**STALL REVIEW MEETING FEB 7, 2017 (7.30-8.45, at Mies’ house)**

**Present: John, David, Rosie, Maureen, Judy, Frances, Martin, Mies (organiser, notetaker, chair)**

**We note a big thanks to Martyn for having organised the stalls in recent years, to Judy who did them for many years before then, and to all volunteers who have helped with them! A lot of important work done by all.**

**OVERVIEW** **OF PAST YEARS’ STALLS** *(a slightly incomplete overview was tabled, please discard that one)*

*(See further stalls activity details in table below.)* We have been increasing the number of stalls since 2013 (though records are not complete on all stalls). We are picking up more community events, and have increased the FM at Castle Terrace to roughly monthly. In 2016, we banked £229 (Oct-Dec), £314 (July-Oct), £817 (Jan-July) = £1360. This is the total of all income taken in at stalls recorded including donations from new members, maps, Favourite Rides. 2016 was the publication of the new Edinburgh map, which may have increased map sales disproportionally this summer. The most profitable stalls in 2016 were: Meadows Festival (£131(on day 1),£172(on day 2), stall cost: £45), Spokes Public Meeting in March (£130), Canal Fest (£125, stall cost: £10).

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| **Month** | **Location of stalls in 2013** | **Location of other stalls since 2013****\*\* Additional:** Cycle Safety Road Shows (throughout the year) |
| **Jan** |  |  |
| **Feb** |  | 1 of 10 or 11? Farmers Markets Castle Terrace |
| **March** |  | 1 of 10 or 11? Farmers Markets Castle TerraceScottish Green Party Conference (cost: £50) |
| **April** | 1 of 2 Farmers Markets Castle TerracePedal on ParliamentInner Tube Challenge Scottish Bike Show (Glasgow, Hoy Arena, with Sustrans) | 1 of 3 Spokes Public Meetings1 of 10 or 11? Farmers Markets Castle Terrace |
| **May** | 1 of 2 Spokes Public MeetingsNational Active Travel Conference | 1 of 10 or 11? Farmers Markets Castle TerraceBlackhall Primary School Fair |
| **June** | Active Travel ConferenceMeadows Festival (cost: £45)Bike BreakfastHeels on Wheels | 1 of 3 Spokes Public Meetings1 of 10 or 11? Farmers Markets Castle TerraceMela (shared stall) |
| **July** | Canal Festival (cost: £10) | 1 of 10 or 11? Farmers Markets Castle Terrace |
| **Aug** | 1 of 2 Farmers Markets Castle Terrace | 1 of 10 or 11? Farmers Markets Castle TerraceBike Alert Driver Awareness eventsTiso’s Community day in LeithEdinburgh CollegeLinlithgow Canal Fun DayEdinburgh Canal Festival |
| **Sept** | Sky Ride, Holyrood ParkPedal for Scotland | 1 of 10 or 11? Farmers Markets Castle TerraceBike Alert Driver Awareness eventsInverleith Fest of CyclingMobility Week Friends of the Earth Conference/Campaigning Workshop Ed Council Car free day CANCELLED? |
| **Oct** | EUSA, Feeding the 5000Broughton High School Fair | 1 of 10 or 11? Farmers Markets Castle TerraceECO Fair (Out of the Blue)Council/Police at EU Campus, Safety Event |
| **Nov** | 1 of 2 Spokes Public Meetings | 1 of 3 Spokes Public Meetings1 of 10 or 11? Farmers Markets Castle TerraceCycling Scotland Annual Conference (2 days) |
| **Dec** |  | 1 of 10 or 11? Farmers Markets Castle Terrace |

**HELPERS**

We had around 16 active helpers over last three years. Helpers on weekday stalls tend to be different people from helpers during weekend days (for obvious reasons).

**DISCUSSION OUTCOMES**

* Stall purpose should be in line with Spokes objectives: to promote/encourage cycling for everyday use by e.g. political campaigning (stall gives out up to date campaigning information), helping resolve barriers (stalls help answer people’s questions/problems), facilitating places and ways to cycle (stalls has map sales, group rides, inf on courses, etc.) and stalls do all this by giving all Spokes work visibility.
* We will try to keep a fuller **record** of what stalls we did where in a standard format including information on costs, contacts, volunteers, sales….
* We concluded that **signing up for volunteers** is probably best done as we are doing it just now by email: organiser to send out an email roughly monthly with upcoming stalls to full list (so that all are aware and have the opportunity to opt in), people are asked to volunteer by responding. We discussed an online tool, but concluded that might be too complicated and does not offer chance to match suitable volunteers together, sort out last minute cancellations and provisional commitment, etc.
* We will reduce the amount of **stuff on display** to a set of core Spokes stuff (too much is too confusing/off-putting for stall visitors). We identified which items will be kept on display. Most of the rest will be kept in the background. Mies will organise these properly, with contents list and in a folder (polypockets with multiple (2-3) copies each), that volunteers are told about. On the stall there will be a sign that says: ‘Don’t see it at the stall? Ask us.’ or similar. We will compile useful links to online information (e.g. Council website to all cycling organisations) and perhaps other topics (mountain-biking opportunities), tidy up the list of riding groups and cycle second-hand bikes and hire shops (ask Martyn for original copies of these) and laminate (to be kept in background folder). Add information about cycling aps (e.g. Cycle Street). Make up a list with Highway Code rules concerning cyclists. Mies to initiate these actions.
* How can we add **interest for kids**? Bring existing stuff out for kids (spot the difference, balloons..) **Additional activity**? (e.g. smoothie pedal machine, pedalling to operate lighting?, Highway Code questions about cycling). We won’t stock/sell other people’s **merchandise**: it is too bulky to transport, risks damage in transit, means more money responsibilities, distracts from our core business, would need to be fair to anyone who wanted to market stuff through us (e.g. if we allowed some to display their own stuff in our public meetings). However, we might think of other merchandise that promotes Spokes. Ideas welcome from all.
* Handover/**briefing volunteers** is crucial to the stall being effective: every volunteer should receive information in advance from Mies at the point of being assigned a shift: Rosie’s FAQs, Martyn’s briefing sheet (Mies to edit). New volunteers will be asked to come 10 minutes early to make time for proper briefing, including about the background materials.
* Reduce the **number of stalls** in the Farmers Market to: March, May, Sept and Oct. Tap into other community opportunities. Water of Leith Visitor Centre? John to talk to them about when. Tap into student populations– Martin talk to David Somervell (Martin) Edinburgh Uni.
* Mies to get a **money** belt to store notes more securely. Ask volunteers to take care with money and one to take responsibility in each shift. Mies to write to Ian and Peter about **map cost**: no more deals is easier and produces more accurate financial record.