

SPOKES MAPS – Process for distribution and sale – July 2020 - FINAL

In May 2020 a meeting was held to discuss how SPOKES could improve the system for visiting retail outlets (mainly cycle shops), checking their map stocks, taking orders for maps, and fulfilling those orders. This document has been developed to explain the roles and process now set up.

ROLES

Map Distribution Coordinators - Robert Simpson is the coordinator, supported by Martin McDowell. They will coordinate a group of volunteers who will regularly check map stocks at all interested cycle shops across Edinburgh, Midlothian, East Lothian and West Lothian. An Excel spreadsheet has been developed listing all the outlets. The Coordinators will record details of visits and orders on the spreadsheet, and pass all orders onto the Map Delivery Volunteer.

Map Sales / Procurement Volunteers – Spokes members who have volunteered to visit a group of cycle shops every 4 months to check their maps stocks, take orders for more maps, and pass the information back to the Map Distribution Coordinators. They can also be a useful point of contact between bike shops and Spokes for other matters.

Map Delivery Volunteer – A Spokes volunteer who is responsible for receiving deliveries of newly printed maps, organising their storage, despatching orders, issuing invoices to customers, dealing with all map finances, monitoring stock levels and advising when Spokes needs to start planning for a reprint. The maps are currently stored at Jenner’s Depository near Murrayfield. Peter Hawkins has performed this role for years and has indicated that he is happy to continue. However, there should be at least one other volunteer who knows the process and could deal with maps sales if Peter was unavailable.

THE PROCESS

1. The Coordinators will issue an email to all Map Sales Volunteers asking them to contact their cycle shops soon. Once they know what they are doing, volunteers are encouraged to be proactive and do not need to wait for an email from the Coordinator. However, if no reports are received from a volunteer for six months, the Coordinator will follow up.
2. The Volunteers visit or phone their shops as soon as they can to check their stocks levels and to take any orders. A personal visit is always preferable, especially for the initial contact, but thereafter shops, especially more remote shops, can be contacted by phone.
At each shop, Volunteers should take a note of the order, noting the number of each map required, the name of the person placing the order and their contact details, the delivery address and the email address to send our invoice to. (At present, we do not have an order form, although this could be developed if necessary.) If the shop is uncertain what to order, volunteers can make suggestions: for example, for a shop in Edinburgh 12 Edinburgh maps and 6 of each of the rest. The Volunteer can also tell the shop that Spokes will occasionally give a plug on FaceBook and Twitter to shops stocking Spokes maps
If the person responsible for ordering is not in the shop at the time of the visit, the Volunteer should take their contact details, ask when they might be available, and phone them later to discuss requirements.
If a shop is unable or unwilling to order maps at the time of the visit, they can order later or at any time by sending an email to maps@spokes.org.uk, which will be dealt with by the Map Delivery Volunteer (Peter). Peter will forward details of any orders received in this way to the Coordinators, so that the spreadsheet can be updated.

3. The Sales Volunteer will promptly forward the details of the order to the Coordinators at mapco-ord@spokes.org.uk. The Coordinators will pass on the order to the Map Delivery Volunteer.
4. The Coordinators will also update the spreadsheet noting the date each shop was visited, the order placed, and any other useful information. The spreadsheet is at:

<https://docs.google.com/spreadsheets/d/12KuSEdJP24FXTwKTgc9h9WMnjz9-nQaZfAhtitacxdQ/edit?usp=sharing>
5. The Map Delivery Volunteer checks the order, contacts the shop if there are any queries, and either personally delivers the maps or puts them in the post.
6. The Map Delivery Volunteer informs the Coordinators, the Sales Volunteer who took the order, Dave Du Feu and Rosie Bell that the delivery has been made.
7. The Coordinators update the spreadsheet to note the delivery and date.
8. Posts can be sent out periodically on Twitter and Facebook with map 'news', such as a new edition of a map is now available in shops, or a shop that was out of stock has just received a delivery. Posts could also celebrate the work of the volunteers in getting the maps to the shops. NB. Dave looks after Twitter and Rosie looks after Facebook.
9. The Map Delivery Volunteer issues an invoice, usually sent to the shop by email.
10. Shops normally make payment by BACS, occasionally by cheque to 'Spokes Maps'. All map finances are dealt with by the Map Delivery Volunteer, Peter Hawkins.
11. After 4 months, the coordinators may send out a gentle reminder to the Sales Volunteers that it's time to visit their shops and the whole process starts again. If no report has been received about a shop for 6 months, the co-ordinator will follow-up with the relevant volunteer.

