



# Active Neighbourhood Grant Report by *Bristol Cycling Campaign* for their 'Discover Bristol Rides'

## 1 PROJECT SUMMARY

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The Rides attendances are shown on the attached spreadsheet ref **BCyC Rides attendance figures May 2014 to Feb 2015**

On **Sheet 1** each Ride is listed out with information on gender, post code, age group, cycling habits and whether the Ride encouraged them to cycle more. Information regarding membership and posting to other services was also captured.

On **Sheet 2** the overall number of attendees has been collated for the 38 rides analysed, and totals 281 people.

- at the foot of Sheet 2 a summary table is given of the Riders according to age group, and both a pie chart and a block chart has been provided
- at the foot of Sheet 2 a pie chart has been provided showing the gender distribution of 70% male to 30% female
- Ethnicity information shown in column C on sheet 2
- An analysis of Riders by postcode is provided on Sheet 2, see rows 306 to 326, and this has been extrapolated to a column chart alongside
- Membership information is shown on Sheet 2 at column F
- Information is collated at the foot of Sheet 2 that asks whether the event would encourage the participant to cycle more regularly. This is summarized in a pie chart alongside that shows 65% confirming that it would, a further 12% confirming that it may, and 14% not giving an answer.

## 2 GENERAL INFORMATION

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In the period from Sunday 18<sup>th</sup> May 2014 through to Saturday 21<sup>st</sup> February 2015 the Bristol Cycling Campaign organised and led 47 Rides (38 of these have been analysed and included in the Summary, above). There were a total of 11 Ride Leaders involved with this programme, with assistance from 4 Guest Ride Leaders.

The overall Rides Programme was designed to have a broad appeal, from short urban Rides aimed at novice cyclists to long and challenging out-of-town Rides for the more experienced and competitive rider. The majority of rides have been broadly classifiable as either **Short Urban 'themed' Ride**, **Medium length Rural Ride**, or **Long Challenge Ride**.

We have aimed to provide 'themed' rides that are both interesting and informative but also popular, witty and inventive, so that the Ride is very much a sociable event. This has brought about many different Rides **series** based on a repeated idea such as our Pub Pitstop theme, the Tea and Cakes rides, and a 'Coffee House' series. These types of Rides are 'easy' grade, gentle paced and very inclusive, so that they appeal to those who may not otherwise consider cycling as their first choice for transport. We have also put on short rides that are designed as family events, such as exploring the new 'trails' in Leigh Woods, a Cycle Quiz set in a number of local parks, a local 'picnic' ride to Frenchay, and a ride to the 'Nightglow' event at the Balloon Festival. Another short urban ride series has focused on the detail of locally built infrastructure, giving our members the opportunity to discuss and debate the realities of cycling provision on the public highway. Looking at the broader planning context we have done rides aimed at evaluating anticipated schemes such as the **Inner Middle Orbital** shown on our top tube map. We have also had urban Rides with a cultural bias, looking at modern architecture or historic buildings.

We organise regular Rides that are Medium grade and length, and hence out-of-town events. Some of these are purely Rides to enjoy cycling in good company exploring attractive rural routes such as the Coastal Clevedon Ride, Chew Valley Lake or Strawberry Line Rides. We have done a series of Rides in this category that follow a Bristol link to a Better-by-Bike 'Leisure Ride' or 'Longer Ride', as these Rides are available to anyone via the internet and provide full mapping, graphical presentation, detailed descriptions and points of interest. We have also organised 'train-assisted' rides as this greatly expands the range of places within our scope whilst allowing us to promote different modes of cycling such as the use of folding bikes, and related schemes (eg. Brompton Dock). A further series has looked at properties open under the National Garden Scheme and devised routes to visit these gardens for a 'picnic ride'. We have supported regional events where the venue location ties-in with an enjoyable cycle route, such as the Devizes International Street Festival or the Blagdon Pumping Station Open Day (organised annually by Bristol Water). We have developed Rides with empathetic groups such as the Long Ashton Transition Group who have showed us how they promote a sustainable lifestyle through collective management of a chicken farm.

