

ACTIVE LIFESTYLE FUND CYCLING INITIATIVES EVALUATION REPORT April 2008



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GLOSSARY

The following terms are used in this report, and have been defined below to assist the reader in understanding the various projects.

ACC Active Communities Coordinator

Accessories Bike helmets, lights, fluorescent vests, puncture repair kits, rucksacks, drinking bottles etc. For the purpose of this report, these items are referred to collectively unless otherwise stated. Some additional items will be listed separately if relevant, including pannier racks, child seats and child trailers.

Active Lifestyle Fund A funding programme operated by the Sports Council for Wales, during the most recent round of which, funding was granted to 52 cycling projects.

Active Travel Walking and cycling are the most common forms of active travel, and are excellent ways of achieving recommended daily amounts of physical activity. The ease with which they can be built into the daily routine, the journey to work, school or the shops for instance, makes them very accessible, and, particularly in the case of walking, they are also low cost activities.

Child Seat A detachable plastic seat which fits on the back of the bike and allows children to ride with an adult on the same bicycle. Minimum age depends on ability to sit up and parental discretion.

Child Trailer Small wheeled cart, with seats, suitable for up to two toddler aged children to be towed behind an adult bike. Detachable covers allow cycling even in the rain.

Cytech A recognised bike maintenance qualification, often used by professional mechanics and bike shops. The course is also being widely used by community cycling projects, but training is not currently widely available in Wales.

Hybrid A relatively new style of bike, suitable for riding on road or traffic-free paths. Hybrids combine the best of mountain bikes with lighter weight styles, being equipped with between 21 and 27 gears, knobbly tyres (slimmer than a mountain bike though) and flat handle bars. Hybrid bikes are ideal for commuting or longer rides, but are also suitable for easy forestry trails.

Mentor Allan A Big Lottery Funded programme operating across 15 projects in Wales. Each project focuses on a target group particular to their area, for example young people, people on low incomes, or females over 50. The project aims to facilitate the target group to take part in out door physical

activities close to where they live, ranging from walking to kayaking, archery, rock climbing and cycling. The aim is to effect long term behaviour change with the individuals.

MIAS Mountain bike Instructors Award Scheme, see <http://www.mountainbikeinstructor.com/>

National Cycle Network The NCN is a network of cycle and walking trails that has been developed across the UK by the sustainable transport charity Sustrans. There are currently 1,270 miles of NCN in Wales, which carried 31 million journeys in 2006. Much of the NCN consists of traffic free path, and the remainder is made up of quiet country lanes. All routes are signposted.

Off Road Non-tarmac paths and trails, often forestry, used for mountain biking (as opposed to Traffic Free, see below).

Side-by-side A two-person bike where riders are positioned side-by-side instead of one behind the other as on a conventional tandem. Particularly suitable for use with a visually impaired rider or for those with special needs, the rider on the right hand side controls steering, gears and brakes, whilst the left hand rider contributes to the pedalling. The side-by-side design also means that balance is not an issue.

SMBLA Scottish Mountain Bike Leader Award. This qualification is widely sought in Wales by those wishing to undertake training to lead mountain bike rides. The training usually takes place over two days, and requires a minimum amount of riding to be logged before applying. More information is available at http://www.scuonline.org/disciplineinfo.asp?Discipline=15&PageContent=Discipline_Info_SMBLA

Step-through Often referred to as a 'ladies' bike', the step-through design has a dropped cross bar, allowing the rider to mount the bike without having to swing their leg around the back of the saddle. Whilst the ease this provides a rider wearing a skirt originally associated the design with use by females, the design is also very suitable for those with mobility or joint problems, as it allows the bike to be mounted a lot more easily.

Sustrans UK wide sustainable transport charity. Founded in 1977, Sustrans has built over 10,000 miles of cycling and walking paths, promoting active travel. In addition to building the National Cycle Network, Sustrans also runs a number of projects to encourage people to walk and cycle, including Bike It (in schools) and a number of community based cycling projects. Sustrans also works with employers to encourage them to facilitate active travel amongst their staff.

Tag-along A two or three wheeled attachment which joins onto the back of an adult bike allowing children aged approximately 5 years upwards (parental discretion might allow younger children) to ride behind without

having to steer. The tricycle design also allows older children lacking the confidence to ride on their own to participate.

Tandem A two person bike where riders are seated one behind the other. The front rider or 'pilot' controls the steering, gears and brakes, although the back rider or 'stoker' may control an additional disc brake. The stoker is so-called as they put a greater effort into the pedalling, but the pilot makes all the decisions about direction. Riding a tandem is useful for cycling with a visually impaired rider, but good teamwork and communication is essential. The pilot must give plenty of warning about changes of direction and any need to accelerate pedalling or a sudden stop coming up, especially if cycling in traffic. The stoker may also be responsible for signalling, but only on instruction from the pilot.

Traffic Free paths or trails, often purpose built for walking and cycling and usually surfaced with tarmac or gravel. Many but not all are part of the National Cycle Network.

Trailer Suitable for towing up to 20 bikes behind a car or van.

Climbing Higher Partnership

Active Lifestyle Fund Monitoring Report, Cycling Initiatives

1. Summary

The Active Lifestyle Fund cycling initiative invested £602,344 into cycling projects across Wales during 2007. This report discusses the results of monitoring carried out with these projects between October 2007 and February 2008.

Initial monitoring of the ALF projects revealed that projects were more likely to succeed if located near to a section of the National Cycle Network, or close to an off road mountain biking route or centre. This provides justification for targeted funding of future active travel projects in areas of poor health and physical inactivity that coincide with a geographical location near to the NCN.

There were a number of other factors which influenced the chances of early success with the cycling projects in this study. These included a clearly defined target audience, clearly established responsibility for the project within the host organisation, and a number of logistical factors that are discussed in detail.

This report makes recommendations for future projects, and for the type of assistance which could be given by the Sports Council for Wales for the ALF projects discussed here, to increase the likelihood of their being successful.

The 51 (Round 3) ALF cycling projects operational at the time of writing this report are characterised by their diversity (hosted by organisations ranging from small independent businesses e.g. the Blaenafon Cheddar Company to local government agencies e.g. Anglesey County Council) but also by their common elements. One of the main outcomes from the monitoring process has been the sharing of information between projects and the establishment of a strong network of project contacts.

2. Background

Policy Context

The Welsh Assembly Government strategy *Climbing Higher* (2005) sets out the policy context for those promoting physical activity in Wales. It recommends 30 minutes of moderate physical activity five times a week for adults (5x30) and 5x60 for children in order to maintain a healthy lifestyle. This policy context is set against a background in Wales where only 36% of men and 22% of women meet these recommended targets¹, and where 22% of boys and 17% of girls are obese². These figures are of growing concern, not only given the likely future costs of tackling the obesity crisis (estimated at £49.9 billion at today's prices for the UK by 2050³ but also considering the clear links between exercise and prevention of diseases such as diabetes, heart disease, cancer⁴ and a variety of mental health problems⁵ the benefit of which the Welsh population in the main, is currently missing out on.

The role of Active Travel in increasing physical activity levels

The benefit of active travel compared to other types of physical activity is the extent to which walking and cycling can form an integral part of daily life. Replacing short car journeys with either walking or cycling is an accessible way for people to build regular physical activity into their daily routine, and goes some way in reducing the trend towards increasingly sedentary lifestyles. The benefit of such a change in behaviour is that it is very much a lifestyle choice - a behavioural shift that once achieved is often long lasting, conferring continued health benefits to the individual for years to come. The health benefits in countries that have achieved a large shift towards active travel are clear, as shown below in the difference in obesity levels between countries according to the percentage of journeys made by bicycle in Figure 1.

¹ Statistical Directorate National Assembly for Wales (2005) Welsh Health Survey 2004/05

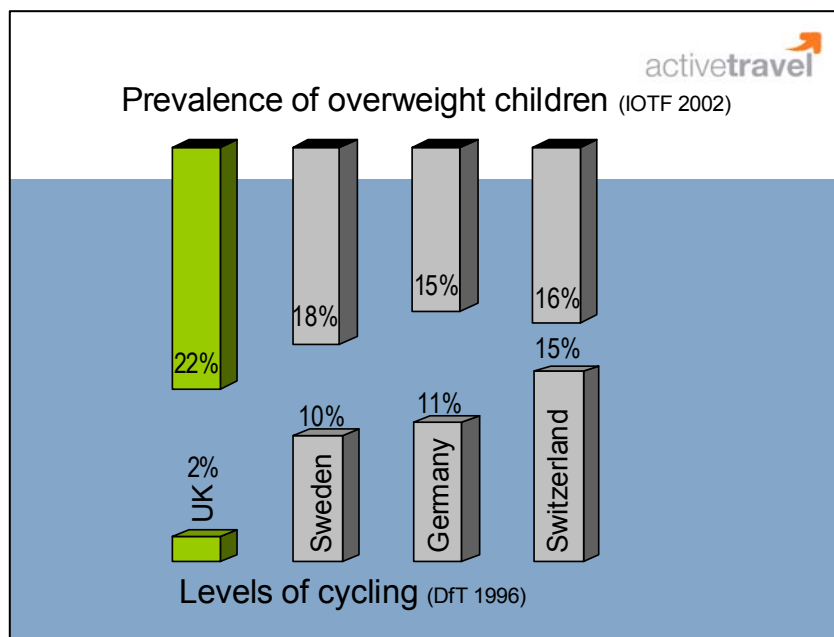
² Wales Centre for Health, 2008

³ Foresight Report, 2007

⁴ Andersen et al, 2000 All-cause mortality associated with physical activity during leisure time, work, sports, and cycling to work, *Archives of Internal Medicine*, 160

⁵ Scully et al, 1998 Physical exercise and psychological well being: a critical review, *British Journal of Sports Medicine*, 31

Figure 1. Relationship between cycling and prevalence of Overweight



Active Lifestyle Fund

The Active Lifestyle Fund (ALF) is administered by the Sports Council for Wales (SCW) and facilitates initiatives enabling communities to become more physically active. During 2007 ALF invested £602,433 in a total of fifty two cycling projects across Wales.

