

Cycling Scotland

# 2013- 2014 ANNUAL REPORT AND ACCOUNTS

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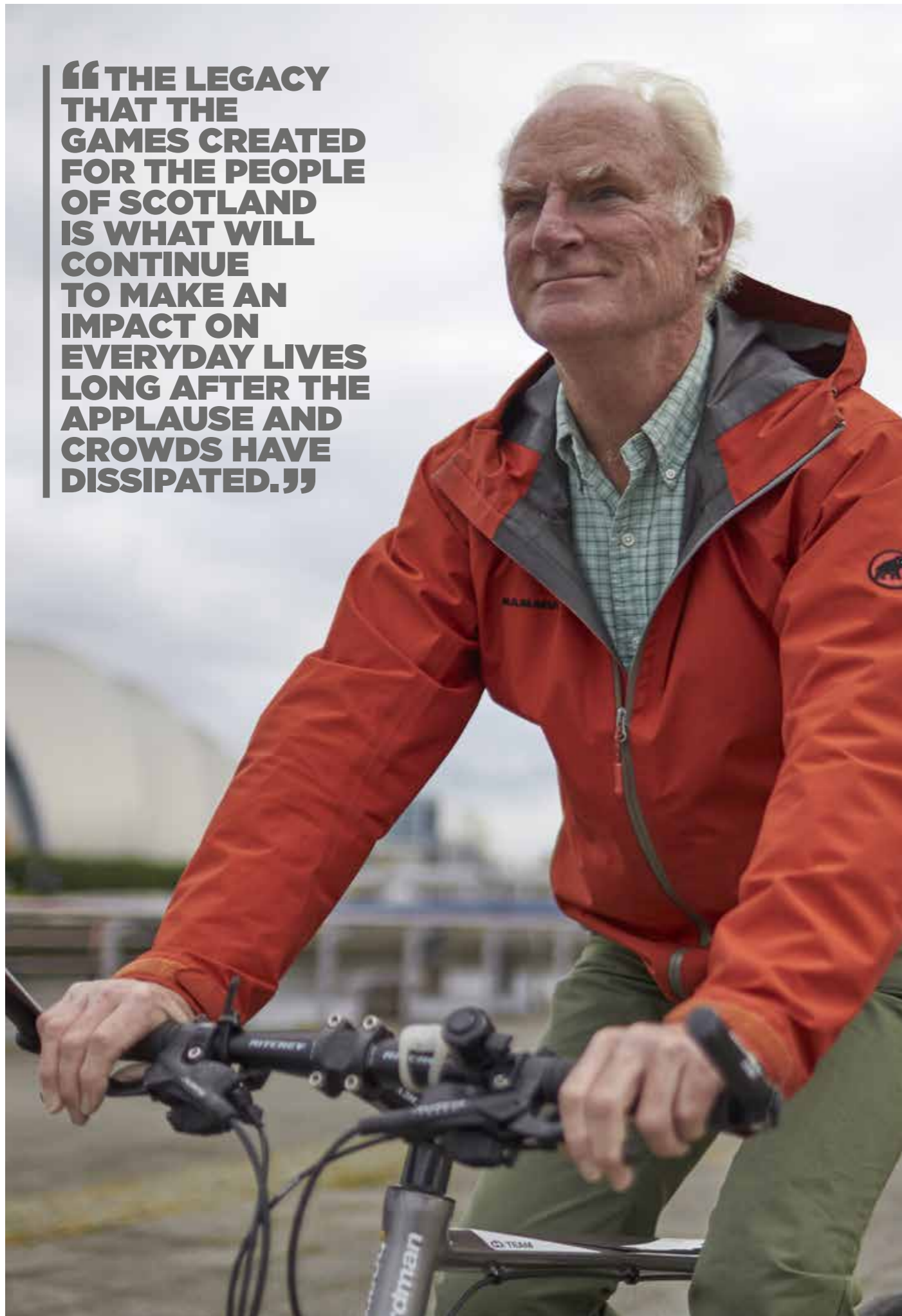


# ANNUAL REPORT 2013-2014

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“THE LEGACY THAT THE GAMES CREATED FOR THE PEOPLE OF SCOTLAND IS WHAT WILL CONTINUE TO MAKE AN IMPACT ON EVERYDAY LIVES LONG AFTER THE APPLAUSE AND CROWDS HAVE DISSIPATED.”



## CHAIR'S INTRODUCTION

*In late July, the roads around Cycling Scotland's offices in Blythswood Square were electric – tens of thousands of people from around the globe packed each corner, incline and descent to watch of some of the world's greatest professional cyclists winding their way through Glasgow's streets for the Commonwealth Games Road Race.*

The Commonwealth Games certainly lived up to its billing as a spectacle, but the legacy that the Games created for the people of Scotland is what will continue to make an impact on everyday lives long after the applause and crowds have dissipated.

But what does an Active Travel Legacy truly look like?

Just over a month after the road race, thousands of people were again on the streets of Glasgow, but this time they were on their own bikes participating rather than watching. Nearly 7,000 people taking part in the 16th annual freshno Pedal for Scotland Challenge Ride took advantage of five miles of fully closed, traffic-free roads in Glasgow after setting off on their 47 mile journey from Glasgow Green to Murrayfield. These first five miles were just the beginning as 70% of this year's Challenge ride route was traffic free, making a hugely popular ride – the largest mass participation cycling event in Scotland – an even better experience for participants. freshno Pedal for Scotland offers a ride for everyone of all ages and abilities and research on the event has shown that those taking part in Pedal for Scotland cycle more throughout the year in preparation for, or as a result of, taking part in the event, with over 40,000

car trips replaced by cycle trips by those training for the ride and cycling becoming firmly ingrained as a part of their lives throughout the year.

Recently, the Minister for Transport and Veterans launched the Legacy Active Travel Programme which consists of a wide range of projects and programmes that facilitate and encourage more people to walk and cycle as part of their daily lives. Cycling Scotland's projects included in the Programme such as Bikeability Scotland, Cycle Friendly School and Employer Awards and the Give Me Cycle Space campaign support and enable thousands of people to cycle more often.

Partnership working is a key aspect of the Legacy Active Travel Programme, with a number of key stakeholders and partners delivering projects within the Programme. The Legacy Cycle Parking Scheme is a great example of partnership working between Cycling Scotland, Sustrans and Transport Scotland. Workplaces across the country were given the opportunity to receive one of the cycle racks used to provide parking at the Commonwealth Games this summer. The scheme has seen a total of 83 cycle racks (830 spaces) awarded across 17 universities and colleges, 14 NHS sites, 13 private companies, 11 SMEs and 9

public organisations to help boost their sustainable transport offering to employees and students. In addition, Cycling Scotland and Sustrans will coordinate a roll-out of commemorative cycle stands celebrating the success of Team Scotland at the Games, with medal-winning athletes nominating public spaces across the country where a stand in their medal colour will be installed.

The CAPS vision of 10% of journeys by bike by 2020 gives us all something to work towards, and the Legacy Active Travel Programme will contribute to this by encouraging people to walk and cycle more. During the Games, it was encouraging to see so many people in Glasgow pedalling to and from venues, beating the traffic to work or making use of the Legacy cycle racks and the city's brand-new public bike hire scheme. It seems that the Glasgow 2014 Commonwealth Games have inspired people in Scotland to think about cycling, and Cycling Scotland, along with partners, will continue to deliver and develop projects that ensure all people are able to choose cycling as a mainstream, everyday lifestyle option.

**Bill Wright**  
Chair, Cycling Scotland



# 2

## CHIEF EXECUTIVE'S INTRODUCTION

*It is a privilege to be writing my first Chief Executive's introduction, having joined the organisation in July. Scotland has embarked on a journey to make cycling an easy, safe and natural choice for more people and I am determined to help achieve the transformation in everyday cycling journeys that Cycling Scotland, the Scottish Government, local authorities and key stakeholders aim to deliver.*

Whether it be a short trip to the shops, all or part of my commute to work, or a longer ride with friends and family, I have always enjoyed cycling, and I want more people to enjoy it too. Enabling more people to ride a bike in their communities safely and confidently should be a clear objective for Government at all levels. Cycling is well placed to provide solutions to the economic, health, social and environmental challenges facing Scotland and Cycling Scotland is uniquely placed to provide solutions to the challenges facing cycling today. Together, we can help ensure that cycling becomes a possible, practical and pleasant choice for people of all ages and abilities.

This report looks back at some of the key achievements of the organisation during 2013-14. From over-turning the Advertising Standards Authority ruling (which may have required helmets to be worn and bikes to be ridden towards the side of the road in all cycling advertising) to another massive freshNo Pedal for Scotland, raising over £110,000 for the STV Appeal, it was a huge year.

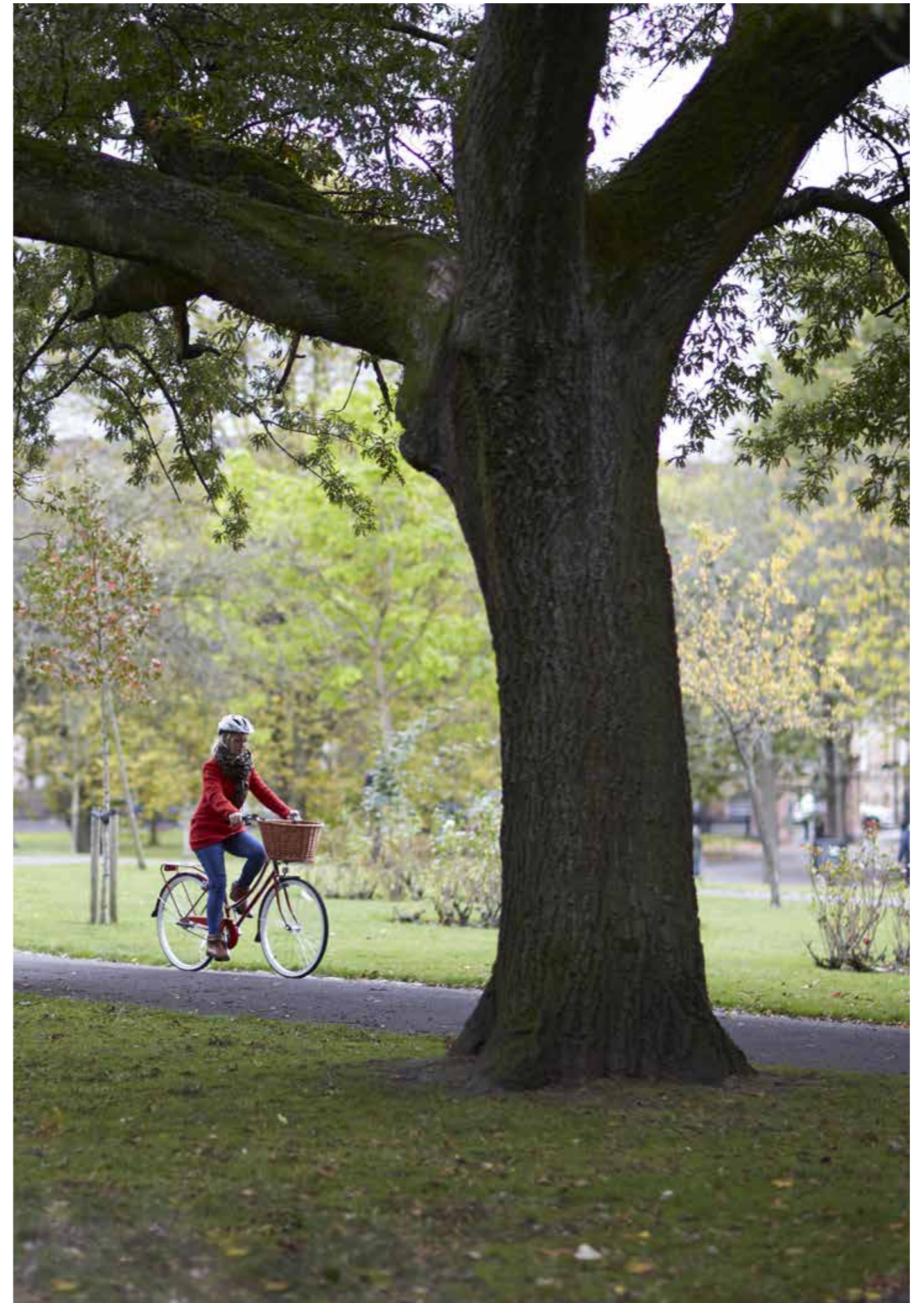
I look forward to working with all our members, partners, funders and the wider cycling community in the years ahead.

