**Minutes of Spokes Maps Group Meeting, via Zoom, 15 February 2022**

**ATTENDEES:** Anne Douglas, Bob Douglas, Dave du Feu, Andy Follis, Peter Hawkins, Martin McDonnell, Katharine Taylor.

**APOLOGIES:** Robert Simpson, Ian Maxwell

**MEETING NOTES**

**Reprint of Midlothian Map**

Peter had provided details of a recent stock before the meeting. This showed that we have only enough of the 2020 Midlothian map to last about 6 months. Katharine to contact Andy Mathieson of Spokes Dalkeith to ask what changes are known about and to follow up with ELC if necessary. Updates to this map require to be done within the next few months. Andy estimates they could take up to a month, including liaising with the printer, and will necessarily impact the schedule for the new East Lothian map.

**New East Lothian map**
Andy confirmed that the East Lothian revised map will follow the same process as the Edinburgh map.

Katharine volunteered to research Places of Interest for the back of the map.
[POST MEETING NOTE: Bob Douglas has volunteered to research the visitor information as it ties in with his taking the photographs. Offer accepted!]

It was suggested that the name of the map is put on the spine. Andy will do this.

**Volunteer Surveyor Coordinator**s – Anne and Bob are happy to offer assistance, but would like a volunteer coordinator (or coordinators) to be found who lives in or near East Lothian. (Anne and Bob have coordinated volunteers for the past three maps, for which they deserve many thanks, and from which they also deserve a break!). Martin will sound out members of Spokes Porty; Dave will email all 40 Spokes members in East Lothian. It would be advantageous to have more than one coordinator.

**Volunteer Surveyors** – when we have coordinator(s) in place and closer to when surveys can start, Dave to email EL members again and all volunteers who helped survey the Edinburgh map. Andy estimates that the base mapping will be ready in time for surveys to start in July. It was suggested that the mapping for rural areas should be sent out as soon as possible to allow them to be surveyed in the summer months. Urban areas could be surveyed into the autumn or even winter, so they could be sent out later.

**Timescales** (target dates – not guaranteed as much depends on how much work is required for the Midlothian update.)

* first working draft map available July 2022
* surveys August/September
* implementing changes and refining map October/November
* print December if all goes extremely smoothly, but more likely early 2023

**Sponsors** - ELC, SEStran and Sustrans are potential sponsors. Peter expressed the view that we shouldn’t spend time seeking sponsorship and use the money in the Spokes map account (about £40,000) instead. However, the general view was that it was good to have the visible support of other organisations and it didn’t take up much time to approach a few sponsors – Sustrans is usually very happy to provide sponsorship; SEStran will not be chased if they fail to respond (again); ELC may not have any funding available, but we can sound them out when contacting them about development issues. Cycling Scotland gave some sponsorship for the Edinburgh map and we could try them again.
KT to contact these potential sponsors, but no others.

The Resources Group is to investigate projects or organisations that could make good use of the funds to support or develop cycling. Andy said that he is putting in a lot of time for free and it’s important for him that the funds are used well and not just kept in the bank. Setting up a small grants scheme was suggested as a way of identifying need. Resources Group to develop proposals.

**Map Replacement Policy –** there was majority agreement that when we produce a *full revision* of a map, then we should replace 100% of the stock held in the retailers’ channels. This puts the onus on us to manage the print timings so that we are not left with lots of obsolete stock to dispose of.
When we bring out a map with *minor updates* (such as the Midlothian 2022 map will be), we will not replace old stock. We will send out the new map when we receive orders.

Dave was of the view that the right time to launch a new map should not be influenced solely or almost so by the level of remaining stock although that is certainly an important factor. Factors such as new facilities or time of year may be equally or more important, given that the aim is to generate more bike use.  Spokes Resources Group has already supplied several 100 of the old Edinburgh map leftovers to charitable and educational organisations who are delighted, spreading use and knowledge of spokes maps.  We also include an insert in all such old maps, advising the recipient about the new edition.

**Photos** – we will need new photos. Bob said that he had many photos of East Lothian and will take more this year. Other good quality photos can be submitted.

**Graphics assistance required** - Andy would appreciate help from a ‘nit-picking graphics assistant’. Martin to ask a guy in Spokes Porty who may be suitable and Dave to send out a request to all Spokes members.
Wording as follows: “Andy does the cartography using a GIS program, then exports them layer by layer for tweaking in Adobe Illustrator. He would appreciate help from someone with a suitable graphics package (Illustrator, Affinity Designer, Corel Draw, Inkscape) and who enjoys detail: specifically to add missing street and place names to the town maps.”
[POST MEETING NOTE: Dave has sent an email out to EL members asking for volunteers coordinators, graphics assistance and shop hustlers. We have already had two positive responses for shop ‘hustlers’.]

**Sneek Peek -** Andy showed us views of the draft map on screen. It’s early days, but it already looks very good.

 KT

19 February 2022

*Below are some ideas from our meeting in October 2020, some of which might be worth following up, if we haven’t already.*

***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 Display**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. [Post meeting note above seems relevant.]

**Promotion to Runners**

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.