

Cycling Scotland

# 2011- 2012 ANNUAL REPORT AND ACCOUNTS



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# ANNUAL REPORT 2011-2012

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“2012 HAS LONG BEEN ANTICIPATED AS A GREAT YEAR FOR CYCLING”



## CHAIR'S INTRODUCTION

Ever since Team GB won an unprecedented haul of medals for cycling at the 2008 Olympics in Beijing, expectations for an even better year in 2012 have been high. And while our Olympic cyclists didn't disappoint, the surprising thing has been what a significant year it has been for cycling in other ways as well.

The early part of 2012 saw cycling come to the forefront of the public consciousness by way of a national debate about safety. The Times launched the highest profile media campaign about cycling ever seen in Britain after one of their journalists was seriously injured while cycling to work. At the same time here in Scotland, the Pedal on Parliament demonstration saw over 3000 cyclists descend on Holyrood to call for safer conditions for cyclists. These high profile calls for greater cycling safety led to a debate in the chamber of the Scottish Parliament and to the re-forming of the Cross Party Group for Cycling. The issues facing cyclists on today's roads have never been more widely debated, nor so far up the political agenda.

Cycling Scotland increased its own efforts to improve safety for young cyclists by working to boost delivery of Bikeability Scotland training across Scotland and by delivering the Give Me Cycle Space campaign on a much larger scale, across 13 local authorities and supported by a national TV, press and radio campaign. Work in schools by Cycling Scotland and partners such as Sustrans and CTC Bike Club, is showing real results, with modal share for cycling to primary school rising to 4% this year.

But the debate around safety shows that there is still a long way to go before Scotland has the conditions which will see people take to two wheels in the numbers we see on the continent. Funding needs to increase significantly if we are to be able to provide the right conditions to cycle in a consistent way across Scotland.

The City of Edinburgh Council made the first brave step to show others the way this year when they committed 5% of their transport budget to cycling, which is planned to increase by 1% each year until 2016 to around 9% of transport spend. This kind of funding commitment is what is needed to ensure cyclists have the right conditions to feel safe on the roads, and it is fantastic to see Scotland's capital city leading the way in this area.

With the success not only of the GB Olympic cyclists, but also the amazing victory for Bradley Wiggins and co in the Tour de France, there is a fantastic wave of enthusiasm for people to get on their bikes in 2012. If government, both national and local, follows Edinburgh's example, we can match the public's desire to cycle with an environment that supports them to do so.

This annual report covers some of the activities Cycling Scotland is working on to help build that environment, including our work in cycle training and promotion, and also some information about the review we have conducted on the progress of the Cycling Action Plan for Scotland. I hope that our partners and stakeholders find it useful, and we can continue to work together in the active travel sector to make 2013 another great year for cycling.

*“With the success not only of the GB Olympic cyclists, but also the amazing victory for Bradley Wiggins and co in the Tour de France, there is a fantastic wave of enthusiasm for people to get on their bikes in 2012”*



# 2

## CHIEF EXECUTIVE'S REPORT

*Cycling Scotland Chief Executive Ian Aitken on reviewing progress of the Cycling Action Plan for Scotland.*

The Cycling Action Plan for Scotland (CAPS) turned two years old in June 2012, and as Chair of the CAPS Delivery Forum, it fell to me to mark the occasion by drafting a report to see how the plan was progressing.

There are 17 actions in the plan, assigned to a range of different organisations, and it had been agreed from the outset that after first full financial year Cycling Scotland would produce a report back to Transport Scotland to see how these various actions were progressing.

We also felt that as well as examining progress on the individual actions, it would be worth reflecting on the overall plan – having had 2 years for the idea of working to a cycling action plan to set in, it seemed worth asking whether the plan needed any tweaks or revisions to help it to be more effective way of getting 10% modal share for cycling.

Overall, the experience of reviewing CAPS was pretty positive. Although we have several recommendations for how CAPS can be improved, the major thing that stood out after 2 years is how well established the plan and, more importantly, its target of 10% modal share are. In a recent debate on cycling in the chamber of the Scottish Parliament, every MSP that spoke was referring back to how the CAPS target would be met. Journalists continually scrutinise any new funding that is announced based on how it will help meet the target. If nothing else, in 2 years CAPS has successfully brought about a relatively unchallenged consensus that 10% of journeys should be being made by bike by 2020, and that was not a universally acknowledged and accepted idea 4 or 5 years ago. This target is now referred to in a whole host of other action plans and government strategies, which recognise the huge benefits cycling brings to other

policy areas, such as health, environment and the economy.

**So CAPS has succeeded in making increased cycling levels an idea that more people are aware of and support. But has it succeeded in getting us nearer to that elusive 10% of journeys?**

There certainly has been progress on many of the actions. Action number 1, relating to cycle training, has had great success, with the three previous levels of children's cycle training now united under the Bikeability Scotland brand and making great progress towards more children receiving on-road training. Action 5, which relates to encouraging participation in the annual Hands Up Survey, has provided an invaluable measure of levels of cycling to school. Without it we would not know that Scotland's primary school children are leading the way towards the CAPS target, with 4% of primary children now cycling to school – almost double the average modal share for cycling across the general population.

In fact, many of the actions in the plan are on track. But the main thing the review of CAPS brought into focus was the need for far greater funding from central government, and also the huge importance for greater responsibility for the CAPS target from local authorities. Every piece of research commissioned on cycling, not least the data compiled from the 6000 responses to the CAPS public consultation, tells us the same thing – people are worried about cycle safety and want segregated infrastructure. This not only requires significant extra funding from the national transport budget, but also commitment from local authorities to develop proper local cycle networks that allow people to make the local journeys that cycling serves so well.

**“CAPS HAS SUCCESSFULLY BROUGHT ABOUT A CONSENSUS THAT 10% OF JOURNEYS SHOULD BE BEING MADE BY BIKE”**





**THE SCOTTISH GOVERNMENT SHOULD INCREASE FUNDING OF ACTIVE TRAVEL TO 10% OF THE TRANSPORT BUDGET, OR THE EQUIVALENT AMOUNT FROM VARIOUS BUDGETS.**



*So Cycling Scotland's report, which you can access in full on our website or read the executive summary on page 20, makes the following recommendations:*

**GREATER LEADERSHIP** is needed from central and local government, with local authorities being required to develop strategies and plans to get to 10% modal share for cycling in their area.

**TRANSPORT SCOTLAND** should refresh CAPS, to produce a revised version that provides a fully costed and evidence-based plan to reach the 10% target by 2020.

**THE SCOTTISH GOVERNMENT** should increase funding of active travel to 10% of the transport budget, or the equivalent amount from government funded budget areas.

made by bike. With greater funding and a real commitment to meet the CAPS target in each local authority, we can replicate these encouraging progressions across Scotland.

Cycling Scotland has received additional funding for both Bikeability Scotland and the Give Me Cycle Space campaign of £500,000 per project for the next two years, which is a hugely welcome funding boost. We are also very encouraged to see that there has been extra funding announced for cycle infrastructure, with £4m for community links allocated to Sustrans over two years. But funding still needs to rise consistently to reach the level of 10% of the overall transport budget for active travel which Cycling Scotland and a wide range of partners and stakeholders agree needs to be invested to reach at 10% modal share for cycling.



Through this annual report, you can read case studies that detail Cycling Scotland's progress on the projects we run to fulfil our actions in CAPS, including our work in cycle training, communications, events promotion and encouraging cycling to school and work. These projects are all on track and achieving great results, as are the majority of actions in CAPS. What is needed now is a revised CAPS that seeks to build on the considerable success and momentum that has been achieved in the last two years.

Where investment is being made, and organisations with a dedication towards the CAPS target are taking the lead, we can see great results. In the schools setting, where a wide range of partners are working together, we now have 4% of trips to primary school made by bike. In Edinburgh, where council investment in cycling facilities has been ongoing for many years, 7% of trips to work are

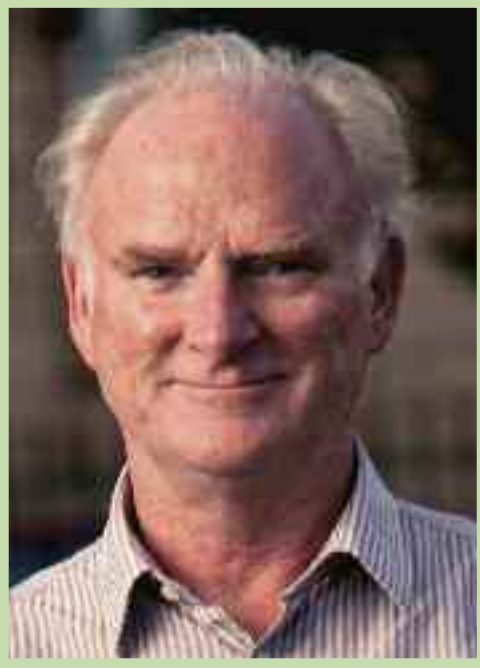
A cycling culture is developing in pockets all across Scotland. Cycling to work levels are above 4% in Dumfries and Galloway and Moray. Levels of cycling to school are as high as 7% in East Lothian and 6.7% in Stirling. When we look just at travel to primary school, children in the Highlands have already surpassed the CAPS modal share target, with 10.7% of children cycling to school. So it can be done. We just need the right levels of funding and commitment to see this cycling culture replicated in towns and cities all across the country.



*“We are also very encouraged to see that there has been extra funding announced for cycle infrastructure, with £4m for community links allocated to Sustrans over two years.”*



# 4 MEET THE BOARD



## BILL WRIGHT

### Chairman

Bill Wright is the chair of Cycling Scotland. Bill is a financial planner, a non-councillor member of TACTRAN and was a board member of Sustrans before joining the board of Cycling Scotland. Bill became Chairman in 2007.



## BRIAN CURTIS MBE

### Director

Brian Curtis has been active in cycle promotion for many years through the CTC, the Scottish Cycling Development Project and Cycling Scotland. Brian was formerly chair of Cycling Scotland and was awarded an MBE for his work in cycle promotion.



## RONA GIBB

### Director

Rona Gibb is the development manager at Paths For All, a partnership of more than twenty national organisations committed to promoting walking and cycling for health and the development of multi-use path networks in Scotland.



## MAUREEN KIDD

### Director

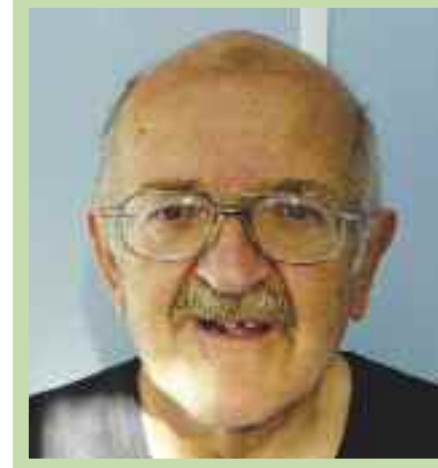
Maureen Kidd has both a personal and professional interest in promoting cycling. She was previously the strategic lead for physical activity in NHS Health Scotland but is now building on her research interests by doing a PhD at the University of Glasgow, investigating the impact of the 2014 Commonwealth Games on young people living in the East End of Glasgow. She is a member of the World Health Organisation expert group on promoting physical activity in disadvantaged groups and a regular cyclist for active travel and recreation.



## STUART KNOWLES

### Director

Stuart Knowles was Senior Manager for Traffic and Transportation Services at Fife Council until his retirement. He is now pursuing his professional interests in sustainable transport including cycling development.



## SANDY SCOTLAND

### Director

Sandy Scotland has been involved in cycling promotion for many years as a member of Spokes and an appointed member of the SEStran board.



## JOHN LAUDER

### Director

John Lauder is the Director of Sustrans Scotland, the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day.



## ALAN MALCOLM

### Director

Alan Malcolm was Senior Depute Director of Land Services for Glasgow City Council until retirement and is an appointed member of SPT.



## KAREN FUREY

### Observer - Transport Scotland

Karen is Cycling Policy Manager with the Sustainable Transport Team at Transport Scotland.

