



MEMBERS CYCLING AND PEDESTRIAN STEERING GROUP

To: **Committee Members:** Councillors Blencowe (Chair), Bird, Moore, Robertson and M. Smart

Date: Thursday, 25 February 2016

Time: 4.30 pm

Venue: Committee Room 2, The Guildhall, Market Square, Cambridge, CB2 3QJ

Contact: Clare Rankin

Direct Dial: 01223 457000

AGENDA

1 Welcome and Introductions

2 Minutes of Last Meeting and Matters Arising

3 Promotion Grant Funding (*Pages 3 - 14*)

- Camsight (Anne Streather/ Jerry Gilbert)
- Cambridge Cycling Campaign (Roxanne De Beaux)
- Station bike hanger (CR)

4 Cycle Parking

- Cycle parks
- Civic Buildings
- On street

5 City Deal/County Cycle Schemes Update

6 City Schemes Updates

7 Any Other Business

Information for the Public

Location The meeting is in the Guildhall on the Market Square (CB2 3QJ).

Between 9 a.m. and 5 p.m. the building is accessible via Peas Hill, Guildhall Street and the Market Square entrances.

After 5 p.m. access is via the Peas Hill entrance.

All the meeting rooms (Committee Room 1, Committee 2 and the Council Chamber) are on the first floor, and are accessible via lifts or stairs.

Facilities for disabled people Access for people with mobility difficulties is via the Peas Hill entrance.

A loop system is available in Committee Room 1, Committee Room 2 and the Council Chamber.

Adapted toilets are available on the ground and first floor.

Meeting papers are available in large print and other formats on request.

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Cycling and Walking Promotion Grants:

APPLICATION FORM 2016-2017

ABOUT YOUR GROUP/ORGANISATION

Q1 What is the name of the group / organisation?

Cam Sight.

Q2 For this application, who is the contact?

Anne Streather.

Q3 What is their position in the group / organisation?

Chief Executive.

Q4 What is their daytime telephone number, address and e-mail address?

01223 420033

167 Green End Road, Cambridge CB4 1RW.

anne@camsight.org.uk

Q5 If you are a voluntary group/Charity please answer the following questions:

5a) What are the names of the Chair, Secretary and Treasurer of the group?

Chair: Dr Paul Auton.

Company Secretary: Anne Streather.

Treasurer: Martin Clapson.

5b) What are the main aims of the group?

Cam Sight supports local visually impaired people in maintaining independence and wellbeing. We provide individual and peer emotional support; demonstration and training in technology and low vision equipment; sport and leisure opportunities; peer support groups and activities; volunteer befriending; support in people's homes and communities and groups for children, young people and families.

THE PROJECT

Q7 What is the name of the project you want us to fund?

In Tandem (Cam Sight and Outspoken tandem cycling project for visually impaired people).

Q8 Please give a description of the project - include information such as how the project will meet one or more of the aims of the grant, how will it work, who is the project aimed at and where will it be based

Purpose of the In Tandem Project – working in partnership

Cam Sight has an existing tandem cycling service for local people with sight loss. This project aims to partner with Outspoken Cycles to enhance the service and significantly increase our ability to achieve the aims of the grant.

Outspoken Cycles promotes cycling and provides services and events to encourage regular and safe cycling. Services include bicycle maintenance and cycle mechanic training and promotion events include entertainment with pedal-powered cinema. Outspoken also runs a commercial cycle courier and delivery service.

Helping to meet the need for increased opportunities for physical activity amongst visually impaired people

National data from NatCen and the Knowledge Exchange Network for the Sight Loss Sector indicates that only 8% of visually impaired adults play as much sport as they would like, compared with 11% of those with other impairments and 22% with no impairment. Only 32% of visually impaired adults have a high level of satisfaction with their health compared with 50% of people with other impairments and 80% with no impairment and children with a visual impairment are more likely to have difficulty with PE lessons and miss out on sport and physical activity. 10% of parents of visually impaired children say their child does no physical activity outside school compared to 4% of parents of sighted children.

Tandem cycling provides an excellent means of addressing these health inequalities in addition to providing social interaction and inclusion for a vulnerable group who are may be lonely or isolated.

Developing the existing Cam Sight tandem project

The current project provides regular cycling opportunities for local visually impaired people. A team of volunteer tandem pilots have been recruited and trained in appropriate visual awareness and sighted guiding training. Visually impaired people wishing to cycle are matched with a pilot and rides are organised using one of the tandems from our fleet based at Cam Sight's premises.