It will be a long journey to change our towns, cities and rural areas so they are more welcoming to people riding a bike. However, the benefits to all of us in investing in cycling, from supporting jobs, developing life skills, reducing inequalities to improving quality of life, make it an essential journey to take.

**Keith Irving**  
Chief Executive, Cycling Scotland



“CYCLING SCOTLAND IS UNIQUELY PLACED TO PROVIDE SOLUTIONS TO THE CHALLENGES FACING CYCLING TODAY”





3

# CYCLING SCOTLAND MEMBERS



LOVE TO RIDE

nestrans

paths for all





# 4 BIKEABILITY SCOTLAND

## Cycling Scotland has continued to support the delivery of cycle training for children through the Bikeability Scotland programme.

Through funding from Transport Scotland, Cycling Scotland has made £360,000 available to local authorities to support an increase in the delivery of on-road training through the Support Plus scheme, to which 19 local authorities successfully applied in 2013-14. This has supported the training of more than 1,100 additional Cycle Training Assistants and Cycle Trainers, resulting in an extra 8.2% of primary schools delivering Level 1 training, an extra 2.4% delivering Level 2, and nearly 6,000 additional pupils receiving Bikeability Scotland training.

New resources for Bikeability Scotland Level 3 have now been developed and are being tested ahead of a full launch in 2015 along with an updated Cycle Trainer resource to support instructors. Gaelic versions of the Level 1 and 2 resources were also published during the year. A new Bikeability Scotland website has been launched, and videos of manoeuvres from Bikeability Scotland Levels 1 and 2 have been published online.

Cycling Scotland is currently introducing quality assurance processes to its instructor training programme, and has been working with The Association of Bikeability Schemes to further improve and maintain the standard of training delivered.



Key facts

AN ADDITIONAL  
**8.2%**  
OF SCHOOLS DELIVERED  
LEVEL 1 TRAINING  
LAST YEAR

**37.6%**

OF SCHOOLS  
DELIVERING  
ON-ROAD LEVEL 2  
CYCLE TRAINING\*

**1,100**

ADDITIONAL CYCLE  
TRAINERS AND CYCLE  
TRAINING ASSISTANTS  
TRAINED IN 2013-14

**93%**  
OF PARTICIPATING  
LOCAL  
AUTHORITIES  
DELIVER MULTI-  
LEVEL TRAINING

NEARLY  
**6,000**

ADDITIONAL PUPILS  
RECEIVED BIKEABILITY  
SCOTLAND TRAINING  
THROUGH SUPPORT PLUS

\*IN THE 27 LOCAL AUTHORITIES THAT RETURNED DATA

## CASE STUDIES

### 1 CITY OF EDINBURGH COUNCIL INCREASES RATE OF DELIVERY

The City of Edinburgh Council has continued to make good progress towards its target of delivering on-road Bikeability Scotland training in every primary school in Edinburgh by 2016. They've secured support from a range of departments across the Council in order to achieve this, including Active Schools, Outdoor Learning, Sports Development and Road Safety. Their rate of delivery increased from 52 to 72% of schools in the past year.

### 2 USING BUS LANE FINES TO SUPPORT CYCLE TRAINING

Aberdeen City Council has used penalties paid by bus lane offenders to help increase the amount of Bikeability Scotland training delivered in schools. They've increased the number of schools delivering on-road training from 31 to 58% since investing bus lane fines into this project.

Teachers attend Cycle Training Assistant training day run by South Lanarkshire Council



### 3 BIKEABILITY SCOTLAND DELIVERY IN LARGE PRIMARY SCHOOLS

The primary schools in East Renfrewshire have very large pupil numbers, with Mearns Primary School in East Renfrewshire being the largest primary school in Europe when it opened in 2002 with a capacity of 900. This has presented considerable logistical challenges when delivering Bikeability Scotland training, and required a big recruitment drive for volunteer instructors. Through partnering with a local community development organisation, and with many hours of volunteering invested in the project, they were able to deliver training in all of their primary schools in 2013-14, with more than 70% of the P6 pupils receiving training in the largest three schools.



Doone Primary School Bikeability Scotland training session



# 5 FRESHNLO PEDAL FOR SCOTLAND 2014

Danny MacAskill performs a flip at the start line of the Glasgow Ride



**freshnlo Pedal for Scotland continues to be the largest mass-participation bike ride in Scotland with well over 10,000 people of all ages and abilities taking part in the rides held across Scotland.**

The annual 47-mile Glasgow to Edinburgh Challenge ride was enhanced even further this year, with nearly 70% of the route taking place on traffic-free, closed roads. The annual Challenge, 110-mile Sportive and 9-mile Kirkliston-Murrayfield Family Ride were this year joined by a shorter 4-mile Edinburgh Circular Ride around Murrayfield – a distance that meant anyone was able to take part and also enjoy the festivities at the finish with the thousands of other participants.

The Aberdeen Family Ride, now in its second year, grew to over 370 participants, offering a completely traffic-free 4 mile route starting and finishing in Duthie Park and taking in the leafy Deeside Way path.

The Glasgow Family Ride also returned for a second year, with over 2,000 people taking part in a 5-mile traffic free ride starting and finishing at the Sir Chris Hoy Velodrome, passing through Glasgow Green and the Athletes' Village. Riders were then treated to a spectacular cycling stunt show featuring trials superstar Danny MacAskill and a track cycling demo, led by Team Scotland's Commonwealth Games athletes, including Glasgow 2014 medal winners Aileen McGlynn OBE and Louise Haston.

freshnlo Pedal for Scotland saw huge support from event partners in 2014. Both official sponsor, Muller Wiseman Dairies and official charity partner, STV Appeal entered huge teams to this year's Corporate Challenge which saw over 700 riders from a variety of businesses get together for an active and fun team building challenge.

Support for freshnlo Pedal for Scotland's official charity partner, the STV Appeal continued to grow in 2014, with riders across all six events raising an impressive £110,457.37 which will go directly towards helping children and young people in Scotland affected by poverty.



Key facts

**10,622**  
RIDERS TOOK PART IN 2014

OVER  
**£110,000**  
WAS RAISED FOR THE STV APPEAL IN 2014

**84%**  
OF RIDERS CYCLED MORE THAN ONCE PER WEEK AFTER REGISTERING

**54%**  
OF PARTICIPANTS TOOK PART FOR THE FIRST TIME

**37%**

OF CHALLENGE RIDERS AND

**41%**

OF SPORTIVE RIDERS INCREASED THE FREQUENCY OF CYCLING FOR JOURNEYS THAT THEY WOULD HAVE OTHERWISE TAKEN BY ANOTHER MODE OF TRANSPORT

**46%**  
OF CHALLENGE RIDERS AND  
**60%**  
OF SPORTIVE RIDERS DID OVER 10 RIDES FOR THE PREPARATION FOR THE EVENT

OVER  
**40,000**  
CAR TRIPS WERE REPLACED BY CYCLE TRIPS BY PEOPLE TRAINING FOR THE RIDE



# 6

## CYCLE FRIENDLY SCHOOL AND EMPLOYER



Alpine Bikes receive their Cycle Friendly Employer Award

### CYCLE FRIENDLY SCHOOL

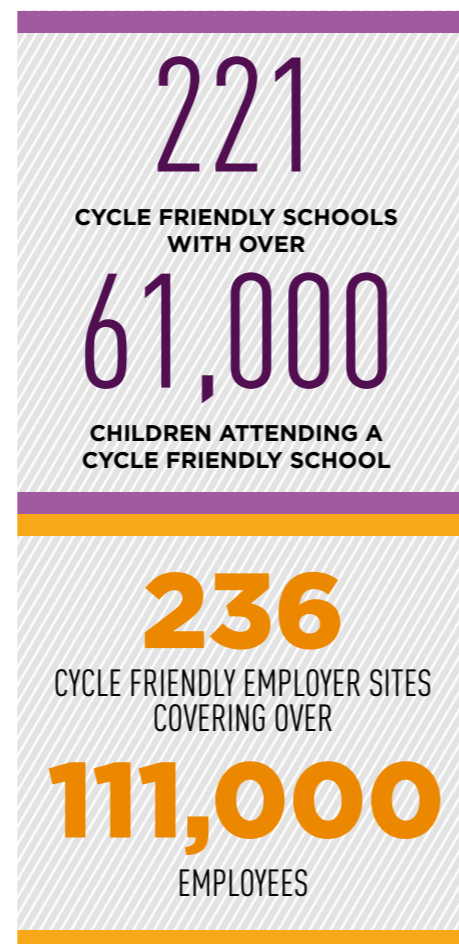
The Cycle Friendly School (CFS) Award is designed to give guidance on best practice to schools and local authorities in providing facilities for those cycling to school and also to act as an incentive to implement as many cycle-friendly interventions as possible. There are now 221 Cycle Friendly Schools in Scotland, with over 61,000 children attending a Cycle Friendly School.

The CFS Award is open to all primary and secondary schools in Scotland and is nationally recognised. Achievement of the Award is a positive step in ensuring cycling is an integral part of the school's culture, providing a range of benefits including improved health of pupils and staff, a better environment at the school and in surrounding areas, linkages to the Curriculum for Excellence and contribution towards Health Promoting School and Eco-School Initiatives.

