

SPIN
CYCLING IN SCOTLAND
spring_2011

**HERE
COMES
SUMMER**

OUR GUIDE TO THE
BEST BIKING EVENTS
THIS SUMMER

**BIKEABILITY
SCOTLAND**

CYCLE TRAINING
RELAUNCHED

**EDINBURGH'S
INNERTUBE MAP**

LONDON TUBE STYLE MAP
FOR OFF ROAD PATHS HAS
JUST BEEN LAUNCHED

**WOMEN
ON WHEELS**

WHY MORE WOMEN
ARE RIDING BIKES...

**WIN FREE ENTRY
TO FRESHLO
PEDAL FOR
SCOTLAND**



FLYING SCOTSMAN GRAEME OBREE LEADS THE CALL FOR MORE ON-ROAD TRAINING FOR CHILDREN

CYCLE TRAINING RE-LAUNCHED AS BIKEABILITY SCOTLAND



Scottish cycling legend Graeme Obree teamed up with primary school pupils from Edinburgh on 11th March to launch Scotland's new cycle training scheme - Bikeability Scotland. Graeme took part in some on road training along with pupils from Longstone Primary School in a bid to spread the word about the new brand for cycle training and to push for more children to get access to the scheme.

The former Scottish Cycle Training Scheme is being re-launched as Bikeability Scotland, which is a three level cycle training programme designed to give children the road skills to travel independently to school on their bikes. The main focus of Bikeability Scotland is about teaching children how to cycle safely. It shows them how to plan the safest route along quiet roads and cycle paths, teaching them how to negotiate traffic and junctions when they encounter them.

The Flying Scotsman Graeme Obree explained his support for the scheme: "Bikeability Scotland is a great way to make sure

children can cycle safely. The training is really comprehensive. As a parent I think this is so important. Having the confidence to let your kids out on their bike gives them so much more independence, which is something children seem to have less and less of these days."

Bikeability Scotland training materials are being made available nationwide from March. The scheme is administered by Cycling Scotland on behalf of the Cycle Training Standards and Delivery Group*. Chief Executive Ian Aitken commented: "Bikeability Scotland is a hugely important factor in creating a generation of cyclists that have the confidence to choose cycling

as their main mode of travel for short journeys. The biggest barrier stopping more people from getting out on their bikes is a lack of confidence to cycle on the road. Cycle training is the best way to address this, and I think it is important to teach these skills at a young age, when children are starting to use their bikes to visit friends or cycle to school."

Cycling Scotland is looking to increase the amount of children receiving on road training from the current level of 27.5% to 40% by 2016, which will contribute towards the Cycling Action Plan for Scotland target of getting 10% of all journeys made by bike by 2020.

*The Cycle Training Standards and Delivery Group is made up of representatives from CTC, Cycling Scotland, Learning and Teaching Scotland, Road Safety Grampian, Road Safety Scotland, sportscotland, Sustrans, Transport Scotland, Volunteer Development Scotland and West of Scotland Road Safety Forum.

BECOME A BIKEABILITY SCOTLAND VOLUNTEER

You can help ensure kids in your local area get Bikeability Scotland training by becoming a volunteer cycle trainer. Cycle training is often delivered by parent volunteers, who are keen to make sure their child's school is teaching pupils how to cycle safely. Cycling Scotland can provide all the necessary training to ensure volunteers have the skills and qualifications to

support the delivery of Bikeability Scotland. A one-day cycle trainer course qualifies volunteers to be a Cycle Training Assistant.

TO GET INVOLVED, IT'S BEST TO CONTACT YOUR LOCAL SCHOOL IN THE FIRST INSTANCE.



THE MAIN FOCUS OF BIKEABILITY SCOTLAND IS ABOUT TEACHING CHILDREN HOW TO CYCLE SAFELY ON ROAD.



WHY ON-ROAD TRAINING MATTERS

You wouldn't learn to drive in a closed car park, and it stands to reason you shouldn't learn to cycle solely in the playground either. Here are three reasons why on-road training matters:

1. Every house in Scotland is connected to the road network, so all journeys will include a section on the road.
2. Learning the skills needed to cycle on road is fundamental in giving you the basic standard for everything else you do on a bike, be that mountain biking, cycle touring or even elite racing.
3. Learning in general is most effective when done in the target environment. So if you're going to cycling on the roads, you need to learn on the road - it's that simple.



THE BEST CYCLING EVENTS TO TAKE PART IN THIS SUMMER...