Climbing Higher Partnership Agreement

In October 2007 SCW entered into a partnership agreement with Sustrans, the leading charity for sustainable transport in the UK. This agreement resulted in the creation of the post of Active Communities Coordinator, funded by SCW and employed by Sustrans. The aims of the partnership agreement are as follows:

- Contribute to achieving the aims of the Climbing Higher strategy by promoting physical activity, primarily through active travel and in particular through cycling
- To assist SCW in maximising the benefit that results from investment in cycling projects
- To develop a best practice guide for work place and community based projects
- To provide a consultancy service for organisations wanting to set up a new work place or community based cycling project
- To facilitate information and best practice sharing between SCW and Sustrans

Report Aims

One of the outputs agreed by the Climbing Higher Partnership Agreement was to monitor the implementation of the fifty two cycling projects funded by the most recent round of ALF. This report documents the findings of this monitoring process and aims to achieve the following:

- Provide a summary of the types of project and geographical distribution of initiatives that have been funded
- Summarise best practice and provide case studies as examples
- Document common problems encountered by cycling projects and suggest solutions
- Recommend actions to support existing projects
- Recommend direction for future funding interventions

3. Methodology

Each of the fifty two cycling projects funded by ALF was visited by the Active Communities Coordinator (ACC) between October 2007 and February 2008⁶. Visits were made following initial contact by post, followed up by phone and/or email contact with the coordinator of the cycling project. On occasion the individual coordinating the scheme was not the same person named on the application form, due to staff turn over or the fact that operational members of staff were responsible for running a project on the ground.

Monitoring visits consisted of an informal meeting with the project coordinator and other appropriate persons involved in running the bike scheme. The ALF Monitoring Form (see Appendix 6.3) was completed during the visit.

Where appropriate, documentation and resources that had been developed by the projects were collected and permission obtained to share information with other projects.

⁶ With the exception of five projects: Dr Bike (Butetown, Cardiff), Carmarthen County Council, Tredegar Development Trust (Blaenau Gwent) and Margham Park (Neath Port Talbot) – these projects were consulted by telephone. Swansea BEN withdrew from the scheme.

4. RESULTS

The following section of this report gives information on the types of cycling project that have been funded by the Active Lifestyle Fund. A breakdown is given of the proportion spent on different types of project, as well as the types of organisations that have applied for funding.

A number of case studies are given as examples for each project type (See Appendix 1). A full list with descriptions and contact details for each project can be found in Appendix 6.2.

4.1 Project Breakdown

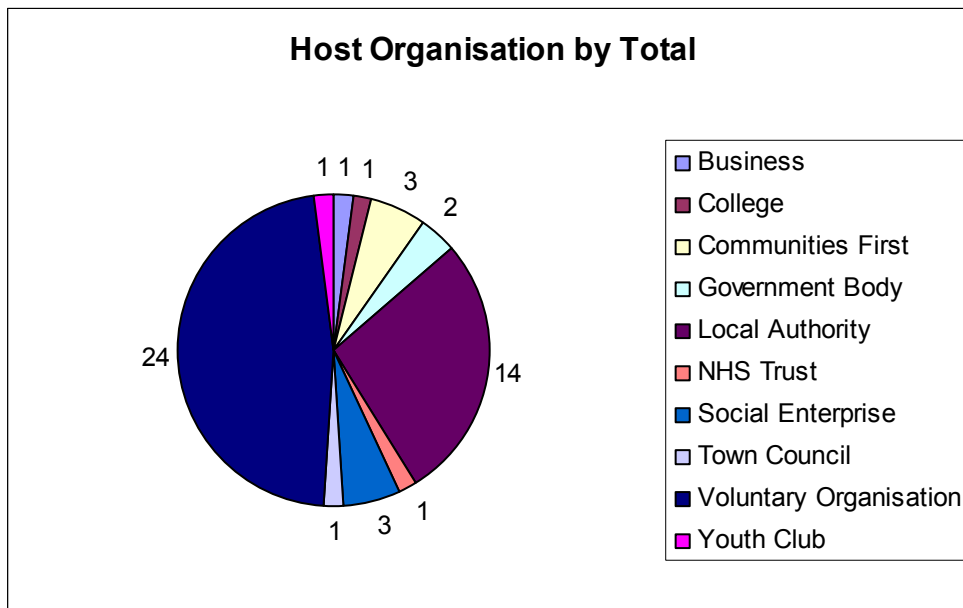
Host/ Applicant Organisation

The projects were hosted by a range of organisations. For the purpose of this section, the term ‘host organisation’ refers to the applicant. A number of projects were physically located and operated from the facilities of an organisation other than the applicant. These arrangements are discussed in Section 5.

Table 4.1 Project Breakdown according to Host Organisation/ Applicant

	Host Organisation						Total
	Local Authority	Vol. Org	Com. First	Social Enterprise	Gov. Organisation	Other	
Number of projects	14	24	3	3	2	6	52
Amount Funded (£)	192,634	260,979	34,361	47,931	20,658	45,870	602,433
Percentage of total funding	32	43.3	5.7	8	3.4	7.6	100

Figure 4.1 Project Breakdown according to Host Organisation/ Applicant



The role of the lead applicant within each host organisation varied from one project to another. Within Local Authorities for instance, the applicant varied from Occupational Health Nurse, to Transport Policy Manager. The person who originally led the application was in many cases, not the person responsible for taking the scheme forward or managing it on a day-to-day basis. In a number of cases, the original applicant had left the organisation.

Scheme Type

Although no two projects were exactly the same, it has been possible to divide the projects into a number of broad categories. These are defined below.

Youth Projects: predominantly working with young people aged 12-25, these projects had exclusively purchased mountain bikes, and were running organised sessions for young people. The activities were usually based off road, and focussed on developing mountain biking skills.

Public Hire: bikes were available for hire by the general public, usually from a publicly accessible building such as a leisure centre. A range of types of bikes were being offered, with many projects having a mixture of mountain bikes and hybrids.

Community: organised sessions were being run in the community, aimed at a range of groups, and often focussing on a particular target audience such as those on low income. These projects were often run by voluntary organisations, and the majority had purchased hybrid bikes.

Youth and community: a mixture between the above two types of project, these tended to be youth and mountain biking focussed, with an intention/ the potential to expand into community activities.

Community and public hire: these projects were running some organised activities targeted to particular groups, but also had public hire on offer.

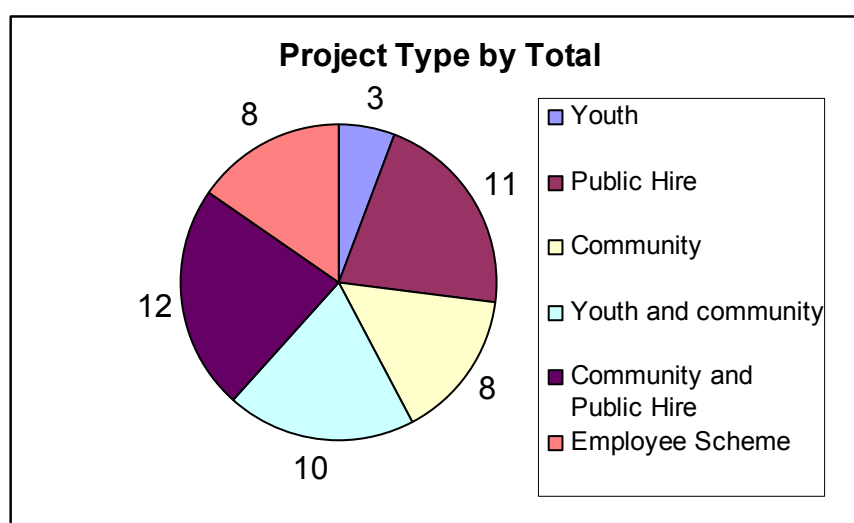
Employee cycle scheme: these projects were providing a pool bike scheme to employees at the host organisation. Hybrid or folding bikes were usually purchased.

Because some projects were running activities which fell under a number of definitions, the categorisation method focussed on the main one or two activities.

Table 4.2 Project Breakdown according to type of scheme

	Type of Scheme						Total
	Youth projects	Public Hire	Community	Youth and community	Community and Public Hire	Employee Cycle Scheme	
Number of projects	3	11	8	10	12	8	52
Amount Funded (£)	23,171	133,894	76,587	110,594	122,967	135,220	602,433
Percentage of funding	3.8	22.2	12.7	18.5	20.4	22.4	100

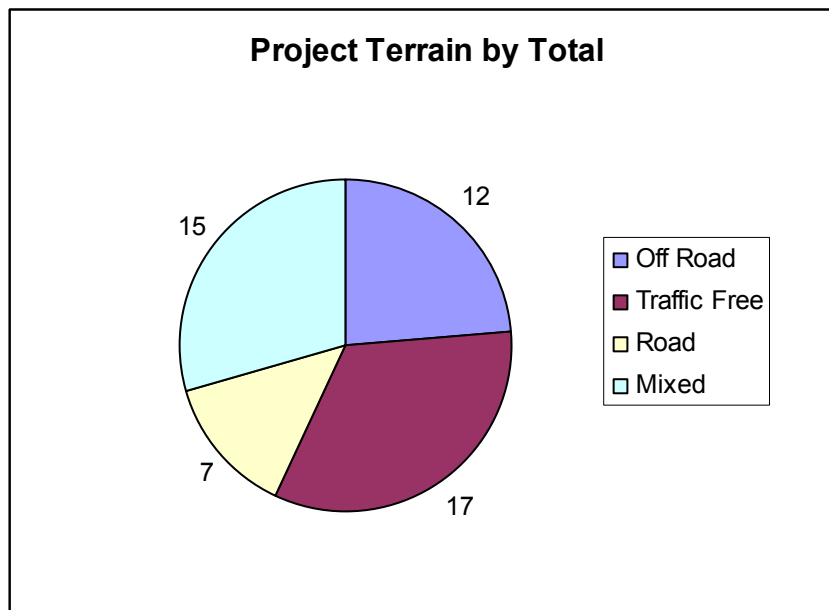
Figure 4.2 Project Breakdown according to type of scheme



Terrain

It was also useful to divide the projects into groups according to the terrain. For some, the terrain and the scheme type would be closely linked, for example the youth projects which were almost exclusively using off road terrain. With many of the community and public hire schemes however, the terrain varied depending on how close to the National Cycle Network or other traffic free path the project was based. The effect of terrain type on the projects is discussed in Section 4.2.

