

RESOURCES GROUP NOTE OF 5.12.17 MEETING

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

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

Next meeting(s)

- Resources - week beginning Mon 8, date to be fixed [no paperwork, so could be in a house or at office]
- Xmas meal - week beginning Mon 15, date to be fixed then **Judy** to fix with Tanjore restaurant
- Mailout – Sat 24 Feb

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

A. RELEVANT NON-SPOKES EVENTS

- **PoP** requests Spokes help with Edinburgh organisation. As in previous years we will notify members, tweet, FB etc. Also happy to enclose a PoP flyer in Feb mailout listing specific needs and giving a contact for anyone able to help (Alice Lyall?); and/or can include this in an all-member mailing. However Resources Group cannot provide actual bodies/ time as we have enough on our plates already. **Martin** to report to PoP (Alice?).

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

- **Farmers Market** – decided it is worth having 4 or so next year. **Mies** will contact F Mkt , and trying to avoid months where we have a lot on, especially June. NB – please also avoid mailout dates – Feb 24, second half of May and first half of October.
- Sat 27 Jan **Canal community event re development near Lochrin Basin** – **Mies** to contact them to offer stall. Note they also want someone from PG to phone – **Dave** to nudge PG canal contacts.

SOCIAL FOR STALL HELPERS & COUNT HELPERS

- Decided provisionally to have a joint small in-the-office social for count & stall helpers **Mies** to think further and organise if going ahead.
- Inadvertently the count helpers were not invited to the 40th social
- **Mies** also wants a January meeting of all stall helpers to discuss 2018 plans, and this could be immediately after the social.
- NB **Dave** to send **Mies** an up to date list of stall volunteers

C. STALL & OFFICE MATERIALS

- **Workplace leaflet** The BUG advice leaflet was sent to all members and is now available at stalls.
 - **Dave** to put on website with other factsheets.
 - We could attempt distribution to employers, asking Edinburgh Chamber, Essential Edinburgh if they could include it to their members if they have paper circulars – otherwise could they give the link in email newsletters. Another possibility, via Bike-Friendly Employers lists – Cycling Scotland? The Bike Station? Discuss with **David** at next meeting.
- **Spokes sweatshirt/ jacket for use at events** **Martin** suggested a bright-coloured top could be useful and better than our existing hi-viz tops. Either warm or, probably better, to go over the top of whatever is already being worn. **Martin** will investigate.

D. SPOKES PUBLIC MEETINGS [twitter hashtag #SpokesMtg]

- **Spring meeting - *Cycling and the Tram Extension*** – as Council has now decided to prepare a detailed plan for extending the tram. **Martin** to organise.
 - **Date** – mid or late March – say any Monday to Thursday between March 13-29.
 - **Project director** from Turner & Townsend consultants: Rob Leech or his boss – Martin to investigate
 - **Council Officer** involved in existing route safety measures: Phil Noble 1st choice, else Andrew Easson
 - **Councillor** – Cllr Claire Miller, Spokes member, City Centre ward (includes top of Leith Walk) and is on the Council's City Centre Transformation working party.
 - Three speakers are probably enough - first 2 may have a lot of detail. Or also invite campaigner expert from Sheffield (or Greater Manchester?) campaigns. Sheffield campaign has good crash-reporting website.
 - **Chair** – Caroline Brown – was excellent last time, and this could be tricky topic.
 - Technical – Andy keen to do FB livestream again; Shane very happy in charge of projection.
- **Possible future topics -**
 - *Cycling for all ages & abilities.* e.g. speakers from a school, Ageing Well, ABC (all-abilities) and a relevant senior councillor. NB – could have a relevant bulletin centre page – see Q below.
 - *Future of cycling in Edinb/Lothian in 10 years* – maybe 1 or 2 expert speakers then group discussion?

