

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?

Freshers Materials

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

In 2015 we developed a 'Welcome to Cycling' leaflet to distribute to Freshers students. The initiative was so successful that we had to do a second print run within weeks of the first. We continue to receive enquiries for this type of resource from universities, colleges and workplaces and need to produce more materials to meet this demand. We have also received a lot of feedback on the materials and would like to make improvements to the next version.

The new leaflet will include more specific information including

- City centre map
- Key cycling rules that must be followed (e.g. from the Highway Code) such as stopping at red lights, indicating when turning, not cycling on pavements, obeying 'no-entry' signs etc.
- Information about bike lights, cycle maintenance.

We will require a designer to finalise the design and layout of the leaflet and prepare it for printing.

How it will work?

The redesigned and updated leaflet will be distributed to new students arriving in Cambridge this autumn via their colleges and at events we attend. We already have interest and support from several colleges and they have been specific in the kinds of information that needs to be included in the leaflet. This will help new students (many who are new to the UK) understand the road rules and signage that they will encounter. The leaflet will also be of use to other stakeholder groups such as new employees etc. that move to Cambridge.

Who is the project aimed at?

This project 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 hope that the organisations who receive this leaflet will realise

the benefit of these materials which and will, in the future, provide funding for their production.

How does the project meet the objectives of the grant?

- Explaining the key road rules to cyclists will make them 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, law-abiding and safe manner on our city streets. For those who are new to the UK it can often be difficult to understand the signage and road markings, this will reduce potential confusion and increase the likelihood that the rules are followed.

Q8 Where will the project be based?

In and around Cambridge.

Q9 Who will manage the project?

The printing and distribution of this leaflet 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 leaflet will benefit those who receive it (we aim to print 10,000 in this print run and we will also encourage digital distribution) as well as those who use Cambridge streets who will benefit from safer and more predictable cycling. College staff will also benefit as it provides them with an important student welfare 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. We will need a designer to complete the design and layout of the leaflet and prepare it for printing.

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.

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

funding ends?

The project will provide a full print run that is expected to last for the pilot project with a few colleges. Volunteer effort will handle the distribution so that there is no ongoing cost. We plan to then extend the project with further funding to be awarded in April 2017. Following that we will work to make this project sustainable with the colleges and other organisations providing funding for these services.

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

2. Design work: £300
3. Printing: £350
4. (+ additional design, coordination and distribution costs covered by Camcycle).

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

£650

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

Camcycle has already provided a significant portion of the design work for this leaflet, in particular the cartography 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 leaflet as well as from individuals.

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

If the leaflet continues to be requested we will know it is working. It is also encouraging better engagement with colleges which should provide further opportunities to get the safe cycling message to students such as attending events and conducting presentations.

Once completed, please e-mail this form to: 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