There are many aspects of the Scottish summer that are a bit unreliable. You never know if you're going to get drenched, sunburnt or eaten alive by midges. One thing that you can count on for certain these days is that there will be no shortage of cycling events to take part in.

In recent years, the number of major cycling events taking in place in Scotland has grown into an impressive calendar showcasing every aspect of cycling. In this feature, Cycling Scotland takes a look at the breadth of stuff on offer, with our top picks for 2011.

HERE COMES THE SUMMER!

IN 2011 THERE'S A BIGGER SELECTION OF CYCLING EVENTS THAN EVER BEFORE IN SCOTLAND. HERE'S OUR GUIDE TO SOME HIGHLIGHTS.



PHOTO: Neil Dalgleish/TweedLove.com

MORE GREAT BIKE EVENTS ➤

21 MAY

10 UNDER THE BEN

10 Under the Ben, which celebrates its 7th birthday this year, is such a hugely successful mountain biking event that the organisers No Fuss have become one of the major players in cycling events in Scotland, with 19 cycling and running challenges now sitting alongside this Ben Nevis challenge in their portfolio.

The event is a 10 hour MTB endurance event set in the Nevis Range just outside Fort William. If ten hours' solid mountain biking over a challenging ten mile course sounds like a bit much to you, don't worry - you can enter as a team and do laps to share the load. Fun stuff like camping, food, music and entertainment make this a firm favourite. Go to www.nofussevents.co.uk to register.

22 MAY

GLASGOW BIKEATHON

West of Scotland based cyclists may wish to kick off the events season with this Leukaemia Research fundraiser - an easily manageable 13 or 26 mile loop in and around the leafy Drumpellier Country Park near Coatbridge. Pedants may argue that this is technically not in Glasgow, but that's hardly the point. It's for a good cause and provides a great entry level event or a warm up for something longer. Head to www.beatbloodcancers.org to sign up.



4-5 JUNE

FORT WILLIAM MOUNTAIN BIKE WORLD CUP

Watch the best mountain bikers in the world fling themselves down the mountainsides of the Nevis Range at the annual World Cup at Fort William. The great atmosphere and expo make this a top weekend, and with the

Witch's Trails right next door to the event site, there's no excuse not to get some mountain biking in as well. Don't forget to come and see Cycling Scotland on the Developing Mountain Biking Scotland stand for a go on our skills course.



11-19 JUNE

TWEEDLOVE

There's more mountain bike fun to be had in June, this time down in the Borders at the Tweedlove festival. This week-long festival of cycling events includes the Glentress 7, a new flagship event for mountain bikers of all levels of experience, set at the most famous of Scotland's MTB trail centres. Although the event takes the form of a 7 hour endurance event with individuals or teams trying to complete as



many laps as possible, the organisers promise easier runs for newbies to ensure the event caters for all comers.

Road cyclists may also wish to check out Skinny Tweed, a free on-road led ride around the Tweed Valley's stunning countryside, or take the kids along to the Peebles Town Centre Criterium, which features elite racing plus a free family ride.

Bike themed barbecues, film nights, local rides and gigs round out what looks set to be a brilliant week's activity - go to tweedlove.com for the full picture.

18-26 JUNE

TEAM GREEN BRITAIN BIKE WEEK

The annual Team Green Britain Bike Week kicks off on 18th June for a week of events across Scotland. Workplaces up and down the land will attempt to lure you to travel in on your bike by wafting a free breakfast and bike check under your nose, and there's loads of big events happening too, including annual favourites like the Edinburgh to St Andrews Ride, the Kingussie Bikeathon, Two Capitals Ride and Great Moray Bike Ride. Head to www.bikeweek.org.uk for more info.



SEPTEMBER

TOUR OF BRITAIN

The Grand Depart of Blighty's answer to the Tour De France kicks off in Scotland this year, with some of the world's finest elite riders starting the multi-stage race down in the Borders. To get a taste of the Tour of Britain, you can either spectate on 11th September or head down a week before for the Tour Ride on Sunday 4th September, where you can tackle the Scottish stage yourself for either 50 miles or the full 100. www.tourofbritain.com



11 SEPTEMBER

FRESHNLO PEDAL FOR SCOTLAND

Scotland's biggest bike ride returns this year on 11th September, as the 13th annual Glasgow to Edinburgh bike ride looks set to attract over 11,000 people.

