

RESOURCES GROUP NOTE OF 18.07.16 MEETING

- These notes may include any relevant developments subsequent to the meeting
- They also include some notes from earlier meetings, which are still relevant

Present: Judy, Dave, Paul, David, Martin. **Apols:** Mies, Rosie, Martyn

Next meeting... August 16 or 17 (to be decided), 7pm, venue to be decided.

Google Calendar reminder... Spokes dates calendar by Martin <http://tinyurl.com/SpokesCalendar-v1>

A. RELEVANT NON-SPOKES MEETINGS

- Sep 7 – **Reducing Air Pollution**, Holyrood conference. Very costly (£149 for vol orgs!) but worth leafleting delegates with current Bulletin as health feature very relevant. At Dynamic Earth (to confirm), to leaflet from 9-10am. **Mies** will help - need at least one more helper (Martin & Judy unavailable).

B. STALLS - *Anyone who can help at stalls please contact Martyn or the person shown.*

- **Farmers Market** dates - 13/8, 10/9, 8/10, 12/11, 10/12
- **Linlithgow Canal Fun Day** – 14/8. Dave unavailable that w'end but Linlithgow member Richard Toleman in charge. **Martyn** will arrange to transport gazebo and stall materials to Richard unless **anyone else** can help. Note we sold 17 West Lothian maps last year, so need plenty WL maps and the new Edinburgh but not many EL or ML. Also 100+ Bulletins, as may leaflet people on the towpath.
- Report on stalls/events at **Meadows Fest** [good weather, very successful, over £300 sales], **Canal Fest** [also very successful], **Bike Breakfast** [see [report](#)]
- **Stall helpers instruction sheet** – Judy said useful to update to answer difficult common questions – e.g. complaints about cyclists on towpath [to deal with that question (1) give them shared paths flyer (2) say we have been pressing council for bike facilities on parallel roads to encourage faster cyclists to go there].

C. STALL MATERIALS

- **Map Buffs.** Decided not to order
- **Mudguard Stickers** running low – **Judy** investigating. Local printer £120/1000 or £200/2000 – this is roughly what we paid for previous stock 10 years or so ago. Much cheaper online “image printers.” Discussed Tim's drafts – **Judy** to finalise with Tim.

D. SPOKES PUBLIC MEETINGS [twitter hashtag #SpokesMtg]

- **Summer 2016 meeting, Mon 13 June** - [Cycling and Health](#) – one lesson – *use roving mike*.
- **Autumn 2016** – Hope to move forward 2 or 3 weeks e.g. week of 7 November as Bulletin hoped to come out earlier than usual. *Topic* - Cycling and Business. **Martin** to organise.
 - **Provisional title** – *Promoting Business through Cycling*. Alternatives – *Promoting Enterprise through Cycling*; *Profiting from Cycling*; *Cycling and Business*; *Benefiting Business through Cycling*
 - **Format** – usual 4 speakers then panel QA. Possibly have a form on seats for people to write any examples they know of/ ideas they have linking cycling & business, to get more audience ideas.
 - **Speakers...**
 - **Cllr Lesley Hinds** [would also be an attraction as she is Transport Convener – and now chair of Sestran]. Dave provisionally asked her and she is keen to do this. Suggest ask to speak on *Promoting Business through Cycling with special reference to the Edinburgh City Deal* (which is a big investment to boost infrastructure and employment in Edinburgh and the surrounding councils – how cycling can be built in?)
 - **Hannah Ward** – co-proprietor of The Cycle Service bike shop. Provisionally asked by Dave. Says she could cover... if cycling continues to increase, bike businesses might be able to:
 - expand
 - specialise (ie more shops focused on cargo bikes, road bikes etc, rather than all do everything)
 - get better access to training (currently cycle shop training is all very southern based)
 - offer a wider range of services (mechanics classes/bike fitting/bike washing)
 - take on more staff; train those staff better