### CYCLE FRIENDLY EMPLOYER

The Cycle Friendly Employer (CFE) Award program has raised the profile of cycling at a record number of workplaces this year, with 236 sites across Scotland covering over 111,000 employees. The Award has proved popular as more and more workers benefit from employers who see value in encouraging their staff to travel by bike through providing facilities and changing policies that make cycling to, from and at work a sensible travel choice.

The CFE Award is also supported by a range of other Cycling Scotland projects including the Big Count, adult cycle training, the ScotBug Bicycle User Group programme - in partnership with the Bike Station - and our network of Cycle Friendly Service centres.



### Cycle Friendly School GRAEME HIGH SCHOOL

Graeme High School in Falkirk has established an after school bike club and cycling is being included as a curricular option within the school day. Key interventions have been to allocate resources to develop bike maintenance expertise with a dedicated workshop within the school, curriculum time to progress S5 and S6 students through City and Guilds qualifications and purchasing professional standard tools and work stands. This initial investment in cycling has opened up a range of opportunities to progress cycling within the school and the wider community.

### Cycle Friendly School KINGS MEADOW PRIMARY SCHOOL

East Lothian Council and the East Lothian Outdoor Learning service offer support to enable on road delivery of Bikeability Scotland level 2. Kings Meadow Primary School offer covered cycle parking, separate changing facilities for pupils and staff, and a school travel plan coordinated by the East Lothian Council Cycling Officer and delivered by the Junior Road Safety Officers.

### Cycle Friendly School ST JOSEPH'S PRIMARY SCHOOL

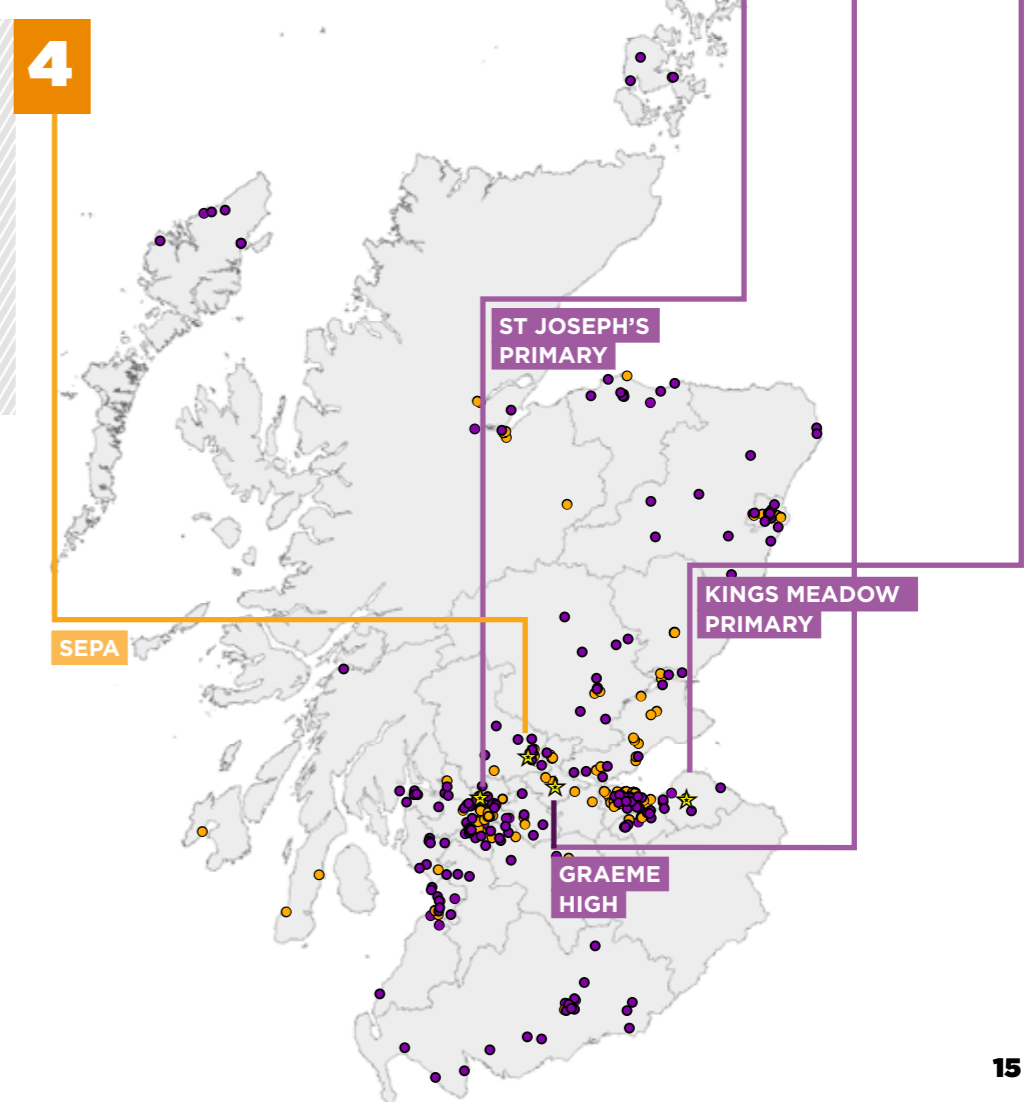
St Joseph's Primary School in Inverclyde has introduced traffic calming measures around the school premises including a 20mph zone. A school travel survey is carried out to gauge school travel behaviour and have an up to date School Travel Plan. St Joseph's also deliver lunch time sessions to pupils who cannot ride a bike and has strong links with local cycling club the Johnson Wheelers. Cycling contributes to the Eco-Schools Green Flag and the John Muir Award.

### Cycle Friendly Employer Award SEPA MULTI-SITE AWARD

Also this year, Cycling Scotland has worked with the Scottish Environment Protection Agency (SEPA) to pilot the multi-site Cycle Friendly Employer Award that awards organisations that operate from a minimum of 10 sites located in Scotland

### CASE STUDIES

- Key
- CF EMPLOYERS
  - CF SCHOOLS





# 7 CYCLE FRIENDLY COMMUNITY

**The Cycle Friendly Community programme supports community groups delivering cycling projects across Scotland. Grant funding is available to grassroots community groups that wish to increase and encourage cycling locally and Cycling Scotland provides a dedicated Development Officer to offer advice and encouragement to help them do so.**

The Cycle Friendly and Sustainable Community Fund (CFSCF) provides grants to community groups that are dedicated to encouraging and enabling people to cycle. Funding has been granted to those community groups that focus on creating a shift away from single occupancy car use and reduce carbon emissions by doing so. A vital criterion of the fund is the encouragement and improvement in the well-being of communities across Scotland. Cycling Scotland's aim is to assist and support community based groups in achieving these outcomes.


Overall, 76 community groups have received a collective total of £527,135.97 from the CFSCF since March 2011. This has included a range of projects being delivered with differing themes, communities and resources. Irrespective of these differences, they all have the same overarching goal which is to encourage and enable people to cycle. Cycling Scotland has produced a report which evaluates the CFSCF to date. Within this document are summaries of each project supported through the fund. Good practice and case studies have been identified and employed when assisting development of new projects.

## CASE STUDIES

### 1 CLARKSTON BID

Project: **I Love Clarkston - Cycle Saturdays**  
Grant: **£6,000**


The I Love Clarkston- Cycle Saturdays project organised cycling events and local shopping initiatives. The aim of the project was to encourage and promote cycling amongst the business community especially to local school children and families. The events were supported by Dr Bike sessions and a cycle-themed Treasure Hunt. Visitors to the cycle events were rewarded through special deals at local retailers. The project overall encouraged active travel to local shops, workplaces and schools as well as increased use of local shops.



### 2 OUTFIT MORAY

Project: **The Bike Revolution**  
Grant: **£10,000**

Outfit Moray aim to make a positive difference to the lives of local people through the provision of outdoor learning. Their Bike Revolution project ran 31 awareness raising sessions at different locations throughout the community. These sessions aimed to encourage locals to cycle more by highlighting existing facilities and infrastructure i.e. local cycle routes, bike maintenance courses and resources for purchasing new and refurbished bikes. Over the funded period, 65 bikes were refurbished and sold at 6 bike sale events. By refurbishing bikes, 4,100kg of aluminium and steel were diverted from landfill which resulted in a carbon savings and increased bike use and ownership locally.



### 3 MOFFAT CAN

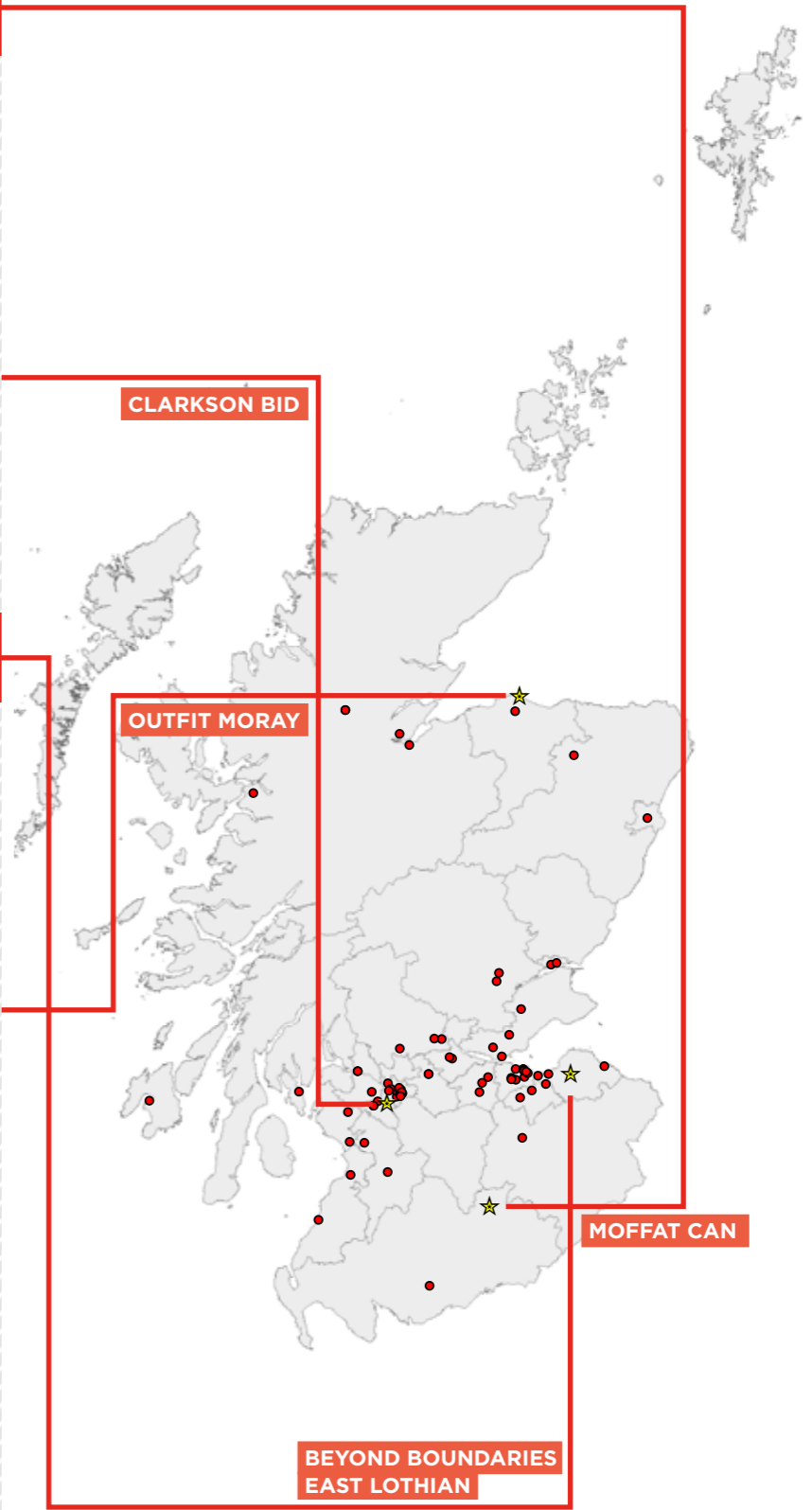
Project: **Moffat CAN cycle**  
Grant: **£5,910**