If you are looking to get into the cycling habit this summer, there's no better motivation than signing up for freshnlo Pedal for Scotland. Setting the goal of taking part in Scotland's biggest bike ride proved to be the ideal inspiration to get into the habit of cycling regularly for last year's riders. Over 55% of riders did over 10 bikes rides in preparation. You can sign up now at www.pedalforScotland.org

Over 9000 people took part in the event last year, with many people opting to try our brand new Sportive and Family Rides. We spoke to a few participants from last year about their experience of the ride.

WHAT THE RIDERS SAY...

FOR SOMEONE LIKE me in their mid to late fifties the idea of cycling 51 miles in one go is somewhat daunting. However, a few runs on the bike along canal paths convinced me that I was still capable of surprising myself and others and completing the course. I entered on my own but never felt lonely. An organised event provides the opportunity to participate, knowing that if anything does go wrong, assistance is never far away. The event is not a race and it was great to be able to chat to different people along the route and rest at the various pit stops provided. I would recommend anyone who has a bike to get on it a few times before the event and simply go for it. You might even enjoy it so much that you'll rediscover the pleasure of cycling.

Douglas Morrison

I FIRST DID the event three years ago and I loved it. Although I cycled on my own I was never alone, there were always cyclists round about. Finishing the ride gives you a great sense of accomplishment and you get a great reception when you eventually cross the finishing line. It's a fun way to spend a Sunday. Get yourself a good training program and stick to it and you'll enjoy the ride even more. Take up the "Challenge" and I guarantee you'll be back next year.

Stuart Duncan

I CYCLED PEDAL for Scotland the year I became 50. Over dinner with friends, I mentioned that I would like to do something to mark my 50th year, 2003. My friends had heard about the Pedal for Scotland event and were keen to join in too. The four of us took part and had a ball. Doing that first run spurred me on to do the ride several times and join in other organised rides. Don't hesitate - go for it.

Anne Smillie

I'D CYCLED A LOT as a teenager, but at 42, had forgotten how much I enjoyed it until I stayed with a friend in Holland and cycled there on her 'spare' bike. Back home, I started cycling to work every day, then found a lump in my breast and discovered I had cancer in-situ, caught early and operable with radiotherapy follow up. To give myself a boost, I bought a lovely road bike and cycled right through my treatment. So, in mini Lance Armstrong fashion, the bike kept me positive through it all. When the Pedal for Scotland event was advertised, I entered with a colleague, raising sponsorship for Maggie's Cancer Care. The weather on the day was perfect - a tailwind and sunshine. The organisation was good, the mix of abilities amazing, and the sense of achievement at giving something back to Maggie's was really uplifting. I'd say whatever your ability, go for it, but you'll enjoy it more if you put some miles in beforehand.

Julie Dunlop



FINISHING THE RIDE GIVES YOU A GREAT SENSE OF ACCOMPLISHMENT AND YOU GET A GREAT RECEPTION WHEN YOU EVENTUALLY CROSS THE FINISHING LINE.



FIVE FROM BIKEEVENTSCOTLAND.COM

This guide only features a handful of the bigger events happening this summer.

BikeEventsScotland.com lists hundreds more - here's a taster of what you can find on Scotland's most comprehensive cycling events calendar:



5 JUNE

BIG BIKE DAY, HAMILTON

Cycling Day at Chatelherault Park near Hamilton. Short rides on & off-road, orienteering, fun rides, exhibition stalls, advice & info on cycling. Email johnfoster70@aol.com

12 JUNE

MULL CYCLOSPORTIVE

The Mull Cycloportive is an 85 (or 42) mile route round the Isle of Mull in aid of two fabulous charities: Help for Heroes and the RNLI, specifically the Tobermory Lifeboat. www.mullcycloportive.co.uk

18 JUNE

ARRAN BIKE AND HIKE

Raise cash for Diabetes Uk with this jaunt around the stunning Isle of Arran, plus a hike up Goat Fell. diabetes.org.uk/bikenhike

26 JUNE

MORAY GREAT BIKE RIDE

Long running mass participation ride in Moray with a range of distances to suit any rider. urbanfreedon.org.uk

31 JULY

KIDS MINI DOWNHILL SERIES

Roping them in young, this event at Innerleithen introduces 10 to 16 year olds to the joys of downhill mountain bike racing. rich@innerleithenmtbracing.com

Check out www.bikeeventsscotland.com for cycling events all year round.

BIKEEVENTSCOTLAND.COM

London Tube style map for off road paths

New Innertube Map for Edinburgh

Cyclists in Edinburgh are being offered a different view of the city's off road path network, thanks to an innovative new map developed by the Bike Station. The Innertube Map is based on the iconic London Underground Map, and sets out Edinburgh's off-road cycle network in simple coloured routes that show traffic free paths across the city.

