



Done by volunteers



Non-party-political



Spokes has been promoting cycling as everyday transport for forty years. Cycling is cheap, efficient, enjoyable, non-polluting and healthy.



Funded by donations and map sales



1200 members, 6000 Twitter and 1250 Facebook followers

Encouraging cycling

Maps of Edinburgh, Midlothian, East and West Lothian, and Glasgow sell online, at stalls and in local shops. Edinburgh map now in 10th edition, sold over 120,000 copies

30 **community stalls** annually to hand out information and answer queries from the public

BikeBreakfast every June since 1995: 350 free hot breakfasts to cyclists, 10 stalls, a Dr Bike, security marking and speakers

Spokes Factsheets about bike storage, advice for families, use of shared paths, helmet facts, advice for drivers on taking care around cyclists, favourite cycle rides, setting up a Bicycle User Group at work

Lobbying

Using **social media** to inform and influence the public and decision-makers:

- Critiquing policy, funding and other cycling matters
- Monitoring and commenting on plans for transport and building

Bringing **cyclist perspectives** to committees

Meeting Ministers, councillors, MSPs and other decision makers

Running **infrastructure tours**

Spokes helped establish **Sustrans** Scotland and the Edinburgh **BikeStation**, and supports other cycling organisations

Campaigning

Spokes urges people to contact politicians to create understanding of cycling needs and push for improvements

Spokes Bulletin

- 3 times a year since 1977, 13,000 print-run
- Informs the public and decision-makers about cycling issues and Spokes' activities
- 3000 envelopes delivered by 50+ volunteers by bike

Spokes' online: website with current developments and extensive knowledge bank

- Spokes Facebook and Twitter
- Constantly updated with current news
- 14,000 tweets and a weekly FB reach of 4500

Summer Competitions generate ideas for campaigning

Gathering evidence

Traffic counts twice a year since 2006 in two locations recording private and commercial vehicles and bikes. Additional mini-surveys to understand cyclists' journeys better and build the case for or against plans

Bringing in **experts**

2 or 3 **Public meetings** annually to gather 100 people in front of expert speakers. Topics such as 'Tackling Road Danger', 'Cycling and Health', 'Cycling Benefitting Business', and hustings before elections

Monitoring **funding for cycling and active travel** at Council and national level

