**Minutes of Spokes Maps Group Meeting, via Zoom, 20 October 2020**

**ATTENDEES:** Anne Douglas, Dave du Feu, Andy Follis, Martin McDonnell, John Robson, Robert Simpson, Katharine Taylor. Bob Douglas attended the discussion about the Edinburgh map and volunteer surveyors.

**APOLOGIES:** Peter Hawkins, Ian Maxwell, Davie Parks

**MEETING NOTES**

**Edinburgh map 2021 mapping**   
Andy reported that the map is progressing well. It is has been built in GIS with a huge amount of help provided by Edith Lendák, and uses a mixture of Ordnance Survey & OpenStreetMap data. It has now been exported to Adobe Illustrator to make the necessary 'tweaks' to show things clearly on the finished map. There will be a bit of back-and-forth between GIS and graphics to update the base map with the most current data available before publication.

The current Edinburgh draft will be made available for the surveyors when Anne needs it (expected to be within 2 or 3 weeks) – Musselburgh extract may follow some weeks later. City Centre will be a while.

Timescales (target dates – not guaranteed!)

* Main draft complete by end of 2020 (to tie in with return of surveyors information)
* Main map completed (surveyors information & new developments added) by March 2021
* Back of map (shops list, sponsor / supporting organisation text, city centre map, regional routes map) completed in April / May
* Pre-print proofing June
* To print July 2021

Partner organisations - CEC, SEStran, Sustrans, City Car Club, Just-Eat Bikes - can be approached and told that we are well underway. KT to seek input to map and sponsorship.

Spaces for People – DdF / Andy to ask CEC to confirm in March which schemes are going to last, hopefully, for the lifetime of the map. DdF said that we need not be too concerned about TTROs (Temporary TROS) ending in 18 months as the Council can renew them if the pandemic continues or bring out an Experimental Order (ETRO). The government is also considering simplifying the TRO rules.

Need dialogue with the Council - DdF and MMcD to ask the Active and Sustainable Travel group if Andy can attend part of one of the occasional ‘Strategic’ meetings and/or if they can arrange a mapping specific meeting.

Photos – we will need new photos. DdF to put out a call for photos late 2020/early 2021.

Graphics work – Andy could do with a hand on some of the more straightforward tasks. He’s approached Paddy who helped on Midlothian, but is asking DdF to put out a call for volunteer(s).

**Edinburgh map 2021 survey**   
Excellent news from Anne that she now has 40 volunteers to carry out map surveys, which may mean that the each individual can be given a relatively small area to cover.  
Spaces for People - volunteers will need some addition guidance. AF is putting together a note containing all additional things to be noted on new map.Anne and Bob and two other new volunteer coordinators, David Greaves and Anne Campbell, will get together and plan, with a view to surveys starting in November.

**Map distribution**   
Robert reported that the bike shop ‘hustler’ system is patchy. Peter H has been left to pick up things that haven’t happened. Some shops have not been visited since the first round of visits in the Spring.   
RS is to contact the individuals who have not done anything or been in contact recently and ask if they still want to continue. Depending on the number of drop-outs, DdF may issue another request for ‘hustlers’. MMcD offered to visit some of the neglected shops.   
RS is working to improve communication with PH about which shops have purchased maps.

**Multi-buy map offers to individuals**

Peter has raised concern about trade discounts being offered to individuals on the grounds that this might take sales away from bike shops and result in Peter and Anne having to process many multiple map orders. After discussion, it was agreed that there had actually been very few orders for maps from individuals seeking the discount. DdF felt that the discount had in the past encouraged some large purchases by individuals for use in their workplaces, which would not have gone through a bike shop in any circumstances due to the number of maps required.   
AF suggested that in the interests of fairness perhaps we could offer a retail price, a trade price, and a members’ discount which would be less than the trade discount.   
It was agreed to leave the discount offer as it is for now and to keep this issue under review.

**Map Finances**The Maps account currently has about £36,200 in it.

Andy is currently using his work PC to do the Spokes mapping. He will have to buy new hardware and software and it was unanimously agreed that Spokes will contribute the difference in cost between what Andy would have to buy for himself and the PC spec and software required for the mapping. This is estimated to be in the region of £1000 - £1500.

The question of which of the two map accounts this money should come from – the Maps Account or the main Spokes Account – led to a discussion about the efficiency of using two accounts for map business, as it increases administration.

KT undertook to ask Paul Ritchie (Spokes Treasurer) about the legal and VAT situation and, if it is possible and advisable to change the financial arrangements, what would be involved in making that change? Peter will be part of the discussion and involved in any decision.

***Other possible projects that could be funded using maps funds:***DdF suggested a project similar to one run some years ago by Spokes where vouchers for maps were distributed to households via the Royal Mail. Grants are available from Paths for All. It was agreed that if anyone came forward to organise this project, then a proposal for the use of some of the map funds could be considered. (It is not entirely clear who would make the funding decision – the coordinators of the different Spokes groups?)

MMcD mentioned Travel Planning projects run by other organisations as something that could be supported.

Peter Hawkins has suggested using some money to buy the rights to sell the Glasgow cycle map. However, a new Glasgow cycle map was produced in 2018 by Pindar Creative and is reportedly not very good. Needs investigation.

Some maps funds could be used to design and produce display stands and window stickers for use in sales outlets. POST MEETING NOTE: Peter advised that we have about a dozen clear-plastic display stands in our Jenners store and these could be offered to interested retailers.

**Map Pricing and Display**

Toppings bookshop is selling Spokes maps for £7.95, instead of £6.75. It was concluded that we can’t control the pricing policies of retailers. However, it does raise some interesting questions. Is our trade discount not enough to allow shops to make a profit? Should Toppings be considered as a possible on-line distributor only if they sell at the recommended price?

MMcD also raised the issue of where the maps are placed within bookshops (in the maps, cycling or tourism section?). He undertook to speak to Toppings about this and about trade discounts. He will also ask if they would be interested in map display stands and window stickers.

**Map publication dates**Peter hasasked the group to consider not being too specific about the publication date of the new Edinburgh map as it might impact on sales of the current map. However, it was felt that as stocks of the Edinburgh map are currently about 600 we are unlikely to have too many left by July 2021, when the new map should be available. It was agreed that if we had a significant number of old maps left in the month or two before guaranteed publication of the new map, then anyone ordering an Edinburgh map could pre-order the new one and be sent an old one in the interim. If we run out of old maps, we will take pre-orders only and build up a frenzy of pent-up demand. ☺

**AOB**

AF asked when the next Spokes members’ email circular is due and a request can be put out for someone to help with the map. DdF said probably in 2—3 week, depending on what issues arise.

MMcD is the Spokes contact on the Trams to Newhaven project. AF asked MMcD if he could provide him with a map with all the associated cycle schemes marked up.

MMcD said that runners also find the Spokes maps very useful for identifying routes. However, many of them are unaware of our maps. He suggested promoting the maps to running groups and possibly selling maps through running shops.

KT 22 October 2020