## CYCLING SCOTLAND MEMBERS

- Access Forum Secretariat
- Alan Malcolm
- B-Spokes
- Bicycle Association of Great Britain
- Bike Station
- Bike Week/Cycle Nation
- Bill Wright
- Brian Curtis
- Challenge for Change
- City of Edinburgh Council
- Common Wheel
- CTC (UK)
- CTC Scotland
- East Dunbartonshire Council
- East Dunbartonshires Cycle Cooperative
- First Scotrail
- Forestry Commission Scotland
- Gareth George
- John Lauder
- HITRANS
- Living Streets Scotland
- Loch Lomond & Trossachs National Park Authority
- Maureen Kidd
- NESTRANS
- Paths for all Partnership
- Road Safety Scotland
- Rona Gibb
- Sandy Scotland
- Scottish Cycling
- Scottish Natural Heritage
- SEStrans
- Spokes
- SportScotland
- SPT
- Stuart Knowles
- Sustrans Scotland
- TRANSform Scotland
- VisitScotland



# 4 MEET THE STAFF TEAM



**IAN AITKEN** Chief Executive  
 Ian Aitken has been with Cycling Scotland since 2004, starting out as Company Secretary before becoming Marketing Manager in 2005 and then becoming Chief Executive of the organisation in 2009. Ian chairs the Cycling Action Plan Delivery Forum, is a Director of the Bike Week Board and is Chair of the Bikeability Scotland Delivery Group.



**ANDREW PANKHURST** Senior Communications Officer  
 Andrew Pankhurst manages all of the PR and Communications projects for Cycling Scotland, including the Give Me Cycle Space Campaign, freshno Pedal for Scotland and Bike Week.



**WILLIAM WRIGHT** Communications Assistant  
 William Wright works on all of the PR and Communications projects for Cycling Scotland, including the Give Me Cycle Space Campaign, freshno Pedal for Scotland and Bike Week.



**ISLA CAMPBELL** Development Officer  
 Isla supports the delivery of the Bikeability Scotland, Cycle Friendly Employer, Cycle Friendly School and Cycle Friendly Communities programmes. Isla also supports the delivery of Cycling Scotland's suite of cycle training and instructor training programmes.



**MATT MACDONALD** Development Officer  
 Matt supports the delivery of the Bikeability Scotland, Cycle Friendly Employer, Cycle Friendly School and Cycle Friendly Communities programmes. Matt also supports the delivery of Cycling Scotland's suite of cycle training and instructor training programmes, and the Let's Ride scheme.



**LINDA PETERS** Senior Finance Officer and Company Secretary  
 Linda is responsible for managing the organisation's finances and is also Cycling Scotland's company secretary.



**NATHAN KACZMARSKI** Policy Officer  
 Nathan is responsible for a wide variety of projects including the National Assessment of Local Authorities Cycling Policy, the Cycling Scotland conference, responding to consultations and producing policy and briefing papers.



**CHRISTOPHER JOHNSON** Senior Development Officer  
 Christopher Johnson manages the Bikeability Scotland, Cycle Friendly Employer, Cycle Friendly School and Cycle Friendly Communities programmes. Christopher also manages Cycling Scotland's suite of cycle training and instructor training programmes, and the Go Mountain Bike and Let's Ride schemes.



**PAUL WRIGHT** Development Officer  
 Paul supports the delivery of the Bikeability Scotland, Cycle Friendly Employer, Cycle Friendly School and Cycle Friendly Communities programmes. Paul also supports the delivery of Cycling Scotland's suite of cycle training and instructor training programmes, and the Go Mountain Bike scheme.



**DEBBIE WATSON** Finance Assistant  
 Debbie is responsible for looking after Cycling Scotland's finances.



**CATHERINE CHRISTIE** Office Administrator  
 Catherine manages the Cycling Scotland office and assists with all of our projects and initiatives.



**PETER LESLIE** TP&E Senior Engineer  
 Peter Leslie manages TP&E (Transport Planning and Engineering), the social enterprise engineering consultancy whose profits go back to promoting cycling. TP&E have designed cycle routes and infrastructure projects for a wide range of Scottish local authorities.



**CAMPBELL MCCALL** Assistant Engineer  
 Campbell works alongside Peter Leslie to deliver sustainable transport engineering solutions with TP&E.



## GIVE ME CYCLE SPACE

The Give Me Cycle Space campaign aims to make parents more comfortable about letting their children cycle to school by asking drivers to look out for young cyclists and give them plenty of space on the roads.

After running the campaign for several years in pilot areas, Cycling Scotland was awarded additional funding in 2012 to run the campaign on a much larger scale.

The campaign takes the simple message 'Give Me Cycle Space' and displays it in and around schools, to make drivers more aware of child cyclists. The messaging is then supported by Bikeability Scotland cycle training, which ensures children have the right skills to cycle on road, and travel planning, which helps children and parents to identify the quietest roads and paths to cycle on. Cycle stunt team The Riderz also visit participating schools with a spectacular stunt show and activities to get children as excited about cycling to school as possible.

The 2012 campaign was run on a national scale, with TV advertising and a national press and radio campaign supporting regional activity around participating schools. The campaign achieved huge levels of awareness amongst the target groups of parents of primary age children, drivers passing primary schools, and parents of primary children who are also drivers.

### Key facts

**88%**

**OF PARENTS AND DRIVERS COULD RECALL THE CAMPAIGN AND ITS MESSAGE WHEN PROMPTED**

**THE CAMPAIGN WAS FEATURED ON BBC RADIO SCOTLAND, STV NEWS, STV'S SCOTLAND TONIGHT AND ITV'S DAYBREAK**

**NEARLY TWO-THIRDS OF PARENTS SAID THE CAMPAIGN MADE THEM FEEL MORE CONFIDENT ABOUT THEIR CHILDREN CYCLING TO SCHOOL**

**THE CAMPAIGN'S RADIO ADVERT WON THREE AWARDS AT THE SCOTTISH CREATIVE AWARDS**



**THE 26-DAY RIDERZ TOUR IS NOMINATED FOR BEST EDUCATIONAL EVENT AT THE UK EVENT AWARDS**

**48%**

**AN AMAZING 48% OF THE PARENTS AND DRIVERS SURVEYED SPONTANEOUSLY RECALLED THE CAMPAIGN AND ITS MESSAGE**

Round-the-world cyclist Mark Beaumont and Transport Minister Keith Brown MSP launch the 2012 Give Me Cycle Space Campaign at St Bernards Primary School in Glasgow.





## PROJECT CASE STUDIES CONTINUED

# BIKEABILITY SCOTLAND

Cycling Scotland is continuing to drive forward the delivery of cycle training for school children through the Bikeability Scotland scheme. Our main focus is on ensuring as many children as possible have access to cycle training, and ensuring that the training is delivered in an on-road environment.

Access to Bikeability Scotland is being boosted through a national programme of instructor training. Bikeability Scotland is delivered by a network of road safety officers, active school co-ordinators, school staff and volunteers, and Cycling Scotland is building Scotland's capacity to deliver the scheme by providing instructor training to upskill the network in line with the national standard for cycle training.

Cycling Scotland is also helping local authorities make the transition from delivering cycle training in the playground, to delivering in a live on-road environment. On-road training gives children real road experience and makes for more confident and safer cyclists. New training resources were published and distributed to the network this year for level 2, which focuses on on-road training, and grant funding of £99,000 was allocated to 14 local authorities to help boost delivery of on-road training.

Political support for on-road training also intensified this year as the SNP, in their Local Government Manifesto, included a commitment for all school children to "have access to on-road cycle training". In addition, during a Parliamentary Debate on cycling, a motion was passed with cross-party support that made the commitment "...to work with local authorities to ensure that every child in Scotland has the opportunity to undertake on-road cycle training by 2015...".

### Key facts

**69.5%**  
**OF SCHOOLS DELIVER  
CYCLE TRAINING**

**31.5%**  
**OF SCHOOLS DELIVER  
ON-ROAD TRAINING**

**CYCLING  
SCOTLAND  
HAS TRAINED  
710 CYCLE  
TRAINERS TO  
DELIVER  
BIKEABILITY  
SCOTLAND**

**THERE ARE OVER  
4000  
INSTRUCTORS  
NOW DELIVERING  
TRAINING  
NATIONWIDE**

**OVER  
34,000  
CHILDREN RECEIVE  
CYCLE TRAINING  
EACH YEAR**

**CYCLING SCOTLAND HAS  
TRAINED 534 CYCLE  
TRAINING ASSITANTS TO  
SUPPORT THE DELIVERY OF  
BIKEABILITY SCOTLAND**

Weatherman Sean Batty helps launch a call for volunteers to help deliver Bikeability Scotland training.





## FRESHNLO PEDAL FOR SCOTLAND

Cycling Scotland organises Scotland's biggest cycling event each year - freshnlo Pedal for Scotland.

The long-running Glasgow to Edinburgh bike ride is designed to encourage people to get back into the habit of cycling regularly, by providing an event which is short enough to be accessible to new or returning cyclists, but long enough to ensure people have to get back into the habit of cycling to prepare for it. The 47 mile challenge ride provides the perfect model to do this, with a route right through the central belt. It is accessible to Scotland's biggest population centre, and can be completed at a leisurely pace over an average of about four hours - but still poses enough of a challenge to require some prep.

To broaden the event's appeal to a wider audience, there is also a 110 mile Sportive ride for keen road cyclists.



Key facts

# 8479

PEOPLE TOOK PART IN FRESHNLO PEDAL FOR SCOTLAND IN 2012 (832 ON SPORTIVE, 7647 ON CHALLENGE)

THE EVENT PARTICIPANTS HAVE RAISED OVER **£1.2 MILLION** FOR SCOTTISH CHARITIES.

THE EVENT WON BEST SPORTS EVENT AND THE GRAND PRIX AWARD AT THE 2011 UK EVENT AWARDS AND BEST SPORTS EVENT AT THE 2012 SCOTTISH EVENT AWARDS.

46% OF CHALLENGE RIDERS AND 69% OF SPORTIVE RIDERS DID OVER 10 RIDES IN PREPARATION FOR THE EVENT

21% OF CHALLENGE RIDERS AND 44% OF SPORTIVE RIDERS DID OVER 30 RIDES IN PREPARATION FOR THE EVENT

28% OF CHALLENGE RIDERS AND 41% OF SPORTIVE RIDERS CYCLED TO WORK TO PREPARE FOR THE EVENT

15% OF CHALLENGE RIDERS AND 8% OF SPORTIVE RIDERS TRAINED FOR THE EVENT BY CYCLING JOURNEYS THEY WOULD OTHERWISE HAVE DONE BY CAR

IN ONE DAY, OUR RIDERS CYCLED **450,929** MILES COLLECTIVELY - THAT'S JUST SHORT OF THE DISTANCE TO THE MOON AND BACK AGAIN OR OVER 18 TIMES AROUND THE WORLD.

# 7725

CAR TRIPS WERE REPLACED BY CYCLE TRIPS BY PEOPLE TRAINING FOR THE RIDE, SAVING AROUND 16 TONNES OF CARBON BEING EMITTED INTO THE ATMOSPHERE.



Team freshnlo on the starting line with Mark Beaumont and Keith Brown MSP.



# CYCLE FRIENDLY AWARDS

Cycling Scotland's Cycle Friendly Awards are a fantastic way of improving facilities for cyclists commuting to work or school.

The award schemes give workplaces and schools guidance on best practice in providing facilities for cyclists and provide an incentive for them to put as many in place as possible.

A new award for secondary schools was launched in 2012, extending the scheme to a huge new audience. The awards continue to grow in popularity, with 7 new schools and 25 new employers added to the Cycle Friendly ranks in 2011/12.

Below: Cycling Scotland Chief Executive Ian Aitken and Transport Minister Keith Brown MSP present the first ever Cycle Friendly Secondary School Award to Larbert High School.