E. SPOKES MAPS

- **Edinburgh** (2016) Reprint now arrived (3000 again) with minor updates. Future - big problems about what base map to use. **Joe** says Ed Uni social history map (MESH) may be an option – Joe has contacted David Langworth of maps group. Also, former spokes member Nick McWilliam, OpenStreets specialist, keen to discuss if can be used as base.
- **East Lothian** (2017) on Polyart paper, cover price 6.95.
- **West Lothian** (2012) Still have big stock (print run was too high). No longer selling well at stalls. Really need new edition in 2018. Dave contacting WL members for help in surveying – good response; Tim & David G to discuss who will do the technical side.
- **Midlothian** (2015) Stock and age both ok.
- **Glasgow 3rd edition** (2016) developed by Spokes & Go-Bike, 12500 copies paid for by council, and is free (on ordinary paper) from Glasgow Council. We have a small supply. A paid-for printed polyart version is possible (and electronic) but we would need find an organiser/ producer/promotion person (no cartography skills needed), some payment possible..
- **Shops sales initiative** Paul had suggested we write to all bike shops with free sample map and order form. Maps group agreed. **Dave** to liaise with Peter (after mailout) to arrange letter and which shops.
- **Surplus maps** 1. Ed map: Mies organised distribution to schools etc. Now only 100 or so left? - discuss at **next meeting**. 2. E Lothian: ~100 spares of the old edition. **Dave** to tweet to schools as in Midlothian; **Judy** will be the distribution contact . Would be useful to keep a note of what they will be used for.
- **Maps history.** Now have archive copies at least one of all Edinburgh and Lothians maps. **Martin** scanned all covers. Ian and Tim producing documents on map history, **Dave** to add pictures then go to website.

F. COMPETITIONS

- **2017 'Low Cost Improvement'** **Dave** has now sent results to councils etc. Replies so far only from Midlothian and Waverley Stn. Also Chas Booth motion instructs Edinburgh Council to consider list.
- **2018 competition** Decided on probable topic... *What made the biggest positive difference to your cycling life in the last year?* [that is more like a subheading – we also need a snappy short title if possible]. The comp would cover any kind of change, whether infrastructure, equipment, advice, examples, etc, etc.

G. SUPERMARKETS PROJECT

- **Michaela** is interested – main work would be stage 3 below. 1 below is complete, 2 is underway and doesn't involve us in much work, 3 is still to be discussed/developed but could be significant
- **1. 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.
- **2. Produce simple leaflet** (A4 folded to A5). Aimed to persuade shop managers *why* and *how* to provide good bike parking and access. David Gardiner doing artwork – **Dave** coordinating feedback to David on first draft. This & printing costs can be met easily under our £500 Maple Trust grant (see below).
- This leaflet will be sent to all members, so that those interested could use it to speak to their local shops/supermarket, as individuals on their own initiative. Ask for feedback if wanted for (3) below.
- **3. Try harder to get action, preferably at wider level** than just individual shops/supermarkets. Examples of type of actions that could be included (a) *Contact local regional managers* of supermarket chains - aim to find at least one to undertake an exemplary project covering all their stores. (b) *Feedback from stage 2* – may be useful material to report on and/or to use to get ideas for the above. (c) *Support individuals* who are lobbying their own supermarket.
- Stage 3 could be at a fairly basic level, or could apply for funding, as an innovative project, as we did with the tenements project – e.g. SEStran or Cycling Scotland or SCSP cash (via Ed Council). This could cover time for the coordinator and could include visits to store area managers, design & production of a more detailed brochure, etc.

H. 40TH ANNIVERSARY – 2017 Twitter hashtag #Spokes40

- **Mies, Martin, Rosie, Michaela** organised the various materials and events. **Council reception & social helpers get-together** both very successful.
- **Website** Dave has created a [website article](#) and [history page](#) for easy access to all the 40th materials.
- **Exhibition** – Has been shown in Bike Coop and Bike Stn; now at Western General Hospital – **Mies** coordinating more (see Mies's spreadsheet) but unfortunately is fiddly with it not being a priority for the contacts. Actual displays are in events column on website, and can be tweeted & FB'd. Dave suggested making use of spokes contacts at relevant institutions. **Everyone** send contacts to Mies. **Dave** to send Suzanne Meade, Napier contact, to Mies.
- **Council reception photo** – Bryce has printed the 'school photo' of all those present, using long-life ink and paper, which we hope to frame and hang on office wall.
 - Including list of names in the picture. **Dave** to print B/W photo and mark those people not on the list in the [website article](#), then circulate this.
 - [Later] Bryce advises that best approach is to ask framer to cut 3 spaces in the ??? one each for a title, the picture and the list of names. **Dave** to pass to Judy the framers recommended by Leo for good job at reasonable cost.