- offer more in the way of sociable/community activities: rides/movies etc
 - competition between shops should also help keeping prices reasonable and standards good.
 - Cycling helping other businesses - increased efficiency springs to mind - using fleet bikes to get to and from meetings etc. Also more business's emerging that are entirely bike based: Bloombox (salad bike), Bearded barrista (coffee bike), Velopost (deliveries) already existing ones I know of.
 - **David or Henry** on role of cycling in a workplace, Bike User Groups, and benefits to the business.
 - **4th speaker** – If poss, someone relevant from a business organisation – Essential Edinburgh or Chamber of Commerce [with the idea that in part they are learning and will take ideas back]. Richard Darke from Ess Ed spoke at a [previous meeting](#) but has now left. Not sure if anyone now suitable. **Dave** to ask Sandy. Slight possibilities, Ess Ed chief exec [Roddy Smith](#) or Ch of Commerce Vice-Pres [Michael Johnston](#) [but neither appears to have obvious interest in cycling].
 - **Chair for discussion session** – Martin to ask **Dr Caroline Brown**, asst professor at Heriot Watt, works on urban sustainability, is one of the main EdFoC organisers.
- **Bulletin supplement** on same topic would be useful, probably with contributions from the speakers. Sponsorship needed if possible (£800-£900 is cost of the extra page). **David** to ask NextBike. If not, possibility of Sustrans? Other ideas? Would need to know soon.

E. SPOKES MAPS

- **Edinburgh map** now out, 3500 copies, of which 100 are flat copies for pinning on walls. All on water and tear-resistant paper, priced £6.95.
- Edinburgh edition on **new base map** (XYZ) to allow electronic version has been badly delayed and no likelihood of appearance any time soon.
- New **Glasgow edition** was paid for by the council, 12500 copies, and is available free (on ordinary paper) at council events and Glasgow Bike Station (through their Better Way to Work project) – not in bike shops. Electronic version also downloadable for smartphones. Development of a paid-for printed water/tear-resistant version is currently on hold as Ian is very short of time.
- Longer term spokes maps future unclear as Ian very busy at work and Tim not keen on doing future maps. On the other hand, David Gardiner has come in and done a lot on the reverse of the new Edinburgh map. May be a meeting of the maps group to discuss.

Two matters now needing attention...

- **Employer initiative** - Grant of £2500 towards map obtained from Edinburgh Council, in exchange for which we promised to try and get it pinned up in workplaces and/or made available to interested staff. **David** interested in taking lead on this project. Original idea was write to Chamber of Commerce and Essential Edinburgh asking if they would circulate a special map offer to local companies - but Judith from Council wrote to say they are taking on a consultant in August to promote active travel with large employers and suggested we wait to work with them. **David** to liaise with Judith on that (**Dave** to pass on contact). In addition to that 'top-down' approach David also considering bottom-up (partly to get wider range of employers) by contacting 'real staff' via spokes member email, CCE forum, (+ website, twitter, etc?) as much cycling activity may happen at that level. *Subsequent thoughts* - Presumably we offer workplaces a pin-up flat map and folded maps for staff at attractive price – £5? (including for the pin-up). Need to minimise admin, so possibly (a) not sale or return (b) minimum order 5 copies (anyone wishing less can order in usual way as on website maps page). Need to decide who/how orders delivered/collected.
- **Surplus existing Ed maps** Approx 400 remaining copies. Probably offer to schools for use in classes – e.g. geography or outdoor education, as Tim did very successfully with surplus old Midlothian maps. The offer could be publicised via the Council and/or in a member mailing and/or twitter/facebook. **Judy & Martin** will organise but wait till mid August once school holidays ending.

F. MOTORIST AWARENESS CAMPAIGN – 'BIKE ALERT'

- *Video* – this is now complete. **Martin** to contact Bryce to get final version on you-tube and link sent to Dave for videos page on our website – click the *videos* tab or go straight to www.spokes.org.uk/videos.
- *Leaflet* - David Gardiner of Laidback Bikes/ Vantage Creative produced draft A4-folded leaflet. Changes agreed at meeting at Martin's some time ago – minor changes inside; major change to back page. Final instructions passed by **Dave** to David G to update the leaflet, now that David G is less busy.
- *Leaflet numbers needed* - in a spokes mailout to all orgs and members [approx 2000], plus for events and further distribution as to be discussed below. Needs printed soon, for reasons below.
- *6th former sessions 2016* being coordinated by **Martin** working with Brian, Donald, Martyn. **Mies** also interested and we could ask for more volunteers in a member email circular if useful (send text to Dave if

so) – a lot of time is involved. Martin now in contact with all 4 local councils. Also to discuss format with Edinburgh – less good than W Lothian (Brian has written to them about this). Dates: WL, Aug 30-Sep 1; EL/ML (joint event) also Aug 30–Sep 1; CEC Oct 3-6.