*Key facts*

**OVER 66,000 PEOPLE WORK IN A CYCLE FRIENDLY WORKPLACE - ABOUT 3.5% OF THE WORKING POPULATION**

**AROUND 40,000 CHILDREN NOW ATTEND A CYCLE FRIENDLY SCHOOL - ABOUT 6% OF ALL SCHOOL CHILDREN**

**THERE ARE NOW 125 CYCLE FRIENDLY EMPLOYERS IN SCOTLAND**

**THERE ARE NOW 152 CYCLE FRIENDLY SCHOOLS IN SCOTLAND**



## CYCLE FRIENDLY SCHOOL ROLL OF HONOUR

### ABERDEEN CITY

Heathryburn Primary  
Airy Hall Primary  
Charleston Primary School  
Manor Park Primary  
Hazelhead Primary  
Kingsford Primary  
Fernielea Primary  
Greenbrae Primary  
Cults Primary

### ABERDEENSHIRE

Hill of Banchory Primary  
Newtonhill Primary  
Strathdon Primary  
Alford Primary  
Buchanaven Primary  
Crombie Primary  
Fishermoss Primary  
Arduthie Primary  
Burnhaven Primary  
Laurencekirk Primary  
Westhill Primary  
Ballater School  
Barthol Chapel Primary  
Elrick Primary

### ANGUS

Seaview Primary  
Maisondieu Primary

### ARGYLL AND BUTE

Achaleven Primary  
St Mun's Primary  
Barcaldine Primary

### BORDERS

Priorsford Primary  
St Ronan's Primary

### CITY OF EDINBURGH

Towerbank Primary  
Pentland Primary  
Oxgangs Primary  
Davidson's Mains Primary  
The Edinburgh Rudolph Steiner School  
Craigour Park Primary

### DUMFRIES & GALLOWAY

Lochside Primary  
Locharbriggs Primary  
Cargenbridge Primary

Nethermill Primary  
Dalbeattie Primary  
Gatehouse Primary  
Eaglesfield Primary  
Eastriggs Primary  
Lincluden School  
Leswalt Primary  
Maxwelltown Secondary School

### EAST AYRSHIRE

Glenluce Primary  
Shortlees Primary

### EAST DUNBARTONSHIRE

Crosshouse Primary  
St Matthew's Primary  
Baldernock Primary  
Westercleddens Primary  
Woodhill Primary  
Balmuildy Primary  
Clober Primary  
Castlehill Primary  
St Helen's Primary  
Auchinairn Primary  
Lenzie Moss Primary  
Oxgang Primary

### EAST LoTHIAN

Meadowburn Primary  
Dunbar Primary  
Longniddry Primary  
Haddington Infant School  
WindyGoul Primary  
Sanderson's Wynd Primary  
East Linton Primary

### EAST RENFREWSHIRE

Yester Primary  
Eaglesham Primary  
Cross Arthurlie Primary  
Mearns Primary  
Springhill Primary  
St Johns Primary  
Auchenback Primary  
Neilston Primary

### FALKIRK

Larbert Academy

### FIFE

Kirkton of Largo Primary  
Cairneyhill Primary  
Culross Primary

Hill of Beath Primary  
Park Road Primary  
Pathead Primary

### GLASGOW

Swinton Primary  
Shawlands Primary  
Garrowhill Primary  
Haghill Primary

### HIGHLAND

Muirtown Primary  
Kinmylies Primary

### INVERCLYDE

Inverkip Primary  
Gourock Primary  
Lady Alice Primary  
Ailemill Primary

### MIDLoTHIAN

Rosewell Primary  
Lasswade Primary  
Cornbank Primary  
Strathesk Primary  
Paradykes Primary  
St Mary's Primary  
Gorebridge Primary  
Bonnyrigg Primary  
Saltersgate ASN  
Kingspark Primary

### MORAY

Hopeman Primary  
New Elgin Primary  
East End Primary  
Greenwards Primary  
Kinloss Primary  
Portgordon Primary  
Findochty Primary  
Elgin Academy

### NORTH AYRSHIRE

Moorpark Primary  
Blacklands Primary  
Ardeer Primary  
St Bridgets Primary  
Glengarnock Primary

### NORTH LANARKSHIRE

Carnbroe Primary  
St Andrew's Primary  
Cumbernauld Primary

Kirk O'Shotts Primary

### ORKNEY

Papdale Primary

### PERTH & KINROSS

Alyth Primary  
Arngask Primary  
Tulloch Primary  
Goodlyburn Primary  
Royal School of Dunkeld  
Pitlochry High (Primary department)

### RENFREWSHIRE

St Charles Primary

### SOUTH AYRSHIRE

Doonfoot Primary  
Barassie Primar  
Wellington School  
Kyle Academy

### SOUTH LANARKSHIRE

Tinto Primary  
Blacklaw Primary  
Halfmerke Primary  
St Blane's Primary  
Kirkland Park Primary  
St Mary's Primary  
St Charles Primary

### STIRLING

St Ninians Primary  
Callander Primary  
Doune Primary  
Trossachs Primary

### WEST DUMBARTONSHIRE

Linnvale Primary  
Dalreoch Primary  
Knoxland Primary  
Bonhill Primary  
Whitcrook Primary

### WESTERN ISLES

Bragar School  
Shawbost School  
Leverhulme Memorial  
Breasclete Primary  
Sgoil An Taobh Siar West Side Primary  
Uig Primary



## CYCLE FRIENDLY EMPLOYER ROLL OF HONOUR

Aberdeen Council: AECC  
 Aberdeen Council: Kittybrewster  
 Aberdeen Council: Marischal College  
 Aberdeenshire Council: Woodhill House  
 Aegon UK  
 Angus Council: Bruce House  
 Angus Council: County Buildings  
 Angus Council: Headquarters  
 Bangholm Outdoor Centre  
 Barrhead Centre  
 British Geological Survey  
 Buro Happold (Edinburgh)  
 Buro Happold (Glasgow)  
 Cardonald College Glasgow  
 CEH Edinburgh  
 City of Edinburgh Council: Psychological Services  
 City of Edinburgh Council: Waveley Court  
 City of Glasgow College  
 City of Glasgow College  
 Clackmannanshire Council: Greenfield  
 Clackmannanshire Council: Kilncraigs  
 Clackmannanshire Council: Lime Tree House  
 Cycling Scotland  
 Diageo Scotland Ltd  
 Dumfries and Galloway College  
 Dumfries and Galloway Council - Cargen Tower  
 East Dumbartonshire Council: The Triangle  
 East Dumbartonshire Council: Tom Johnstone House  
 East Renfrewshire Council: Barrhead  
 East Renfrewshire Council: Headquarters  
 East Renfrewshire Council: Spiersbridge  
 East Renfrewshire Council: Thornliebank Depot  
 Ecodyn Ltd.  
 Edinburgh Airport  
 Edinburgh Marriott Hotel

Edinburgh Napier University  
 Edinburgh University - Easter Bush Campus  
 Energy Saving Trust - Changeworks  
 Falkirk Council - Abbotsford House  
 Fife Council - New City House  
 Fife Council - Bankhead  
 Fife Council - Rothesay House  
 Fife Council - County Buildings  
 Fife Council - Fife House  
 Fife Council - Town House, Kirkcaldy  
 Forest Research  
 Forth Valley College  
 Gartnavel General Hospital  
 Glasgow City Council: LES - Richmond Exchange  
 Glasgow Science Centre  
 Glenmore Lodge  
 Halcrow: Edinburgh  
 Halcrow: Glasgow  
 Halcrow: Inverness  
 Hatstand Nelly  
 HEROtsc  
 Highland Council: Dingwall Office  
 Highland Council: Diriebught Road Office  
 Highland Council: Harbour Road Office  
 Highland Council: Town House  
 Highland Council: Kinmylies Building  
 Historic Scotland  
 HSBC Security Systems  
 Institute of Occupational Medicine  
 Integrated Environmental Solutions  
 Jewel and Esk College  
 Leeboyd  
 Living Streets Scotland  
 Loch Lomond & The Trossachs National Park Boathouse  
 Loch Lomond & The Trossachs National Park HQ

Malcolm Fraser Architects  
 National Library of Scotland  
 NHS Ayrshire & Arran: Ayr Hospital  
 NHS Education for Scotland  
 NHS Fife - Stratheden Hospital  
 NHS Fife - Victoria Hospital  
 NHS Fife - Lynebank Hospital  
 NHS Fife - St. Andrews Community Hospital  
 NHS Fife - Glenrothes Hospital  
 NHS Fife - Queen Margaret Hospital  
 NHS National Services Scotland - Gyle Square  
 North Ayrshire Council: Perceton House  
 Ochil View Housing Association  
 Paths for All  
 Pelamis  
 Pricewaterhouse Coopers LLP Edinburgh/Glasgow  
 Queens Cross Housing Association  
 Queen Margaret University  
 RCAHMS  
 Royal Botanic Gardens Edinburgh  
 SAC  
 Sandisk Scotland Ltd.  
 Science and Advice for Scottish Agriculture (SASA)  
 Scottish Gas  
 Scottish Government - Victoria Quay  
 Scottish Government: Atlantic Quay  
 Scottish Government: Saughton House  
 Scottish Government: St Andrews House  
 Scottish Health Service Centre  
 Scottish Wildlife Trust - Harbourside House  
 SESTran  
 Sheraton Grand Hotel and Spa - Edinburgh  
 Skills Development Scotland  
 South Ayrshire Council

South Ayrshire Council: John Pollock Centre  
 South Ayrshire Council: Newton House  
 South Lanarkshire Council  
 Spire Murrayfield Hospital Edinburgh  
 SPT Broomloan Depot  
 SPT Buchannan Bus Station  
 SPT Consort House  
 SQA Dalkeith  
 SQA Optima  
 State Street  
 Stevenson College  
 Stirling Council: Municipal Buildings  
 Stirling Council: Viewforth  
 Student Awards Agency Scotland  
 Sustrans Scotland  
 Teleperformance Airdrie  
 The Bike Station  
 The Highland Council: Headquarters Inverness  
 Transport Scotland  
 Triathlon Scotland  
 University of Dundee  
 University of Edinburgh - Central Area  
 University of Edinburgh - Kings Building  
 University of Edinburgh Chancellors Building  
 University of Edinburgh Queen's Medical Research Institute  
 University of Glasgow: BHF Cardiovascular Research Centre  
 University of Glasgow: Fraser Building  
 University of Glasgow: Library  
 University of Glasgow: Sir Alwyn Williams Building  
 University of Glasgow: St Andrew's Building  
 University of Glasgow: Stevenson Building  
 University of Glasgow: Wolfson Medical School  
 University of Stirling





# 6

## TRANSPORT PLANNING AND ENGINEERING

Transport Planning and Engineering (TP&E) is Cycling Scotland's social enterprise consultancy, specialising in the design of cycling and sustainable travel infrastructure. TP&E is a unique organisation - an engineering consultancy that focuses solely on design solutions for active travel modes. Routes are designed by cyclists, for cyclists, in line with worldwide best practice. All profits from TP&E are invested back in Cycling Scotland projects to encourage more people to cycle.

TP&E provide design services to a wide range of clients, including local authorities, community groups and other national organisations. In 2012, TP&E has worked with Argyll and Bute Council, South Ayrshire Council, St Fillans Community Trust, Towards Zero Carbon Bute, East Renfrewshire Council, Scottish Canals and Sustrans on a wide range of projects including the design of over 15 miles of cycle routes and reviewing a further 120 miles.

### TP&E'S RECENT MAJOR PROJECTS INCLUDE:



#### ARGYLL AND BUTE COUNCIL COMMUNITY ROUTES

TP&E have worked with Argyll and Bute Council since 2009 to design and manage the build of shared-use active travel paths and cycle parking. This has taken place throughout the council area. In 2011/12 the projects were in Oban, Lochgilphead, Rhu, Dalmally, Tarbert and Dunbeg. Cycle shelters were installed at six locations across the council area. TP&E assisted the council in applying for funding, increasing their budget three-fold as well as completing land negotiations, planning applications and access agreements.



#### SOUTH AYRSHIRE COUNCIL CYCLE NETWORK DEVELOPMENT

TP&E has been working with South Ayrshire Council on the development of local cycle networks since 2006/07 and have designed local cycle networks in Troon, Prestwick, Girvan and Ayr. We have managed the installation of over 50 km of on and off-road cycle routes in these towns and cycle shelters have been installed at schools. In 2011/12 an additional 780m of links were identified, designed and installed in Prestwick and Troon and 800m of path/footway was designed for future installation in Prestwick.