Perhaps the most surprising thing about the map is how it reveals the amazing scale of the off-road network in Edinburgh. Edinburgh is fairly unique in Britain as no other city has such an extensive off-street system of paths going through major urban areas. The map is a ground-breaking way of finding your way around Edinburgh's paths, and the Innertube Map shows:

- EACH ROUTE IN ITS OWN SEPARATE COLOUR
- ALL OF THE EASILY-CYCLED EXITS ALONG EACH PATH
- 'BY ROAD' CONNECTIONS BETWEEN MAJOR PATHS
- PATHS STILL UNDER CONSTRUCTION

To develop the map further, the Bike Station and Edinburgh and Lothian Greenspace Trust have been awarded over £98,000 funding from the People's Postcode Lottery's Dream Fund for the next twelve months to carry out conservation work along the paths in the North of Edinburgh, as well as to improve the signage and other amenities.

Maps are available on request from the Bike Station and are available to pick up in Bike Shops and public info points around the city.



FOR MANY YEARS CYCLING HAS BEEN A RATHER MALE DOMINATED PASTIME, BUT IS CYCLING NOW SHAKING OFF THIS BLOKEY IMAGE? JOURNALIST AND BLOGGER FIONA RUSSELL TAKES A LOOK AT WHY MORE WOMEN ARE NOW GETTING IN THE SADDLE.



BY FIONA RUSSELL aka FionaOutdoors www.fionaoutdoors.co.uk

WOMEN ON WHEELS

WHY MORE WOMEN ARE RIDING BIKES...



Has anyone else noticed the quiet revolution going on Scotland's roads and by-ways? There hasn't been a great deal of fanfare and, certainly, I've not heard any boasting. But determinedly – and with great camaraderie – more women have been getting on their bikes.

Sightings of this new breed of girl riders are anecdotal rather than recorded but nonetheless evident. On peaceful country roads, women have been spotted cycling in audibly amiable and chatty groups. At traditionally male-dominated bike clubs, the signing up of a new female member has become less of an item of headline news. And many more cycle commuters can now be spotted sporting pink jackets and flowery helmets.

Reports from the cycle retailers are that sales of women's cycling clothing, including even the dreaded Lycra shorts, are up. At sports store Decathlon, Mike Foulds confirms: "In the past two years we've seen demand for women's bicycle clothing triple in the UK."

It is also apparent that the rise of the 21st century Cycling Chick is typical of our gender. (Being a woman I'm allowed to

write this!) Generally more modest and less confident than our male counterparts, the fledgling chick is to be seen attending bike skills sessions, beginner maintenance workshops, guided cycling rides, such as the popular SkyRides, and then maybe taking up the challenge of a short cycling sportive with a friend.

What is even more heart warming to witness is that women are organising – because women are very good at organising – special events and skills days for themselves. A Women-Only "Learn to Ride" Biking Festival took place on April 3 in Glasgow. Women on Wheels (WoW) have been successful in attracting riders to skills sessions and rides both on and off-road.

Meanwhile, in Edinburgh a year-old women-only bike club, Hervélo, has been a big success. With some 60 members and a wide range of regular bike rides on offer the club aims to encourage women of all cycling abilities and desires to take their pedalling to the next level.

Personally, I am delighted to witness this new girls-on-bikes trend. As a leisure, commuting and now long-distance sportive cycling fan I have most likely bored more than my average share of women (and

men) about the benefits of riding my bike.

But what intrigues me is why women have been getting on their bikes in more recent years?

One theory is that more women have been inspired to take up cycling thanks to role models such as Nicole Cooke, Victoria Pendleton, Emma Pooley and Lizzie Armitstead.

Other cycling commentators point to an expansion of more all-inclusive and fun cycling challenges and events, such as the annual freshNo Pedal for Scotland, Baldernock Cycle Festival, the Big Bike Day, the TweedLove Bike Festival and the new Kinross Cycle Sportive, which includes an entry level challenge.

Indeed, Scot Tares, who runs sportive training specific tours and courses as part of his programme at Perthshire-based Skinny Tyres, reports that at least 60% of bookings have come from women over the last year.

TARES SAYS: "The rise in cyclo sportives has paved the way to a more open and inclusive environment that women can take part without all the male bravado more traditionally associated with bike events."



“SINCE JANUARY I’VE LOST A STONE AND I CONFESS I AM QUITE HOOKED ON THE CYCLING NOW.”