We also cater for those BCyC members who seek a more challenging and longer Ride. One ride in this category visited a number of churches owned by the Churches Conservation Trust, all in rural Somerset south of Radstock. Another event, led by an experienced cyclist, took a group through the hilly terrain around Butcombe, Nempnett Thrubwell and Hinton Blewett. We endeavour to support some regular charity based cycling events that present a challenge whilst still being well organised, such as The Great Weston Ride.

### 3 FINANCIAL STATEMENT

The overall expenditure of our Grant is summarized as follows

#### BCyC Rides Grant 2014 - 15

#### Expenses breakdown

Expenditure Date	Date paid from Bank	Paid to	Paid by	Description	Receipt	Amount	Balance remaining	Publicity	Safety	Ride Leaders	Misc.	
				Grant awarded 01/04/14			£1,410.00					
23/05/14	28/08/14	CW	BACS	100 flyers printed by Minuteman Press for June 2014	/	£30.00	£1,380.00	£30.00				
24/06/14	28/08/14	CW	BACS	100 flyers printed by Minuteman Press for July 2014	/	£30.00	£1,350.00	£30.00				
31/07/14	28/08/14	CW	BACS	100 flyers printed by Minuteman Press for August 2014	/	£30.00	£1,320.00	£30.00				
30/05/14	28/08/14	CW	BACS	40 A4 prints for CCT Ride	/	£2.50	£1,317.50	£2.50				
25/07/14	24/09/14	PP	BACS	Prize for Cycle Quiz	/	£6.99	£1,310.51				£6.99	
25/07/14	24/09/14	PP	BACS	Hi viz jackets with BCyC logo	/	£16.50	£1,294.01		£16.50			
25/11/14	08/12/14	PP	BACS	Reflective Slapbands from Running Imp	/	£54.30	£1,239.71		£54.30			
27/11/14	08/12/14	PP	BACS	Puncture repair kits	/	£19.50	£1,220.21				£19.50	
27/11/14	08/12/14	PP	BACS	A5 Zip document wallets	/	£6.60	£1,213.61				£6.60	
27/11/14	08/12/14	PP	BACS	Gym Sacks	/	£29.58	£1,184.03				£29.58	
09/10/14	08/12/14	PP	BACS	100 flyers printed by Minuteman Press for October 2014	/	£30.00	£1,154.03	£30.00				
28/09/14	08/12/14	CW	BACS	100 flyers printed by Minuteman Press for Sept. 2014	/	£30.00	£1,124.03	£30.00				
12/11/14	08/12/14	CW	BACS	100 flyers printed by Minuteman Press for Nov. 2014	/	£30.00	£1,094.03	£30.00				
01/12/14	08/12/14	CW	BACS	First Aid Kits	/	£81.40	£1,012.63		£81.40			
12/12/14	30/12/14	PP	BACS	Hi viz jackets with BCyC logo	/	£39.60	£1,114.43		£39.60			
12/12/14	26/01/15		BACS	100 flyers printed by Minuteman Press for Dec. 2014	/	£30.00	£1,084.43	£30.00				
02/01/15	26/01/15		BACS	100 flyers printed by Minuteman Press for Jan. 2015	/	£30.00	£1,054.43	£30.00				
16/02/15			BACS	100 flyers printed by Minuteman Press for Feb. 2015	/	£30.00	£1,024.43	£30.00				
				Planned expenditure:								
08/03/15				Quote for training 10 ride leaders		£650.00					£650.00	
12/03/15				Design & print Ride Posters		£300.00		£300.00				
							£1,476.97	-£66.97	£572.50	£191.80	£705.68	£6.99

## 4 PUBLICITY

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BCyC Rides use many different outlets for the publicity of their programme;-