#### NATIONAL CYCLE NETWORK ROUTE 78

TP&E worked with Sustrans on the development of the NCN 78 route from Oban to Fort William, undertaking research on land ownership and producing a set of design and construction drawings for a link in the route where it passes through Benderloch.



#### WORKING WITH TP&E

If you would like to know more about our projects or how TP&E can help you reach your sustainable transport goals you can contact the team in the following ways:

Email: [peterleslie@tpande.org](mailto:peterleslie@tpande.org) //  
Phone: 0141 229 5352





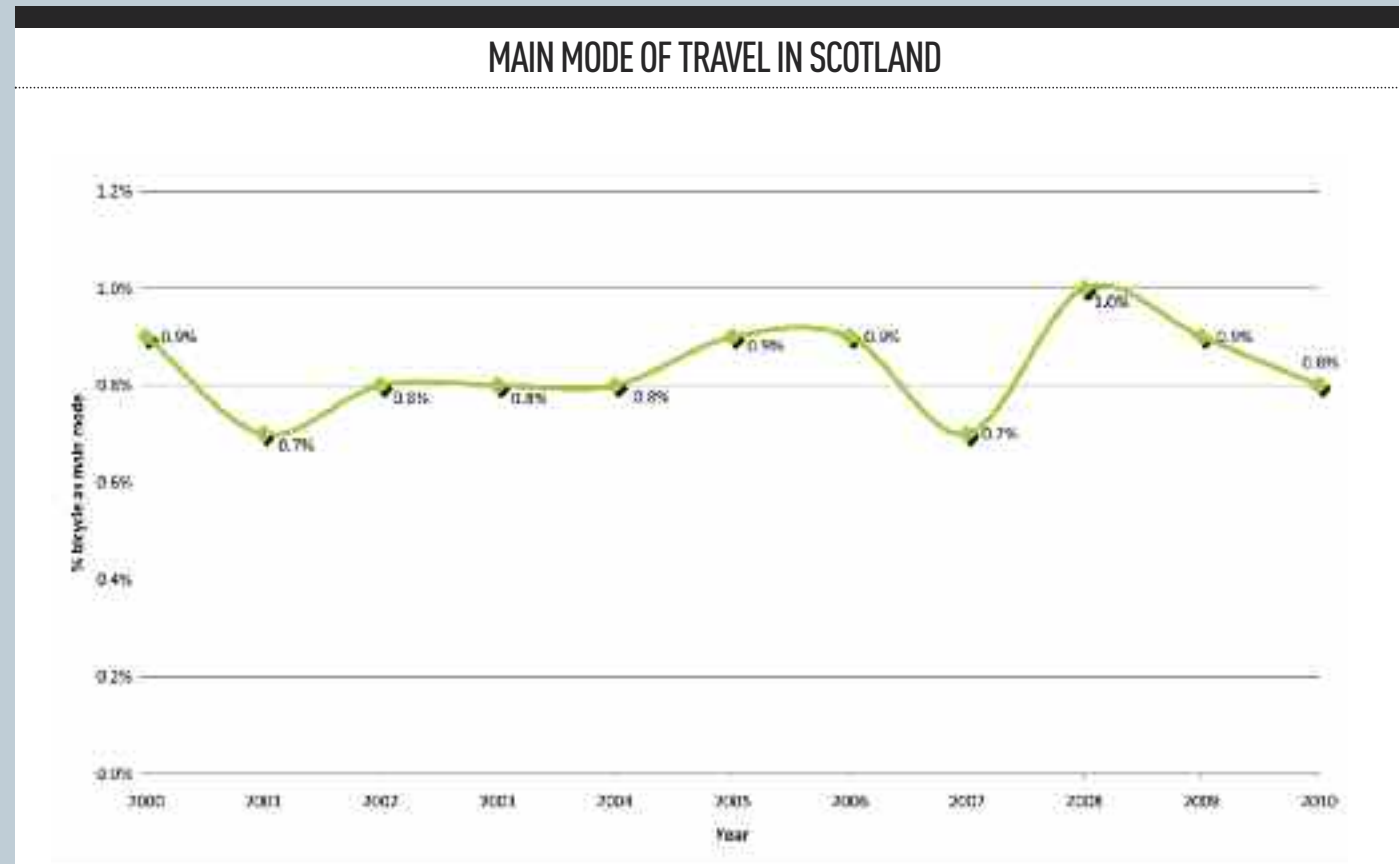


## ADULTS CYCLING IN SCOTLAND

Cycling Scotland aims for Scotland to become a nation of cyclists. The following statistics provide an overview on how adults cycle in Scotland, whether it be for work or recreation. In addition, it is important not just to see how cycling trends have changed over time, but also to identify what could stop us moving forward. Therefore, there are also some statistics that indicate why more people in Scotland are not cycling to work.

### MODE SHARE IN SCOTLAND

The Scottish Household Survey Travel Diaries collect the 'Main Mode' for adult journeys in Scotland. The chart below shows the proportion of journeys where cycling is the main mode from 2000-2010.



\* Prior to 2007 only journeys over 1/4 mile or 5 minutes on foot were recorded. Since 2007 all journeys are recorded. This creates a discontinuity in the time series between 2006 and 2007.  
Scottish Household Survey: Travel Diary 2009/10

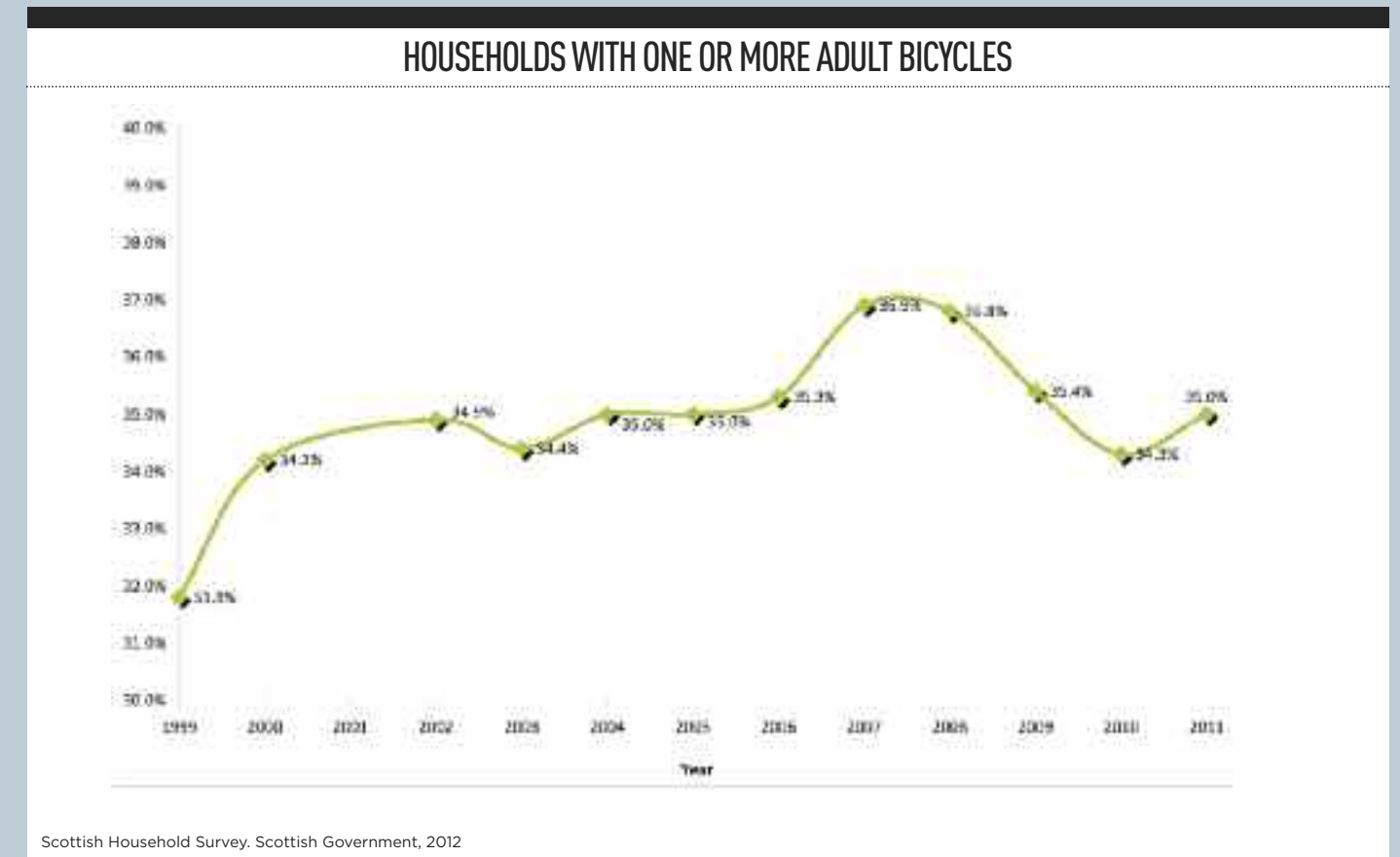
## VOLUME OF CYCLING

The volume of cycling shows whether the amount of cycling is increasing in terms of kilometres travelled.



## ACCESS TO BICYCLES

Scotland does not have huge bike hire systems like London or Paris; therefore, simply put: If people do not have a bike, they are unlikely to cycle. The following chart shows how bicycle ownership has changed over time in Scotland.

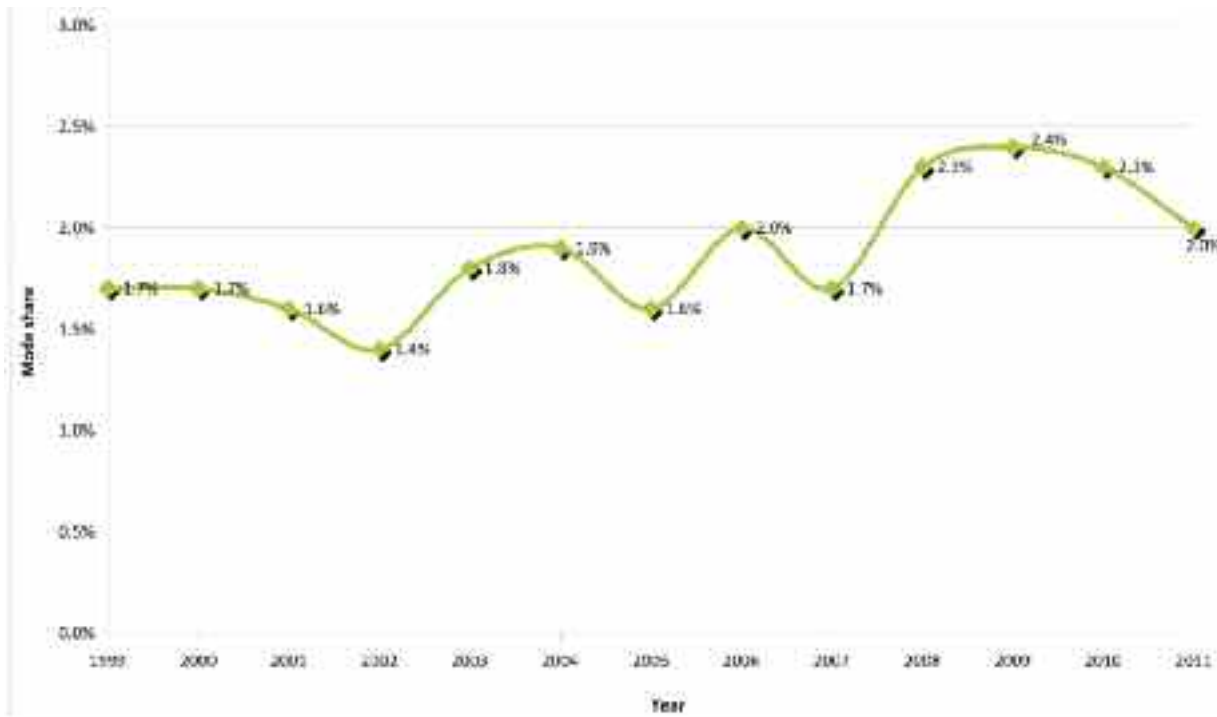




## CYCLING TO WORK

Travelling to work is something that most Scots do every single day. In fact, the Scottish Household Survey shows that, historically, around a quarter of all journeys are for the purpose of 'commuting'. Therefore an increase in cycling to work can have a hugely positive impact on Scots' daily physical activity levels, carbon emissions and traffic congestion. Encouragement to cycle to work is a key component of projects such as the Cycle Friendly Employer Award. The following charts show how cycling to work mode share has changed over time nationally and at a local authority level.