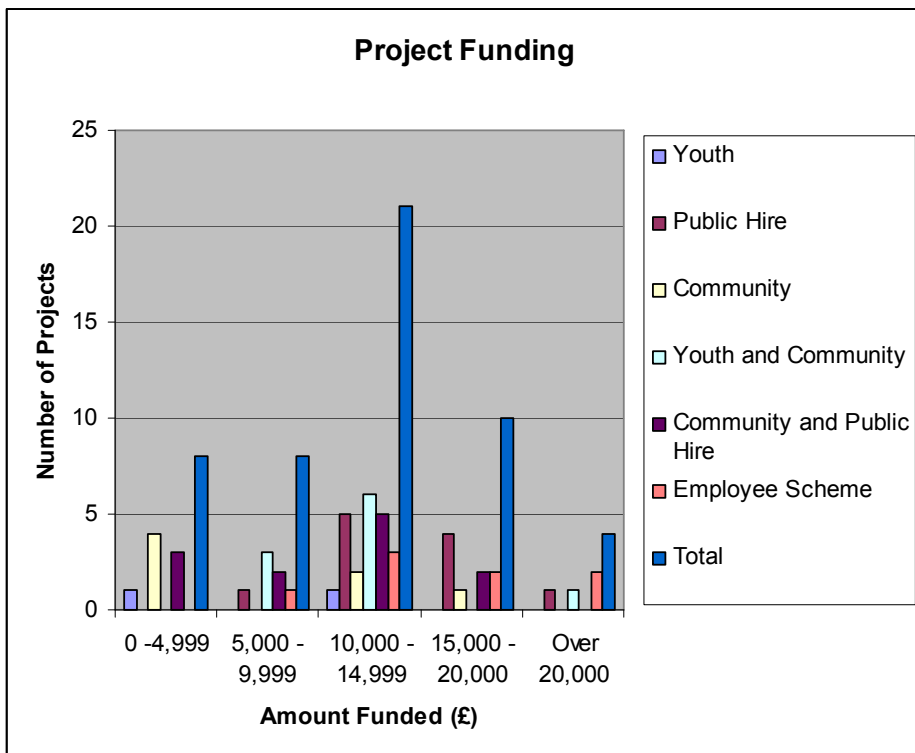
Figure 4.3 Project Breakdown according to Terrain



Project Funding

There were slightly more projects that received funding over £10,000 than under. The highest number of projects received funding between £10,000 and £14,999 as shown in Figure 4.4. There was no clear link between the type of project and the amount of funding applied for.

Figure 4.4 Project Breakdown by amount of funding






4.2 Project Success Rate

This section examines the extent to which, at the stage of initial monitoring, projects were found to be running successfully. Factors influencing this success rate are discussed.

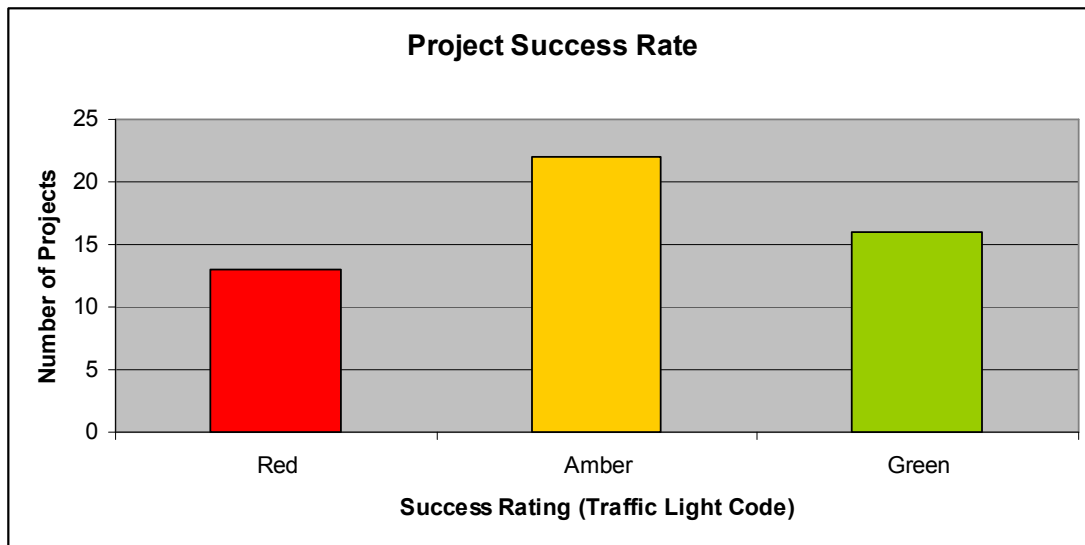
For the purpose of evaluation, and also to assess how much future assistance projects would need, each was given a 'traffic light' code as shown in the table below. See page 31 for a description of how this system will be used to determine how much future assistance each project should receive.

Table 4.3 Traffic light coding system for project evaluation

Colour code	Description	Number of Projects	Percentage
	Project is not yet operational and has one or more identified barriers to delivery.	13	26
	Project has either not yet started or has got off to a slow start. One or more potential barriers may exist, but indications are that progress will be made.	22	43
	Project is operating successfully. There is room for improvement and steps are being taken to achieve this.	16	31

Whilst more projects were rated successful or 'green' than 'red', the most common category was 'amber' as shown in Figure 4.5.

Figure 4.5 Success rating of all projects



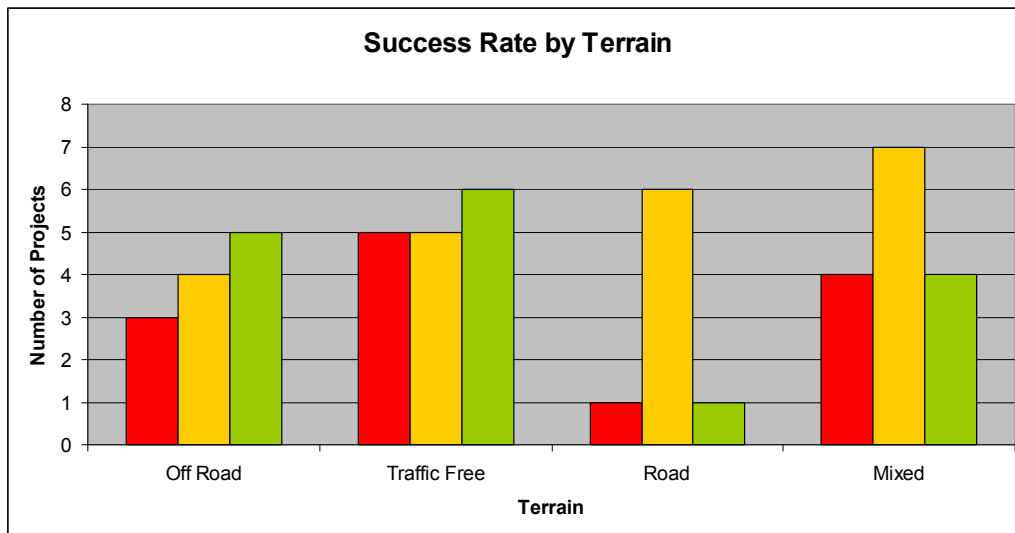
There was no discernable pattern linking the type of project and the likelihood for success. There were slightly more amber projects on the Community and Public Hire category, but given the small sample sizes this does not represent a significant result.

Figure 4.6 Influence of project type on success rate



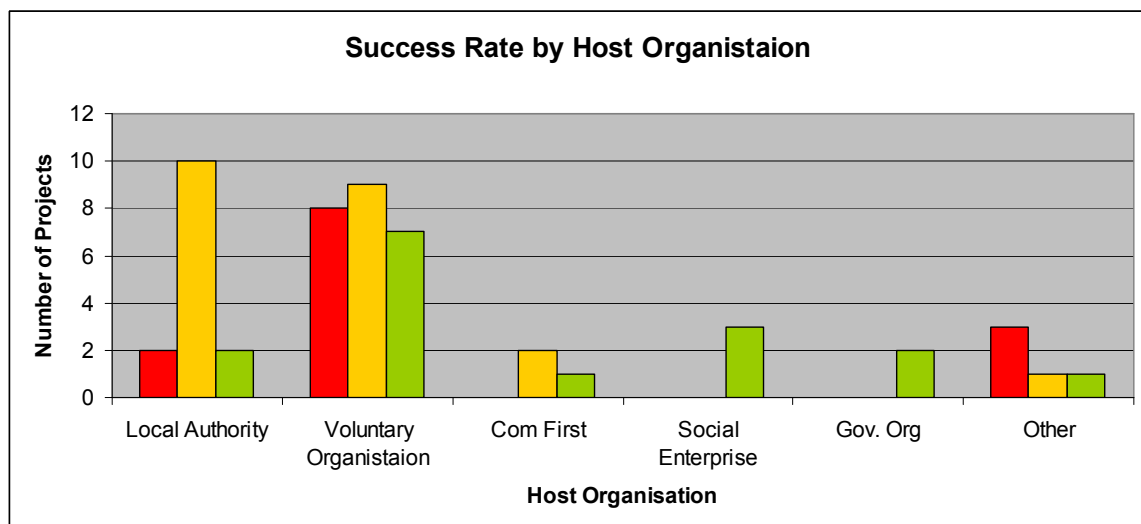
There was however a noticeable relationship between terrain type and success rate as shown below. Projects which focused on off road activities, or had access to traffic free routes, were more likely to have a green classification than those that had a mixed terrain or were mostly road based.

Figure 4.7 influence of terrain on success rate



Projects run by voluntary organisations were quite mixed in terms of success, with a roughly equal occurrence of red, amber and green coded projects. With those projects run by Local Authorities, there were more amber projects than either red or green, as shown below. Commentary on this finding is given in section 5.

Figure 4.8 Influence of host organisation on success rate



4.3 Factors for success

This section discusses the various factors influencing the successful implementation of the ALF cycling projects (in addition to those already discussed in Section 4.2).

APPLICATION STAGE

Buying the correct bikes

It was very important that the bikes purchased were suitable for the terrain. With a few exceptions, almost all of the projects had purchased suitable bikes. The most frequent exception occurred when a project had purchased exclusively mountain bikes, but some or all use would be on road or traffic free terrain. In these cases, hybrid bikes would have been more appropriate. Some projects may find that once their bikes are being used heavily they prove not to be of a durable enough make, but this is difficult to judge at such an early stage.

Buying the correct accessories

Most projects had purchased a similar range of accessories. The following equipment was sometimes present in addition, and was seen to increase participation:

- Pannier racks for workplace projects
- Baby seats and child trailers / tag-alongs for community projects
- Comfy seats / gel seats for community projects to encourage the inexperienced to brave the saddle

Geographical Location

This factor is to an obvious extent difficult to influence, but has a bearing on the terrain type. Projects that were not close to easily accessible off-road tracks or traffic free paths were at an immediate disadvantage. The gradient of the terrain also had a bearing, with many of the projects being based at the top of steep hills. This is partly because some of the same factors that contribute to the economic deprivation of the communities in which a project is based (geographical isolation, topographical barriers to active travel) may also by definition make it a challenging place to run a cycling project.