- *Other uses* – driving schools, police rehab, etc, etc, to be discussed at a future Resources group when **Martin & Mies** both present. **Mies** to look up previous database.
- *Official launch of video/leaflet?* – Discuss at next meeting – advantage of getting press coverage (likely to appeal to press); Disadvantage – need someone to organise. Could be just a press release & website/twitter publicity. Would be easy to get supportive quotes for the press, e.g. from Andrew Burns/ Lesley Hinds and from Fyfes. If we have a launch, August/ early Sept, with leaflet just printed and 6th former sessions soon.
- **Mies** informing Fyfe's of use of video so far and seeking any feedback on the leaflet & video.

G. SUMMER COMPETITION

- **Comp 2016** – theme is *Shopping by Bike*
 - Comp launched in Bulletin 125
 - **Judy** to look after the prizes.
 - Prizes as follows. Note: we need proof for all, on paper or by email. **Everyone below** – please send prizes to Judy if not already done.
 - Mies** – **Bike Coop** (w'proof panniers); **Camera Obscura/ WoI** (2 fam tickets); **Kalpna** (lunch for 2)
 - Rosie** – **Bike Trax** (voucher for £30); **Filmhouse** (2 tickets)
 - Judy** – **Sustrans**; **Craigie's Farm** (£30 hamper)
 - Iain** - **Laidback Bikes** (free tour place); **EdFoC** (free hire of Urban Arrow).
 - Dave** – **ScotRail** (return for 2 between any 2 Scottish stations)
 - **Publicity** - **Dave** to do website article soon and include in next all-member email. Need to promote at stalls. Can we also promote in some cycling<--->shopping way??

H. NETHERLANDS CYCLE PLANNING TOUR

- **Iain** organising a group to go on a David Hembrow cycle planning tour (Assen & Groningen), Sept 13-15. Hopefully including some spokes and/or go-bike members plus ideally some councillors/officers. Martin reports that some Bristol campaigners may sign up. Dave/Anne & Martin going + some from Glasgow Mies also?
- Costs fall rapidly as numbers on the tour increase (max 12).
- Article included in Bulletin and Iain publicising through Go-Bike & elsewhere
- Spokes paid for A5 flyer (v cheap from online Instantprint) to advertise the tour, prepared by Iain, sent to all members in mailout, also all councillors (Ed and Lothians) and officials at Scot Govt and council.
- **Iain** – is accommodation and bike hire being organised? - would be helpful if so.

J. SUPERMARKETS PROJECT

- Postponed till Iain at meeting. Offer from Joe Taylor, who works for Cockburn, to get involved – invite him next time we discuss this? **Dave** has sent address to Iain.
- **Iain** circulated email with 2nd version of draft good practice guide. **Everyone** – please send comments to Iain (please also read the notes below). Once we are reasonably happy with the content we'll ask David Gardiner or Tim if they have time to do a professional layout.
- **Aim of the good practice guide ... to be used as follows ...**
 - to enable members to lobby their local shops/supermarket, as an individual on their own initiative.
 - to contact local regional managers of all supermarket chains, with the aim to find at least one willing to undertake an exemplary project covering all their stores – this would need one or more people within Resources Group (or other in Spokes) to take this on. The person could then potentially also work with locals from the above bullet point.
 - Note that this is an innovative project for which we could almost certainly get grant assistance if necessary if we decide to take it further in a ways that needs significant funding, as we did with the tenements project – e.g. Sestran or Cycling Scotland or SCSP cash (via Ed Council). This might be particularly helpful if any supermarket chain takes up the project and works with us, or if we organise local members lobbying their stores on a wide scale.
- **Report on our initial survey** is online at spokes.org.uk : documents : spokes projects : supermarkets or click here www.spokes.org.uk/documents/papers-documents/supermarkets-project.
- See previous minutes (15.3.16) for initial Good Practice Guide ideas, mostly now in Iain's draft.