- All rides are published on our website under the What's On tab. They are distinguished from other social events on the Diary page by colour coding, and there is link to the Rides page for support information.
- A monthly Rides poster is produced and distributed to 84 sites around the City by a team of between 10 and 12 of our BCyC members. This distribution initially focused on Bike Shops but has subsequently been expanded to include libraries, cafes, Social Centres and Leisure Centres. We currently take 28 copies to Bristol Central Library who then distribute these posters by their own internal system to all of the Bristol City libraries.
- Rides shown in our E-News that is sent to all members, generally as a monthly issue.
- The rides are publicised at the monthly Members meetings.
- Rides are publicised on our Facebook page and through our Twitter feeds.
- Rides promoted through our website blog, and those blogs done by individual members. For example, Sam Saunders promoted his Orbital route ride at the following address;-  
<http://www.bristolcyclingcampaign.org.uk/news/blog/408-bcyc-ride-exploring-f11-the-inner-middle-orbital-freeway>
- Where a Ride event justifies additional publicity an e-mail is sent to a group of people who have taken a specific interest in 'Rides' as one of BCyC's many areas of interest. The use of the Participation Event form has greatly assisted in expanding this list.
- Publicity of shared events via the mechanisms of the 'guest' organisation. Rides organised with Bristol Civic Society, for example, are promoted on their website, digital news and at their meetings.  
<http://www.bristolcivicsociety.org.uk/about-us/past-events/128-bike-to-somerset-churches-sun-17-aug-2014.html>  
<http://www.bristolcivicsociety.org.uk/about-us/past-events/127-guided-bike-ride-sun-18-may-2014.html>
- Where we are supporting major events such as Bristol Open Doors Days our Rides are included in their publicity sheets
- The following article written by Mike White as a 'cycling supplement' for the Guardian refers to our Rides under the section 'Power to the pedal' (albeit slightly in error)  
<http://www.theguardian.com/travel/2014/jun/14/bristol-cycle-beer-chocolate-trail>

## 5 PARTNERING

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- BCyC Rides have done several joint events with **Bristol Civic Society** including,
  - Environmental Award Winning Buildings Ride, on 18<sup>th</sup> May 2014
  - Somerset Churches, on 17<sup>th</sup> August 2014
  - Patchway and Cheswick new village, a tour of North Bristol, on 19<sup>th</sup> October 2014
- BCyC Rides have partnered **Churches Conservation Trust** through a Ride to churches under their ownership at Emborough, Holcombe, and Hardington Bamfylde
- BCyC Rides have supported **National Gardens Scheme** with rides to,
  - 4 gardens in Oldbury on Severn on 8<sup>th</sup> June 2014
  - Thornbury Park Estate on 21<sup>st</sup> September 2014
- We have directly supported the work done by BCC on the **Better-by-Bike** website with rides to,
  - Bradley Stoke, Leisure Rides, route 6, on 29<sup>th</sup> June 2014
  - Pilning and Severn Beach Loop, route 2 Longer Rides, on 14<sup>th</sup> December 2014
  - Wickwar Loop, scheduled for 15<sup>th</sup> March 2015
- BCyC Rides have supported the coffee house chain **Coffee #1** with rides to cafes in Fishponds, Westbury and Clifton
- BCyC Rides have supported the pub chain **Wetherspoons** with rides to local hostelrys looking at the building's history and architecture plus some discreet ale sampling, on August 1<sup>st</sup> and November 22<sup>nd</sup>