J. MOTORIST AWARENESS CAMPAIGNS

- **Bike Alert Video & leaflet** at www.spokes.org.uk/videos. Leaflet used at Young Driver events, also taken to driving schools etc, and supplied 15,000 to PC Dominic Doyle for the #OpClosePass Scotland rollout.
- **Young Driver events**, autumn 2017 – all now complete. Martin has a good pool of helpers now for future events, and events have brought good interaction/ contacts with police, bus, tram staff.

K. TRAFFIC COUNT

- Nov count completed and [report on website](#).

L. 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/>
- Resources Group decided **single-tier SCIO** is only realistic option – see minutes from 2016. Also the fact that Spokes exists to work towards its objectives rather than to represent a membership [though feedback, e.g. renewal forms, suggests members are very happy]. Single-tier structure is like many charities, e.g. Sustrans, with trustees and supporters (not members in the SCIO sense) and more like we operate now. Trustees can include people active in spokes, depending on how we drew up the constitution.
- **David** is thinking of revised constitution based on editing the single-tier model constitution to tie in with our practice. Discussed with EVOC – they say SCIO is good option for us, and that we could consider either single or dual-tier. They are happy to comment on a draft constitution.
- David also circulated ideas for revised objectives to satisfy SCIO/charity/OSCR requirements. Issues include ensuring we can still conduct political activity (*not* party-political); and that cycling is seen in an environmental/ integrated transport context, not purely for its own sake. Should be possible through the charitable purposes of "advancement of citizenship or community involvement" and "advancement of environmental protection or improvement" both of which are used by FOE Scotland, Cycling Scotland etc. *Later* - Linlithgow Trust SCIO uses the word 'lobbying' in theirs. **All** – send any comments to David.
- Some concerns re **Govt obligations if we become too formal** – e.g. lobbying rules at election times; new rules on keeping a register of MSP contacts?? *Later: Dave* checked the latter point - There is an exemption for 'small organisations' as follows... lobbying "*undertaken when my company/organisation had fewer than 10 full-time equivalent employees*" ... on page 11 of [this doc](#). That suggests we are totally exempt.

M. ONLINE JOINING AND RENEWAL

- **Clair**, computing adviser at Ed Uni, hopes to do this. The proposed software GroupSpaces no longer has technical support but Stuart has suggested new option, CiviCRM. Dave, Christine, Sarah to meet Clair once there is further progress.
- Meantime we will try to set up paypal button on the site. **Dave** has done a draft page – please comment.

N. TRUST DONATIONS

- Received £500 from **Maple Trust** and £1000 from **Thin Trust**
- **Maple Trust needs to be told what to be used for** (not necessarily immediately but within 12 months). Decided to use the cash for the Supermarkets leaflet design /printing – see above. **Dave** to contact them and ask if they would like their name on it.

P. COMMUNICATIONS ASSISTANCE?

- Martin had received offer of Spokes communications advice from member Bruce Whitehead and a new member (name?) had also offered 'experience of voluntary organisations.'
- Not clear exactly what they can offer which will not add to our time commitments, but Martin may organise a meeting to discuss – probably need to include Ian, as our current press liaison person.

Q. BULLETIN CENTRE PAGES

- The centre page supplement is normally prepared as a pdf (ready for our printer) by a relevant other organisation so that it is minimal work for us. When possible, though not always, they also pay the £900 or so extra cost of having it printed in the 13,000 bulletins. When possible the supplement is relevant to some current issue or the public meeting.
- Suggestion of a “Cycling for All” / “Widening Cycling” feature, to cover ABC, Ageing Well, Bike for Refugees, Toddlers, e-bikes, etc. However this would be quite a bit of work and would need an organisation to take it on. Too tight timescale for next bulletin, but would be good topic for a future issue. Could also run alongside a public mtg on that topic. **Dave** to contact EVOC at some point to see if they have ideas for who might do it.
- For Feb Bulletin, one option is to use the Supermarket leaflet (above) as the centre page – would get it to a much wider audience than members only.