The CFSCF grant allowed Moffat CAN (Carbon Approaching Neutral) to purchase bicycles and related equipment in order to offer a community bicycle loan scheme, coupled with a bike hire scheme for visitors and tourists. The project ran in conjunction with a larger transport project which aimed to replace vehicular transport with active travel and cycling in particular. Cycling based activities and events were also devised to promote cycling and change attitudes to travel behaviour.

### 4 BEYOND BOUNDARIES EAST LoTHIAN

Project: **'Cycling Out' in East Lothian**  
Grant: **£9,926**

Beyond Boundaries East Lothian (BBEL) offer provisions for people aged 16 plus with disabilities and mental health issues living in East Lothian. They provide their community with the opportunity to learn develop and appreciate the many benefits from regular participation in Outdoor Activities and Adventure Sports. The aim of the project was to encourage and promote a healthy lifestyle by supporting families and carers to participate in regular cycling. They achieved this by using their CFSCF grant to purchase a fleet of adapted bikes such as a side by side cycles, semi-recumbent tandem an electric adult trike and a number of standard cycles. A number of volunteers were trained as Cycle Ride Leaders and Cycle Trainers who provided support and encouragement to people with disabilities, ultimately developing all inclusive cycling in East Lothian.

Key  
CF COMMUNITY ..... ●



## 8

# NATIONAL ASSESSMENT AND CYCLING SCOTLAND CONFERENCE

## NATIONAL ASSESSMENT OF LOCAL AUTHORITY CYCLING POLICY

Cycling Scotland's third National Assessment of Local Authority Cycling Policy ('National Assessment') was released in 2013. The National Assessment is a continuation and update of the previous Assessments undertaken in 2005 and 2008 and provides a glimpse at each local authority's progress in developing policies that support and encourage cycling. The report contains the results of all 32 local authorities' self-assessments, along with contextual information/statistics, a Good News Story and Best-Practice Example and a set of Key Areas for Focus and Development.

Following review and consultation with local authorities, the Assessment methodology was updated to reflect developments over the years, but remained consistent to allow analysis of progress in each area. Although consistent, there were significant changes to the layout and presentation of the National Assessment. The aim was not simply to create a 'report card' exercise but to provide a document that was a useful tool as well as a benchmarking/monitoring exercise. Every local authority is doing something to encourage cycling, therefore, to highlight this, best-practice examples and good news stories from every local authority were showcased.

In addition, Key Areas for Focus and Development were suggested for each local authority. These were designed not to be solely for the local authority, but to assist all cycling partners and stakeholders in identifying priorities, particularly in the ongoing development of Strategic Active Travel Action Plans as part of the Cycling Action Plan for Scotland 2013 (Action 2).

The National Assessment was launched at the Cycling Scotland Conference 2013 and received significant press coverage, including a full breakdown of the document along with comment in the Herald.



## CYCLING SCOTLAND CONFERENCE 2013

The Cycling Scotland Conference 2013, the largest yet, took place on 8 November at the iconic Sir Chris Hoy Velodrome in Glasgow and brought together 220 active travel professionals, campaigners, volunteers and national and local politicians to not only hear from the numerous speakers, but also to learn from each other and network to help support cycling in Scotland and beyond.

Chairing the event was Jon Snow, President of the CTC and newsreader for Channel 4 news. Speakers included Keith Brown, Minister for Transport and Veterans; Cllr Frank McAveety, Glasgow

City Council; Cllr Archie Graham, Glasgow City Council; Andrew Gilligan, Cycling Commissioner for London; Craig Burn, Scottish Cycling; Ian Aitken, Cycling Scotland; John Lauder, Sustrans; George Vincent, Glasgow City Council. There were also workshops including site visits to the new cycling infrastructure in Glasgow (Connect 2 and London Road) and workshops surrounding Smarter Choices, Smarter Places; 20mph zones; the CHAMP European project in Edinburgh; the Scottish Cycling Justice Group; A Better Way to Work in Glasgow; and campaigning in Glasgow and Perth & Kinross; promoting cycling in Glasgow and more.

Feedback was, as in previous years, very positive with 89.7% stating that the overall event was good or excellent, 88.9% indicating that they would attend next year and with positive feedback on the venue and speakers.





# ADVERTISING STANDARDS AUTHORITY RULING



As part of the 'Nice Way Code' mutual understanding campaign that was run in the summer of 2013, a television advertisement was produced – entitled 'See Cyclist, Think Horse' – designed to relay an important key message reinforcing the need for drivers to give those travelling by bike the correct amount of road space when overtaking.

This message is delivered visually in the last scene of the advert where a car is pictured overtaking a woman cycling. The driver of the car in the advert follows the Highway Code, which states that vulnerable road users, such as those on a bicycle, should be given at least as much space as you would give a car when overtaking. The scene also highlights the proper road positioning for someone cycling, with the woman, dressed in everyday clothing and without a helmet, taking the 'primary' road position as recommended in the National Standard for cycle training and following all other requirements as set out in the Highway Code.

It is this scene, however, that became the subject of five complaints to the Advertising Standards Authority (ASA). The issues within the complaints were that it breached BCAP Code rules relating to social responsibility and harm and offence as it "...showed a cyclist without a helmet or any other safety attire, and was cycling down the middle of the road rather than one metre from the curb." The complaints were considered by the ASA Council, and, in January, they adjudicated upholding the complaints, effectively banning the advert and also adding "...any future ads featuring cyclists should be shown wearing helmets and placed in the most suitable position."

Cycling Scotland, with vital assistance from a range of stakeholders, pulled together a mountain of evidence to support the scene in question. In addition, there was a huge response from the public against the ASA Council adjudication. In fact, nearly 4,500 people signed a petition asking for the Independent Reviewer to reverse the decision. There was also significant coverage in broadcast, print and online news outlets across the UK. On the back of this overwhelming response and significant press coverage, the ASA decided, within 24

“CYCLING SCOTLAND WAS PLEASED THAT THE FINAL ADJUDICATION CONFIRMED THE ADVERT GIVES THE CORRECT GUIDANCE TO PEOPLE DRIVING AND CYCLING”

hours of the initial decision, to suspend the ruling pending the review by the Independent Reviewer, as initiated by Cycling Scotland.

Further evidence and reasoning were submitted by Cycling Scotland as part of the Independent Review process, and after consideration by the Independent Reviewer and the ASA Council, the initial adjudication to uphold the complaints was reversed in June.

The initial ruling by the ASA Council had far reaching implications, well beyond simply 'banning' the scene in question. Essentially the ASA Council's ruling meant that any advertising featuring cycling would require those on bikes to be wearing helmets and also be depicted in an incorrect position very close to the kerb.

In the end, the ASA Council adjudication led to a constructive debate on the right amount road space to give those who are cycling, and highlighted the correct road position for those traveling by bike. Cycling Scotland was pleased that the final adjudication confirmed the advert gives the correct guidance to people driving and cycling and the reversal ensures that future messaging in advertising around safe cycling is not compromised.

# TRAINING CASE STUDIES

## ESSENTIAL CYCLING SKILLS AND SMARTPHONE APP

Essential Cycling Skills is a practical training course aimed at new and returning adult cyclists to help boost their confidence and give them the necessary skills to negotiate on-road journeys. The course was piloted in Edinburgh and designed to be delivered by staff of bicycle retailers, as one of the best times for offering cycle training is when someone has just bought a bike. The course is supported by a free app both for Apple and Android smartphones.

**2,429** USERS OF THE APP SINCE ITS LAUNCH IN APRIL

Research from the Essential Cycling skills pilot program found that:

**48%**

OF RESPONDENTS WOULD BE LIKELY TO TAKE AN ADULT CYCLE TRAINING CLASS

**84%**

OF RESPONDENTS THOUGHT THAT BIKE RETAIL SHOPS SHOULD BE OPERATING ADULT CYCLE TRAINING SESSIONS AND

**75%**

AGREED THAT THEY WOULD THINK MORE POSITIVELY ABOUT THE SHOPS IF THEY DID

1

Cycling Scotland

Essential cycling skills

Brought to you by Cycling Scotland

Download our mobile app!

If it's been a while since you've been in the saddle, Cycling Scotland's new Essential Cycling Skills app will come in handy.

Download it now for free from:

Available on the App Store GET IT ON Google play

www.cyclingscotland.org

2

## ESSENTIAL CYCLING SKILLS – CYCLE AWARENESS COURSE FOR PROFESSIONAL DRIVERS

Cycling Scotland successfully partnered with the City of Edinburgh Council to develop and deliver a pilot training course that provided Council LGV drivers with first-hand experience of cycling on the Capital's roads. The first of its kind in Scotland, the course consisted of a classroom based theory component that looked at ways to reduce risk to all vulnerable road users, and a practical cycling component, which was developed and delivered by Cycling Scotland. Course feedback was very positive with all drivers suggesting that they would recommend the course to colleagues.





# 11 GIVE ME CYCLE SPACE

**Cycling Scotland successfully delivered the largest ever annual Give Me Cycle Space campaign this year calling on drivers to give children space to cycle safely on the road, and to encourage more children to cycle to school.**

The Give Me Cycle Space campaign ran through June and July in twenty local authority areas, asking drivers to look out for children cycling on the road and allow them plenty of space whilst overtaking.

The campaign ran for 6 weeks on TV, radio and press and for 4 weeks on outdoor formats including billboards, bus backs, bus stops and lamp post banners. This was supported by branding at schools and educational visits from the Riderz stunt team including lessons on route mapping, bike safety checks and an inspirational cycle stunt show.