The In Tandem Project will help remove existing constraints of the tandem service. Development of the service and number of volunteers and clients are currently limited by the lack of cycle hoops at Cam Sight for tandems to be locked to safely and it is difficult to ensure the tandems are maintained regularly, especially as they are prone to rusting and not stored undercover. We are also reliant on pilots having experience of tandem cycling or becoming confident through peer support.

The In Tandem Project

In future, the tandems will be stored undercover at the Outspoken premises. Jerry Gilbert, a blind tandem cyclist will manage the Project overall and liaise with Outspoken. Jerry is a member of The Tandem Club, a national tandem cycling group and has previous experience of cycle maintenance, having spent two years training at Queen Alexandra College in Birmingham on their Visually Impaired Cycle Mechanics Course. Warren Wilson, also a visually impaired tandem cyclist and Cam Sight employee, will be responsible for organising the pairs of cyclists and timetable of rides, aided by a shared diary with Outspoken. Outspoken will train Cam Sight staff and volunteers to ensure the tandems are fully maintained as well as servicing the cycles themselves regularly. Cam Sight will thus remain responsible for this Project that will be owned by visually impaired members of staff and tandem cycling volunteers. Jerry has previously built a tandem made of bamboo and Catherine Thomson, Outspoken Head Mechanic and Instructor will work with Jerry to enable it to be ridden. In this way, Catherine will gain understanding of how best to teach maintenance skills to a blind or partially sighted person.

Meeting the aims of the grant through the In Tandem project

Encouraging new cyclists

All pilots will take part in a two hour Bikeability and tandem handling session provided by Outspoken, to ensure they are riding to the National Standard Level 2 and can show competency in riding the tandem cycles. Outspoken runs this specialist bike training course and ensures the pilot has basic skills in terms of road awareness and communication as based on National Standard outcomes.

Encouraging people to cycle more often

Outspoken will promote the project amongst its networks and the cycling fraternity to recruit more volunteer pilots and thus enable more tandem rides to take place. This will include posters in its reception area and a range of other means of promotion with other tandem projects and You Can Bike Too! Based at Milton Country Park.

Promoting safer cycling

Outspoken will provide a Velotech four day accredited professional training course for Jerry Gilbert as manager of the project and initially one volunteer to ensure they maintain the safety of the tandems.

This will be followed by a process of mentoring and support with time to build up experience and a process for checking off the mechanics. It is not sufficient to do the course alone as experience and learning from a mentor is key to give the person confidence and ensure that they have reached a level of competency to check and fix the bikes safely. The volunteer will sign a form of commitment of work to carry out on the tandems.

The pilots will also be trained to check the tandem appropriately before each ride to check it is safe.

Reducing cycle theft

The tandems are currently stored outdoors at Cam Sight and although the car park where they are kept is locked at night, the tandems may still not be safe as three hoops are not sufficient for the tandems as well as staff and volunteer bikes. The tandems would be kept indoors at Outspoken's new premises near Cam Sight which will keep them safe as well as free from rust.

Q9 Where will the project be based?

The project will be based at Outspoken Cycles' new premises in Chesterton near the new station.

Q10 Who will manage the project?

The project will be managed by Cam Sight employees Jerry Gilbert, Technology Lead and Warren Wilson, Cam Sight Ambassador with support from Outspoken employees Rob King, Managing Director and Catherine Thomson, Head Mechanic and Instructor.

Q11 How many people will benefit and how will you measure this?

The tandem cycling service currently provides regular cycling for 12 people with sight loss and 12 volunteer pilots. Cam Sight receives regular enquiries from visually impaired people wishing to use the service and we aim to increase the number of beneficiaries to 20 over the next year with four additional pilots recruited through Outspoken. We record visually impaired people and volunteers registering with the service; the trips they make and training sessions attended. We will keep a service record for each tandem that includes confirmation by volunteers before each trip that the tandems are up to standard. In these ways we can monitor the activities of each person involved and benefits to them in terms of cycling and of developing skills and experience in cycle maintenance.

Q12 Are you working with any partners? If so please give details.

Outspoken Cycles.

FUNDING

Q13 What are the project's start and finish dates?

Start: 01/04/2016

Finish: 31/03/2017

Q14 If the project is ongoing, how will it be funded once the Cycling and Walking Promotion funding ends?

Q15 What are the full costs of the project?