### TRAVEL TO WORK: BICYCLE MODE SHARE

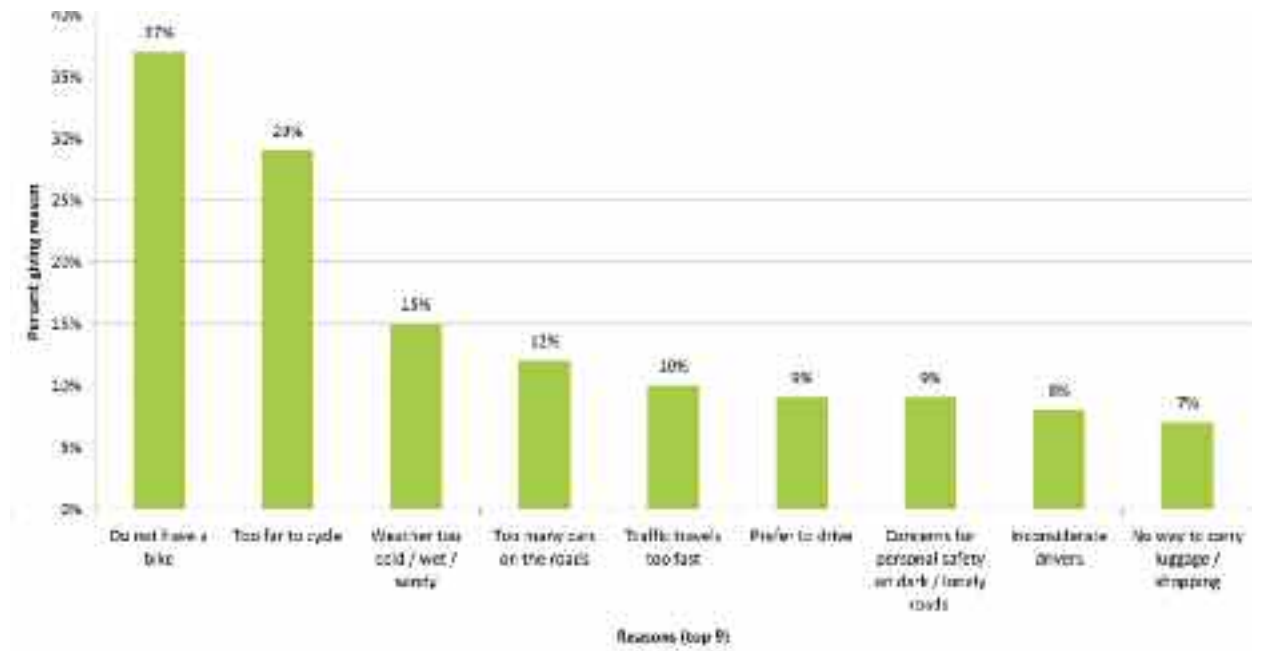


Scottish Household Survey, Scottish Government, 2012

## BARRIERS TO CYCLING TO WORK

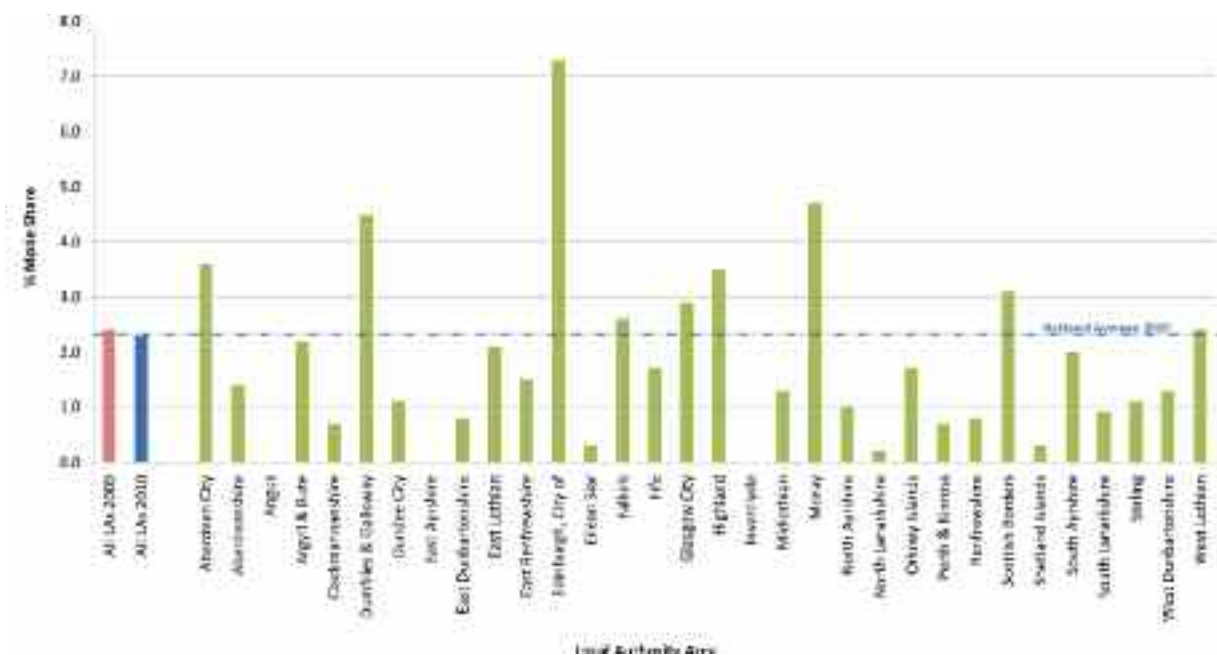
Of course, if someone does not have access to a bicycle, they will not be able to cycle to work. However, a large proportion of those who have a bike still do not choose to cycle to work. The following chart shows top reasons why those who have a bike do not choose to cycle to work. Following this is a chart identifying top reasons why those who do NOT have a bike do not cycle to work (other than lack of access to a bike).

### REASONS WHY DO NOT CYCLE TO WORK



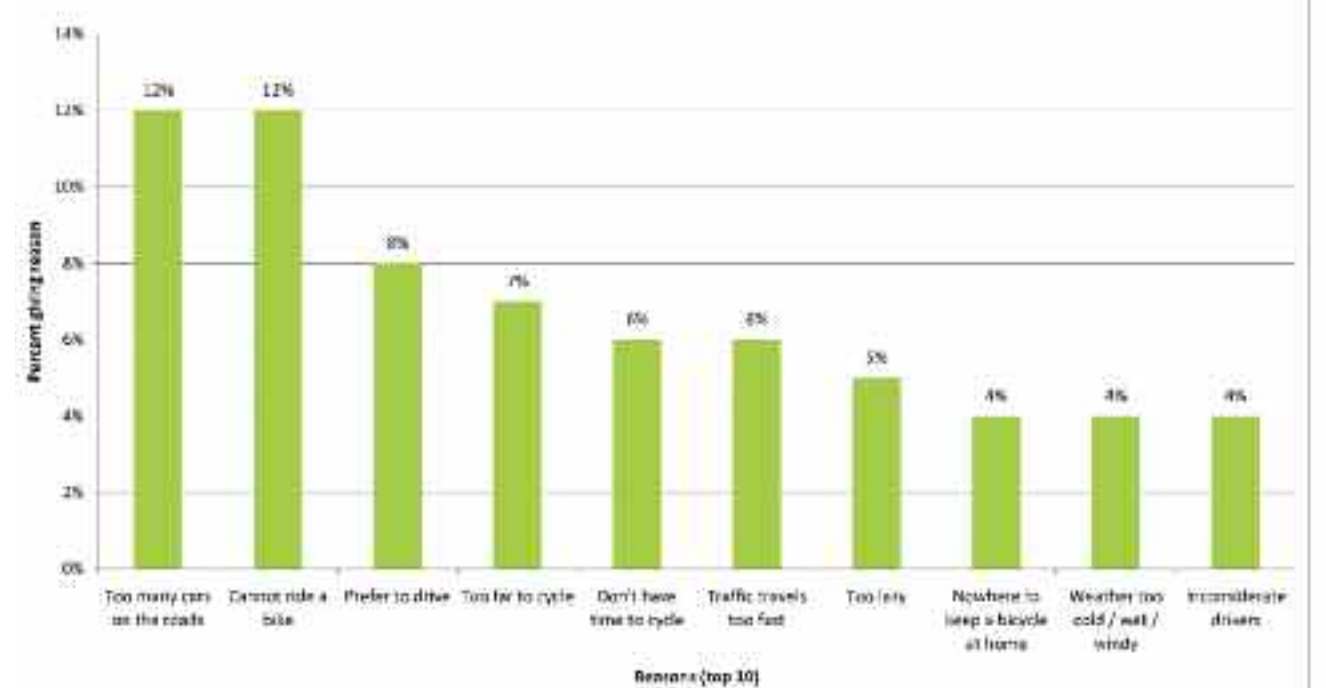
Scottish Household Survey, Scottish Government, 2012

### TRAVEL TO WORK MODE SHARE 2009/10



Scottish Household Survey: Local Authority Datasets, Transport Scotland, 2011

### REASONS WHY DO NOT CYCLE TO WORK (IF DO NOT HAVE A BIKE)



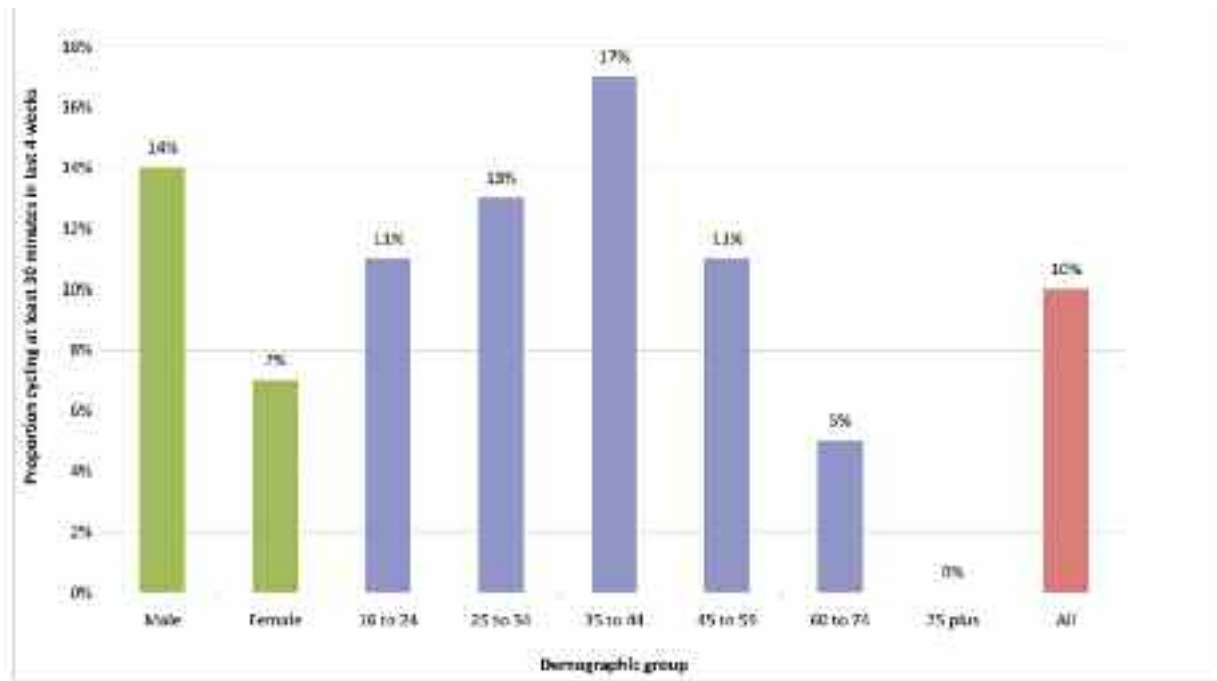
Scottish Household Survey, Scottish Government, 2012



## CYCLING FOR LEISURE

As shown above, there are a number of households that have a bicycle, but do not choose to cycle to work or as a 'main mode' for their journeys. However, people often use their bikes for leisure and recreational purposes. The following chart shows that 10% of Scots have participated in cycling in the last four weeks, and breaks this down further demographically by gender and age.

