<ul style="list-style-type: none"> You are led by a dedicated group who are representative of the community Your community has been consulted regarding a cycling project 	<ul style="list-style-type: none"> Constitution Previous work delivered Evidence of consultation
Communication & promotion	<ul style="list-style-type: none"> You have a plan in place for communicating and promoting your cycling project 	<ul style="list-style-type: none"> Communications plan Access to suitable channels for communications eg. active Facebook/Twitter account, website, other method of engagement Plans on when to promote certain activities
Partnership & stakeholder Working	<ul style="list-style-type: none"> You have mapped out all stakeholders You have identified potential project partners You are aware of other relevant national programmes 	<ul style="list-style-type: none"> Stakeholder mapping of some form Idea of who can contribute to project, and where Broad knowledge of context of project within CAPS etc.

Silver

Criteria	Silver	Potential evidence
Plan of action	<ul style="list-style-type: none"> You have begun to deliver your cycling action plan You have a process in place to review and amend your plan where necessary 	<ul style="list-style-type: none"> Delivery of activities to the wider community have begun Either part of project plan to revise, or intention to review success of activities on an on-going basis
Barriers & needs	<ul style="list-style-type: none"> You have delivered activities to address priority barriers and needs You carry out consultation with the community to ensure changing needs are met 	<ul style="list-style-type: none"> Show progression on evidence provided for Bronze level Feedback is sought from community on improvements
Funding	<ul style="list-style-type: none"> You have secured and allocated funding for your activities You provide an in-kind contribution to support activities 	<ul style="list-style-type: none"> Evidence of funding offers/spend Buy in from group eg. staff time, office space used for project delivery etc.
Monitoring & evaluation	<ul style="list-style-type: none"> You have begun to collect relevant data, such as baseline cycling rates, attendance numbers etc. You have revised your M&E plan where relevant 	<ul style="list-style-type: none"> Results of discussion at Bronze level have begun to be implemented Basic data or beginnings of baseline data being collected in a formal way M&E approach is modified if necessary once activities are being delivered
Community engagement	<ul style="list-style-type: none"> Your community has ongoing opportunities to feedback about local cycling You provide volunteering or other opportunities for community members to get involved You provide regular updates on delivery 	<ul style="list-style-type: none"> Evidence that community has the opportunity or has already been providing feedback on project Opportunities advertised/volunteers already engaged Evidence that the community is kept up to date on work being done
Communication & promotion	<ul style="list-style-type: none"> You have started to deliver your communication plan You are monitoring effective routes of communication and promotion and using this feedback effectively You are promoting all the benefits of cycling 	<ul style="list-style-type: none"> Evidence of communication between community group and wider community, in line with plan agreed (or plan is being revised) Evidence that feedback is being incorporated or planned to be incorporated in future work Evidence of general promotion of cycling benefits (financial, health, social, environmental etc.)
Partnership & stakeholder Working	<ul style="list-style-type: none"> You have involved key partners in delivering activities from your cycling plan 	<ul style="list-style-type: none"> Other partners involved with project delivery to date (funders, council, cycling organisations, community support organisations)

Gold

Criteria	Gold	Potential evidence
Plan of action	<ul style="list-style-type: none"> • You have a published, long term action plan to embed cycling in your community • Your plan is regularly revisited and updated • You can evidence that the community has input to your action plan 	<ul style="list-style-type: none"> • Formal action plan published and available to the community • Plan is 'live' – feedback is regularly used to update • Clear link between community consultation and contents of action plan
Barriers & needs	<ul style="list-style-type: none"> • You can evidence an increase in cycling rates by addressing barriers and needs • You provide cycling opportunities to meet all the needs of your community (eg. bike ownership, all abilities cycling, isolated members of your community etc.) • You are delivering activities and events that meet the needs of everyone in your community eg. all abilities cycling, cycling events for marginalised groups • You are gathering feedback on the success of these activities 	<ul style="list-style-type: none"> • Sufficient data gathered and presented (quantitative or qualitative) to show that barriers have been addressed • Evidence that opportunities for all cycling needs of the community are being provided, or are planned
Funding	<ul style="list-style-type: none"> • You have utilised various relevant funds • You have a track record of successful project delivery • You have considered how you can generate income from your cycling activities 	<ul style="list-style-type: none"> • Multiple funders have supported the fund when relevant • Clear evidence that project has progressed since initial delivery • Thought given (where relevant) to plans for sustainability and revenue generation
Monitoring & evaluation	<ul style="list-style-type: none"> • You have collected sufficient data and evidenced the impact your cycling project has had 	<ul style="list-style-type: none"> • Presentable evaluation work based on gathered data evidencing the impact of the project (report, survey summaries, reporting for funders)
Community engagement	<ul style="list-style-type: none"> • You represent your community on other steering or focus groups • Your community is evidentially engaged with your project and working to support its aims 	<ul style="list-style-type: none"> • Wider community is clearly engaged with the project eg. not just being delivered for a specific population • Involvement of community not just in terms of attendance, but also in supporting and delivering activities • You offer advice or guidance to other community cycling projects, or community orientated initiatives

<p>Communication & promotion</p>	<ul style="list-style-type: none"> • You promote other local cycling activities • You work with other community focused groups in your area • You work with other service providers and businesses in the area (eg. tourism, cafes, bike shops) • You provide maps, promotional material, information etc. on cycling your local area 	<ul style="list-style-type: none"> • All relevant cycling events in the local area (within reason) are promoted by your community group (social, sport etc.) • The community cycling project can be shown to have links with other community projects • The project has clear links with other service providers (advertising with cafes, links with bike shops, leaflets in tourist office etc.) • Information is available at all times
<p>Partnership & stakeholder Working</p>	<ul style="list-style-type: none"> • You consistently work with a wide range of partners and stakeholders to maximise the impact of your project • You work with relevant stakeholders to maintain any cycling infrastructure and signage • You are involved with other Cycle Friendly Schemes (eg. employer or schools) • Your community is consulted regarding cycling development 	<ul style="list-style-type: none"> • Other partners involved with project delivery to date (funders, council, cycling organisations, community support organisations) • Where there is formal cycling infrastructure, relationships have been built with those managing it to ensure community involvement • Evidence that the community group has a voice in cycle development