

Minutes of Spokes Maps Group Meeting, via Zoom, 6 April 2023

ATTENDEES: Anne Douglas, Dave du Feu, Andy Follis (joined later), Peter Hawkins, Mark Holling, Eric Ingram, Nigel Mead, Donald Mitchell, Katharine Taylor, Robert Simpson.

APOLOGIES: None

MEETING NOTES

1. Timescale for publication of new East Lothian map

Andy was not present at the beginning of the meeting, but information that he had already provided indicated that if he was able to send the final proofs to Dennis Printers by 17 April, we could be fairly confident of delivery of the printed maps by mid-May. We are therefore looking at a date in late May for the launch event, exact date to be decided.

2. Launch of East Lothian map

Katharine reported that the East Lothian Cycle Forum/ East Lothian Council will assist with the launch, publicising it to partner organisations, finding local councillors to attend, the council's communications department can assist with publicity, etc. They have suggested using their new cargo bike to transport the maps to East Lothian, if dates work.

Ideas for the launch included: for the venue we should choose a quiet space to which people can cycle; Haddington was suggested as the Council HQ is there and there is some land around it; The East Lothian Courier and Musselburgh Courier would probably both cover the event; we could use the Spokes branded cargo bike to transport maps; we could have more than one 'event' – the Spokes bike could deliver maps to locations along the way to Haddington - this might work well for social media; a group cycle ride from somewhere like Prestonpans to a launch event in Haddington was suggested; we should link with other organisations in terms of publicity; it was noted that it is always good to have children in the photographs.

We need to find a photographer for publicity shots. (POST MEETING NOTE: Mark has suggested an amateur photographer in N Berwick who often takes photos at events and gets them published in The Courier. Will depend if he is available on our chosen day.)

Nigel said that there was a big cycle ride in aid of Poppy Scotland taking place on 24 September with three circular routes starting from Prestonpans. While this is too late for a map launch, it is an opportunity to have a Spokes stall, interact with many cyclists and, hopefully, sell some maps! Resources Group to follow up.

<https://www.poppyscotland.org.uk/get-involved/things-to-do/poppyscotland-sportive/sportive-routes>

ACTION: Katharine to speak to Chris Milne of East Lothian Council about launch ideas and report back to the group. We then need to set up a small working group to organise and publicise the event.

3. Event to thank East Lothian volunteer surveyors

A social gathering to thank Edinburgh map volunteers was held at the Milk café beside the Newhaven cycle path. Spokes bought coffee and cake for all who had helped and gave all volunteers a copy of the new map and a neck warmer with a section of the Edinburgh map printed on it. This all seemed to go down well and it was a good opportunity for Spokes members to meet and for Spokes to thank them for their help. A similar event could be

arranged for East Lothian – all that is needed is a café where we can pre-book space for around 20 people. Somewhere to park bikes is also needed. Other ideas can be considered.

ACTION: KT to discuss options with Donald, Mark and Saartje, the three volunteer coordinators for the East Lothian map.

4. Distribution of maps

Robert had circulated details of the outlets and numbers of hustlers in advance of the meeting. He reported that we have 63 outlets listed which are interested in selling maps. Of these 46 had 'hustlers' allocated to them. Of the 19 'active' hustlers, only 9 had responded to recent emails. It appears that some outlets have not been visited recently by a hustler. Some are status unknown.

Robert advised that he delivers to all outlets in Midlothian himself.

East Lothian is better covered than it was, but we obviously want to ensure that all potential outlets in the area are contacted around the time of the launch to maximise sales of the new map.

ACTION:

- Robert to check for shop changes and new outlets and update list across Edinburgh and Lothians.
- Robert to contact individually all 10 hustlers who have not been in recent contact and ask if they wish to continue in the role. Let them know that if they don't reply within 30 days they will be removed from the list. Remove them if the answer is silence or if they ask to be removed.
- Dave to advertise for new hustlers among Spokes members once we have a better idea of the locations where more hustlers are required.

Dave circulated the link to a great online map showing bike shops in Edinburgh. (If only it could be extended to all the Lothians!)

<https://edfoc.org.uk/2020/04/02/edinburgh-bike-shops/>

5. Map Boards at Railway Stations

It has been suggested by Saartje Drijver, the third volunteer coordinator in East Lothian, that we should try to install display boards for Spokes maps in all stations in East Lothian. Donald reported that there is already a display board at Wallyford station. Dave said that the history was that it was installed by Sustrans, Scotrail provided the board, and Spokes (Tim Smith) the mapping. The board was paid for by Sustrans and/or Scotrail – Spokes' contribution was the mapping. The view of the meeting was that this is the funding model we should continue to use.