Prices and Payments

Spokes maps (Edinburgh, Midlothian, West Lothian and East Lothian) retail for £6.95 each.

Bulk purchases of 6 or more copies of the same map (not assorted maps) are charged at £4.60 per map - a discount of approximately 33% off the retail price.

For bulk sales there is a bigger discount - £4.30 per map for an order of more than 50 of any one map, or over 100 maps in total.

Full map price information is on the Spokes website at spokes.org.uk/spokes-maps.

Payment terms are 30 days to pay the invoice. Payment is always upfront – we don't do 'sale or return'.

Payment is normally online. Peter needs an email address to send an invoice to, plus, if possible, a name, so it can be marked FAO on the invoice.

Cheques - If the shop can't pay online, they can send a cheque (the information is on the invoice).

Cash payments - Very rarely, a shop may wish to pay cash to the volunteer delivering the maps. Usually maps will be delivered by the Delivery Volunteer. If any other person is delegated by Peter to deliver the maps, they can decline to take cash if they're not happy about it, and insist on BACS or cheque. If they do receive the cash, they must arrange for it to be passed to the Delivery Volunteer as soon as possible.

Additional Retail Items

Spokes also sells the 'My Favourite Bike Ride' (retail price £2; discounted price for shops £1.30). Flat wall maps are also available for display and cost the same as the folded maps.

The Volunteers will be informed by the Coordinators if Spokes has any additional items or information for shops. For example, we are considering getting map dispensers if there is enough interest from shops. We may get some 'How to order Spokes maps' postcards printed that we could leave with shops and maybe distribute at stalls. Any ideas to help promote the maps in retail outlets or to remind staff to reorder maps are very welcome!

Online outlets

The Sustrans Online Shop. Sustrans buys the maps centrally, through its Bristol headquarters. The Sustrans Shop website should be checked regularly to see if any maps are out of stock and Peter will contact the Sustrans Fundraising and Retail team 3 or 4 times a year to ask if they wish to order stock. We should ensure that they have our contact details. In June 2020, the contacts at Sustrans Bristol were: Ymani MacKenzie ymani.mckenzie@sustrans.org.uk
Kelly Horton kelly.horton@sustrans.org.uk

If they do not respond, the general email address is customer.services@sustrans.org.uk

Bicycle Coop – Contact michaelrobertson@edinburghbicycle.com 01313192400. Check their website periodically - when items are out of stock, they no longer appear, so that would be a cue to call them. It would be useful to have volunteers monitor the shops at Rodney St and Whitehouse Loan to remind them of Spokes maps.

Alpine Bikes – Head Office needs to place orders. If they don't respond, email their Stockbridge shop via edinburgh@alpinebikes.co.uk and they will forward our details to the relevant people at their head office. Telephone number is 0131 2253286.

Evans and Halfords – they order centrally and, historically, have not been interested in stocking Spokes maps.

Maintaining the list of cycle shops

Volunteers are asked to report any shop closures, openings, or changes of name in their area to the Volunteer Coordinators so that the spreadsheet can be kept up-to-date. If a shop has been visited and staff have said they have no interest in purchasing maps, it will be kept on the list with a note that they are not interested. This is to make it clear that they have not been missed and to keep them on our records so that we can revisit them later to see if things have changed.

A relevant portion of the spreadsheet will be used as the Spokes website link for 'all bikeshops' to avoid having to maintain a separate list.