Across the 20 local authorities, 210 schools and over 18,000 pupils took part in the Give Me Cycle Space campaign in-school activities. Each school was invited to take part in cycle to school week, during which they recorded the number of journeys made to school by bike. The winning school, Crombie Primary in Aberdeenshire, made an impressive 92% of journeys by bike.

Post campaign research showed that both spontaneous and prompted recall of the campaign amongst drivers and parents was extremely good. The campaign continues to be effective in making drivers more aware of children cycling on the road, improving their awareness of how much space to give when overtaking.

*Key facts*

## 90% OF DRIVERS

SAID THE 2014 CAMPAIGN WOULD MAKE THEM SLOW DOWN WHEN DRIVING NEAR SCHOOLS

## 92% OF DRIVERS

SAID THE 2014 CAMPAIGN WOULD MAKE THEM GIVE CHILDREN ON BIKES MORE SPACE ON THE ROAD

## 20 LOCAL AUTHORITIES

## 210 SCHOOLS

AND OVER

## 18,000 PUPILS TOOK PART IN THE 2014 GIVE ME CYCLE SPACE IN-SCHOOL ACTIVITIES



# Give me cycle space.

As much space as you would give a car.



Cycling Scotland

Registered Scottish Charity no. SC089160



Pupils from Crombie Primary enjoying a cycling day out after completing the most journeys to school by bike as part of the Give Me Cycle Space Campaign



# 12 PLAY ON PEDALS 2014

Commonwealth and Olympic Games Scottish Cycling heroes Aileen McGlynn OBE and James McCallum celebrated launch of People's Postcode Lottery Dream



**Cycling Scotland is partnering with CTC, the Glasgow Bike Station and Play Scotland to deliver Play on Pedals, a two year project to enable pre-school children across Glasgow to learn how to ride a bike.**

Since the project's official launch in May, Commonwealth Games and paralympic tandem champion Aileen McGlynn OBE and Scottish Cycling cyclist and Commonwealth Games medal-winner James McCallum have joined Play on Pedals as official ambassadors.

Over the summer, Play on Pedals purchased a fleet of balance and pedal bikes and, working with North Lanarkshire Council's Early Years team, has written a bespoke early

years training resource, modelled on Cycling Scotland's successful Bikeability Scotland qualification.

Using this resource, the training of Play on Pedals Instructors is being delivered to early years practitioners and volunteers across Glasgow. Through a mixture of games and play within safe, off-road spaces, children are being taught to balance on a bike, manoeuvre themselves around obstacles, and apply their brakes. Parents are also being encouraged to join in with their child's cycling journey, learning how to take off pedals and stabilisers and being given tips on cycling opportunities in and around Glasgow.

The project aims to leave a sustainable legacy by establishing 50 'Hero Organisations' to act as local hubs for training, resource sharing and hosting of community events. It is also

hoped that by training Play on Pedals Instructor Trainers and Mechanics, equipped to teach others and to fix the bike fleet, the project can continue long after funding ends. Additionally, through the Bike Station, a series of bike swaps are taking place across the city, refurbishing existing children's bikes and recycling them back into local communities.

Play on Pedals is supported by players of People's Postcode Lottery and winner of the 2014 People's Postcode Trust Dream Fund, receiving £232,000 in funding; it is also recognised as a Commonwealth Games legacy project by Glasgow City Council.



Play on Pedals launch



Children from Westercraigs nursery



Transport Planning and Engineering (TP&E) is Cycling Scotland's social enterprise consultancy, specialising in the design of cycling and sustainable travel infrastructure. TP&E is a unique organisation - an engineering consultancy that focuses solely on design solutions for cycling and walking in line with worldwide best-practice. All profits from TP&E are invested back in Cycling Scotland projects to encourage more people to cycle.

TP&E provide design services to a wide range of clients, including local authorities, national parks and other national organisations.



## Key Projects

TP&E has experienced another busy year with projects across Scotland from Selkirk to Islay and Giffnock to Connel. TP&E continues to work with local authorities developing, designing and installing cycle and shared use networks.

Two examples of projects undertaken by TP&E in the past year are the A81 Segregated Cycle Route and the Drymen Community Development Trust Active Travel Links. Both projects will continue in to delivery during 2015.

If you have any questions about TP&E, contact Peter Leslie, [peterleslie@tpande.org](mailto:peterleslie@tpande.org)



## LOCAL AUTHORITY SUPPORT: A81 SEGREGATED CYCLE ROUTE

TP&E was contracted by East Dunbartonshire Council to complete the design of a cycle route along the A81. The initial work completed was to establish the feasibility of installing a segregated cycle route linking Milngavie and the Garscube Estate. TP&E utilised council workshops, site visits and councillor meetings to establish the options available and identify the support a segregated cycle route would gain.

This led to initial design drawings which were produced to attract funding and begin statutory consultation. Once funding was secured, TP&E completed detailed design, including the design of floating bus stops, bend out junctions and a two-way segregated cycle facility along the A81.

The cost of construction is in the region of £400,000 with TP&E due to manage the build early in 2015.

## COMMUNITY SUPPORT: DRYMEN COMMUNITY DEVELOPMENT TRUST

TP&E delivered a project for Drymen Community Development Trust (DCDT) examining the options for the community's long-term aspiration of transforming Drymen into a hub destination for walking and cycling for leisure and active travel.

The project involved surveying a number of alternative routes and engaging in initial landowner and user-group consultation. Flexibility of approach was required as the various options were developed in the light of discoveries made during the consultation process.

DCDT have been successful in securing over £400,000 to deliver phase 1 of a 3 phased project to link Balmaha and Drymen whilst establishing a delivery plan for the route to Croftamie. TP&E is currently delivering the preferred routes with the client and Loch Lomond and the Trossachs National Park.





# 14

## CYCLING SCOTLAND BUSINESS PLAN AND KPIs

### WHO WE ARE AND WHAT WE DO

Cycling Scotland is a company limited by guarantee and registered charity, with a membership of stakeholders with an interest in cycle promotion. We are funded by Transport Scotland to bring cycling out from the fringes of everyday life and into the mainstream. We aim to establish cycling as an acceptable, attractive and practical lifestyle option.

Cycling Scotland was established in 2003 to take a national lead on the development of cycling as an everyday mainstream activity.

Since our inception, we have worked together with our partners and stakeholders to increase the number of people cycling and improve the environments they can do so in. We have worked to achieve this by having a strong strategic focus on our vision for Scotland to be a nation of cyclists.

### WHY CYCLING MATTERS

Cycling can be a safe, convenient and practical way to get around our towns and cities and it can be an attractive, fun and healthy way for us to spend our leisure time. Cycling also has an important role to play in tackling some of the very real and serious problems facing Scottish society today, such as obesity, climate change, congestion, pollution, social exclusion and physical inactivity.



### WHY CYCLING SCOTLAND

There are a wide range of organisations involved in cycling in Scotland. Cycling Scotland is uniquely placed amongst them to provide a national lead on cycling policy and practice. Through our embedded understanding, experience and skills we provide a knowledge hub for the sector and provide vision and direction for the promotion of cycling in Scotland.

We have a strong track record of partnership working; effectively and efficiently connecting the wide range of interests across the sector to produce outcomes greater than the sum of their parts.

We have a growing reputation for the quality, effectiveness and usability of our programmes, projects and publications.

### CONSTITUTION, STRUCTURE AND STAFF

Cycling Scotland is constituted under the companies act and is a registered Scottish charity.

Cycling Scotland is governed by a board of directors with a wide range of professional and cycling experience. The operations of the organisation are managed by the Chief Executive. The team at Cycling Scotland is comprised of a core staff of 19 officers with extensive cycling, training, promotions, administrative and engineering experience.

Cycling Scotland is a membership organisation. At present there are 34 member organisations and 8 board members. The membership appoints Directors to the Board for a fixed term.

### TRANSPORT PLANNING & ENGINEERING

Transport Planning & Engineering is a sustainable transport consultancy that is a social enterprise, wholly owned by Cycling Scotland. It provides practical design construction management and strategic development and planning services to a broad range of clients. For further information, please visit [www.tpande.org](http://www.tpande.org)

### ASSOCIATIONS AND PARTNERSHIP

Cycling Scotland is represented in a wide range of partnerships across our programme areas. Many of our programmes will be taken forward in conjunction with stakeholders and key delivery partners. Our workstreams and projects have been developed in consultation with our key stakeholders and therefore compliment the work that these organisations carry out.

Cycling Scotland provides a facilitation role for many national partnership initiatives and is a member of several others. Below is a figure outlining some of these key partnership groups.

Figure 1: Partnership Working

Cycling Scotland				
Active Living	Education & Training	Communication & Events	Information and Guidance	Leisure Tourism & Access
Cycling and Young People Group (S)	Bikeability Scotland Delivery Group (S)	National Communications & PR Strategy Development (S)	Annual Ministerial Cycling Summit	Bike Events Scotland (S) Bike Week
National Cycle Interests Group	UK Cycle Training Standards Board	Pedal for Scotland (S)	Cycling Action Plan for Scotland	Developing Mountain Biking in Scotland (SMBDC)
Scotrail Cycle Forum		Walking, Cycling, Connecting Communities Conference	Delivery Forum (S) Scottish Access Technical Information Network (SATIN) Scottish Parliament Cross Party Group on Cycling (S)	National Cycle Tourism Forum

(S) Groups in which Cycling Scotland is the secretariat



Through these partnerships, Cycling Scotland is engaged with a broad range of other organisations from across policy fields and sectors, and representing a diverse range of interests.

The organisations Cycling Scotland engages with in partnership projects, forums and working groups are represented in the table below.

**Figure 2: Partner organisations**

Cycling Scotland Project Delivery Partners			
Bike Hub	CTC, Cyclists Touring Club	The Bike Station	Eco Schools
Forestry Commission Scotland	Education Scotland	Living Streets	MBLA (Mountain Bike Leaders Association)
Paths for All	Road Safety Scotland	Scottish Centre for Healthy Working Lives	Scottish Cycling
Scottish Local Authorities	Scottish Government	SNH (Scottish National Heritage)	STV
Sustrans	Transport Scotland	VisitScotland	Volunteer Development Scotland
Forum & Working Group Partners			
Scotland			
ADES (Association of Directors of Education Scotland)	Bike Club Consortium	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	Scottish Mountain Safety Forum
SCOTS (Society of Chief Officers of Transport Scotland)	sportscotland	Transform Scotland	
UK			
Welsh Assembly	The Department for Transport	Northern Ireland Assembly	Passenger Focus
RoSPA (Royal Society for the Prevention of Accidents)	Skills Active	Transport for London	British Cycling

*We will report annually on our progress and achievements in relation to the performance framework and how these relate to higher level outcomes.*

# VISIONS OBJECTIVES & AIMS

## OUR VISION IS FOR SCOTLAND TO BE A NATION OF CYCLISTS

Where people of all ages and abilities, from all walks of life, cycle more often. Enjoying better access to Scotland's towns, cities, villages and the outdoors. A nation of cycling-friendly communities and green spaces, where people feel safe on their bikes, and think of cycling as the best way to get around; to school or work, to college or the shops. Where the streets are bustling with people on bikes, easing congestion, reducing carbon emissions, and helping create a happier, healthier population.