## 6 SUCCESS AND FAILURE, ANECDOTES AND THE FUTURE

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- The previous success of an earlier **Ride Leader Training Day** plus good publicity has meant that we have 10 people down to attend a comprehensive full day of training for Ride Leaders on March 8<sup>th</sup> 2015, to be given by Lifecycle UK. The Training was opened up to our members generally on the understanding that people nominally agreed to leading 2 Rides in the subsequent 12 month period.
- The Ride leaders who have taken an active role over the last year were provided with a **Ride Leader pack** including a high-viz vest with BCyC logo, snap bands, Bristol Cycling Map 2014/15 version, first-aid kit, puncture repair kit, multi-spanner and 'allen-key', Ride Record forms, and a suitable bag for keeping all this together. This was welcomed by those concerned as it bolsters the confidence of those involved to know that they are suitably equipped for most scenarios.
- The Bristol Cycle Festival, with 5 Discover Bristol Rides organised by the BCyC, helped to draw in a noticeably younger crowd and boosted the average attendance for the Rides to between 16 and 17, with a total attendance of 84 people on our Rides during that week.
- An example of a Ride that has been well received with members asking for a repeat in the warmer months to come is the Bristol Bridges Ride that was first run on the 21<sup>st</sup> December 2014. This allows people to see many particularly attractive parts of the City from Brunel's Suspension Bridge to the modern lively ambience of the central Floating Harbour Area. The notion of crossing all the 43 Bristol Bridges only once is an intriguing idea devised by a respected academic and has been a natural conversation piece at our Social events.
- The current monthly Rides poster (see 'Publicity'), and its distribution, do not appear to be drawing as many new cyclists to our Rides as was first hoped. We have therefore finalised a new **Rides poster brief** and when completed this poster should direct people directly to website details whilst keeping our Rides clearly in the context of the aims and vision of BCyC. We seek far greater local coverage for significantly less material input.
- We would like to see more active involvement from our Members in the whole process of Rides programming from an early conceptual plan for the year, through to related issues such as compiling route maps in a clear and interesting graphical format.
- We received plentiful supportive commentary from people attending our Rides such as,
  - Maxine von Eye emailed BCyC Rides on 16<sup>th</sup> July to say how she much enjoyed the Pirates and Sailors Ride and the APRB Ride at the Cycle Festival and sent us these informative maps and statistics

<https://www.endomondo.com/workouts/369757907/5762190>

<https://www.endomondo.com/workouts/370303374/5762190>

- following the APRB Ride at the Festival we received a complementary email from Joanna Miawka saying.....  
***"I just wanted to say THANK YOU for an amazing ride Discover Bristol public art! It was such a nice event, very interesting. Thanks to it I also discovered a nice path to the city centre from my location. Thank you."***
- On the Tyntesfield Ride on 11<sup>th</sup> October someone commented  
***"I wouldn't have thought about cycling to Tyntesfield but I'm really surprised how easy it was.....great cut through at Ashton Court!"***
- Other comments we recall include;  
***"I'm so pleased I came on this ride I learnt so many new routes"***  
***"I didn't know this cycle path was here"*** – Whitchurch Way  
***"It's amazing how quick and easy you can get out to the countryside"***

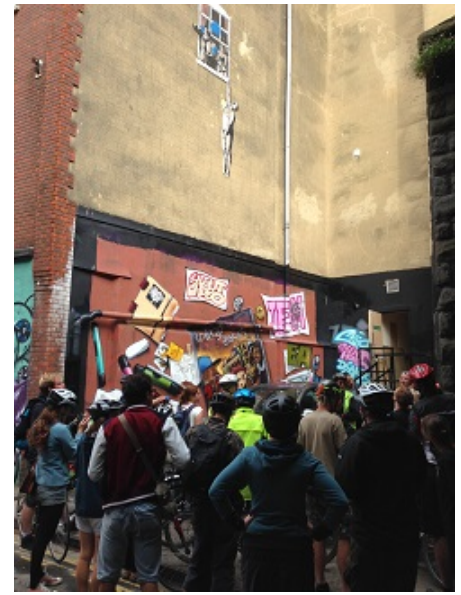
## 7 PHOTOGRAPHIC RECORD

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The following photographs show a broad selection of Rides completed during the grant award period



**Joint event with Bristol Civic Society.  
Environmental award winning Buildings. May 2014.**



**Bristol Cycle Festival. Banksy Ride  
July 2014**



**Bristol Cycle Festival. Pirates and Sailors Ride. July 2014**



**Weird Sreet Names of Bristol Ride. August 2014**



**Severnvale Ride. May 2014**