“What we have found is that women who book on to our tours are keen to learn new skills and on-road riding confidence, and they are not embarrassed to say that they need a boost to their confidence.”

An alternative hypothesis focuses on the reduced environmental – and financial – impact of cycling when compared to driving. It’s suggested that women on average may be more concerned about climate damage and household savings.

YVONNE PRESS, a cycling commuter from Edinburgh, says: “With petrol prices rising all the time and roads becoming more clogged with vehicles, cycling is the obvious alternative for getting around the city. I like that cycling is green and saves me money.”

The 32-year-old PR consultant has also found a time-saving advantage.

“You can never predict how the traffic will be and therefore how long it will take. But because I cycle, and tend to use purpose-built paths and bike lanes, I know almost to the minute how long a journey will take me.”

It seems that Press is not the only woman interested in using a bike to get to the office. Matt MacDonald, of Edinburgh-based sustainable transport project A Better Way to Work, also has evidence to show the roots of a growth in female cyclist numbers, especially among commuters. A free cycle training initiative that provided on-road training to boost people’s confidence run over the last year by the project attracted 76% female riders.

Another obvious benefit of cycling is fitness, and the fact that riding a bike is great for toning thighs and bums – the areas of the body that women most often want to change – is suggested by women themselves as an incentive to get on their bikes.

Press reports: “I have definitely lost weight and toned up without paying much attention because cycling is now so much part of my life.”

Another newbie female cyclist, 44-year-old RACHEL HIGGINS, a lawyer and mum, says: “Weight loss and agreeing with a friend to do my first ever novice triathlon have got me back on my bike after many years of not riding.

“Since January I’ve lost a stone and I confess I am quite hooked on the cycling now.”

Personally, I have another hunch: Just like wives of golfers who take up golfing themselves, rather than enduring the life of a golf widow, so more women are joining their men, and their MAMILs (Middle Aged Men in Lycra), on bikes. My motivation to ride the epic Bealach Mor Sportive was partly instigated by my very own MAMIL.

If was planning long training rides every weekend then rather than be left at home doing the washing I decided to join him. I have also ended up with a bling-bling carbon fibre bike and a range of bike gadgets that would have every MAMIL going green-eyed!

Let’s hear it for the new Cycling Chicks (and those, like me, who are very happy to be called MAWILs)!



CYCLING SCOTLAND’S POLICY OFFICER ALASDAIR MARSHALL KICKS OFF THIS NEW SERIES OF REVIEWS OF CYCLING EQUIPMENT, GADGETS AND GENERAL PARAPHERNALIA WITH A LOOK AT CHILD SEAT ATTACHMENTS...

CHILD SEATS

As a daily commuter cyclist and new father I was presented with a dilemma when my daughter stated nursery this winter; how to get both of us to our destinations by bike safely and comfortably?

I looked at getting a seat that would attach to a pannier rack, thinking this would be the most secure option. Unfortunately, as I’ve got disc brakes on my main bike I couldn’t source a seat that’d fit nice and simply. So, after a bit of research my wife and I decided to get a Hamax Siesta, which mounts direct to the bike via a two-pronged metal frame that slots into mounting bracket on the seat-tube.



Fitting the seat to the bike was quick and simple. The mounting bracket attaches to the frame with four Allen key bolts holding everything nice and securely and allowing for plenty of adjustment to fit your bike’s individual set up. We’ve also bought an extra bracket for my wife’s bike so

both of us have the option to take our daughter along with us when we’re out cycling.

When we made our purchase, my daughter was at the bottom end of the recommended age and weight for the seat, so one thing I was particularly anxious about was that she would be securely held and fit nice and snugly. The harness system is nice and secure with lots of room for adjustment. The straps were easy to adjust and the buckles are solid, secure and easy to use, giving a great fit. The model we chose, the Siesta, also reclines to be comfy when your wee one falls asleep and has extra headroom so she can sit comfortably whilst wearing a helmet.

In use, the shift in the bike’s centre of gravity takes a wee bit of getting used to and to

begin with things definitely feel a bit less stable but it didn’t take long to begin to get to grips with cycling my daughter in her seat on the back. I use the seat at least two days a week to take her along the short trip to nursery and we’ve also used it to go longer rides to visit friends and have had it out on fairly flat forest tracks. What I’ve now realised is the fact that the seat attaches on its metal frame rather than to a rack means that the ride isn’t as harsh as it would otherwise be. The frame gives you and your wee passenger a smoother ride than rack mounted seats as it provides some suspension.