Physical location of project

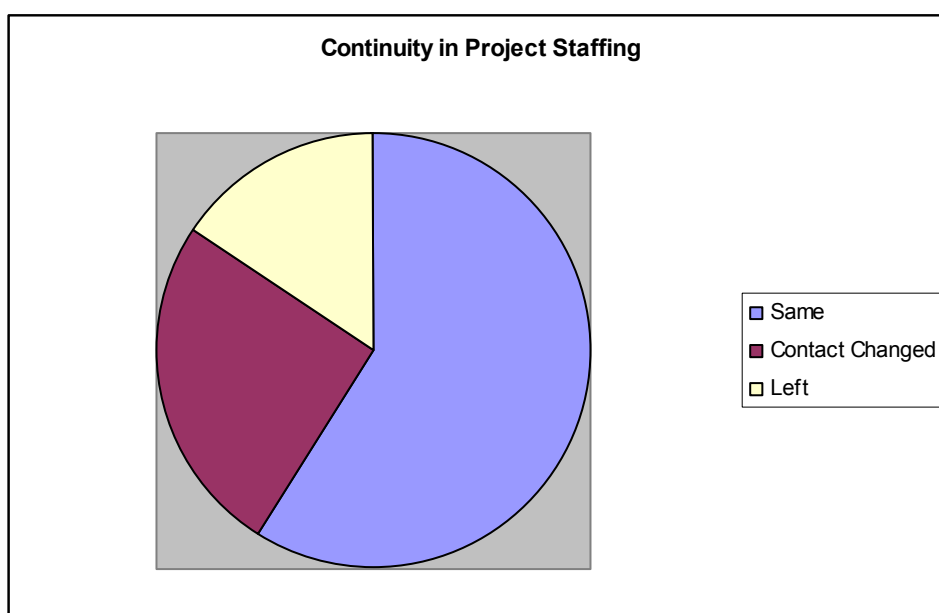
Location of projects within community buildings being utilised by a large number of different groups, or in publicly accessible venues such as leisure centres was a factor in success. This often worked well when the project was based with a partner organisation.

SET-UP PHASE

Staffing Issues

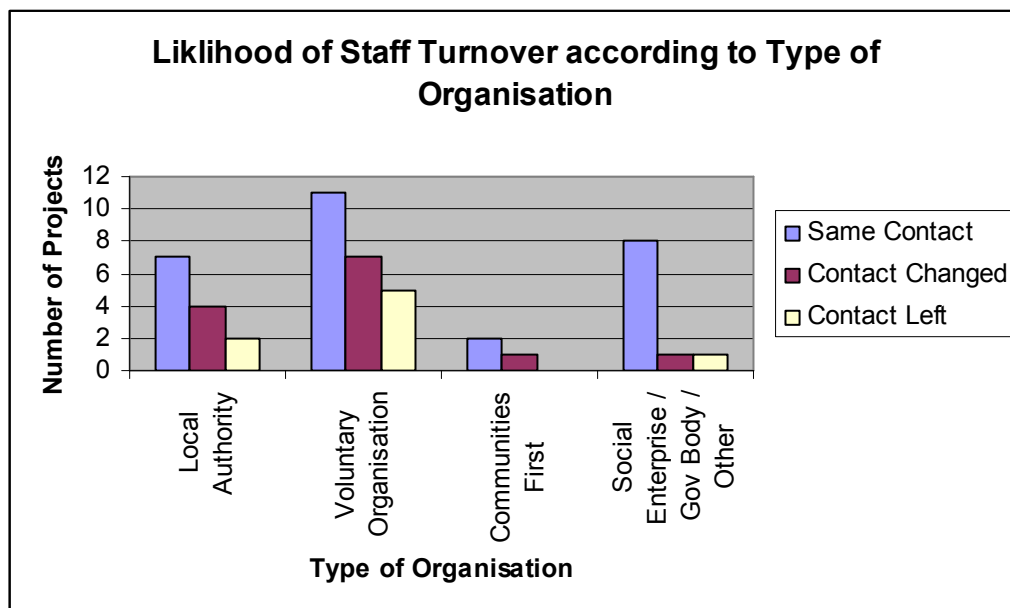
By far the biggest cause for projects failing to get off the ground was staff-turnover. Figure 4.9 shows the extent of staff turnover. Projects are divided into three categories, in which the person named on the application was the same person found to be running the project (Same), projects where the person running the project was not the person who had applied for the money (Contact Changed), and projects where the person named on the application had since left the organisation (Left).

Figure 4.9 Extent of Staff Turnover



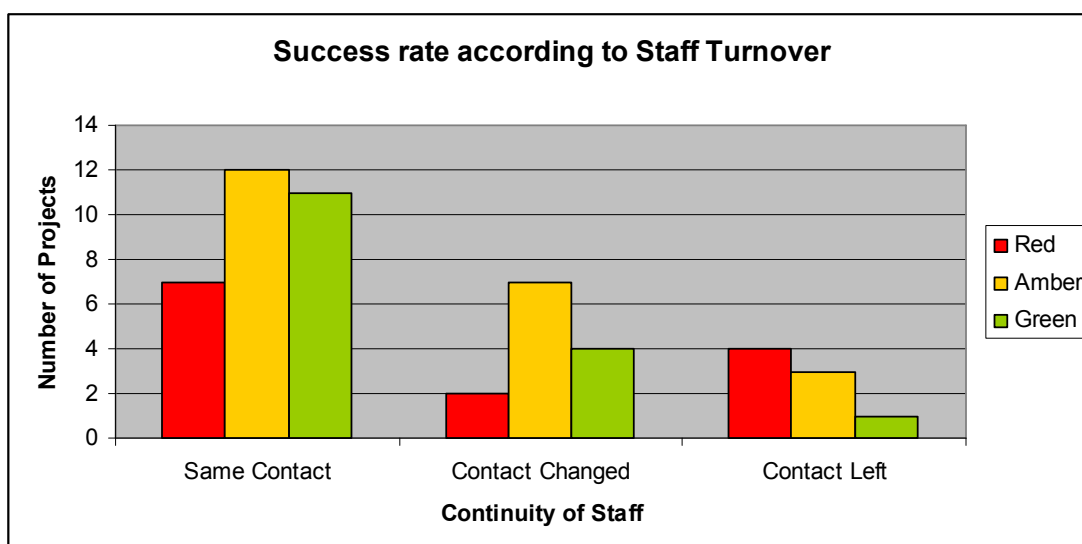
There appeared to be a relationship between the organisation type and the likelihood of staff turnover. Generally, projects run by either a social enterprise, business or 'Government Body' (e.g. the Wales Centre for Health and the Police) were more likely to be being run by the same person who had applied for the funding. In those projects hosted by either a voluntary organisation or a local authority, there was a higher likelihood either that the person who applied for the money had since left, or that another individual was responsible for day-to-day management.

Figure 4.11 Relationship between organisation type and continuity of project staff



As shown in the figure below, projects were more likely to be successful if the person who had applied for the funding was still in post. Even if the contact had changed (i.e. the person who had applied for the money was not the person running the project), this was less important than whether there had been a complete change of staff (i.e. the person who applied for the funding had since left).

Figure 4.12 Influence of staff continuity on project success rate



Maintenance

Identifying a maintenance plan for the bikes was found to be an essential factor for success. In addition to a periodic service (usually necessary either once or twice a year depending on level of usage) more regular simple maintenance was also necessary (such as puncture repair and adjusting brakes). This was a problem for some projects, as not all had a suitably qualified or experienced person available to carry out such tasks. The most common methods of dealing with this problem were:

- Free service offered by supplier for first year
- Paid agreement with supplier to maintain bikes
- Member of staff designated responsibility and provided with training if necessary
- One or more volunteers responsible for maintaining bikes and provided with training if necessary

Many projects had received a small percentage of funding for maintenance training, which had been attended by a variety of staff and volunteers. The most commonly attended training was Cytech, but this is not widely available in Wales, with the result that many had to travel to England to attend the course.

The employee schemes were perhaps the most at threat due to potential lack of maintenance. This is because generally the bike scheme was run by a member of staff in addition to all their regular duties, and was in effect outside of their job description. Because the bikes were usually used by a wide range of individuals, there was a lack of ownership. Maintenance issues were sometimes going undetected until someone tried to use a bike.

Lack of an effective maintenance regime could have a major detrimental effect on a cycling project. If the bikes are not correctly maintained, participants will lose confidence in the project and cease to use them.

Logistics

The term 'logistics' refers here to the processes and procedures involved in operating any kind of public hire scheme, or community scheme where individuals can borrow bikes. There were many issues to contend with here, and projects varied in the extent to which they had thought about and dealt with them. It proved to be very important to have a variety of staff or volunteers who could assist with the project, and to have a robust system in place. These issues are dealt with in more detail in Section 4.4 - Trouble Shooting.

A well-defined target audience

Projects were more likely to be running successfully at the monitoring stage if they had a clearly defined and accessible target group to use the bikes. This was most commonly either the public (where a project was based out of a park or leisure centre) or community groups that were already engaging with the project for other activities (for example a walking group with Mentro Allan, or a mother and toddler group using a YMCA).

Where a clear target audience was not available, success was built on successful marketing. This necessitates an understanding of the audience for cycling projects. In the main, projects are targeting people who do not cycle regularly, or who may be returning to cycling after a long break (sometimes decades). This depends on targeting people who are considering cycling, and understanding why. You can then market accordingly. Common motivation factors for new or returning cyclists include:

- A desire to get fit or to lose weight
- A desire to cycle to work / school
- Parents wanting to cycle because their children do and they would like to do it as a family activity

Successfully marketed projects will focus on these type of motivational factors and focus their advertising accordingly.