We are also fully committed to playing a central role in assisting Transport Scotland, its partners and stakeholders to achieve the vision set out in the Cycling Action Plan for Scotland.

*“By 2020, 10% of all journeys taken in Scotland will be by bike.”*

As a mainly publicly funded organisation, we aim to provide the best possible value for money in everything we do. Our resources are focussed on a range of strategic priorities that evolve to reflect Transport Scotland's priorities as circumstances change.

### Our Vision is supported by 5 Strategic Goals:

#### Goal 1

Let everyone know about the role cycling can play in achieving a healthier, more sustainable and fairer Scotland

#### Goal 2

Help promote better, greener public spaces where people of all ages and abilities can cycle safely

#### Goal 3

Show that cycling is a great way to get around, giving people from all walks of life better access in Scotland's towns, cities and to the outdoors

#### Goal 4

Show that cycling is a safe, effective and economical transport option that's better for the people of Scotland, and for their environment

#### Goal 5

Celebrate and promote that there is a type of cycling for everyone; leisure, travel, tourism, sport and play

## HOW WE WILL WORK

We will deliver against our vision and strategic goals through a series of Programme Areas. Each of these will contain Workstreams and Projects, which have been developed to form our annual business plan.

We have five Programme Areas

- Active Living
- Education & Training
- Information & Guidance
- Communication
- Leisure, Tourism & Access

These will form the general themes with which we focus our specific workstreams and projects. Each project has its own project overview and will be reported on monthly against the performance framework.

The individual projects and the targets for them are specified in Section 15: Cycling Scotland's Performance Framework.

The performance framework is reviewed annually taking into consideration performance against our targets and future funding levels.

## CORPORATE PLAN

Our corporate plan for 2011-2016 set out our framework for delivery against our vision and goals. This plan builds on our recent work and is rooted in the belief that cycling can deliver multiple benefits for Scotland and its people. The corporate plan was produced in consultation with our member organisations. We have a clear vision that cycling can make a key contribution towards a successful Scotland.

## MEASURES OF SUCCESS

Cycling Scotland measures progress and achievements in a range of different ways. To do this in a systematic manner we have developed a performance framework with indicators which will demonstrate how we contribute to outcomes at local and national levels. We will report annually on our progress and achievements in relation to the performance framework and how these relate to higher level outcomes.



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# CYCLING SCOTLAND PERFORMANCE FRAMEWORK

The following pages show Cycling Scotland's performance against KPIs for the financial year 2013/14

## FINAL 2013/14

Projects	Description	KPI Number	KPI/Reporting Measure	Targets 2013/14	Actual 2013/14	Target 2014/15
<b>ACTIVE LIVING</b>						
<b>403 Cycle Friendly Schools</b>	Cycle Friendly Schools is a programme that seeks to create a cycling culture within Scottish primary schools. The Award recognises schools that provide a good standard of infrastructure such as bike parking and lockers, national standard cycle training and promotion.	<b>1</b>	Number of Cycle Friendly Schools: (Cumulative)	45 (212)	48 (215)	45 (267)
			Number of pupils covered by Award	44,400	61,307	70,000
<b>508 Cycle to School Campaign</b>	A media campaign to get more children cycling to school by targeting parental attitudes about the safety of cycling. Cycle Friendly Zones around schools carry messaging for drivers to give children space and consideration.	<b>2</b>	Number of local authorities engaged in partnership	12	20	10
			Post campaign level of agreement from parents: 'The campaign will make me feel more confident about my child cycling to school' (Progressive research):	80%	56%	80%
			Post campaign level of agreement from drivers: "The campaign will make me give kids more space on the road" (Progressive research):	95%	92%	95%
<b>406 Cycle Friendly Employer</b>	Cycle Friendly Employer is a programme that encourages active travel by commending workplaces that provide facilities, incentives and encouragement for staff cycling to work.	<b>3</b>	Number of workplaces covered by the Award	40 (186)	42 (199)	40 (226)
			Number of employees covered by Award	18,000 (83,700)	11,168 (84,926)	18,000 (101,700)
<b>441 Adult Cycle Training</b>	Essential Cycle Skills creates opportunities for adult cyclists to access National Standard cycle training. This can be facilitated through Cycle Friendly Employers.	<b>4</b>	Number of skills instructors trained	16	51	2,000 (changed KPI: number of adults accessing training)

## FINAL 2013/14

Projects	Description	KPI Number	KPI/Reporting Measure	Targets 2013/14	Actual 2013/14	Target 2014/15
<b>ACTIVE LIVING</b>						
<b>409 Cycle Friendly Communities</b>	A project that supports local community cycling projects which are innovative, deliver health gain, support the community and encourage cycling by awarding grants of up to £6,000.	<b>5</b>	Number of projects supported	14	17	14
			% of case studies generated from previous year's projects	80%	86%	80%
<b>583 Respect Campaign</b>	Cycling Scotland will run a media campaign to encourage greater mutual respect between road users	<b>30</b>	Deliver respect campaign annually	1	1	N/A
<b>EDUCATION AND TRAINING</b>						
<b>411 Let's Ride</b>	Partnership project to improve and increase access to cycling activities. This is a 1-day course aimed at those who will be leading groups through a variety of rides on pre-planned risk assessed routes within their local area, usually as part of a larger project.	<b>7</b>	Number of local led ride programmes; Cumulative	15 (38)	43 (68)	15 (83)
			Number of trained CRLs (baseline of 120 Sept 2010)	100 (340)	272 (426)	100 (440)
<b>439 Cycle Patrol</b>	A 2-day course for staff who could make extensive use of the bicycle to enhance their current patrol duties. Staff who may benefit from such training are Park Rangers/Wardens, Path Rangers, Countryside Rangers or a separate but similar course is provided.	<b>9</b>	Numbers trained on Cycle Patrol	40	44	45
			percentage of Scottish primary schools delivering Level 2 National Standard Training	34%	37.6%	40%
<b>421 Bikeability Scotland</b>	Multi-level training programme offered to school age children across Scotland. Aligns to the UK National Standard. Number of local authorities delivering multi-level National Standard Training.	<b>10*</b>	Number of local authorities delivering multi-level National Standard Training.	23	22	25
			Number of candidates achieving 4 day Cycle Trainer qualification	150 (715)	216 (774)	120 (835)
			Number of candidates achieving 1 day Cycle Training Assistant certificates	700 (2032)	870 (2195)	500 (2695)



## FINAL 2013/14

Projects	Description	KPI Number	KPI/Reporting Measure	Targets 2013/14	Actual 2013/14	Target 2014/15
<b>EDUCATION AND TRAINING</b>						
407 Go Mountain Bike	A mountain bike proficiency scheme that covers 4 themes and 5 levels of proficiency. Designed to give people the confidence and skills to make off-road journeys.	13	Number of accredited centres	40	28	40
			Number of people trained on scheme	1000 (3000)	1530 (3305)	1000 (4000) (Note: this figure is the KPI for 2014/15)
<b>INFORMATION AND GUIDANCE</b>						
201 National Assessment of Local Authority Cycling Policy	The National Assessment is a qualitative assessment of local authority cycling policy. The purpose of the study is to encourage an organisational culture that ensures cycling becomes a realistic travel and leisure choice for the travelling public.	14	Cycling Scotland will conduct and publish the results of a national assessment of the cycling policy and practice of Scotland's local authorities	0	1	N/A
209 Monitoring and Developing Cycling in Scotland	An initiative to establish accurate baseline figures for cycling levels across Scotland.	15	Produce a report annually on a suite of national indicators to inform the national picture of cycling participation	1	1	1
320 Cycle Infrastructure Advice	Provide support and advice to local authorities and similar organisations in good practice for on and off road cycle infrastructure.	16	Cycling Scotland will provide a dedicated staff resource (recorded in hours) to provide technical guidance on on-road engineering	90	93	90
324 SATIN - Scottish Access Technical Information Network	A forum to exchange good practice, store, disseminate and share information between those delivering outdoor access and active travel infrastructure in Scotland.	17	Active members of SATIN website	100	130	100
422 Making Cycling Mainstream	Making Cycling Mainstream is a set of professional development workshops aimed principally at technical staff within local authorities and other agencies. These interactive courses delivered by a range of technical experts will give staff useful skills.	18	Number of attendances by practitioners, students and professionals (e.g., consultants) at MCM workshops (Cumulative)	240 (842 since March 2009)	323	240

## FINAL 2013/14

Projects	Description	KPI Number	KPI/Reporting Measure	Targets 2013/14	Actual 2013/14	Target 2014/15
<b>COMMUNICATION</b>						
510 Corporate Communications	We will conduct communications and marketing activity to highlight the benefits of cycling. This will promote the many opportunities throughout the year to get involved in cycling events and activities. We have expanded the range of measures for this area.	20	Opportunities to see	15,900,000	39,942,216	35,000,000
			Advertising value equivalent	£352,000	£634,697	£450,000
			PR value	£1,055,000	£1,993,568	£1,500,000
505 Online Activity	Websites include the Cycling Scotland main site, Bike Events Scotland, Riderz and Pedal for Scotland.	21	Number of website hits	280,000	439,306	300,000
504 Newsletter	We will produce print materials to provide news and updates on cycling in Scotland as well as the progress of our and our partners key initiatives.	22	Newsletter distribution figure	25,000	26,651	25,000
219 Cycling Policy	We will produce position papers outlining the benefits that cycling can bring across key policy areas. We will contribute responses to consultations on key Scottish and Local Government Policies and Strategies.	23	Number of position papers, evidence papers and key consultation responses produced	10	10	10
214 Cycling Scotland Conference	The Conference provides an opportunity to highlight and share best practice and innovation in cycling, promote work happening in Scotland and abroad and provide a networking opportunity for key stakeholder groups.	24	Number of conference delegates	140	220	225
221 Active Travel Conference	Cycling Scotland is a key partner in this conference promoting the use of active travel alongside other key stakeholder groups.	25	Number of conferences delivered alongside key stakeholders to be set by consensus of project partners	1	1	N/A



## FINAL 2013/14

Projects	Description	KPI Number	KPI/Reporting Measure	Targets 2013/14	Actual 2013/14	Target 2014/15
<b>LEISURE, TOURISM AND ACCESS</b>						
<b>513 Bike Events Scotland</b>	The National Events Website provides all agencies in Scotland that post cycle events to the web with a central point to post event details, meaning users only need to look at one site instead of many. Cycling Scotland developed and hosts the site, adds	<b>26</b>	Number of cycling events listed	390	404	420
<b>544 Bike Week</b>		<b>27</b>	'Event organisers seminar' delegate numbers *Directed by UK Bike Week and assisted by CS	90	75	90
		<b>28</b>	Number of registered events	290	342	300
			Bike Week event participants *this figure is based on estimates from individual event organisers	52,000	48,269	53,000
<b>543 Pedal for Scotland</b>	Pedal for Scotland is Scotland's biggest mass-participation bike ride. There a number of different levels of ride to allow cyclists of all abilities to take part. The event demonstrates the significant distances that can be achieved by bike in a short time.	*	Challenge ride participants	8,000	7,097	
		*	Sportive ride participants	1,200	827	
		*	Edinburgh family ride participants	500	402	
		*	Glasgow family ride participants	1,000	3,425	
		*	Aberdeen family ride participants	1,500	297	
		<b>29</b>	Total PFS Participants	12,200	12,048	18,000





## 16

CAPS  
ACTION  
TABLE

The following table shows the 19 actions from the refreshed Cycling Action Plan for Scotland published in June 2013, along with the key partners responsible for delivering the actions, the expected outcomes and timescales, monitoring indicators and resources required.