To keep my daughter dry, I have a rain cover for the seat, which means we can travel together in the mornings in pretty much any weather without her getting too cold or wet. I suppose to get a true opinion on how good the seat is you’d need to ask my daughter. Unfortunately at present she can only say, “hiya”, “ta”, “ta-ta” and “uh-oh” but she’s happy and smiley every morning when we turn up at nursery and hasn’t said “uh-oh” on the seat yet.

Follow us on Twitter

We asked our followers on Twitter for their favourite place to cycle in Scotland:



WHAT IS YOUR FAVOURITE PLACE TO CYCLE IN SCOTLAND AND WHY?

@ctrlrx

Around Mull is best for road touring. Cairngorms National Park for off-road touring.

@hollyjunesmith

Ooh my favourite is Rothiemurcus estate in Aviemore, cycled there lots as a kid, fond memories!

@lauralovesbikes

Inverness - foyers (Whitebridge/Fort Augustus if feeling fit!), because it is a wee bit hilly and the beauty of the loch!

@magnatom

One of my favourite places is my commute to work! I love it. Half rural, half urban. Plenty to keep me occupied!

@WebMeter

Go to the Isle of Lewis, cycling is so good there, hardly any cars and wide roads that go on for miles.

@owenp

Trossachs! Specifically, the Dukes Pass.

@climbing_queen

Scottish Borders: Beautiful scenery, quiet roads and lots of great climbs.

@jaxamaline

The Nith Valley in Dumfriesshire is beautiful!

ThirdSectorLab

It has to be Mugdock Park in Milngavie - tons of proper MTB trails and still so close to Glasgow.

CycleLochNess

South side of Loch Ness. Lochs, forests, moors, waterfalls, rivers, views, quiet roads, wildlife and the Dores Inn!

COMPETITION

WIN FREE ENTRY TO FRESHNO PEDAL FOR SCOTLAND!

Inspired to get on your bike by our Summer of Cycling feature? Well, we’re giving away free entries to freshno Pedal for Scotland for three of our lucky readers. To win, just tell us the answer to the following question:

What is the new name for children’s cycle training?

Send your answer to janika@cyclingscotland.org. Winners will be drawn at random by an independent adjudicator. Winners will be notified by email and details published in the next issue.



CYCLING CULTURE IS ALIVE AND WELL ON THE NET, WITH A WHOLE DIGITAL UNIVERSE OF CYCLING WEBSITES TO EXPLORE. THIS ISSUE WE TAKE A LOOK AT THE EVER-GROWING NUMBER OF CYCLECHIC SITES ACROSS THE WORLD.

If you've ever been put off riding your bike to work by the sight of grown men dressed like they are about to be fired out of a cannon, gleefully unloading their expensive road bikes off the train, then the chances are you may approve of the Cycle Chic ethos.



Cycle Chic sets out to prove that sartorial style and utility cycling need not be mutually exclusive, by essentially posting pictures of cool-looking people on bikes to the web, in a bid to prove that brightly coloured skin suits are very much

an optional extra when commuting by bike. Mikael Colville-Andersen, a film maker and photographer, started the very first Cycle Chic site in Copenhagen (copenhagencyclechic.com) as a place to document the city's refreshingly helmet and lycra free approach to cycling attire.

Seen by many as symptomatic of the different attitude to cycling in Denmark (where it's not viewed as inherently dangerous) the idea has been replicated by cities all over the place. There are now Cycle Chic blogs for such far flung places as Atlanta, Hungary, London, Poznan and Lublin.

Not much seems to be happening yet in Scotland though, with only St Andrews representing the nation so far. So if you think there are enough well dressed riders in your area, why not log on to Wordpress and create one for your area? Roll on Cycle Chic Cumbernauld.

Cycle Chic

WWW.COPENHAGENCYCLECHIC.COM



SOCIAL MARKETING CAMPAIGN SUCCEEDS IN GETTING KIDS CYCLING



GIVE ME CYCLE SPACE CAMPAIGN SPARKS BIG RISE IN KIDS CYCLING TO SCHOOL

Cycling Scotland's Give Me Cycle Space campaign has resulted in high increases in cycling to school in the areas targeted by the campaign.

The campaign aims to break down the biggest barrier to children cycling - parental safety fears - by targeting drivers passing schools and asking them to 'Give Kids Cycle Space'. A comprehensive mix of advertising measures is used to create 'Cycle Friendly Zones' around schools in order to create more cycle-friendly drivers, which in turn relaxes parents' fears about letting their children cycle. The campaign was supported by cycle training and travel planning in schools. Post-campaign research and new travel statistics now show that the campaign has been a real success.