4.4 Trouble Shooting

The following section discusses a number of commonly encountered logistical problems, and some of the solutions used by different projects. Where relevant, an attempt has been made to show what type of project the issue may apply to

Table 4.4 Common problems encountered by cycling projects

Problem / Issue	Type of Project Affected	Solution employed	Example Projects
a. Participants lack confidence to ride in traffic	Mostly <i>employee schemes</i> , but some <i>community and public hire</i> if they are not traffic free	Employ an external training provider to raise confidence	Ceredigion Council and Wales Centre for Health
		Partner with an organisation who can store the bikes nearer to a traffic free route	Wrexham Groundwork (partnering with the Miners Welfare Institute)
b. Storage / planning permission is a problem	All scheme types	Partner with an organisation who can store the bikes	Groundwork Caerphilly (partnering with Ynys Hywel Activity Centre)
c. Maintenance is a problem	All scheme types	Partner with a project that specialises in bike maintenance, such as a Dr Bike project for young people	Communities First Llanelli (partnering with local youth mountain biking and maintenance club)
		Partner with an organisation who can both deliver	Mentro Allan Rhyl (partnering with On Track bike)

		activities and maintain bikes	shop)
d. Staff turnover has left the bike project with no-one to run it	All scheme types	Set up a steering group so that bike project will not be sole responsibility of one person	Denbighshire Council, Bronglais Hospital (Ceredigion), Groundwork Wrexham
e. Insurance	Employee Schemes	Employees are insured by existing insurance whilst using the bikes for work	Cardiff Council
	Community (Insuring the bikes against theft whilst they are bring used may be very expensive (and the excess charge may be more than the cost of a single bike)	Consider not taking out theft insurance and instead build 'ownership' of project amongst community	Communities First, llanelli
		Implement robust ID and reporting system to deter theft	Splott Communities First (Cardiff)
f. Bikes need to be safety checked in between hires / loans	All projects, but particularly public hire	Bikes safety checked by a designated member of staff who is always present when bikes can be hired	Cwmaman Institute (RCT)
		A number of members of staff are able to safety check bikes, and a system is in place to ensure it is done	Llandrindod Sports Centre (Powys)

g. Bikes are not being used	Employee scheme	Allow members of staff to keep bikes on 'long term loan'	Wales Centre for Health
	Community	Offer bike loan free of charge	Splott Communities First (Cardiff)
	Public Hire	Reduce hire charge / organise events to publicise bikes / change location	Various
h. Bikes are being mis-treated	Mainly youth projects	Ensure that bike use is always supervised by a qualified person, and that learning to respect the equipment is built into the activity	Bad Bikes (Bridgend)
i. Theft	All scheme types	Invest in better locks / more secure storage	Wales Centre for Health
		Use a shipping container to store the bikes	Most community projects
j. Original bid omitted equipment that is now seen to be necessary to increase number of participants	All scheme types	Apply via Sustrans for additional funding from the Cycle Project Support Fund	Available to all projects

5. Recommendations and conclusions

This section presents a number of conclusions that may be drawn from the results in Section 4. A number of recommendations are also made. These are intended to be useful not only to Sports Council Regional Officers and those making decisions on future funding, but also to organisations hosting cycling projects.

NB: This is the full version of the report, an abridged version will be available for funding recipients.

5.1 Scope of the monitoring

This report details 51 projects from a total of 52 funding recipients (one project returned the money). This high rate of project completion (with completion being defined as money spent) may be viewed in itself a testament to the success of the fund in so much as it met a clear need. Monitoring of the projects took place during a six month period prior to the deadline for completion (31st March 2008).

It is the view held by the report author that the monitoring required by ALF is suitable to assess whether a project has successfully been completed, but insufficient to assess the impact of the fund. Monitoring occurred for most projects shortly after or even before full receipt of equipment had taken place and discussion of activities was therefore theoretical in many cases. Recommendations for future monitoring are made in Section 5.5.

5.2 Scope of conclusions made in this report

Section 4 of this report contains an analysis of some of the variables presented by the 52 original funding recipients. This is a relatively small sample size. For this reason, and due the non-randomized groups for most variables, *patterns have been observed but the conclusions in this report have not been scrutinised for statistical robustness.*

5.3 Recommendations for future funding

On the basis of this report, future policy makers and those allocating funding to active travel projects should consider the following:

Terrain

Most significantly, these findings suggest that the most effective active travel interventions can be made in areas of high need that are located close to or on the National Cycle Network. The report author recommends

that this is made a consideration in the prioritisation of future funding by SCW and by the Welsh Assembly Government.

When considering funding applications for cycling projects, decision making bodies should look for an awareness of the local terrain and it's suitability for cycling, and evidence that the project has been designed to suit this.

Type of recipient organisation

This study found that organisations in the private sector, social enterprise and other non local authority and non voluntary types of organisation had a lower turnover of staff and a higher success rate. These types of organisation should therefore be encouraged to run cycling projects. As with all projects, their ability to achieve lasting behaviour change in participants should be further investigated. Private sector and social enterprises may be less aware of funding opportunities and may require selective marketing.

Given this factor, as well as the importance of a rigorous maintenance plan for the bikes, it may be a good idea to explore further the potential for partnerships between the private sector (bike suppliers) and funded projects. Some informal partnerships have been established through the scheme, but perhaps joint applications should be considered in future.

Partnership working in general was seen to increase the success rate of projects, and should be encouraged in future applications. The commonly successful model here is where one organisation is working with particular target groups, and enlists the help of a partner organisation with experience in running bike projects (and possibly with facilities to house the project).

Type of project - what to look for

Since there is no link shown in this report between project type and success rate it is not suggested that any particular type of project be prioritised for future funding. It is suggested however, that the best-practice features and trouble-shooting examples given here are taken into account when considering applications. Applicants should evidence that they have considered the following:

Public Hire

Who will safety check the bikes, what training do they need?

Who will issue the bikes, do they know how to fit a bike for size, adjust saddle height if necessary?

Are maps showing the local routes available for visitors?

Community Schemes

Will participants expect to be taken on led rides? If so, who will lead these, is training necessary and included in the application?

Are there existing groups who will use the bikes?
Youth Schemes
Will young people learn how to maintain the bikes?
Are trained leaders available?
Can some of the older young people train as ride leaders?
Is there scope for adults to participate? (ALF is aimed at adults)

All schemes
Is the local terrain suitable? (See above)
Has a clear target audience been identified?
Are the bikes suitable for the terrain / use?
Has maintenance been considered, is a sustainable plan in place?
How will the scheme be advertised?

Staff turnover

As discussed above staff turnover can have a major impact on the chances of a project succeeding. Applicants should be asked to state who will be responsible for the day-to-day running of the project, and what will be the contingency plan in the event of this person leaving the organisation.

5.4 Recommendations for assistance of the current projects

The following recommendations apply to the 51 operational projects discussed in this report. The approach could also be extended to cycling projects funded during rounds 1 and 2 of ALF.

A total of £602,433 was originally invested⁷, exclusively in cycling projects, during the third round of ALF. Given this level of investment, and the fact that so many projects are at the time of writing, not achieving their potential (a potential observed in many cases to be good) it is recommended that further support, both financial and in the form of officer time, is given. The existence of the Climbing Higher partnership between Sustrans and SCW also makes this continued support feasible.

Financial support

During 2008/2009 projects will be given further financial support by the Cycling Project Support Fund, a £30,000 funding stream that has been devolved to Sustrans from SCW. The fund will be administered by the ACC, and will be available for all ALF cycling projects to apply for up to £1,000 to fund additional project elements (e.g. training or accessories). Projects must demonstrate that the funding will increase their impact / participation rate by a minimum of 10%. Some basic monitoring and data collection systems will be introduced to facilitate this (see section 5.5).

Officer time

The traffic light coding system (see Table 5.3) should be used to prioritise the level of additional of time to be spent by the ACC and/or SCW Senior Officers, giving additional assistance to projects. The following approach is recommended.

⁷ Minus a small sum to be returned

Table 5.3 Proposed methodology for ongoing project support

Project Status	Definition	Number of Projects	Recommended assistance - next intervention	Longer term suggestions	Estimated time to be allocated by ACC
	Project is not yet operational and has one or more identified barriers to delivery.	13	<p>Phone contact to be made during April 08 to enquire about planned activities for Spring and Summer. Advice to be given as necessary.</p> <p>Explain that follow-up will take place (by phone, but potential visit) in July to get feedback from activities.</p>	Those projects that have successfully carried out activities by July 08 will change to amber or green status as applicable. Projects still at red status may have bikes reallocated to a more successful project (this decision would be made in liaison with the regional SCW officer).	<p>Phone / email contact: Approximately six hours in April</p> <p>Phone/email and visits in July: Four days, based on six visits.</p>
	Project has either not yet started or has got off to a slow start. One or more potential barriers may exist, but indications are that progress will be made.	22	These projects should represent the best investment of time, since they have the potential to be more successful in the future. Email / phone contact will be made offering further assistance, and a second visit will be made to projects as appropriate (where it is felt by the ACC that a visit may help the project gain green status)	Continued support will be made available to all projects in the form of regular email bulletins. Three workshop days will also be organised, one in the North, one in the South and one in the west, to allow project participants to share best practice. These will be prioritised towards the needs of those in the amber category, to maximise effectiveness.	<p>Phone Contact: April - June, Two hours per week July onwards, one hour per week</p> <p>Visits: One day per month ongoing, based on two visits per month</p>
	Project is operating successfully. There is room for improvement and steps are being taken to achieve this.	16	No immediate contact to be made other than usual email bulletins	<p>Projects to be contacted by phone / email in June to enquire how projects are going, with a view to collating best practise ideas.</p> <p>Selected projects to be visited when activities are happening (take photos!)</p>	<p>Phone / email contact: eight hours in June Visits: One day per month July - Sept based on two visits per month</p> <hr/> <p>Total average 5 hours per week until Sept, 2 hpw Oct onwards (except July - 12.5 hpw)</p>

5.5 Recommendations for future monitoring of the ALF cycling project

It is recommended that a methodology for collating both quantitative and qualitative information from ALF cycling projects be introduced, for the following reasons;

- SCW will be better able to assess the impact of their investment, informing future spending
- The 51 operational projects represent an excellent opportunity to collate data and evidence to influence the wider policy agenda around active travel
- Closer monitoring will assist individual projects in applying for future funding not only from SCW but also from other sources

It is suggested that a standardised method of recording participation numbers be introduced. This may involve recording of data online to a central database.

It is also recommended that a method for collating qualitative data about participants' health and activity levels be introduced. This would ideally involve collection of information when a participant registers with a scheme, and then again at 6 monthly / annual intervals. This method will be more time consuming for projects and may require the involvement of one or more research students (Sustrans has previous experience of developing such research partnerships). This will be developed in tandem with SCW's research and development department.

One of the main focuses of such research should be whether contact with an ALF bike scheme leads to increased regular participation. Indicators for success would include participants who go on to seek further cycle training, buy their own bike, take up active travel (e.g. to work) or join a cycling club. Ultimately evidence is sought that a project has facilitated a lasting behavioural change in participants, for example by initiating a shift to regular active travel.