ACTION	LEAD PARTNER & OTHER PARTNERS	OUTCOMES / TIMESCALES	MONITORING INDICATORS	RESOURCING
<b>LEADERSHIP &amp; PARTNERSHIP</b>				
<b>1.</b> Establish an annual national cycling summit involving the Minister for Transport and Heads of Transportation and relevant Committee Convenors to lead delivery and gauge progress	Transport Scotland (lead), COSLA and LAs	Strong engagement in CAPS to provide a steadily growing momentum for delivery work	See Actions 18 & 19	City of Edinburgh has offered to host in 2013; could rotate the host authority.
<b>2.</b> Develop for each local authority area the strategic approach to supporting functional cycling (and active travel more broadly), mapping the appropriate infrastructure improvements required along with supporting promotional work	LAs, with RTPs; Cycling Scotland, Transport Scotland	Cycling strategies in place for all local authority areas and/or travel-to-work regional areas, by 2015.	Number of strategies in place and being implemented	LAs/ RTPs; Transport Scotland resourcing in 2013/14 and 2014/15 to support a central resource to work across all LAs (with RTPs) to assist the development of cycling/active travel plans
<b>3.</b> Continue to promote a national training programme on cycling integration 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, Cycling by Design cycle guidance and Smarter Choices, Smarter Places (SCSP) good practice	Cycling Scotland (lead), Sustrans, Transport Scotland	Improved integration of cycling considerations into operational and strategic delivery in local areas.  Develop a SCSP best practice module for delivery by stakeholders or Transport Scotland	Number of delegates trained	Current Scottish Government grants to Cycling Scotland; LA resourcing
<b>INFRASTRUCTURE, INTEGRATION AND ROAD SAFETY</b>				
<b>4.</b> Continue to develop and maintain community links - i.e., high quality, local infrastructure to support active travel (routes and public realm improvements) - particularly in urban areas where high levels of cycling can be achieved, along with associated infrastructure such as cycle parking facilities at key destinations including schools, bus and rail stations, shopping areas and workplaces	LAs, with Sustrans, RTPs, community groups, Transport Scotland	Steady growth in the quantity and quality of infrastructure to support active travel.	Physical data on km of cycle routes in place. Quality of routes and public realm, measured against planning policy and design guidance.  Number of users measured by static counters.  National indicator for all journeys by active modes  Cycling Scotland's National Assessment of LA delivery approaches	SG capital grant to Sustrans and to LAs through Cycling, Walking & Safer Streets. LAs' own budget allocations

ACTION	LEAD PARTNER & OTHER PARTNERS	OUTCOMES / TIMESCALES	MONITORING INDICATORS	RESOURCING
<b>INFRASTRUCTURE, INTEGRATION AND ROAD SAFETY</b>				
<b>5.</b> Continue to develop and maintain the National Cycle Network to provide long distance cycling routes, connecting rural communities and promoting tourism	Sustrans with partners including LAs, Forestry Commission, Scottish Canals, Visit Scotland, Cycle Tourism Forum	Steady growth in the quantity and improvement in the quality of infrastructure to support an increase in active travel	Physical data on km of cycle routes in place, quality of routes and public realm measured against planning policy and design guidance.  Number of users on cycle routes	SG grant to Sustrans - Transport Scotland funding for Oban to Inverness NCN project.
<b>6.</b> Develop better integration with public transport through working in partnership with interests such as rail and bus/coach operators and RTPs	Transport Scotland (lead), RTPs, rail and bus operators / representative bodies (e.g., Confederation of Passenger Transport) Sustrans (for access to and from stations)	Improved links through promoting improved cycling routes to transport hubs and bike parking; potentially enhanced carriage of bikes (especially for rural transport)	National indicator on all journeys to work by active and public transport  Perceptions of public transport	Public transport operator contributions; LA / SG funding for facilities development;
<b>7.</b> Establish and develop the Cycle Hub at Stirling Station as a pilot in 2013-5 and evaluate it for potential wider roll-out at other railway stations	Forth Environment Link (lead), Transport Scotland, First ScotRail, Stirling Council, Sustrans	Cycle Hub launched in May 2013 with on-going customer monitoring and evaluation to develop the services at the Hub and inform possible future developments elsewhere.	Number of visitors to the Hub  Increase in uptake of cycle parking at the station  Local cycle count data	SG funding running costs in 2013/4-2014/5 with contributions from all partners for improved infrastructure links and promotion
<b>8.</b> Promote the implementation of 20 mph schemes in all residential areas and share best practice across the country, especially from the City of Edinburgh Council's pilot scheme (as well as from related initiatives such as Sustrans' 'Street Design').	LAs, with partnership work by with Transport Scotland, Sustrans	Improved road safety to encourage greater participation in active travel	Reductions in cyclist and pedestrian KSI (killed & seriously-injured) statistics	LA budgets; SG grant-funding to Sustrans (Street Design projects) and to LAs through CWSS funding
<b>9.</b> Develop and deliver a <i>Mutual Respect Campaign</i> for all road users, complementing the existing <i>Give Me Cycle Space</i> campaign aimed at drivers.	Cycling Scotland (lead) with input from the Vulnerable Road Users Forum and LAs for delivery and promotion of the project	Launch of the Mutual Respect Campaign due later in 2013.	Reduction in KSIs in all modes, but specifically for cyclists and pedestrians	SG funding to Cycling Scotland with LA resourcing for implementation



ACTION	LEAD PARTNER & OTHER PARTNERS	OUTCOMES / TIMESCALES	MONITORING INDICATORS	RESOURCING
<b>PROMOTION AND BEHAVIOURAL CHANGE</b>				
<b>10.</b> Continue the roll-out of Bikeability Scotland training through schools, steadily expanding participation, particularly in on-road training. Develop and promote support for this, including volunteer-led delivery and parental involvement.	Bikeability Scotland Delivery Forum (lead), Cycling Scotland; LAs, schools	Resources and training available to all LAs to enable 100% of pupils in the relevant cohorts to access on-road Bikeability training by end of 2015 More children cycling, e.g., to school	Numbers of participating schools Numbers of pupils receiving on-road training Number of volunteers supported and trained Hands Up Scotland data on school travel	SG grant funding to Cycling Scotland for Bikeability delivery (including volunteer support); LA budgets
<b>11.</b> Develop adult cycle training resources, building on Bikeability Scotland, including an essential skills module as a pilot for potential roll-out nationwide.	Cycling Scotland (lead), working with bike retailers	Increase the number of outlets offering adult training	Number of participants taking up new resource	Current SG funding to Cycling Scotland
<b>12.</b> Promote and support community-led cycling initiatives, through signposting resources and providing support for projects that will promote cycling participation in an inclusive, accessible way. Evaluate the delivery of the Cycle Friendly Communities Fund programme to date and promote the learning to further develop approaches to supporting communities	Cycling Scotland and Sustrans (lead)	Increase in number of community events and projects	Project participation and local area cycling modal shares etc	Current SG funding for Cycle Friendly and Sustainable Communities Fund, Climate Challenge Fund and the Active Fund
<b>13.</b> Continue to promote projects which encourage primary school pupils to continue cycling when progressing to secondary schools, such as I-Bike and delivery of Bikeability Scotland level 3	Sustrans and Cycling Scotland (lead), LAs	More children cycling	Hands Up Scotland Survey results in I-Bike Schools and number of Cycle Friendly Secondary Schools (CFSS) iBike evaluation data	Current SG funding for I-Bike officers to Sustrans and to Cycling Scotland for CFSS
<b>14.</b> Promote cycling for young people more broadly for leisure or travel, for fun, health and sport, through the promotion of cycling activities, events and led cycle rides	Cycling and Young People Group (lead), Cycle Tourism Forum, NHS professionals	More young people participating in all forms of cycling	Delivery body data, e.g., • membership of clubs • number of cycling events held	SG funding to Cycling Scotland; LA / Health board budgets

ACTION	LEAD PARTNER & OTHER PARTNERS	OUTCOMES / TIMESCALES	MONITORING INDICATORS	RESOURCING
<b>PROMOTION AND BEHAVIOURAL CHANGE</b>				
<b>15.</b> Develop approaches to promoting access to bikes - e.g., develop Bike Library schemes for schools and communities to promote access to bikes in areas of low cycle use or deprivation (e.g., for taster cycling sessions). Sign-post community groups to sources of funding through Cycle Friendly and Sustainable Communities Fund, Climate Challenge Fund, Junior CCF	Cycling Scotland (lead), community groups, Transport Scotland / Scottish Government	Increased accessibility to bikes Increase in number of community cycling events	Numbers of trips on NCN number of children and adults accessing training number of children/adults using Bike Library	SG grant funding for Cycling Scotland (Cycle Friendly Community Fund), plus potential community funding from Climate Challenge Fund
<b>16.</b> Encourage all employers across all sectors to become Cycle Friendly (e.g., by offering support for workplace cycling facilities and promotional resources, active travel champions, travel planning etc)	Cycling Scotland, Healthy Working Lives, Sustrans (leads), employers	Increase in commuting to work by bike	Number of CFEs Number of employees working in a CFE Number of Bike to Work schemes on offer SHS increase in cycling to work	Current SG grants to CS and Sustrans EST loan fund for employers
<b>17.</b> Develop follow-up work from the Smarter Choices, Smarter Places evaluation report, applying learning to encourage active travel as part of community-based sustainable transport promotion.	Transport Scotland (lead) Cycling Scotland, Sustrans, LAs	Increase in active travel in all areas	SHS increase in active travel and public transport use	Transport Scotland resourcing; local authority delivery budgets
<b>18.</b> Report annually on an appropriate suite of national indicators to inform the national picture of cycling participation	Cycling Scotland (lead), SG, Sustrans, Paths for All	Available data collated and presented to inform the national picture of cycling participation	see Annex G	Transport Scotland; SG grant funding to Cycling Scotland & Sustrans includes provision for evaluation
<b>19.</b> Develop local monitoring, using data from local cycle counts and surveys etc, with support from key delivery bodies to develop a coordinated approach to data collection	LAs with Cycling Scotland and Sustrans	More robust local data collected which can contribute to the 10% shared vision	Cycling Scotland's National Assessment and Sustrans cycle counter data collection, including the new cycle counters project	SG grant funding to Cycling Scotland & Sustrans includes provision for evaluation; SG funding in 2012/3 for local cycle counters



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## BOARD MEMBERS

The board\* is appointed by our member organisations.