K. 40TH ANNIVERSARY

- 2017 is Spokes 40th anniversary, as Chris Hill has reminded us. Are we doing anything special?

L. AGM / MEMBER MEETING

- 2016 AGM – will this be 30 mins before next public meeting, as in 2015, or a separate members' meeting, .e.g. in a pub room, probably with 30 mins or so business and then general chat/ socialising. If the latter, who will organise? Provisional decision – if find organiser, in a pub room, else before public mtg.

Remaining items below from previous meetings – no time to discuss further

M. SPOKES STATUS

- AGM in 2015 set up working group of Paul, Ian, Sandy, Dave [with power to coopt others] to progress Spokes becoming a SCIO <http://www.scvo.org.uk/setting-up-a-charity/decide-on-a-structure/scottish-charitable-incorporated-organisation/>
- Spokes objectives modifications to suit SCIO circulated to members, with no feedback except punctuation etc, so we can use these. Dave met SCVO for advice re modification of model SCIO constitution for the working group.
- There are 2 models: single tier (trustees only); 2-tier (members + trustees).
 - **2-tier** - most traditionally democratic, with a powerful members' AGM, and the model we had expected to go for. However, has disadvantages, with an organisation like ours of 1000+ members. Legal requirement to give out a list of names of all members on request by a member; databases must be updated within 28 days (we don't achieve that); have to keep all names/addresses for 6 years; all members have certain legal duties – e.g. to ensure organisation sticks to its objectives; etc.
 - **Single-tier** – structure more like many charities, e.g. Sustrans, with trustees and supporters (not members in the SCIO sense of that word) and more like we operate now. Trustees could include any of the people active in spokes, depending on how we drew up the constitution.
 - In either case trustees do have some liability but much less than actively involved individuals have now
 - Resources had a clear preference for the single-tier model because of the above 2-tier disadvantages.
Dave will report this to the working group & AGM.

N. SPOKES POSSIBLE DEVELOPMENTS

- **Improved accessibility for the website**, possibly a different front end like LCC. General feeling in support, but design is complex and might need professional design. Danger of losing existing links – many pages have cross-links, since Spokes information is more web-like than tree-like. Council and possibly others have links to some of our web pages. Currently much of the archive info should be findable using either the 'cloud' or the search box. Meeting of those interested to be held in summer, post EdFoC [NB – new member Adam Shepherd, Roseburn, wishes to be invited].
- **Group name for Resources** – all agreed to this idea from **Martin**, but would like its name to be, or to begin with, “Resources” not “Spokes-Resources.” Martin also to investigate if there is an easy way for group members to be reminded who is in the group when we are using a group email.

P. ONLINE JOINING AND RENEWAL

- **Clair**, computing adviser at Ed Uni, hopes to do this. Further delay as the proposed software GroupSpaces now no longer has technical support (it is still operating for those who use it, but no updates or problem-solving available). Dave, Christine, Sarah to meet Clair once there is further progress.
- Meantime we will try to set up a paypal button on the site. **Stuart** looking into this.

Q. OTHER TOPICS TO REVISIT AS AND WHEN

- **Traffic Count** – May and November
- **Current topics** flier for stalls
- **Possible research projects** [details in 6.11.13 notes] – census ideas; valuation of cyclist time; identification of traffic offences.
- **NHS Lothian Active Travel Strategy (for staff)** – Spokes member, surgeon and prof of Physical Activity Chris Oliver is on the LHB Committee developing a staff physical activity strategy. He wants to meet Spokes members, also with the officer leading that Committee, Jo Gordon. **Judy and Iain** volunteered. Also Emma Crowther, Ed Uni travel coordinator interested. Ball in their court to suggest a date.