It is proposed that the launch of the Cycling Support Fund be used as an incentive to encourage projects to collate data so that they can demonstrate their current levels of participation when applying for funding.

Appendices

6.1 Case Studies

A brief summary of each project including contact details is given in Section. This part of the report gives a smaller number of more detailed examples for all of the project categories outlined above. The aim here is to highlight points of interest, best practice and trouble shooting ideas. Projects have been selected as case studies based on a combination of these factors, and should not therefore be taken as examples of best practice in their entirety. Strengths and weaknesses of individual projects are highlighted wherever possible.

EMPLOYEE SCHEMES

(A) Wales Centre for Health

**Cathedral Road, Cardiff
Funding: £5,087**

Organisation Type: Government Body
Terrain: mixed (mostly road)

Number of bikes: 8

The Wales Centre for Health (WCfH) is a Welsh Assembly Government sponsored organisation with a remit for promoting health across Wales. Employing 40 staff at two locations in Cardiff, the Cathedral Road Office, where the majority of the staff are based, is an ideal location for a bike project, being based right next to the Taff Trail⁸. The project is run by Anne-Marie Beresford-Webb, who set up the scheme after hearing of similar successful projects. Anne-Marie applied for funding for 8 bikes, plus accessories including panniers, and improved cycle storage.



After discussion with staff, it was decided to designate 4 of the bikes as 'personal use bikes' to be offered to staff on long term loan for use at weekends as well as for commuting to work. The remainder are used as pool

⁸ The Taff Trail is part of National Cycle Network Route 8, a traffic free route that runs through the middle of Cardiff, linking locations such as Central Station, Cardiff Bay and Bute Park.

bikes for staff to travel to meetings and between the Centre's two sites during work hours.

Since the scheme started in summer 2007 there has been a good uptake on the pool bikes, with 10 of the 40 staff having used one at least once. The staff members using the personal bikes are commuting on average three days a week by bike and feedback shows that they are enjoying cycling. This is reported to have increased a sense of ownership and added to the sustainability of the scheme by encouraging staff to think about investing in their own bike.

The success of the scheme has rested on a number of factors, including the support that the Centre has had from their local bike supplier the Bike Shed. This has included a maintenance demonstration for staff and a confidence building session for a member of staff who was nervous about riding in traffic. A particularly effective initiative was to encourage all staff to attend an introductory session in which they could try out a bike and learn to mend a puncture. Almost all of the forty employees at the centre have now attended this training, which means that they have already crossed the first hurdle to taking out a bike.

Development of the scheme is ongoing. Anne-Marie said; *'One of the next steps will be looking at how we can improve promotion of the pool-bikes to staff in the future, and to identify any barriers that might exist for individuals who have not yet tried active travel within work. We are in the business of health promotion, so the more we can lead by example with our own active travel the better!'*

Useful tips from this project:

- A mixture of 'pool' bikes and 'personal use' bikes adds flexibility and ownership to an employee bike scheme
- Optional training for staff (cycle skills and maintenance) can be a boost to confidence
- Support from a local supplier can be valuable

(B) Denbighshire County Council

**Various locations
Funding: £13,461**

Organisation type: Local Authority
Terrain: road

Denbighshire Council are piloting an innovative scheme which will provide folding bikes for council staff at locations across the County. The scheme is led by Adrian Walls based in Transport and Infrastructure

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department and Alwena Beach, Occupational Health and Wellbeing Nurse at the Council. Denbighshire have used their SCW funding to purchase 18 folding Dahon bikes with luggage racks, back packs, and other accessories such as cycle helmets, the project hopes to enable staff to cycle both for work and for health excise in lunch hours.

Given the largely rural nature of Denbighshire and the geographical spread of council offices, the decision to purchase folding bikes was based on practicality and flexibility. Not only do the Dahons fold into their own carrier bags so can be easily taken on public transport, their compact size when folded will mean that staff and council vehicles can easily pick them up to transfer around the county for use. With 5,000 staff across the 10 locations, (2,000 of which are full-time), the scheme will initially trial keeping either one or two bikes at each location, although the scheme can easily be adjusted to cater for demand.

Although the scheme is in its infancy, the early indications have been good, with a lot of staff showing interest. Alwena and Adrian have been careful not to launch the pool bike fleet prematurely, waiting until all the elements of the



Ruthin Town Centre, where one of Denbighshire's main offices is based

scheme were in place. " It's important that we have really designed the scheme well, and for that reason we've listened carefully to what staff want. We're hoping that these bikes will help our staff incorporate exercise into their daily routine, either by cycling at lunchtime, or to meetings, or even using the bikes to cycle to work and back. The most important thing is that we are helping our staff to be more active, which will improve their health and well-being, and cycling came out as being a popular choice."

One of the most important factors to consider was the maintenance of the bikes, which it has been agreed will be taken care of by a council apprentices working from the Fleet Service Depot. As with any pool bikes scheme where bikes will be used by a number of different people, it has been essential to put reporting systems in place so that faults can be recorded and fixed before bikes are used again.

Also key to the development of this scheme has been support from a range of council departments, including the Active Lifestyles Group (an interdepartmental working group), the transport, planning, strategic policy, and of course the occupational health team. Denbighshire Council have also been successful in securing funding from SCW for a part-time Active Workplace

Coordinator who will oversee the bike project as part of their work. A determinant of the project's sustainability, as with many similar projects, will be ensuring that long-term responsibility for the bikes is eventually allocated to a permanent member of staff so that the scheme continues when grant funding comes to an end.

The future looks bright for cycling at Denbighshire Council, as staff prepare to embark on the new bikes using the EZ electronic booking system (which will make not only reserving the bikes easy, but also monitoring how much they are used).

Useful tips from this project:

- Folding bikes allow flexibility for combination of cycling with public transport – this can be especially useful in a rural setting
- A robust maintenance plan is necessary to ensure that bikes are in working order when they are needed
- Support from a wide range of departments and staff can be critical to success in a large organisation such as a local authority

PUBLIC HIRE SCHEMES

(C) Powys County Council

**Llandrindod Wells Sports Centre
Funding: £15,263**

This project aims to promote use of 12 bikes to visitors to the Sports Centre in Llandrindod Wells. Members of the Council's leisure card scheme will be able to use the bikes free of charge as part of their membership, and all other hire will be subject to an affordable charging rate for either for hourly, half day or all day hire.

The Council has purchased 12 hybrid bikes including 4 junior sizes to encourage family excursions. Accessories are also available, including helmets, child seats, and a car rack for those who would like to travel further afield. The aim of the project is to get local people more active by providing cycling as an alternative or additional activity to those who might already use the centre to swim, use the gym, play football or other activities. The bikes can easily be hired for an hour to allow a quick ride at lunchtime or after work, or can be borrowed for longer periods for those who might want to go on a weekend adventure or use a bike to commute to work.

In addition to encouraging local residents to cycle, it is also hoped that the project will appeal to tourists visiting the area.

Essential elements to consider when developing the scheme included the



logistics of how the hire system would operate, and, admits Martin Hurst who coordinates the project, it's not always straight forward. "We realised very early on that there is more to setting up this kind of scheme than meets the eye! Most important is making sure that someone has responsibility for maintaining the bikes, but also that on a day-to-day basis, you have a number of staff members who are confident to perform the basic safety checks. If you have members of the public wanting to hire the bikes at a moments notice, you need to have someone on hand to issue the bike, make sure it is the right size and that all the essential checks have been done. Behind the scenes, this also depends on a system which tells you at a glance which bikes are 'ready to go' and which are awaiting maintenance. Needless to say, this has involved a certain amount of investment in staff training!"

Also key to developing the scheme successfully has been a strong marketing and promotion plan. With the official launch of the project on the 17th of March 2007, the centre are making the most their new leaflet to promote the scheme, as well as links on the council website and in local tourist publications.

The project in Llandrindod also plans to promote the bikes to local council employees for use on work visits, as well as to groups who use the sport centre's conference facilities.

Useful tips from this project;

- Making use of systems and schemes already running at a leisure centre can be very useful for a bike hire project, for example tying it

in with discount systems or using online booking systems (many centres already offer this for badminton courts etc)

- Encouraging people to go for a cycle in conjunction with activities they are already doing is one way to increase physical activity levels (e.g. use the gym and then go for a ride)
- Staff that are going to be responsible for issuing bikes will need training to carry out basic safety checks

**Engine Training and Consultancy
Bedlinog**

**National Climbing Centre,
Funding: £21,931**

The National Climbing Centre for Wales is situated on the Celtic Trail, (Route 47 of the National Cycling Network). Approximately 8 miles from Merthyr Tydfil, the centre is easily accessible by bike from the Taff Trail (traffic-free cycling links to Pontypridd railway station 6 miles away, or to Quakers Yard station approximately 2.5 miles) and also has very easy access to a variety of off-road mountain biking routes.

The centre purchased 26 mountain bikes, including 9 step-through and 7 junior, plus accessories. The funding also provided a power washer to hose the bikes after use on muddy forest trails, two child trailers, and Cytech training for two members of staff.

One of the main points of interest with this project is the fact that there was already a bike hire scheme operating from the centre when these bikes were purchased, which the ALF funding has helped develop. This has meant that systems were already in place, and the bikes have quickly been put to use. The other advantage offered by the location of the project is that there are a number of other activities available at the centre (including climbing, caving and kayaking). The large number of people accessing the centre therefore means that there is a large target audience to whom the bikes can be marketed. Hire is also very competitively priced, at £1 per hour, and with a trained bike leader available to take groups out at a cost of £10 for three hours. The fact there are two qualified leaders based at the centre involved with other activities, as well as a free-lance ride leader working in the area, means that this facility can be provided at such a low cost. The centre also operates a residential apprenticeship scheme for young people training to work in the outdoor pursuits/ adventure sports field, which means there are a supply of additional people who could undertake training and lead rides.

The project offers a mixture of public hire, led mountain biking rides, and community focussed rides which can be off-road or traffic free to suit the group. The centre has marketed the bikes in an effort to work in partnership with a range of organisations including local colleges, the Youth Offending Team, Mentro Allan Bargoed, and other local groups including Engine who are working with excluded young people.

The bike hire requires each participant to complete a registration form, which collates basic information about the amount of exercise each person usually does per week, a useful method of monitoring the bike use.

‘We’re trying to make sure the bikes will appeal to a wide range of people’, said Ryan, a partner in Engine Training and Consultancy, who own the centre. ‘We have some experienced mountain bikers up here, but quite a lot of beginners as well, and some people who just want to cycle up and down the river along the Sustrans route. The main thing is that people are cycling more, and for us of course, it’s another activity that brings people in to the centre’.

