

# **Cycling and Walking Promotion Grants: APPLICATION FORM 2016**

## **1. ABOUT YOUR GROUP/ORGANISATION**

**2. Q1 What is the name of the group / organisation?**

Camcycle, the Cambridge Cycling Campaign

**1. 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?**



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

**2. 5a) What are the names of the Chair, Secretary and Treasurer of the group?**

1. Robin Heydon

2. Hester Wells

3. Monica Frisch

1. What are the main aims of the group?

Camcycle campaigns for more, better and safer cycling, in and around Cambridge, for all ages and abilities.

## **1. THE PROJECT**

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

City Centre Map

**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**

For many years Camcycle has produced a City Centre Cycling Map that clearly depicts the often confusing city centre roads and one-way streets. The map is particularly useful with Freshers and other newcomers to the City. The map is a positive way to encourage safer cycling from students in the City Centre and the back of the map includes key advice for safe cycling (such as using bike lights).

The map is not only for students. We distribute it at all our stall events and events in the workplace. We know also that the police have made use of it themselves, to educate new police officers on the rules, which are complex. For instance, police have at times wrongly stopped people cycling southwards in the southern part of Sidney Street. Dialogue with the police resulted in copies of the map being distributed to avoid this.

We now have demand for this map from colleges and workplaces in and around Cambridge who wish to distribute this valuable resource to new students and staff (as well as existing ones who may benefit from the guidance).

This year we have produced an updated version of the map with improved and simplified layout and design based on feedback received on the previous version.

We would ask the members to support an initial print run of this map so that we can meet the increased Freshers' demand in 2016. We anticipate funding for a larger print run in time for 2017 however do not wish to miss the opportunity to get this map into student hands this year.

**How it will work?**

The redesigned and updated map will be distributed to new students arriving in Cambridge this autumn via their colleges. We already have interest and support from several. This will help new students understand the road

network in the city centre, including where they can and cannot cycle, and provide basic advice on responsible cycling. The map will also be given to the police, council officials and tourist offices. This will help achieve our aims of better, safer and more cycling in the city.

**Who is the project aimed at?**

This print run of the map is firstly targeted at new students to Cambridge however we also hope to print enough in this print run to service our events for the upcoming months where the map will be given to employees, families and interested cyclists and community members. We also provide copies of the map to the council, police and tourist offices.

**How does the project meet the objectives of the grant?**

Making it easy to navigate the streets in Cambridge will make cyclists feel safer and more confident and increase their likelihood of riding. Members of the community will also feel safer when cyclists cycle in a predictable manner and in the correct direction on our city streets. The additional safety messages on the back of the map will also benefit new and experienced cyclists.

**Q8 Where will the project be based?**

The map focusses on the city centre streets.

**Q9 Who will manage the project?**

The printing and distribution of the map will be coordinated by Campaign Officer Roxanne De Beaux as well as Camcycle volunteers.

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

The map will benefit the people who received it (we aim to print 10,000 in this print run) as well as those who use the city centre streets who will benefit from safer and more predictable cycling. College staff will also benefit as it provides them with a tool to encourage and aid students with safer cycling.

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

We will work with colleges to aid distribution to their students.

1. **FUNDING**

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

1. As soon as possible. The maps are ready to be printed.
2. We will have a new round of funding in April 2017

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

We have been accepted for the Coop community fund which we aim to use for addition student materials in 2017. This is paid in April 2017.

**1. Q14 What are the full costs of the project?**

2. £350 - Printing
3. + Design, distribution and coordination costs covered by Camcycle.

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

5. £350

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

Camcycle has provided the design work for the map. Our officer and volunteers have facilitated the distribution through colleges and will also distribute through community events and workplaces.

1. **MONITORING**

**2. Q23 How will you monitor the project?**

We will receive feedback from colleges about the usefulness of the map as well as from individuals.

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

If the maps continue to be requested we will know they are doing their job.

Once completed, please e-mail this form to: [clare.rankin@cambridge.gov.uk](mailto:clare.rankin@cambridge.gov.uk)

**Any personal data provided on this form will be processed in compliance with the Data Protection Act 1998. We will only share personal information with other public sector organizations if it is necessary for the prevention and detection of fraud. Further information relating to your rights under the Data Protection Act can be sent to you on request**