

## Edinburgh Map launch planning meeting - 1 October 2021 (via Zoom)

**Attendees:** Rosie Bell, Anne Douglas, Bob Douglas, Dave du Feu, John Robson, Katharine Taylor

**Main purpose of the launch event:** to gain publicity for the new map; to achieve a good, eye-catching photograph that will attract media attention and increase coverage of the story

**What:** it was thought that a photo-shoot involving small children (or even cute, small animals!) might grab attention (the photograph with the six year old cyclist at the Midlothian map launch last year was the one that was picked up by the media). It was agreed to avoid trying to get a large group of cyclists together for the launch as this might not help us get a good photo, would be more difficult to organise, and could be derailed by bad weather. A small group will be more flexible - ie, able to gather under the City Council arch for photos if it's bucketing with rain.

**Where:** the City Chambers were suggested as a starting point, especially if we were inviting local councillors. From there we could move to the Castle Esplanade for more photographic opportunities, if the weather was good enough. The Meadows was also mentioned as a possibility.

**Who:** Dave is to contact some families with small children and cargo bikes to ask if they would be willing to participate.

Dave is also to contact councillors: suggested were Lesley McInnes, Adam McVey, or other councillors with an interest in transport - David Keith (SNP), Claire Miller (Greens), Karen Doran (Labour), Lib Dem Councillor?

Sustrans is the major funder of this edition of the map; Katharine to ask if they would like to send a representative along.

Some Spokes reps should also be present, depending on who volunteers/is available.

We will have to wait until we have a clearer idea of the date of the launch before contacting people formally about attending, although informal mentions of the forthcoming launch will help establish interest.

**When:** at the meeting we discussed the possibility of the launch event taking place in late October or early November - the feeling was that November was probably safer as we didn't know when the maps would be delivered. It was agreed that we should avoid the weekend of 6/7 November due to activity around COP26 which Spokes members may be involved in.

*(Post Meeting Note: Andy has since confirmed that, due to a slight delay caused by waiting for the latest SFP information, the files will not be sent to the printer until next week (wb 11 October).*

Allowing a month for printing and delivery, we are now looking at a launch date sometime in mid-to late-November, possibly even early December. Just in time for Christmas!

It was also agreed that it would be wise to allow time for the new maps to be distributed to at least some of the retail outlets before the launch. (The 'hustlers' will have to be primed and ready to distribute the new maps when they arrive.)

A weekend day, probably a Sunday, was seen as being the best day to get families to participate (although maybe not so good for the politicians!).

We will wait until we have a likely delivery date from the printers before setting the launch date.

**How to reach the media:** Katharine will be responsible for drafting and finalising the press release. She has a contact list of mainstream press outlets, such as The Scotsman and Evening News. Local outlets that might cover the story were mentioned at the meeting, such as The Edinburgh Reporter (Phyllis Stephen is interested in cycling), Edinburgh Live, The Currie and Balerno News and The Spurtle.

We will also send the press release to Edinburgh City Council to promote through their website, newsletter, etc.

Chris Oliver (The Cycling Surgeon) may promote through his social media accounts.

**ACTION FOR ALL:** If you know of any other, local, online and community media outlets in and around Edinburgh, please send them to Katharine. Details of the best person to contact would also be very helpful, if you know them.

### **Thank You Event for Survey Volunteers:**

Anne and Bob estimate that around 20 - 25 volunteers have been involved in carrying out surveys for the map. A suggestion for a cycle ride from Roseburn down the North Edinburgh Cycle Paths to the cafe at the Sculpture Workshop in Newhaven was enthusiastically received! People living in east Edinburgh could make their own way to the Sculpture Workshop where Spokes will treat the volunteers to tea/coffee and cake. All volunteer surveyors will receive a copy of the new map, plus a Spokes buff.

Katharine will check out the cafe at the Sculpture Workshop to ensure that they would be able to host such a large group.

Another suggestion was the courtyard at Summerhall, which can be investigated if the Sculpture Workshop is not suitable. Whatever venue we use, it needs to be spacious and airy - we don't want to host a super-spreader event!

The date for this is likely to be sometime in November or early December - to be decided once we know the date of the launch event.

So, we now wait to see when the new maps are likely to arrive, fix the dates, and then organise these two events.

Nothing is fixed in stone yet, so if anyone has any other ideas, suggestions, thoughts, please do not hesitate to share them with this group.