YOUTH PROJECTS

Bad Bikes	Blackmill, Bridgend Funding: £12,677
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The Bad Bike project is a youth project that has been running successfully for a number of years in the Ogmores Valley of Bridgend. Originally part of the Blackmill mountain biking club, the project has established a separate identity, and whilst still focussing mainly on mountain biking activities, has extended to cover a range of activities for young people.

The 16 mountain bikes purchased with SCW funding have added to an existing fleet of 22 bikes, and have therefore supplemented existing activities. The funding also provided a storage container, a bike trailer and two tricycles as well as accessories.

Bad bikes runs regular mountain biking sessions for young people, focussing on routes in and around the Ogmores Valley in order to utilise local natural resources, and to make young people aware of the opportunities for physical activity near where they live. Sessions are frequently attended by a large number of both boys and girls, which the project encourages as a way of empowering young females within the community.

As well as weekend sessions and after school when the evenings are light, Bad Bikes also runs activities such as night rides, which take place on the Celtic Trail during autumn evenings. These sessions are designed to teach the young people how to stay safe on their bikes during the dark winter months, emphasising the importance of high visibility clothes and lights.

The project has benefited from its proximity not only to a variety of mountain biking routes, but also to the traffic free Celtic Trail which runs all the way down the Ogmores Valley, linking with other routes to Bridgend.

In addition to building on its existing activities with young people, Bad Bikes also plans to hire the Sports Council bikes out to members of the local community, to encourage use by adults and family groups. By offering the bikes at a relatively low cost, this will make bike hire an affordable option for leisure time activities.

Useful tips from this project:

- Use of bikes by young people need not result in excessive wear and tear to equipment, as long as sessions are well organised and supervised, and a sufficient level of respect is generated for the bikes.
- Funding allocated to projects that are already up and running will show more immediate results, and the systems for running cycling activities are already in place. It may however be more difficult to monitor what level of additional activity is happening as a result of the new equipment.

COMMUNITY SCHEMES

This section includes those projects which have elsewhere in the report been classified either as 'community' or 'youth and community'

(E) The Village Bike

**Cwmaman Institute
Funding: £12,810**

Based at the Cwmaman Institute, the Village Bike project aims to make cycling accessible to the local community. The project's coordinator, Lee Davies, is a keen mountain biker, as well as a qualified ride leader, and applied for funding from the Sports Council for Wales for 12 bikes. The project uses the bikes, which include 10 mountain bikes and two 'hybrids' (suitable for track, trail or road cycling) to run organised sessions as well as a public bike hire facility.

Based in the Cynon Valley a short cycle from Aberdare, Cwmaman is a former mining town with a thriving community scene, much of which centres around the Cwmaman Institute itself. Originally opened in 1868, the hall was built with deductions from colliers wages, with half a penny in every pound being donated. A century and a half later, the hall has been rebuilt with £3.8million of funding from a range of sources, and houses over 40 community societies. The bike project is a relatively new addition to the institute, and is being targeted initially towards those who use the on-site gym and fitness facilities. "People who are already using the gym to improve their fitness are in a good position to benefit from trying cycling. A few of the ladies who are regulars have tried the bikes out, but we are waiting for the spring and summer months to really promote the bikes as an alternative to the treadmill!" said Lee Davies.

In addition to promoting use of the bikes to adults who use the facilities at the Institute, Lee, who works at the centre promoting physical activity and fitness, also takes out groups of young people on organised rides. Qualified as a mountain bike leader, Lee takes out groups of young people from Cwmaman on the many forest trails



located close to the town. Situated in the middle of a variety of mountain and forest trails, the location of the Cwmaman project offers a lot of opportunity for mountain biking. For those who prefer to keep both wheels on the ground however, there is also a very accessible traffic-free cycle path leading to Aberdare (around 3 miles) and into the Dare Valley Country Park, which has a variety of flat circular routes as well as a café and its own bike project.

Setting up a bike project like this is rewarding, but time consuming admits Lee. “One of the main hurdles is making sure there is someone on hand to issue the bikes, which can be a problem when there is so much going on at the centre, for example when I am busy running sessions in the gym.” Inevitably, the bikes don’t just look after themselves, so it can be a case of balancing priorities for someone who runs a bike project as part of their wider responsibilities, which is why many such projects rely heavily on volunteers.

Useful tips from this project:

- Basing a biking project in a facility that is widely used by community groups, and especially those involved in other physical activities, provides a ready made target audience
- Access to someone who is qualified to lead rides (either off-road or traffic free) is a factor for success
- Having one or more people who are regularly on-hand to administer a bike hire scheme is essential

(F) Prestatyn Town Council

**Calvary Church, Prestatyn
Funding: £9,000**

The Town Council in Prestatyn have used their Sports Council funding to purchase twenty bikes (plus accessories), as well as a storage container and a cycle trailer. The project aims to get people in the local area more active through encouraging them to cycle. The bikes are available to hire for £2

per session of any length, from a site just outside the town centre, located on the National Cycle Network close to the seafront.

The project benefits from strong links with a local bike retailer, On-Track. Having supplied the bikes, On-Track have an ongoing maintenance agreement with the project, and are also running another project from the same location, providing accessible bikes such as tricycles for hire.

Having purchased a mixture of hybrid bikes and mountain bikes, with some in smaller sizes to encourage family hire, the project is aiming to run a mixture of community activities, as well as youth oriented mountain biking sessions. Debbie, who runs a Health and Inequality programme for the Town Council, is undertaking training for her Scottish Mountain Bike Leader Award, which will enable her to take groups out on the bikes. The project also has links to a number of qualified leaders in the area, and a number of volunteers who are interested in getting involved.

Prestatyn Town Centre offers interesting opportunities for the project to explore, with ideas including offering a smaller number of bikes for hire in a central location such as the library, or the Town Council reception desk. This type of facility might encourage use of the bikes around town, as well as for recreational use along the national Cycle Network.

One of the main considerations that the project is looking to overcome is one of day-to-day safety checks. Whilst On-Track are looking after the maintenance of the bikes, there will be a need to carry out simple safety checks each time the bikes go out, to make sure they are in working order for the next hire. There are probably some training needs to be addressed therefore, with the provision of some basic bike check training. Examples would include if the bikes are used by a group from the Calvary Church where they are stored (the Church is interested in starting a Sunday cycling club), who would be responsible for checking them before they are hired out again.



Prestatyn Town Centre: there may be scope to encourage use of the bikes around town by hiring from central locations. If the bikes are conspicuously branded, this would be a good way of advertising the scheme and raising the profile of cycling in the area.

Prestatyn Town Council have allocated a portion of their own budget to develop the scheme further, and are determined to see the project increase participation in cycling within the town.

Useful Tips from this project:

- Establishing a maintenance contract with a local bike shop can be a useful partnership, but having a number of people on the project who can deal with day-to-day maintenance issues is essential for sustainability
- Be willing to try different things; varying the location of the bikes, splitting them between a couple of locations or even offering free use to get the scheme kick started can be a good idea
- Having a paid member of staff to oversee the project can be a major help, but developing a strong network of volunteers is important

(G) Splott Community Solutions

**St Albans Sports Centre, Tremorfa
Funding: £14,500**

Splott Community Solutions operates in the Communities First areas of Splott and Tremorfa in Cardiff. The project invested in 25 hybrid bikes (including 3 junior sizes) after receiving funding from the Sports Council. This project varies from many of the other community focussed bike schemes in a number of ways. The main innovative feature is that the bikes are made available on 'long-term' loan, and also that this is free of charge.

Based at the St Albans Sports Centre in Tremorfa, the bikes are stored in a shipping container, and are available for community members to borrow. A member of staff from the centre oversees the scheme and is on hand to give out the bikes when needed. The aim of the project is that local people will borrow a bike (initially for a one-week loan, but this can be renewed on a two-week basis from then on) and can use it on a regular basis, to get to work, school, local amenities or simply for leisure.

The scheme is still in its infancy, with bad weather during summer 2007, and a change of staff on the project having presented early challenges. There are plans for a re-launch in Spring 2008 however, and several bikes have already gone out on loan following a St David Day market at which a bike stall was held to generate interest in the scheme.

There are several volunteers who are interested in receiving training in bike maintenance and ride leadership, both elements which will be key to taking the scheme forward. The project has also identified an interest amongst a

number of residents in receiving basic cycling training and confidence building, especially for riding on the road in traffic, and discussions are being held with Cycle Training Wales about this.

In addition to making plans for maintaining the bikes, a particular challenge for this project was security. To overcome the potential risk of theft involved in lending bikes for free, the project organisers were keen to develop a system that would not require a cash deposit to be taken. The aim was to make the bikes as financially accessible as possible. Users of the scheme are therefore required to bring two forms of identification with them, one with a photograph and another with an address, and asked to leave a contact telephone number. If a bike is late in being returned, the participant receives a phone call, followed by a letter after several days, and in the case of a bike not coming back after that, the contact details would be passed to the police as a last resort.

The project also aims to work with local groups in addition to running the loan scheme, and is making contacts with GP referral schemes. With hopes to qualify staff and volunteers as ride leaders, there will be scope to provide structured activities for those who are new to cycling, getting back into it after a break of many years, or perhaps a period of ill health, and for those who would like to cycle as part of a group for the social side of things.

Running the loan scheme in conjunction with group activities will obviously necessitate a balance of demand, for example if the loans become very popular, a number of bikes will need to be kept to one-side for groups. These and similar considerations highlight the need to review projects as they develop and to maintain a degree of flexibility.