	£
Jerry Gilbert, 1 hour per week at £37.10/hr	1,933
2 x Velotech courses for Jerry Gilbert and volunteer (incl VAT)	960
2 x 4 half days mentoring for Jerry Gilbert and volunteer	960
4 x £25 storage per tandem for four tandems/year	100
4 x £75 parts per tandem/year	300
4 x 2 x £25 six monthly service/year	200
12 x £50 pilot training for 12 pilots	600
Total	5,053

Note on Parts - average at £75/year/bike. This is dependent on use but includes a set of chains (c. £25), a set of cable replacements (c. £18) and a set of brake pads (c. £12). Alternate years, things like sprockets (c. £25) and chain rings need replacing as well as bottom brackets (c. £40 for 2).

Q16 How much funding are you seeking from the Cycling and Walking Promotion Grant?

£5,000

Q17 What, if any, are your other sources of funding for this project?

Cam Sight is contributing other costs to the project including Warren Wilson's time and volunteer travel expenses.

Outspoken Cycles will be volunteering some time, for example to work with Jerry on building his bamboo tandem and developing an adapted Velotech training course.

MONITORING

Q23 How will you monitor the project?

As outlined in Q11, a range of aspects of the Project will be monitored. These will include the number and activities of visually impaired people and volunteer pilots; trips undertaken; training and monitoring sessions attended and the maintenance and checking record of each tandem.

Q25 How will you assess the outcome(s) or success of the project?

The outcomes and success of the project will be assessed in several ways. The above monitoring will ascertain whether there are increased numbers of visually impaired people, volunteers and trips through this partnership with Outspoken and whether the tandems are better maintained.

Cam Sight is also committed to a process of continual review and gathering of feedback from service users and is currently undertaking a six month client review process with external input to strengthen this process. Our services will then be re-designed as far as possible to ensure they are in line with the wishes and needs of local visually impaired people. The In Tandem Project will be one of our services involved in the review but will already be owned by visually impaired people and volunteers and this key fact will be considered. Feedback will also be gained from the visually impaired cyclists to determine whether the project is delivering for them increased generic desirable outcomes from Cam Sight's services of emotional wellbeing, independence, social inclusion and physical health.

Final success of the project will be ascertained on its sustainability. This will be achieved in a large part by the Velotech training in the initial year being carried forward and, on the experience of our current pilots, volunteers already trained will remain committed to the project. We believe the success of the partnership in the first year will generate future volunteers through Outspoken's networks and the likely establishment and success of the In Tandem Project will allow other funds needed to be raised in the future in Cambridge City where access to cycling is key.

Once completed, please e-mail this form to: clare.rankin@cambridge.gov.uk



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Cycling and Walking Promotion Grants: APPLICATION FORM 2016

ABOUT YOUR GROUP/ORGANISATION

Q1 What is the name of the group / organisation?

Cambridge Cycling Campaign

Q2 For this application, who is the contact?

Roxanne De Beaux

Q3 What is their position in the group / organisation?

Campaign Officer

Q4 What is their daytime telephone number, address and e-mail address?

07482735174

contact@camcycle.org.uk

Q5 If you are a voluntary group/Charity please answer the following questions:

5a) What are the names of the Chair, Secretary and Treasurer of the group?

Chair Robin Heydon

Secretary Hester Wells

Treasurer Monica Frisch

5b) What are the main aims of the group?

The Cambridge Cycling Campaign campaigns for more, better and safer cycling, in and around Cambridge.

THE PROJECT

Q6 What is the name of the project you want us to fund?

The Reach Ride

Q7 Please give a description of the project - include information such as how the project will meet one or more of the aims of the grant, how will it work, who is the project aimed at and where will it be based

Description of the Project

Every year, the Campaign organises a ride to the historic [fair in the village of Reach](#) at the end of Devil's Dyke. We arrive in time to witness the opening of the fair at noon by the Mayor of Cambridge.

This tradition of the Reach Fair goes back over 800 years, and is accompanied by the throwing of pennies for "the poor villagers" — which nowadays children eagerly scabble for. There are stalls, fairground rides, a maypole, morris dancing and food & drink tents. It's perfect for a family day out.

The ride takes place on the first May Bank Holiday Monday. It is leisurely: the riding time to Reach is under 2 hours each way. It is open to everyone, and this includes accompanied child cyclists who are strong enough to ride for around 29 miles. Marshals will guide the route and can help with simple bike problems. This ride is just for fun, there is no charge and no sponsorship.

The Cycling Campaign first organised a ride to the Reach Fair in 2007 when 44 people took part. Since then the event has grown to over 800 riders (with nearly 1000 cycles counted at Reach in previous years) and become a known event in Cambridge and surrounding villages. The past few years have seen the Mayor of Cambridge participate in the ride and we hope this will continue.

You can read more about the ride here: <http://www.camcycle.org.uk/events/rides/>

How it will work?