### PARTICIPATION IN CYCLING (IN THE LAST 4 WEEKS)

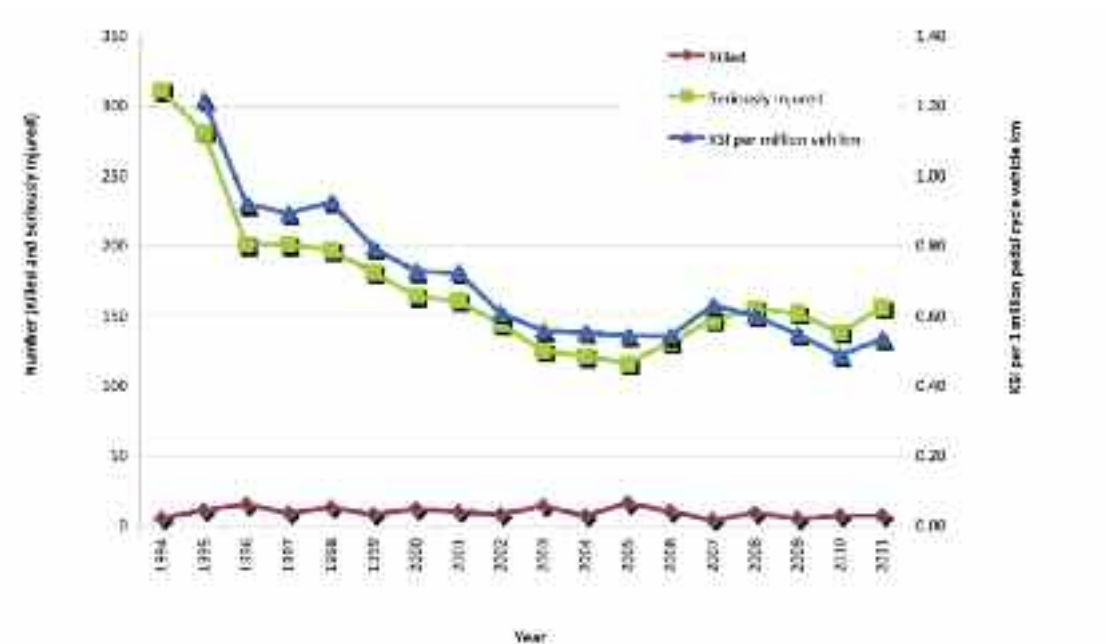


Scottish Household Survey, Scottish Government, 2012

## ROAD SAFETY

One of the key barriers to cycling is concern over safety. The following charts show trends in killed and seriously injured (KSI) pedal cyclists in Scotland (overall and child specific). The KSI per million vehicle kilometre figure helps identify whether there are more KSIs due to more accidents involving cyclists or whether there is an increase in the amount of cycling that could be contributing towards this.

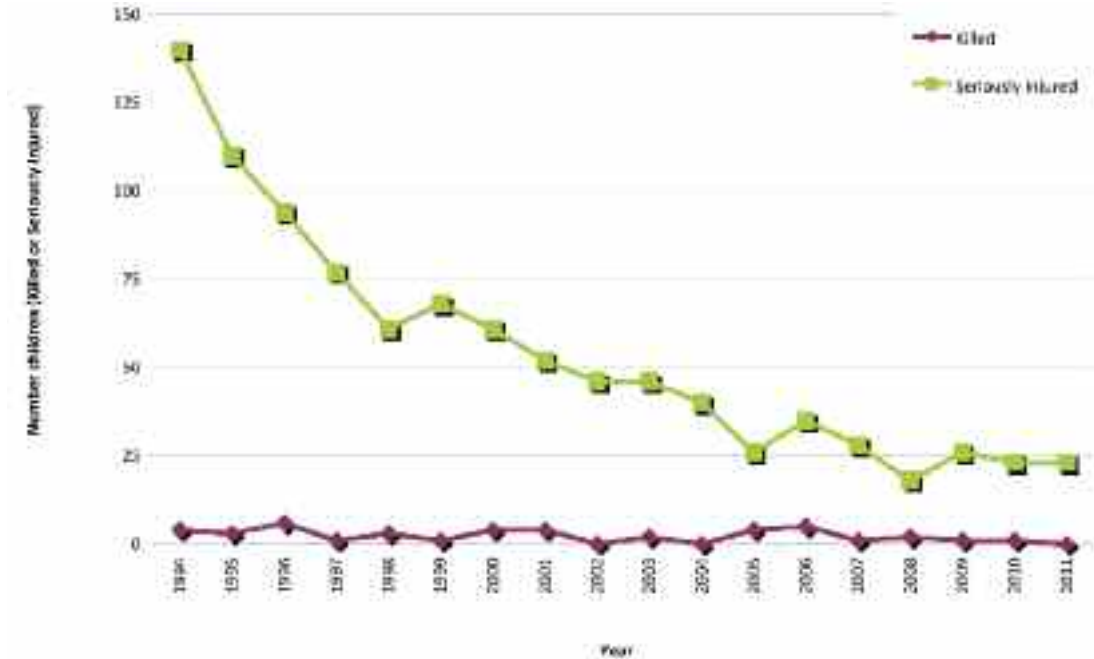
### PEDAL CYCLIST KSIs - SCOTLAND



Scottish Transport Statistics No. 30 (2011) and Reported Road Casualties Scotland 2011 (2012)

The following chart shows child cycling KSI which have had a significant and consistent decline over the last 20 years.

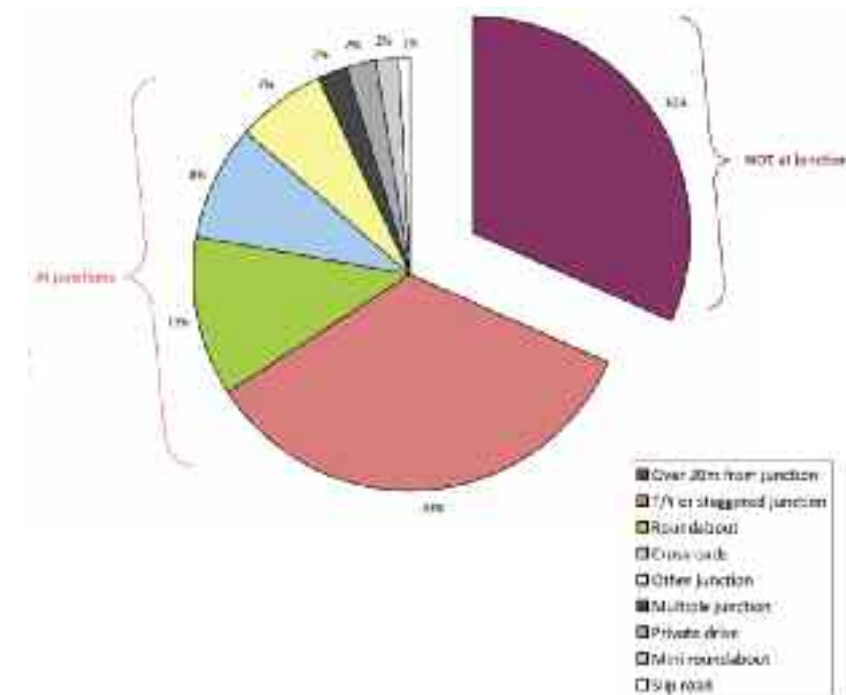
### CHILD CYCLIST KSI - SCOTLAND



Scottish Transport Statistics No. 30 (2011) and Reported Road Casualties Scotland 2011 (2012)

The following pie chart shows where reported injury accidents involving pedal cyclists occur. As can be seen, 68% of these occur within 20m of a junction, with a third occurring at T/Y or staggered junctions.

### PEDAL CYCLE REPORTED INJURY LOCATIONS

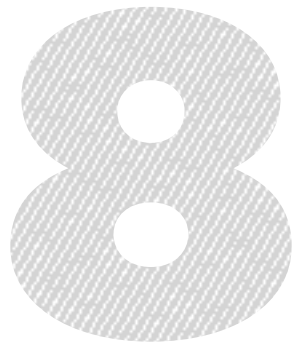


Reported Road Casualties Scotland 2011 (2012)

## FUNDING FOR CYCLING AND ACTIVE TRAVEL

The past year has seen continued analysis of levels of funding for cycling and active travel in Scotland. In March 2012, the Scottish Parliament Information Centre (SPICe) published a briefing paper on cycling [www.scottish.parliament.uk/parliamentarybusiness/49045.aspx](http://www.scottish.parliament.uk/parliamentarybusiness/49045.aspx). Along with covering useful documents and statistics relating to cycling, the SPICe briefing provided an overview of sources that look at funding levels for cycling in Scotland. SPICe identified the funding analysis by Spokes, the Lothian Cycle Campaign, as "the most accurate and comprehensive guide to investment in cycling in Scotland." Spokes provides annual updates on funding for cycling and active travel and the most up-to-date analysis (October 2012) can be found in Bulletin 114, linked on their website: [www.spokes.org.uk](http://www.spokes.org.uk)





# CYCLING SCOTLAND BUSINESS PLAN AND KPIs

## Who we are and what we do

Cycling Scotland is a company limited by guarantee and registered charity, with a membership of stakeholders with an interest in cycle promotion. We are funded by Transport Scotland to bring cycling out from the fringes of everyday life and into the mainstream. We aim to establish cycling as an acceptable, attractive and practical lifestyle option.

Cycling Scotland was established in 2003 to take a national lead on the development of cycling as an everyday mainstream activity.

Since our inception, we have worked together with our partners and stakeholders to increase the number of people cycling and improve the environments they can do so in. We have worked to achieve this by having a strong strategic focus on our vision for Scotland to be a nation of cyclists

## Why Cycling Matters

Cycling can be a safe, convenient and practical way to get around our towns and cities and it can be an attractive, fun and healthy way for us to spend our leisure time. Cycling also has an important role to play in tackling some of the very real and serious problems facing Scottish society today, such as obesity, climate change, congestion, pollution, social exclusion and physical inactivity.

## Why Cycling Scotland

There are a wide range of organisations involved in cycling in Scotland. Cycling

Scotland is uniquely placed amongst them to provide a national lead on cycling policy and practice. Through our embedded understanding, experience and skills we provide a knowledge hub for the sector and provide vision and direction for the promotion of cycling in Scotland.

We have a strong track record of partnership working; effectively and efficiently connecting the wide range of interests across the sector to produce outcomes greater than the sum of their parts.

We have a growing reputation for the quality, effectiveness and usability of our programmes, projects and publications.

## Constitution, Structure and Staff

Cycling Scotland is constituted under the companies act and is a registered Scottish charity.

Cycling Scotland is governed by a board of directors with a wide range of professional and cycling experience. The operations of the organisation are managed by the Chief Executive. The team at Cycling Scotland is comprised of a core staff of 13 officers with extensive cycling, training, promotions, administrative and engineering experience.

Cycling Scotland is a membership organisation. At present there are 38 members; shown on page 11. The membership appoints Directors to the Board for a fixed term and attends the Annual General Meeting.

## Transport Planning & Engineering

Transport Planning & Engineering is a sustainable transport consultancy that is a social enterprise, wholly owned by Cycling Scotland. It provides practical design construction management and strategic development and planning services to a broad range of clients. For further information, please visit [www.tpande.org](http://www.tpande.org)

## Associations and Partnership

Cycling Scotland is represented in a wide range of partnerships across our programme areas. Many of our programmes will be taken forward in conjunction with stakeholders and key delivery partners. Our workstreams and projects have been developed in consultation with our key stakeholders and therefore compliment the work that these organisations carry out.

