

Minutes of Spokes Maps Group Meeting, via Zoom, 24 April 2025

ATTENDEES: Anne Douglas, Dave du Feu, Andy Follis, Eric Ingram, Nigel Mead, Katharine Taylor, Robert Simpson, Peter Hawkins (attended the middle of the meeting only due to technical difficulties)

APOLOGIES: None

MEETING NOTES

1. Updated Edinburgh map

The map is with the printers and due to be delivered in approximately 2 weeks' time. Print run of 2500. The price will be £7.50. *[Post meeting note – the maps were delivered to Jenners Depository on 15 May.]*

It was agreed not to replace old Edinburgh maps that shops may still hold with the new map. The updates to the new map are not significant enough to warrant that.

[Post meeting note: Maps are sold for £5 on Spokes stalls to attract people to the stall. As usual, for the first month, there will be a special offer of £6 for direct sales from Spokes. This will be advertised in the next Spokes member circular.]

2. Distribution of maps

Robert Simpson (RS) reported that there are supposed to be 15 active hustlers looking after 30 shops (in Edinburgh?), but it looks like only 12 hustlers are active. RS holds a stock of maps and distributes them to shops in East Lothian himself.

We discussed whether emailing shops might save hustlers time and be effective. Eric Ingram (EI) said that he found that emails to shops worked well.

Before the meeting, Peter Hawkins had intimated that he wants to reduce the amount of work he does on looking after the stock and finances. It was proposed that the hustlers role should be slightly expanded. A hustler would:

1. Contact a shop and take order. Probably best if initial contact was in person, thereafter could be by phone or email.
2. Deliver maps to the shop. Hustlers could keep a stock of maps at home rather than having to get maps from the store every time they had an order to deliver.
3. The finance person could issue an invoice to the shop. Hustlers could also accept cash payment directly and pay into the maps account.

It was suggested the only 1 or 2 people should have access to the stock storeroom at Jenners Depository.

RS is to divide Edinburgh into four sections and allocate hustlers to contact the shops.

Ian Maxwell volunteered to assist Peter with the distribution of the Edinburgh map. Peter was not present at this point and Ian said he would speak with him.

Post meeting note: After the meeting, Robert circulated a draft procedure for map hustlers. There were several comments. Has the procedure been finalised and all roles clarified, including who holds keys to the storeroom at Jenners Depository, the system for getting maps to the shops, payment and invoicing?]

It was suggested that Spokes should do online sales itself instead of only big retailers, like Tiso. Anne Douglas (AD) deals with small orders from the office. It was agreed that shops will increasingly be looking to place orders online now and we need to devise a process that will support this. To host an online shop, we need a secure website. IM suggested that the guy who produces the EDI BIKE newsletter may be able to advise. After some discussion about how we could facilitate online sales, it was agreed that this was a topic that needed to be investigated and looked at in another meeting.

3. Pricing

The Spokes website needs to show the new price of the Edinburgh map of £7.50. It will be sold to retailers at a 30% discount = £5.25.

4. Promotion

Dave du Feu (DdF) will contact cycling newsletters. It was also suggested that we should target students at the beginning of the autumn term, although we did not discuss exactly how this was to be done or who was to do it.

5. Future Map Surveys

Andy Follis (AF) was of the opinion that there would be no need to ask volunteers to carry out full scale surveys for any of the maps now that they were all in digital format and used Open Street Maps data. It would just be a case of checking areas where changes were known to have occurred and updating the maps. Time will tell what level of survey is necessary .

6. West Lothian Map update

AF has implemented the changes identified by the surveyors on the main map and the mapping is now being checked by the surveyors. AF will then make any further necessary changes.

AF is still ploughing through the details on the back of the map, such as school names and symbols. He requires more photos of attractions and Bob Douglas (attending off-screen!) volunteered to assist with photos. David Liddell, a very active volunteer in West Lothian, may have text on the Bike Library which he runs (or helps run).

AF said that the biggest issue he was facing was the lack of response from West Lothian Council, especially now that their Active Travel Officer has left, due to cuts in Sustrans funding. It was suggested that AF ask for a meeting with them. David Liddell might be able to help make contact with the right people in the council. AF to contact David Liddell.

Due to AF having limited time to work on the map, he did not wish to estimate when the WL map might be published. It's therefore too early to plan a launch event, but ideas for what we could do are welcome. DdF said that he knew several councillors who might be willing to attend. The launch event will be discussed at another meeting.

Peter Hawkins (PH) joined the meeting at this point (8pm), but dropped out before the end due to technical difficulties.

7. More Volunteers needed

As PH wishes to hand over some of the tasks he is currently doing – managing the stock, delivering maps, dealing with payments and doing the accounts, we need to find people to take on some of these roles. We also need more hustlers to ensure that our maps are in as many outlets as possible. It was agreed the KT and RS would make a short appeal for volunteers at the Spokes Public Meeting on Wednesday 30 April.

[DONE - Katharine and Robert appealed for volunteers for Maps Group to assist with GIS mapping, administration and stock keeping of maps, finances, and for more hustlers. One volunteer came forward to help with GIS, another offered to assist with admin work (but has not responded to emails since!). Noone has volunteered to become a hustler to my knowledge.]

8. Maps at Stations

Waverley station has bike racks that usually hold about 125 bikes. Thirty flat maps have been ordered from the printer and there are 2 boards in the station where the new Edinburgh map should be placed. KT will approach the station owners – Network Rail – to take this forward. *[Post meeting note: A site visit by KT revealed that there are 3 board at the station near the bike racks – 2 show the 2016 map, the third shows the back of the map.]*

Other stations in the area have map displays with bits of different maps showing the local area. There were compiled by Tim Smith, who was paid to do the work. Saartje Drijver, a volunteer was going to approach stations in East Lothian some time ago. KT to follow up Saartje to see where she got to and then contact ScotRail about installing maps board in other stations in the Lothians. Volunteers can then follow up with actually installing the maps in display boards.

9. Funding

West Lothian Council were asked if they wanted to order advance copies of the WL map, but have not taken up the offer.

Sustrans has provided financial support for recent fully revised maps. As their funding has been cut and is now mainly for the development of the NCN, they may not have funds available. KT will contact Sustrans.

Post meeting email discussion – Display Stands

Dave suggested that we should purchase some display stands for our maps to give to shops. There were some queries about this – need to find out if shops want them (hustlers to ask), if they want wall displays or counter-top, where would we store them and transport them to shops, could they have Spokes branding and re-ordering instructions on them? To be considered.

Date of next meeting

No date was set, but required within next three months. Will be influenced by progress on West Lothian map and likely date of publication.

Items for next meeting agenda arising from this meeting:

- Distribution of maps – is new system working?
- Online sales – options
- Promotion to students
- West Lothian map launch event
- Maps at stations - progress
- Sales and Finances
- Display stands

KT 21 May 2025