Waverley Station – there is a map board by the bike racks which is in need of updating. There was a map board installed at Haymarket, but it has been removed.

Future – we could check the situation in Midlothian and West Lothian stations, especially before the publication of the new West Lothian map. (POST MEETING NOTE: Eric has reported that there is a map at Livingston South which appears to have been done by Tim Smith.)

See email from Dave de Feu dated 6 April 2023 for much useful information about the status of various map boards. Extracts from that email are at the end of these notes.

ACTIONS:

- Check which stations in East Lothian already have map boards, what condition they are in, options for locations, etc. Donald volunteered to check the stations at Musselburgh, Wallyford, Prestonpans and Longniddry. Mark and Saartje (kindly volunteered by Mark!) to check stations at Drem, North Berwick and Dunbar. A new station is being built at East Linton.
- Katharine to contact ScotRail and Juliet Donnachie, Station manager at Waverley to sound out interest in installing or updating map boards.

6. Sales and Stock Levels

Peter had circulated the details of the recent stock check before the meeting. This shows the need to focus on sales as they have been slow in the past year. We have a large stock of the 2018 West Lothian map (1,342) which it would be good to use/sell before we bring out a new version in 2024/25.

7. Finances

Maps Account finances are healthy due to Andy doing the cartography on a voluntary basis.

[correction] £6000 was earmarked in 2021 for cargo bike grants to up to 4 Spokes member households, and Maps Group will discuss whether to extend the scheme once it is fully taken up. So far, there have been 3 applicant households, all successful.

Dave said that Spokes is currently working towards becoming a Scottish Charitable Incorporated Organisation (SCIO), which will mean Spokes will have a board of trustees. After that change in governance is complete, the organisation can spend more time identifying and managing appropriate projects to use some of the funds.

8. Stocks and archiving of old maps

As we had run out of time, it was agreed to defer this item to the next meeting. Anne emphasised that it did need to be discussed at some point. She suggested that material ought to be digitised to ensure that all Spokes' information was safely archived.

9. AOCB

Katharine said that we ought to review the Map Distribution Process document and suggested Robert review it to make sure that it reflected current practice. She will also look at it and then circulate to the group if there are any significant changes.

Date of Next Meeting

The next meeting will be scheduled in the next few weeks to discuss the map launch in more detail.

KT

7 April 2023

PS. After the meeting, Dave circulated background and links to various items of relevance. See next page.

Information relevant to Maps Group meeting held on 6 April 2023

Spokes Map Launches

Edinburgh <http://www.spokes.org.uk/2021/11/edinburgh-spokes-cycle-map-new-edition/>

Midlothian <http://www.spokes.org.uk/2020/09/midlothian-mapped/>

West Lothian <http://www.spokes.org.uk/2018/08/west-lothian-2018-spokesmap/>

Rail Station Spokes maps

I think that in most cases the rail company paid for and produced the stands, and inserted the contents. Spokes sent them the contents, either in printed form or more often as a pdf for them to print on suitable material. All artwork was by Tim Smith except where shown below.

1. Scotrail

Linlithgow (2009, updated 2013 - still in situ) http://www.spokes.org.uk/wordpress/wp-content/uploads/2009/12/1304-final-Poster.Web_.pdf

East Lothian (2011) [italics para below is from [our website, para 1109](#)]

East Lothian stations bike posters – Following the example of the Linlithgow board there are now bike noticeboards at [Musselburgh \[jpg 2.7MB\]](#), [Prestonpans \[jpg 2.7MB\]](#) and [Wallyford \[jpg 2.7MB\]](#), sponsored by Sustrans [funding], ScotRail [signboards] and Spokes [expertise]. Picture of [Prestonpans board in situ \[pdf 303k, Paul Ince\]](#), ideal location next to platform entry and bike racks.

2. Network Rail

Waverley (2014 photo) - attached. ?Still in situ.. Station Manager Juliet Donnachie(?) organised it

Haymarket (2017 photo) - attached. Now removed. Artwork by David Gardiner for Spokes. Sustrans paid & organised it, but I think they got it into a commercial hoarding at the station, rather than a special map one, which probably explains why it disappeared after (from memory) a year or so.

3. Midlothian Council

Midlothian - our map is (or was) used in some Midlothian Council electronic info displays on stations, using a pdf which they paid us for. Very much a Midlothian effort, probably not likely to be copied in other council areas.