

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?

Reach Ride 2017

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, Camcycle 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.

Camcycle 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. Previous 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.

Following feedback from previous years we will be improving route guidance and signage for 2017 so that it is even easier for participants to find their way to Reach.

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. Last year, the School Run Centre offered free trials of their child carrying bicycles. We hope this offer will be made again this year and with increased promotion we think this will help encourage even more families trial and then take up cycling for the school run.

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. In particular, the ride gives children a real sense of achievement, given the distance involved. Events like this help to promote the message that cycling is a realistic travel option. The Cycling Campaign will also distribute materials, such as maps, 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?

Camcycle volunteers with assistance and coordination from our employee.

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 1,000 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 cycle 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. We will also invite the School Run Centre to offer trials of their child-carrying cycles for the day.

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

1. **FUNDING**

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

1. Feb 2017 (Promotion begins)
2. May 1st 2017 (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 have sought funding from the Council for this event in addition to our own funds an substantial volunteer effort.

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

2. £360 Design
3. £350 Printing
4. £40 Consumables
5. £250 Poster and Leaflet distribution

6. £60 Poster printing
7. £140 Signs for way finding (To be reused in future years)
8. £800 Coordination staffing costs
9. **£2000 TOTAL**

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

We are seeking £1,000 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 cycling as well as some employee time for volunteer coordination, promotion and communications and dealing with enquiries in the lead up to the event and on the day.

1. MONITORING

2. 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 1,000 participants on a mild, sunny day.

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.

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.

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

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