### CHAIRMAN BILL WRIGHT

Bill Wright is the chair of Cycling Scotland. Bill is a financial planner, a non-councillor member of TACTRAN and was a board member of Sustrans before joining the board of Cycling Scotland. Bill became Chairman in 2007.

### DIRECTOR RONA GIBB

Rona Gibb is the development manager at Paths For All, a partnership of more than twenty national organisations committed to promoting walking for health and the development of multi-use path networks in Scotland.

### DIRECTOR MAUREEN KIDD

Maureen Kidd has both a personal and professional interest in promoting cycling. She was previously the strategic lead for physical activity in NHS Health Scotland but is now building on her research interests by doing a PhD at the University of Glasgow, investigating the impact of the 2014 Commonwealth Games on

young people living in the East End of Glasgow. She is a member of the World Health Organisation expert group on promoting physical activity in disadvantaged groups and a regular cyclist for active travel and recreation.

### DIRECTOR STUART KNOWLES

Stuart Knowles was Senior Manager for Traffic and Transportation Services at Fife Council until his retirement. He is now pursuing his professional interests in sustainable transport including cycling development.

### DIRECTOR JOHN LAUDER

John Lauder is the Director of Sustrans Scotland, the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day.

### DIRECTOR ALAN MALCOLM

Alan Malcolm was Senior Depute Director of Land Services for Glasgow City Council until retirement and is an appointed member of SPT.

### DIRECTOR SANDY SCOTLAND

Sandy Scotland has been involved in cycling promotion for many years as a member of Spokes and an appointed member of the SEStran board.

### DIRECTOR GORDON SEABRIGHT

Gordon Seabright was Chief Executive of the CTC, the national cycling charity, until May 2014 when he moved on to become The Eden Project Director.

### OBSERVER KAREN FUREY

Karen is Cycling Policy Manager with the Sustainable Transport Team at Transport Scotland.

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## STAFF MEMBERS

### KEITH IRVING CHIEF EXECUTIVE

Keith became Cycling Scotland Chief Executive in July 2014. He is responsible for leading Cycling Scotland, raising the profile of the organisation and delivering the Cycling Scotland vision to establish cycling as a mainstream, attractive and practical lifestyle option. Previously he led Living Streets Scotland for 6 years and has worked in transport planning and policy. He chairs the Cycling Action Plan Delivery Forum and serves on the Road Safety Operational Partnership Group.

### CHRISTOPHER JOHNSON SENIOR DEVELOPMENT OFFICER

Christopher manages the Education and Behaviour Change programmes, which include Bikeability Scotland, Cycle Friendly Awards and Making Cycling Mainstream.

### NATHAN KACZMARSKI SENIOR COMMUNICATIONS OFFICER

Nathan manages all of the Policy, Monitoring, PR, Events and Communications programmes which include the Give Me Cycle Space Campaign, freshno Pedal for Scotland, Bike Week and the National Assessment.

### LINDA PETERS SENIOR FINANCE OFFICER

Linda is responsible for managing the organisation's finances and is also Cycling Scotland's company secretary.

### VICKY TIBBITT COMMUNICATIONS OFFICER

Vicky works on all of the PR and Communications projects for Cycling Scotland, including the Give Me Cycle Space Campaign and Bike Week.

### KATIE WRIGHT COMMUNICATIONS OFFICER

Katie works on all of the PR and Communications projects for Cycling Scotland, including the Give Me Cycle Space Campaign, freshno Pedal for Scotland and Bike Week.

### GORDON REID EVENTS OFFICER

Gordon manages Cycling Scotland's events programme including freshno Pedal for Scotland, Bike Week and the Bike Events Scotland website

### MARK HUGHES POLICY OFFICER

Mark is responsible for projects such as the National Assessment of Local Authority Cycling Policy, Cycling Scotland Annual Report and the Cycling Scotland Conference. Mark is the key contact regarding the Cycling Action Plan for Scotland (CAPS).

### LUKE PHILLIPS MONITORING AND DEVELOPMENT OFFICER

Luke is responsible for the management, maintenance, analysis and development of data relating to cycling in Scotland.

### HELEN ROTHWELL SCHOOLS OFFICER

Helen supports the coordination of Bikeability Scotland training nationwide, by working with key networks and delivery partners to ensure as many Scottish schoolchildren as possible receive multi-stage on-road cycle training in line with the national standard. Helen also supports the delivery of the Give me Cycle Space campaign.

### GARY BELL DEVELOPMENT OFFICER

Gary is responsible for the development and delivery of the Cycle Friendly Employer, Adult Cycle Training and Essential Cycling Skills projects.

### FIONA LINES DEVELOPMENT OFFICER

Fiona is responsible for the development and delivery of Cycling Scotland's Making Cycling Mainstream, Go Mountain Bike, Let's Ride, Cycle Patrol and Cycle Friendly Campus projects. She also manages the tutor network and provides direct support to 8 local authority areas.

### SHONA MORRIS DEVELOPMENT OFFICER

Shona is responsible for the delivery of the Cycle Friendly Sustainable Communities Fund. She also supports the delivery of Bikeability Scotland, Cycle Friendly Employer, and Cycle Friendly School programmes and Cycling Scotland's suite of cycle training and instructor training programmes.

### WILLIAM WRIGHT DEVELOPMENT OFFICER

William is responsible for the delivery of the Cycle Friendly School project and Cycling Scotland School Camps. William also supports the delivery of Cycling Scotland's suite of cycle training and instructor training programmes.

### NINA SAUNDERS QUALITY ASSURANCE OFFICER

Nina manages the quality assurance programme for Cycling Scotland's training courses.

### CATHERINE CHRISTIE OFFICE ADMINISTRATOR

Catherine manages the Cycling Scotland office and assists with all of our projects and initiatives.

### DEBBIE WATSON FINANCE ASSISTANT

Debbie is responsible for looking after Cycling Scotland's finances.

### TRANSPORT PLANNING AND ENGINEERING

#### PETER LESLIE TP&E SENIOR ENGINEER

Peter manages TP&E (Transport Planning and Engineering), the social enterprise engineering consultancy whose profits go back to promoting cycling. TP&E have designed cycle routes and infrastructure projects for a wide range of Scottish local authorities.

#### TOM A'HARA ENGINEER

Tom works alongside Peter Leslie to deliver sustainable transport engineering solutions with TP&E.

#### CAMPBELL MCCALL TECHNICIAN

Campbell works alongside Peter Leslie and Tom A'Hara to deliver sustainable transport engineering solutions with TP&E.

\*as of 31st March 2014



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# FINANCIAL ACCOUNTS 2013/14

The foregoing 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 28 August 2014 and can be obtained from the Secretary.

## CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT AND STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2014

	UNRESTRICTED FUNDS		RESTR. FUNDS	2014 Total £	2013 Total £
	General £	Designated £			
<b>Incoming Resources</b>					
<b>From Generated Funds</b>					
Trading Income	116,302	-	-	116,302	123,358
Voluntary Income	-	-	44,207	44,207	-
<b>From Charitable Activities</b>					
Scottish Government Grant	2,101,000	-	168,000	2,269,000	2,249,000
Education and consultancy	10,525	1,174	-	11,699	17,690
Marketing and event income	5,889	-	356,940	362,829	365,662
Other income	66,030	9,153	-	75,183	91,841
Corporation Tax Refund	-	-	-	-	2,827
<b>From Investment Income</b>					
Bank interest	5,055	-	-	5,055	9,961
<b>Total Incoming Resources</b>	<b>2,304,801</b>	<b>10,327</b>	<b>569,147</b>	<b>2,884,275</b>	<b>2,860,339</b>
<b>Resources Expended</b>					
<b>Charitable Expenditure</b>					
Charitable Activities	2,344,228	8,816	589,621	2,942,665	2,668,571
Governance Costs	15,817	-	5,110	20,927	20,304
Other Resources Expended	-	7,745	-	7,745	9,454
<b>Total resources expended</b>	<b>2,360,045</b>	<b>16,561</b>	<b>594,731</b>	<b>2,971,337</b>	<b>2,698,329</b>
<b>Surplus/(deficit) for the year and net incoming/(outgoing) resources before transfers</b>	<b>(55,244)</b>	<b>(6,234)</b>	<b>(25,584)</b>	<b>(87,062)</b>	<b>162,010</b>
Transfers	(53,739)	53,739	-	-	-

## Net movement in funds for the year

Balance brought forward	338,565	21,142	29,808	389,515	227,505
<b>Closing balance at 31 March 2014</b>					
Comprising:-					
<b>Unrestricted Funds</b>					
General	229,582	-	-	229,582	338,565
<b>Designated Funds</b>					
Designated Assets	-	8,671	-	8,671	12,677
Go Mountain Bike	-	9,976	-	9,976	8,465
Pension Deficit Reserve	-	50,000	-	50,000	-
<b>Restricted Funds</b>					
Pedal for Scotland Fund	-	-	4,224	4,224	29,808

## CYCLING SCOTLAND CONSOLIDATED BALANCE SHEET AT 31 MARCH 2014

	2014 £	2013 £
<b>Fixed Assets</b>		
Tangible assets	8,671	12,677
	<b>8,671</b>	<b>12,677</b>
<b>Current Assets</b>		
Debtors	222,798	560,058
Cash at bank and in hand	1,205,209	1,311,870
	<b>1,428,007</b>	<b>1,871,928</b>
<b>Creditors: Amounts falling due within one year</b>	<b>1,099,225</b>	<b>1,430,090</b>
<b>Net Current Assets</b>	<b>328,782</b>	<b>441,838</b>
<b>Total Assets less Current Liabilities</b>	<b>337,453</b>	<b>454,515</b>
<b>Creditors: Amounts falling due after one year</b>	<b>35,000</b>	<b>65,000</b>
<b>Net Assets</b>	<b>302,453</b>	<b>389,515</b>
<b>Represented by:</b>		
<b>Unrestricted Funds</b>		
General	229,582	338,565
Designated	68,647	21,142
Restricted	4,224	29,808
	<b>302,453</b>	<b>389,515</b>







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**Cycling Scotland**  
24 Blythswood Square  
Glasgow  
G2 4BG

Tel 0141 229 5350  
[www.cyclingscotland.org](http://www.cyclingscotland.org)

Registered Charity number: SC029760