Cycling Scotland provides a facilitation role for many national partnership initiatives and is a member of several others. Below is a figure outlining some of these key partnership groups.

Figure 1: PARTNERSHIP WORKING

Cycling Scotland				
Active Living	Education & Training	Communication & Events	Information and Guidance	Leisure Tourism & Access
Cycling and Young People Group (S)	UK Cycle Training Standards Board	National Communications & PR Strategy Development (S)	Cycling Action Plan for Scotland Delivery Forum (S)	Bike Events Scotland (S)
National Cycle Interests Group	Bikeability Delivery Group (S) <sup>1</sup>	Walking, Cycling, Connecting Communities Conference	Scottish Access Technical Information Network (S)	Developing Mountain Biking in Scotland (SMBDC)
Scotrail Cycle Forum		Pedal for Scotland (S)	Scottish Parliament Cross Party Group on Cycling (S)	National Cycle Tourism Forum

(S) Groups in which Cycling Scotland is the secretariat



We will report annually on our progress and achievements in relation to the performance framework and how these relate to higher level outcomes.

Through these partnerships, Cycling Scotland is engaged with a broad range of other organisations from across policy fields and sectors, and representing a diverse range of interests.

The organisations Cycling Scotland engages with in partnership projects, forums and working groups are represented in the table below.

## PARTNER ORGANISATIONS

Cycling Scotland Project Delivery Partners			
Bike Hub	CTC, Cyclists Touring Club	The Bike Station	Eco Schools
Forestry Commission Scotland	Education Scotland	Living Streets	MBLA (Mountain Bike Leaders Association)
Paths for All	Road Safety Scotland	Scottish Centre for Healthy Working Lives	Scottish Cycling
Scottish Local Authorities	SNH (Scottish National Heritage)	Sustrans	VisitScotland
Local Voluntary, Charitable & 3 <sup>rd</sup> Sector Organisations	Scottish Government	Transport Scotland	SATIN

Forum & Working Group Partners			
Scotland			
ADES (Association of Directors of Education Scotland)	Bike Club Consortium	British Cycling	COSLA
Environmental Association of Universities and Colleges (EAUC)	National Access Forum	NHS Health Scotland	Regional Transport Partnerships
ScotRail	Scottish Countryside Access Network	Scottish Enterprise	Scottish Mountain Safety Forum
SCOTS (Society of Chief Officers of Transport Scotland)	sportscotland	Transform Scotland	
UK			
Welsh Assembly	The Department for Transport	Northern Ireland Assembly	Passenger Focus
RcSPA (Royal Society for the Prevention of Accidents)	Skills Active	Transport for London	

## Our vision is for Scotland to be a nation of cyclists

Where people of all ages and abilities, from all walks of life, cycle more often. Enjoying better access to Scotland's towns, cities, villages and the outdoors. A nation of cycling-friendly communities and green spaces, where people feel safe on their bikes, and think of cycling as the best way to get around; to school or work, to college or the shops. Where the streets are bustling with people on bikes, easing congestion, reducing carbon emissions, and helping create a happier, healthier population. Our Vision is supported by five Strategic Goals:

### GOAL 1

Let everyone know about the role cycling can play in achieving a healthier, more sustainable and fairer Scotland

### GOAL 2

Help promote better, greener public spaces where people of all ages and abilities can cycle safely

### GOAL 3

Show that cycling is a great way to get around, giving people from all walks of life better access in Scotland's towns, cities and to the outdoors

### GOAL 4

Show that cycling is a safe, effective and economical transport option that's better for the people of Scotland, and for their environment

### GOAL 5

Celebrate and promote that there is a type of cycling for everyone; leisure, travel, tourism, sport and play



We are also fully committed to playing a central role in assisting Transport Scotland, its partners and stakeholders to achieve the vision set out in the Cycling Action Plan for Scotland  
**“By 2020, 10% of all journeys taken in Scotland will be by bike.”**

As a mainly publicly funded organisation, we aim to provide the best possible value for money in everything we do. Our resources are focussed on a range of strategic priorities that evolve to reflect the Transport Scotland's priorities as circumstances change.

## Corporate Plan

Our corporate plan for 2011-2016 set out our framework for delivery against our vision and goals. This plan builds on our recent work and is rooted in the belief that cycling can deliver multiple benefits for Scotland and its people. The corporate plan was produced in consultation with our member organisations. We have a clear vision that cycling can make a key contribution towards a successful Scotland.

## Measures of Success

Cycling Scotland measures progress and achievements in a range of different ways. To do this in a systematic manner we have developed a performance framework with indicators which

will demonstrate how we contribute to outcomes at local and national levels. We will report annually on our progress and achievements in relation to the performance framework and how these relate to higher level outcomes.

## How we will work

We will deliver against our vision and strategic goals through a series of Programme Areas. Each of these will contain Workstreams and Projects, which have been developed to form our annual business plan.

We have five Programme Areas

- Active Living
- Education & Training
- Information & Guidance
- Communication
- Leisure, Tourism & Access

These will form the general themes with which we focus our specific work-streams and projects. Each project has its own project overview and will be reported on monthly against the performance framework.

The individual projects and the targets for them are specified in Appendix 1: Cycling Scotland's Performance Framework.

The performance framework is reviewed annually taking into consideration performance against our targets and future funding levels.



# APPENDIX 1: CYCLING SCOTLAND PERFORMANCE FRAMEWORK

The following pages show Cycling Scotland's business plan up to 2015/16, and details the organisation's performance against KPIs for the financial year 2011/12.

Appendix 1 Cycling Scotland Performance Framework									
Programme	Workstream	Projects	Description	KPI Number	2011/12 Actual (target)	2012/13			
Active Living	Cycling and Schools	403 Cycle Friendly Schools Award	Cycle Friendly Schools is a programme that seeks to create a cycling culture within Scottish primary schools. The Award recognises schools that provide a good standard of infrastructure such as bike parking and lockers, national standard cycle training and travel planning.	1	137 (132)	222	267	312	
					Number of Cycle Friendly Schools: Cumulative	177	222	267	312
					Number of Pupils covered by scheme: Cumulative	35400	44400	53400	62400
		508 Schools Comms Campaign	A social marketing campaign to get more children cycling to school by targeting parental attitudes about the safety of cycling. Cycle Friendly Zones around schools carry messaging for drivers to give children space and consideration. This project links directly to Cycle Friendly Schools and Cycle Training within the target areas.	2	12 (10 to 12)	6	6	6	
			Increase in Parent- Driver feelings on their children cycling to school following exposure to the campaign (% difference 'in favour' between pre and post campaign)	5 (15)	15	15	15	15	

Appendix 1 Cycling Scotland Performance Framework								
Programme	Workstream	Projects	Description	KPI Number	2011/12 Actual (target)	2012/13		
Active Living	Cycling and Schools	508 Schools Comms Campaign	A social marketing campaign to get more children cycling to school by targeting parental attitudes about the safety of cycling. Cycle Friendly Zones around schools carry messaging for drivers to give children space and consideration. This project links directly to Cycle Friendly Schools and Cycle Training within the target areas.	4 (13)	13	13	13	
					Increase in Parent feelings on their children cycling to school following exposure to the campaign (% difference 'in favour' between pre and post campaign)	13	13	13
					The campaign will make me feel more confident about my child cycling to school (Post campaign level of agreement. Av. % support for statement across groups)	80	80	80
		406 Cycle Friendly Employer Award Scheme	Cycle Friendly Employer is a programme that encourages active travel by commending workplaces that provide facilities, incentives and encouragement for staff cycling to work.	3	111 (106)	146	226	266
	Cycling and Work			Number of Cycle Friendly Employers: Cumulative	111	146	226	266
				Number of Employees covered by scheme	53255 (47700)	65700	101700	119700







Appendix 1 Cycling Scotland Performance Framework									
Programme	Workstream	Projects	Description	KPI Number	2011/12	2015/16			
				Actual (target)	2012/13	2013/14	2014/15		
Education & Training	Workforce Development	421 National Standard Cycle Training	Number of Local Authorities Delivering multi-level National Standard Training.	9	27 (20)	23	25	27	
		407 Go Mountain Bike	A mountain bike proficiency scheme that covers 4 themes and 5 levels of proficiency. Designed to give people the confidence and skills to make active journeys into Scotland's countryside.	10	148 (40)	40	40	40	
	Cyclist Progressions	440 Commuter Cycle Training	Courses designed to support Cycle Friendly Employers and give inexperienced cyclists confidence and skills in urban cycling to allow them to cycle to work safely.	11	14 (10)	12	14	16	18
						2000	3000	4000	5000

Appendix 1 Cycling Scotland Performance Framework							
Programme	Workstream	Projects	Description	KPI Number	2011/12	2015/16	
				Actual (target)	2012/13	2013/14	2014/15
Information and Guidance	Monitoring & Evaluation	201 National Assessment	The National Assessment is a qualitative assessment of local authority cycling policy. The purpose of the study is to encourage an organisational culture that ensures cycling becomes a realistic travel and leisure choice for the travelling public.	12	0 (1)	1	
		209 Cycle Monitoring Development	This project will establish accurate baseline figures for cycling levels across Scotland and amalgamate evidence from multiple data sources.	13			
	Engineering Guidance	320 On-Road Engineering	Provide support and advice to local authorities and similar organisations in good practice for on-road cycle infrastructure.	14	52 (45)	45	45



Appendix 1 Cycling Scotland Performance Framework

Programme	Workstream	Projects	Description	KPI Number	2011/12				
					Actual	2012/13	2013/14	2014/15	2015/16
Information and Guidance	321 Off-Road Engineering		Provide support and advice to local authorities and similar organisations in good practice for off-road cycle infrastructure.	45	45	45	45	45	45
				(45)					
	323 Demonstration Sites		Providing training venues and demonstration projects showcasing good practice in Active Travel and Shared Use Routes.	66 (60)	60	60	60	60	60
Engineering Guidance	324 SATIN - Scottish Access Technical Information Network		A forum to exchange good practice, store, disseminate and share information between those delivering outdoor access and active travel infrastructure in Scotland.	68 (100)	(100)	(100)	(100)	(100)	(100)

Appendix 1 Cycling Scotland Performance Framework

Programme	Workstream	Projects	Description	KPI Number	2011/12				
					Actual	2012/13	2013/14	2014/15	2015/16
Information and Guidance	Making Cycling Mainstream (MCM)	422 Making Cycling Mainstream	Making Cycling Mainstream is a set of professional development workshops aimed principally at technical staff within local authorities and other agencies. These interactive courses will give staff key skills in various areas of cycle promotion.	94 (120)	120	120	120	120	120
Communication	External and Media Relations	510 Corporate Communications	We will conduct communications and marketing activity to highlight the benefits of cycling. This will promote the many opportunities throughout the year to get involved in cycling events and activities. We have expanded the range of reporting measures for this area to highlight different impacts.	60 (60)	60	60	60	60	60
				41,731,221 (£14,500,000)	15,200,000	15,900,000	16,600,000	17,350,000	
				£453,419 (£350,000)	£337,000	£352,000	£367,000	£384,000	
				PR Value (£1,360,271 (£1,050,000))	£1,010,000	£1,055,000	£1,102,000	£1,152,000	



Appendix 1 Cycling Scotland Performance Framework

Programme	Workstream	Projects	Description	KPI Number	2011/12 Actual (target)				
					2011/12	2012/13	2013/14	2014/15	2015/16
Communication		505 Online Activity	The Cycling Scotland website provides an online resource for cyclists in Scotland to get information about cycling, to be signposted to other relevant websites, to get cycling news and to find cycling events to take part in.	20	113,776 (110,000)	120,000	120,000	120,000	120,000
	Corporate Communications	504 Newsletter	We will produce print materials to provide news and updates on cycling in Scotland as well as the progress of our own and our partners key initiatives.	21	24,950 (25,000)	25,000	25,000	25,000	25,000
	Corporate Communications	219 Briefing on Cycling's link to Policy	We will produce position papers outlining the benefits that cycling can bring across key policy areas. We will contribute responses to consultations on key Scottish and Local Government policies and strategies.	22	4 (7)	2	2	2	2