The key to making this event a success is promotion and this is what the majority of the grant will cover. Leaflets will be distributed to explain the event, the meeting points and times and most importantly show the map of how to get there. This leaflet is distributed to members and stakeholders of the Cycling Campaign, local schools, local community centres and beyond.

The Cycling Campaign also determines the route, registers for insurance, promotes the event on social media, recruits volunteers and marshals, conducts a reconnaissance ride to determine route safety and conduct a risk assessment, counts the number of participants and completes a post-event report.

Who is the project aimed at?

This project is aimed at current or potential cyclists of all ages and abilities in and around Cambridge. It is promoted as a fun event for families.

How does the project meet the objectives of the grant?

- 1. Encourage new cyclists:** This event is a great way to encourage people to try cycling in a supportive environment. For those who do not participate in the event, the publicity and spectacle around the event may help to encourage them to take up cycling for smaller distances.
- 2. Encourage people to walk or cycle more often, particularly as an alternative to car use:** This event specifically encourages people to choose to cycle instead of drive to the Reach Fair. The experience of participating in this ride may prove to participants that they can cycle further than they thought. Events like this help to promote the message that cycling is a realistic travel option. The Cycling Campaign will also distribute materials during the event to promote our message for more, better and safer cycling in Cambridge.

Q8 Where will the project be based?

The ride will start at Market Square, before heading to Reach via NCN 11 and 51. Riders will then return to Cambridge at their own pace.

Q9 Who will manage the project?

The planning and promotion of the event will be coordinated by Roxanne (Campaign Officer) with experienced volunteers Simon Nuttall and Al Storer.

Q10 How many people will benefit and how will you measure this?

At a minimum our coordination of this project will benefit the people who participate in the ride. We estimate this to be around 1000 people should the weather prove favourable. We will be conducting counts of participants during the ride and the number of cycles parked at the fair.

The Reach Ride is a great event suited for all ages and abilities of cyclists and can encourage people to choose cycling as an alternative to driving to the event. Experiencing this coordinated ride in a supportive environment can be a catalyst for encouraging more cycling in day-to-day life beyond the event. We promote this as a family friendly event.

This ride also benefits the organisers of the Reach fair and the town of Reach by encouraging more attendees to the event and reducing the demand for car-parking and congestion in the town.

Q11 Are you working with any partners? If so please give details.

Outspoken are partnering with the Campaign to help distribute the promotional leaflets. Their staff will also be invited to participate and help marshal on the day. We are also working with the Reach Fair committee to ensure coordination with the arrival of the cyclists and the provision of cycle parking at the Fair.

Any support and assistance that can be provided by the Council will also be valuable. Particularly with promotion of the event.

FUNDING

Q12 What are the project's start and finish dates?

Start March 2016 (Promotion begins)

Finish May 2nd (Day of the Ride)

Q13 If the project is ongoing, how will it be funded once the Cycling and Walking Promotion funding ends?

Each year we seek funding from the Council for this event in addition to our own funds.

Q14 What are the full costs of the project?

Item	Cost
Leaflet design	£300.00
Leaflet printing	£385.00
Leaflet distribution (extra cost of posting Newsletters)	£70.00
Consumables (bottled water, sun lotion, puncture kits)	£100.00
Cambridge City Council Poster Distribution	£100.00
Cambridge City Council Leaflet Distribution	£158.00
Printing of Posters	£80.00
Campaign employee and incidentals	£800.00
Total Cost	£1,993.00

Q16 How much funding are you seeking from the Cycling and Walking Promotion Grant?

We are seeking £1000 of funding.

Q17 What, if any, are your other sources of funding for this project?

Remaining costs are to be covered by the Cambridge Cycling Campaign. We will also be investing additional funds into campaign materials to promote the event and cycling as well as employee time and costs for coordination, promotion and communications and dealing with enquiries in the lead up to the event and on the day. This is estimated to equal £1000 to match the £1000 grant.

MONITORING

Q23 How will you monitor the project?

We will count the number of cyclists who participate in this event.

Q25 How will you assess the outcome(s) or success of the project?

We will know this project has been a success if a comparable or increased number of cyclists participate as in previous years (compared to years with similar weather on the day). Success would be up to 1000 participants on a mild, sunny day.

Success will also be judged by the amount of media coverage we achieve for the ride. This will help us in our long-term aims of encouraging more people to cycle.

We will also be aiming for anecdotal evidence to see how participating in the ride has change people's cycling behaviour. We will not be formally measuring this as to do so would have an increased financial cost.

Once completed, please e-mail this form to: clare.rankin@cambridge.gov.uk

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