Analysis of levels of cycling to school in the participating schools showed that this shift in attitudes had resulted in more children cycling.

The campaign will run again in 2011 in Aberdeenshire, Argyll and Bute, East Renfrewshire, Glasgow, Inverclyde, Moray and Perth and Kinross.

Using the Sustrans Hands Up Survey data, the following increases in cycling to school were recorded*:

LOCAL AUTHORITY	2009 BEFORE CAMPAIGN Percentage of children cycling to school as main mode of transport	2010 AFTER CAMPAIGN Percentage of children cycling to school as main mode of transport	INCREASE AFTER CAMPAIGN Increase in cycling to school after campaign
ORKNEY	9%	18%	100%
NORTH LANARKSHIRE	2.05%	2.46%	20%
EAST DUNBARTONSHIRE	5%	9.67%	93%
EDINBURGH	7%	12.2%	74%
EAST RENFREWSHIRE	0.4%	7.75%	1837.5%

*Increases shown in the table are from the target age group of Primary 5-7 age children in participating schools only. Increases in cycling will also have been influenced by the great work by active schools teams, school travel-co-ordinators and partner organisations such as Sustrans, Community Groups, and Smarter Choices, Smarter Places Projects.

Independent research by Progressive Partnership showed a significant shift in drivers' and parents' attitudes to children cycling to school:



94%

OF PEOPLE SAID THE CAMPAIGN MADE THEM SLOW DOWN WHEN DRIVING IN CYCLE FRIENDLY ZONES

94.5%

OF PEOPLE SAID THE CAMPAIGN MADE THEM GIVE KIDS MORE SPACE

79%

OF PEOPLE SAID THE CAMPAIGN MADE THEM FEEL MORE CONFIDENT ABOUT LETTING THEIR CHILDREN CYCLE TO SCHOOL

PASSIONS ROUSED IN NEW CYCLE TO WORK CAMPAIGN

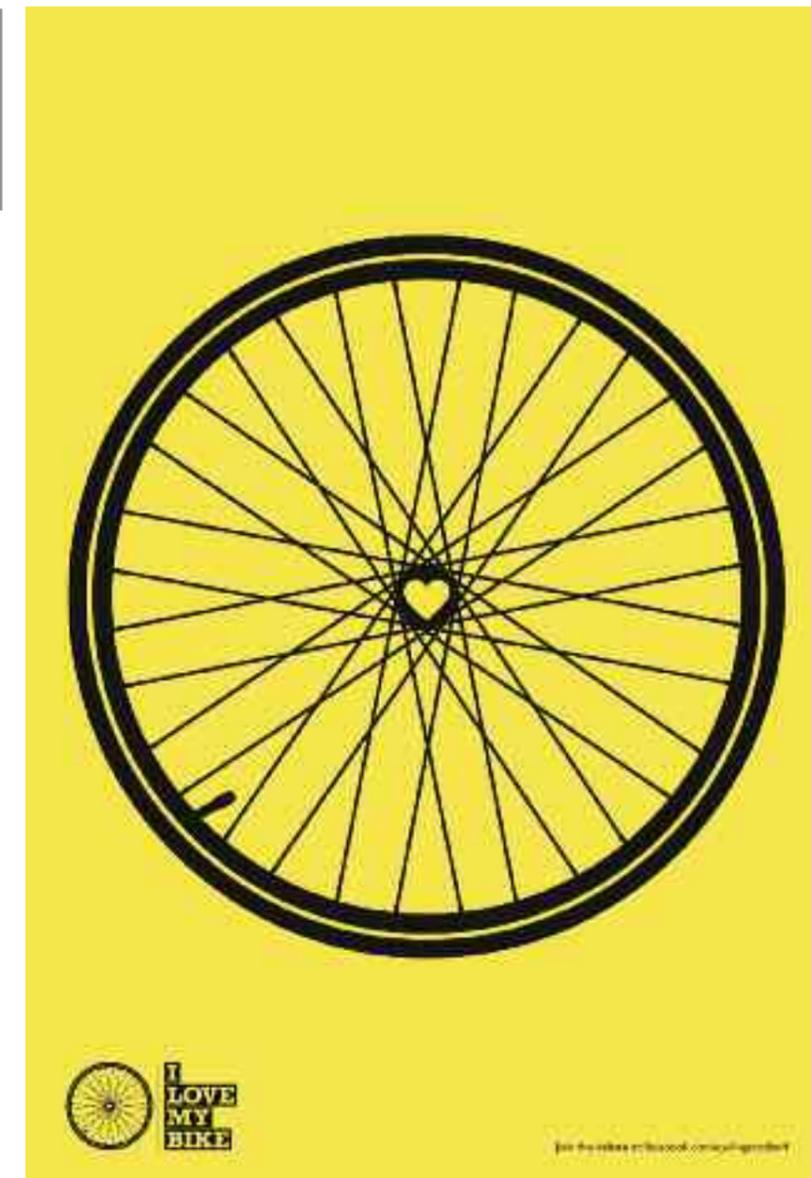
LOVE MY BIKE, HATE MY BIKE

A CAMPAIGN THAT AIMS TO DE-BUNK CYCLE MYTHS

A new 'off-the-shelf' marketing campaign is being developed by Cycling Scotland to help promote cycling in the workplace. The campaign will be a series of posters, leaflets, online and ambient media that anyone can implement within their own office.

The campaign is designed to encourage discussion about cycling amongst co-workers and to get the regular cyclists to dispel the myths around all the reasons people give about why they can't cycle to work. Using bold and polarising statements about why people love their bikes and others hate using theirs, the campaign is intended to get people discussing the perceived barriers to cycling to work, such as getting sweaty, not being able to carry your laptop, not being fit enough and so on.

Rather than send out posters that give advice on how to overcome these things, it is hoped a more effective and credible way to break down many widely held myths about cycling is to prompt discussion so that existing cyclists in the workplace do it instead.



Check out our Facebook page at facebook.com/lovehatemybike

The campaign will be distributed to all organisations registered with the Cycle Friendly Employer Scheme. If you'd like to run it in your office, get in touch with Cycling Scotland.

SUCCESSFUL SCHOOL CYCLING AWARD NOW TO TARGET SECONDARY SCHOOLS

CYCLE FRIENDLY SCHOOL AWARD COMES OF AGE

With 85 primary schools across Scotland now officially designated as Cycle Friendly Schools, over 21,000 children across Scotland now attend a school with good cycling infrastructure, training and an established cycle culture. Cycling Scotland is now looking to replicate this success in Scotland's secondary schools, by developing a second scheme to get teenagers making active journeys to school as well.

Currently far fewer pupils cycle to secondary school (about 1.6%) than to primary (3%). Cycling Scotland has conducted an extensive consultation

with a wide range of partners including pupils, teachers, active schools coordinators, school travel coordinators and Eco Schools representatives to get feedback on what the Cycle Friendly Secondary Schools Award should focus on. A further focus group was held with school pupils in Moray, and Cycling Scotland is now drawing up draft criteria to determine what a school will need to qualify for the award.

The scheme will be piloted in 5 schools during the summer term of 2011 and is set to launch nationwide this autumn.



Priorsford Primary School in the Borders achieved their Cycle Friendly School status earlier this year

CYCLING SCOTLAND FUNDING AVAILABLE

Cycle Friendly Communities

The Cycle Friendly Communities Fund provides grants of up to £5000 for community based cycling projects that get more people cycling, promote social inclusion and encourage physical activity. 26 projects across Scotland were kick started last year by the fund, from the £120,000 funding boost from the Cycling Action Plan for Scotland. The fund will open again for new submissions in April.

Cycle Training Fund

The Cycle Training Fund is available to all Scottish local

authorities to help them deliver Bikeability Scotland to as many school children as possible.

Interest Free Loans for Cycle Friendly Employers

Cycling Scotland and the Energy Saving Trust are offering interest free loans for cycling infrastructure projects. These loans are available to private sector businesses registered with Cycle Friendly Employer, with loans of up to £10,000 available for worksites.

Go to www.cyclingscotland.org for more details.

CAPS DELIVERY FORUM NOW IN SESSION

The first meeting of the Cycling Action Plan for Scotland Delivery Forum met in January. Representatives from Transport Scotland, cycling organisations and local authorities met to discuss progress on CAPS. The Delivery Forum is held to allow all organisations tasked with carrying out the 17 actions within the plan the opportunity to co-ordinate their work and report back on progress so far.

Key developments from the first meeting included the production of a comprehensive guide to funding sources for cycling, which Cycling Scotland is taking forward, and an agreement for

Sustrans, Transport Scotland and Cycling Scotland to investigate ways of supporting local authorities with the maintenance of cycle paths and routes.

A National Cycling Interests Group also met on 17th March, so that organisations with an interest in promoting cycling, but with no CAPS actions directly assigned to them, can still feed into the progress of cycling development.

**NEWS
IN BRIEF**

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