Useful tips from this project

- Generating support from volunteers can be essential in running a community based cycling project, especially for maintenance. Offering training can be an incentive to get involved.
- Offering free hire can help to attract people to use bikes
- Advertising a bike scheme at community events where there are other things going on to attract people in can be a successful way to market your scheme
- Where a project is located in an urban area or where traffic-free routes are not easily accessible, offering cycle training can be important, especially to give people confidence to ride safely in traffic

6.2 Full Project List

County	Project	Status 01.04.08	Amount Funded	Contact Details	Scheme Type	Terrain	Host Organisation
ANGLESEY - North	Anglesey County Council		£14,380	Roger Pierce rpxlh@anglesey.gov.uk	Youth and community	Traffic Free	Local Authority
BLAENAU GWENT - South East	Ebbw Vale and District Development Trust		£10,000	Carl Bainton carl.bainton@evad.org.uk	Youth and community	Off Road	Voluntary Organisation
	Tredegar Development Trust		£10,000	Brian Kember brian.kember@communities1st.co.uk	Youth and community	Off Road	Voluntary Organisation
BRIDGEND - South East	Garw Valley Leisure Centre		£10,000	Claire Harris harric1@bridgend.gov.uk	Public Hire	Traffic Free	Local Authority (Leisure Centre)
	Ogmore Valley Life Centre		£10,000	Dave Wilmott wilmod1@bridgend.gov.uk	Public Hire	Traffic Free	Local Authority (Leisure Centre)
	BAD Bikes		£12,677	Andy Mckay andy.mckay@talktalk.net	Youth and community	Off Road	Voluntary Organisation
CAERPHILLY - South East	Aber Valley YMCA		£10,000	Paul Ford paul@credumail.co.uk	Community	Traffic Free	Voluntary Organisation
	Friends of Fochriw School		£6,344	Sean Rees REESSC@CAERPHILLY.GOV.UK	Community	Traffic Free	Voluntary Organisation
	MENTRO ALLAN PROJECT - Stepping Out - Groundwork Caerphilly		£10,000	Ameena Mamode Ameena.Hossen-Mamode@groundwork.org.uk	Community	Traffic Free	Voluntary Organisation
CARDIFF - South East	Wales Centre for Health		£5,087	Anne-marie Beresford-Webb AnneMarie.BeresfordWebb@wch.wales.nhs.uk	Employee Scheme	Road	Government Body
	Sploott Community Solutions/ Communities First Cardiff		£14,500	Samina Khan SaminKhan@cardiff.gov.uk	Community	Road	Communities First
	Friends of Pedal Power Project Ltd		£15,000	Sybil Williams sybil.williams@inbox.com	Public Hire	Traffic Free	Social Enterprise
	Dusty Forge Centre		£5,000	Clive Burris trelaiyc@cardiff.gov.uk	Youth and community	Off Road	Youth Club
	MENTRO ALLAN PROJECT - Venture Out Cardiff		£4,500	Jonathan Lee jonathon.lee@innovate-trust.org.uk	Community and Public Hire	Traffic Free	Voluntary Organisation

CARMARTHENSHIRE - South West	Carmarthenshire County Council		£19,287	Berian Allcock BAllcock@carmarthenshire.gov.uk	Community	Mixed	Local Authority
	Glanymor & Tyisha Communities 1st		£4,813	Vikki Long vlong@camarthenshire.gov.uk	Community	Mixed	Voluntary Organisaion
CEREDIGION - South West	Ceredigion County Council		£19,725	Katy Spain katys@ceredigion.gov.uk	Employee Scheme	Mixed	Local Authority
CONWY - North	Tudno Community Association		£6,513	Sarah Mylchreest tyhapus@mac247.co.uk	Youth and community	Traffic free	Voluntary Organisation
DENBIGHSHIRE - North	MENTRO ALLAN PROJECT - Rhyl - Denbighshire County Council Leisure Services		£3,000	Alan Bickerstaff alan.bickerstaff@denbighshire.gov.uk	Community	Traffic Free	Local Authority
	Prestatyn Town Council		£9,000	Nigel Acott nigel.acott@prestatyntc.co.uk	Community and Public Hire	Mixed	Town Council
	Denbighshire County Council		£13,461	Alwena Beach alwena.beach@denbighshire.gov.uk	Employee Scheme	Road	Local Authority
FLINTSHIRE - North	Flintshire County Council		£10,275	Julie Rice-Williams Julie_Rice-Williams@flintshire.gov.uk	Employee Scheme	Road	Local Authority
	Flintshire County Council		£11,700	Katy Newman Katy_Newman@flintshire.gov.uk	Public Hire	Mixed	Local Authority
MERTHYR TYDFIL - South East	Engine Training and Consultancy LLP		£21,931	Ryan Stokes ryan@enginetraining.com	Public Hire	Off Road	Social Enterprise
NEATH PORT TALBOT - South West	MENTRO ALLAN PROJECT - Neath Port Talbot County Borough Council		£3,999	Helen Jones h.jones3@neath-porttalbot.gov.uk	Community and public hire	Off Road	Voluntary Organisation
	Dulais Valley Cycling Club		£16,758	Dean Cawsey deancawsey@btconnect.com	Community and public hire	Road	Voluntary Organisation
	Friends of Margam Park		£15,000	Nigel Fitzburgh 01639 888427	Public Hire	Traffic Free	Voluntary Organisation

	Ystalyfera Development Trust		£5,872	Noir c/o bev.mainwaring@ystalyfera.org	Community and public hire	Mixed	Voluntary Organisation
NEWPORT - South East	Newport City Council		£5,000	Jackie Clarke jacqueline.clarke@newport.gov.uk	Public Hire	Mixed	Local Authority
PEMBROKESHIRE - South West	Pembrokeshire County Council		£21,583	John Deason john.deason@pembrokeshire.gov.uk	Youth and community	Off Road	Local Authority
	Pembroke 21C Community Interest Company		£7,500	Elizabeth Gossage eastgate21c@btconnect.com	Youth and community	Traffic Free	Voluntary Organisation
POWYS - South East	MENTRO ALLAN PROJECT - Bro Ddyfi		£1,998	Teresa Walters mentro.allan@ecodyfi.org.uk	Community and public hire	Mixed	Voluntary Organisation
	Llandrindod Sport Centre (Powys County Council)		£15,263	Martin Hurst martin.hurst@powys.gov.uk	Public Hire	Mixed	Local Authority (Leisure Centre)
RHONDDA CYNON TAFF - South East	Cwmaman Public Hall and Institute Ltd		£12,810	Lee Davies lee@cwmamaninstitutie.co.uk	Youth and community	Off Road	Voluntary Organisation
	Rhonda Cynon Taf County Borough Council - Outdoor education/Dare Valley Country Park		£18,960	Steve Lewis steve.lewis@rhondda.cynon.taff.gov.uk	Community and public hire	Mixed	Local Authority
	Tonypandy Community College		£10,000	Julie Atkins 01443 436171	Community and public hire	Off Road	College
	Cymmer Ward Communities First Partnership		£10,000	Steve Smith stephen.k.smith@rhondda-cynon-taff.gov.uk	Youth and Public Hire	Off Road	Communities First
	Penrhys Partnership		£10,131	Julie Edwards julie@penrhyspartnership.co.uk	Youth and community	Off Road	Communities First
SWANSEA - South West	Black Environment Network		£4,143	RETURNED FUNDING			
	MENTRO ALLAN PROJECT		£4,500	Steve Lancey steve.lancey@swansea.gov.uk	Community	Traffic free	Voluntary Organisation

	City & County of Swansea		£20,000	Paul Whapham paul.whapham@swansea.gov.uk	Employee Scheme	Road	Local Authority
TORFAEN - South East	The Blaenafon Cheddar company		£10,000	Susan Fiander-Woodhouse achunkofwales@btinternet.com	Public Hire	Traffic Free	Business
WREXHAM - North	Groundwork Wrexham & Flintshire		£13,621	Rod Armstrong rod.armstrong@groundwork.org.uk	Community and public hire	Traffic Free	Voluntary Organisation
	North Wales Police, Eastern Division		£15,571	Alun Oldfield alun.oldfield@nthwales.pnn.police.uk	Youth	Off Road	Government Body
	The National Trust		£15,000	Steve Griffiths steve.griffiths@nationaltrust.org.uk	Public Hire	Traffic Free	Voluntary Organisation
	Cefn Mawr, Rhosymedre and Newbridge Community Association Limited		£13,100	Kris Morrison kristynamorrison@hotmail.co.uk	Community and public hire	Mixed	Voluntary Organisation
	Canolfan Ceiriog Centre CYF		£14,159	Alison Bendall alisonbendall@hotmail.com	Community and public hire	Mixed	Voluntary Organisation
Sustrans:	Sustrans: Pedal power		£11,000	Sybil Williams sybil.williams@inbox.com	Community and Public Hire	Traffic Free	Social Enterprise
	Sustrans: Bute Town		£2,600	Andrew Burns andrewburns78@googlemail.com	Youth	Road	Voluntary Organisation
	Sustrans: Bronglais Hospital in Aberystwyth		£11,600	Bethan Jones bethan.jones@ceredigion-tr.wales.nhs.uk	Employee Scheme	Road	NHS Trust
	Sustrans Cymru (CAPITAL PAYMENT ONLY)		£30,361	Eleanor Rothwell Eleanor.rothwell@sustrans.org.uk	Employee Scheme	Mixed	Voluntary Organisation
	Sustrans Cymru (CAPITAL PAYMENT ONLY)		£24,711	Alison Thomas AliThomas@cardiff.gov.uk	Employee Scheme	Mixed	Voluntary Organisation

6.3 ALF Monitoring Form

Sports Council Wales / Cyngor Chwaraeon Cymru

WELSH ASSEMBLY GOVERNMENT ACTIVE LIFESTYLES COMMUNITY CAPITAL FUND MONITORING REVIEW VISIT PRO-FORMA

ORGANISATION:

VALUE OF GRANT AWARDED:

PROJECT DESCRIPTION:

PROJECT LOCATION:

CONTACT: (Applicant)

DATE OF VISIT:

	DETAILS	COMMENTS
BUILDING/CAPITAL WORK UNDERTAKEN, ITEMS OF EQUIPMENT PURCHASED (confirm that all elements listed in application have been completed to an appropriate standard)		
PROGRAMME OF ADDITIONAL ACTIVITY DELIVERED AS A RESULT OF GRANT (include session type, duration and frequency)		
MAIN BENEFICIARIES (include total beneficiaries / increased use as a result of this project and also a breakdown on juniors, adults, male, female, and if applicable BME Groups, Disability Groups)		

SCWO GENERAL COMMENTS:

Original signed copy on file.

IS PROJECT A BEST PRACTICE EXAMPLE? YES / NO

IF "YES", GIVE DETAILS

SIGNAGE – HAS APPROPRIATE SIGNAGE, RECOGNISING FUNDING FROM WAG, BEEN ERECTED? YES / NO

(IF NOT, PLEASE ENSURE THIS IS ACTIONED IMMEDIATELY)

Signed:

Applicant Representative: _____ Position within Organisation: _____ Date: _____

SCWO: _____ Name : _____ Date: _____

SCWM: _____ Name : _____ Date: _____

For further information, or to discuss the findings of this report,
please contact:

Sandra Booth
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Cardiff
CF10 5AD

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