Appendix 1 Cycling Scotland Performance Framework

Programme	Workstream	Projects	Description	KPI Number	2011/12 Actual (target)				
					2011/12	2012/13	2013/14	2014/15	2015/16
Leisure, Tourism and Access	Conference	214 Cycling Scotland Conference	The conference provides an opportunity to highlight and share best practice and innovation in cycling, promote work happening in Scotland and abroad and provide a networking opportunity for key stakeholder groups.	23	169 (140)	140	140	140	140
		221 Active Travel Conference	Cycling Scotland is a key partner in this conference promoting the use of active travel alongside other key stakeholder groups.	24	N/A (Conference took place just outside of the financial year due to elections)	150	150	150	150
	Events	513 National Events Website	The national events website provides all agencies in Scotland that post cycle events to the web with a central point to post event details, meaning users only need to look at one site instead of many. Cycling Scotland developed and hosts the site.	25	390 (330)	360	390	420	450



Appendix 1 Cycling Scotland Performance Framework										
Programme	Workstream	Projects	Description	KPI Number	2011/12 Actual (target)	2012/13	2013/14	2014/15	2015/16	
Leisure, Tourism and Access	Events	544 Bike week	Bike Week is a UK-wide cycling festival made up of around 1500 events organised independently by a wide range of organisations including local authorities, charities and cycle/health promotion groups. Cycling Scotland promotes the events in Scotland.	26	94 (90)	90	90	90	90	
				Event Organisers' Seminar delegate numbers *Directed by UK Bike Week and assisted by CS	27	281 (270)	280	290	300	310
				Bike Week Event Participants *this figure is based on estimates from individual event organisers	28	14,402 (11,000)	13,000	15,000	17,000	19,000
		543 freshnio Pedal for Scotland	Pedal for Scotland is Scotland's biggest mass-participation bike ride. There a number of different levels of ride to allow cyclists of all abilities to take part. The event demonstrates the significant distances that can be achieved by bike in a short time to show how easily short car journeys can be replaced by more sustainable modes.		35,903 (50000)	51,000	52,000	53,000	54,000	





# 9

## CAPS REPORT EXECUTIVE SUMMARY

The first ever Cycling Action Plan for Scotland (CAPS) was launched by the Scottish Government in June 2010.

The CAPS vision is that "By 2020, 10% of all journeys taken in Scotland will be by bike". This report on the progress over the first full financial year of funding CAPS provides coverage of the significant developments in cycling since the launch, progress on the action plan, updates on cycling statistics, a discussion on funding issues, and recommendations on the way forward.

The first progress report provides the opportunity to reflect on CAPS and could not have come at a better time given the current high profile of cycling. The issues surrounding cycling as a mode of travel have never been more widely or more passionately debated than in the last 12 months. Active travel organisations have been making the arguments in favour of increasing cycling levels for many years now, but in the last 12 months we have seen national media outlets, politicians and, most significantly of all, the general public, add their voices to the call for better conditions for cyclists.

The first sign of a sea-change in attitudes came in January 2012, when hundreds of cyclists descended on Scottish Government offices in Edinburgh to lobby politicians to reverse proposed cuts to funding for cycling. This unprecedented show of support from ordinary cyclists was dwarfed just three months later, when over 3,000 cyclists turned out for the Pedal on Parliament demonstration in Edinburgh. The event, staged by a group of Scottish cyclists to



*There is still a lot of work to be done to create the right conditions so that anybody can choose to cycle and feel that it is convenient and safe*

call for better conditions and infrastructure, demonstrated that there is clearly strong public demand for improvements for cycling.

The Scottish Government has responded in a number of ways. A cycle safety summit meeting was called by Keith Brown MSP on 21 March as part of the Road Safety Operational Partnership Group meeting, and, as part of a draft three-year budget for sustainable and active travel, additional funding for infrastructure was announced to address the proposed funding

cuts in the draft budget. A Cross-Party Group on Cycling has also now been set up by the Scottish Parliament.

At the same time, The Times launched a wide-ranging campaign calling for better conditions for cyclists after one of its journalists was seriously injured while cycling in London, and there has been a surge in media interest in cycling around the issue of safety. In addition, interest and the potential for participation in cycling has been boosted following British successes at the Olympics, Paralympics and the Tour de France this year, coupled with the anticipation of continued cycling success at the Glasgow 2014 Commonwealth Games.

Despite this increase in public demand and the corresponding actions from Government, there is still a lot of work to be done to create the right conditions so that anybody can choose to cycle and feel that it is convenient and safe. On 29 May 2012 a document 'Active Travel, Active Scotland' was published by a number of cycling and walking organisations in Scotland to promote "Our vision for walking and cycling to be the natural choice for short journeys, creating a healthier, socially inclusive, economically vibrant, environmentally friendly Scotland". The document highlights that "... funding, strong local action and political leadership are key ingredients for successful delivery of active travel outcomes." As a result, it is important for local authorities to take the lead, for the Scottish Government to support and encourage the process, and for partner organisations to work together towards an increase in cycling.

*The vision of a Scotland that is more physically active, healthier, less polluted and more pleasant to live in is achievable*

This report shows the progress that has been made on the 17 actions in the CAPS document. Progress towards the majority of these actions has been positive, but it is clear that the level of funding available does not match that required to reach the ambitious cycle use target of 10% of trips by 2020.

**This report concludes with recommendations for the Scottish Government, Local Authorities and other stakeholders based on the following key themes:**

### LEADERSHIP

To be encouraged by establishing an annual Cycling Summit between the Transport Minister and Local Authority Transport Convenors & Heads of Transportation, together with a requirement on Local Authorities to develop strategies and plans to deliver on the 10% target and incorporation of cycling into Single Outcome Agreements (SOAs).

### A REFRESH OF CAPS BY THE SCOTTISH GOVERNMENT

To be started as soon as possible and to link outcomes to the funding and stakeholder commitments required to realistically achieve these outcomes, thus producing a fully-costed action plan for implementation with intermediate targets to 2020.

### INCREASE FUNDING FOR CYCLING

To take advantage of the wide ranging benefits of cycling as a preventative spending measure and incrementally increase the amount invested specifically on cycling and active travel to the equivalent of 10% of the

transport budget by 2020. To engage with other Government budget areas that gain from the cross-cutting benefits cycling brings to health, education, environment, sport and tourism and for these budget areas to contribute to make up at least the equivalent of 10% of the transport budget. To ensure that when transport schemes are appraised for return on funding, the full range of cycling's benefits are recognised in the Scottish Transport Appraisal Guidance (STAG).

It is fitting that in the year marking the 200th birthday of Kirkpatrick Macmillan, the Scot who invented the pedal bicycle in the mid-1800s, the step-change in cycling serves as a reminder of the place the bicycle holds in Scotland. However, despite these positive developments and the progress so far on the various CAPS actions, there is still a significant hill to climb to reach the 10% vision. That is why it is crucially important to take advantage of the momentum gained in 2012 and refresh CAPS to ensure that there is the necessary leadership and funding to ensure that all actions required to reach the 10% target are completed. The vision of a Scotland that is more physically active, healthier, less polluted and more pleasant to live in is achievable and cycling will help in making this vision come true, but only if there is leadership, commitment and funding that matches this vision.



**BY 2020,  
10%  
OF ALL  
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SCOTLAND  
WILL BE  
BY BIKE**



# 10 FINANCIAL ACCOUNTS 2011/12

Enclosed are the summary accounts for the year ended 31st March 2012. The scale of activities increased during 2011/12 with Cycling Scotland receiving an additional £1.3m of funding from Transport Scotland made available through the Cycling Action Plan for Scotland. Marketing and event income, mainly from Pedal for Scotland, also continued to show a year on year increase.

Expenditure increased more than income, resulting in a total net

reduction in funds of £124,355, of which unrestricted funds reduced by £69,665. It is the policy of the directors to maintain reserves equivalent to 3 months unrestricted overhead expenditure and this continues to be the case.

Transport Scotland's budget line for Sustainable and Active Travel in the budget for 2012/13 was substantially reduced. In this challenging environment Cycling Scotland has secured a settlement of £1m per annum

for the next two years and prepared a budget accordingly.

At the beginning of October Transport Scotland confirmed we would receive additional funding of £1m this financial year and a further £1m for 2013/14, taking the total funding for both years to £2m per annum. The additional project funding has to be split equally between Bikeability and Give me Cycle Space Campaign.

## CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT AND STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2012

	UNRESTRICTED FUNDS		RESTR. FUNDS	2012 Total £	2011 Total £
	General £	Designated £			
<b>Incoming Resources</b>					
<b>From Generated Funds</b>					
Gifts and donations	1,465	-	-	1,465	270
Trading Income	103,665	-	-	103,665	92,755
<b>From Charitable Activities</b>					
Scottish Government Grant	2,250,000	-	-	2,250,000	1,387,683
Education and consultancy	16,120	5,682	-	21,802	76,057
Marketing and event income	16,266	-	353,349	369,615	300,284
Other income	71,643	3,756	-	75,399	106,984
<b>From Investment Income</b>					
Bank interest	895	-	6	901	446
<b>Total Incoming Resources</b>	<b>2,460,054</b>	<b>9,438</b>	<b>353,355</b>	<b>2,822,847</b>	<b>1,964,479</b>
<b>Resources Expended</b>					
<b>Charitable Expenditure</b>					
Charitable Activities	1,751,143	14,536	1,148,006	2,913,685	1,823,701
Governance Costs	25,930	-	-	25,930	19,634
Other Resources Expended	2,824	4,763	-	7,587	3,864
<b>Total resources expended</b>	<b>1,779,896</b>	<b>19,299</b>	<b>1,148,006</b>	<b>2,947,201</b>	<b>1,847,199</b>
<b>Surplus/(deficit) for the year and net incoming/ (outgoing) resources before transfers</b>	<b>680,158</b>	<b>(9,861)</b>	<b>(794,651)</b>	<b>(124,355)</b>	<b>117,280</b>
Transfers	(743,470)	3,508	739,962	-	-



Net movement in funds for the year	(63,312)	(6,353)	(54,689)	(124,355)	117,280
Balance brought forward	258,120	18,654	75,085	351,859	234,579
<b>Closing balance at 31 March 2012</b>	<b>194,808</b>	<b>12,301</b>	<b>20,396</b>	<b>227,505</b>	<b>351,859</b>
Comprising:-					
<b>Unrestricted Funds</b>					
General	181,667	-	-	181,667	263,897
Transport Planning and Engineering	13,141	-	-	13,141	(5,777)
<b>Designated Funds</b>					
Designated Assets	-	6,399	-	6,399	7,654
Go Mountain Bike	-	5,902	-	5,902	11,000
<b>Restricted Funds</b>					
Cycle Friendly Employer Fund	-	-	-	-	23,848
Pedal for Scotland Fund	-	-	20,396	20,396	51,237
	<b>194,808</b>	<b>12,301</b>	<b>20,396</b>	<b>227,505</b>	<b>351,859</b>

## CYCLING SCOTLAND CONSOLIDATED BALANCE SHEET AT 31 MARCH 2012

	£	2012 £	£	2011 £
<b>Fixed Assets</b>				
Tangible assets		6,399		7,654
		<b>6,399</b>		<b>7,654</b>
<b>Current Assets</b>				
Debtors	758,626		68,553	
Cash at bank and in hand	521,740		738,589	
	<b>1,280,366</b>		<b>807,142</b>	
<b>Creditors: Amounts falling due within one year</b>	939,260		462,937	
<b>Net Current Assets</b>		<b>341,106</b>		<b>344,205</b>
<b>Total Assets less Current Liabilities</b>		<b>347,505</b>		<b>351,859</b>
<b>Creditors: Amounts falling due after one year</b>		<b>120,000</b>		<b>-</b>
<b>Net Assets</b>		<b>227,505</b>		<b>351,859</b>
<b>Represented by:</b>				
<b>Unrestricted Funds</b>				
General		194,808		258,120
Designated		12,301		18,654
Restricted		20,396		75,085
		<b>227,505</b>		<b>351,859</b>





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