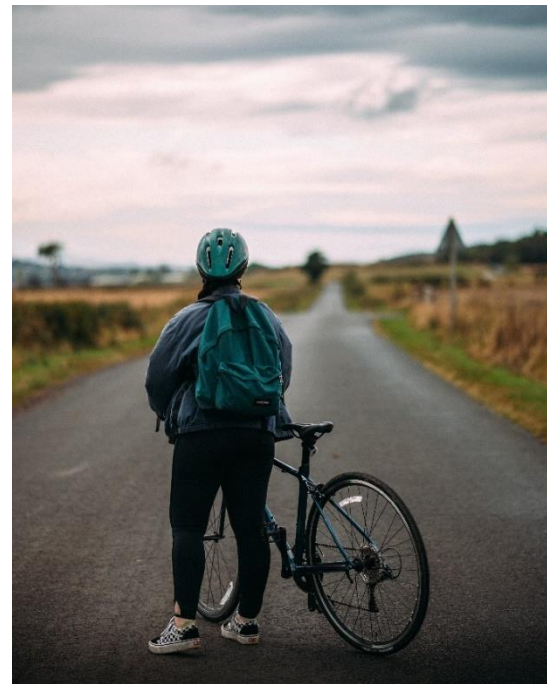


Funding information session

**#HAND
SHE
CYCLES**

What is #andshecycles?

- National campaign aiming to address the barriers faced by teenage girls and young women when cycling
- Inspired by the Green Schools Ireland campaign of the same name
- Co-developed by a group of young women (age 13-18) across Scotland from 14 different schools, youth groups and colleges.



Barriers to cycling for young women



Analysis of barriers by a sports psychologist

- ➡ 1. Judgement
- ➡ 2. Lack of role model/ others cycling
- ➡ 3. Stereotypes of a cyclist
- ➡ 4. Appearance
- ➡ 5. Feeling uncomfortable/ period
- ➡ 6. Prefer to be with friends
- ➡ 7. Safety

Elements of the campaign

Workshop Resources

- Interactive session(s) for young women to discuss their experience of cycling and develop their own action plans.
- Based on our initial research workshops
- It can be run as three 50 minute sessions or one condensed 50 minute session.
- You can find them and other resources on [our website](#)



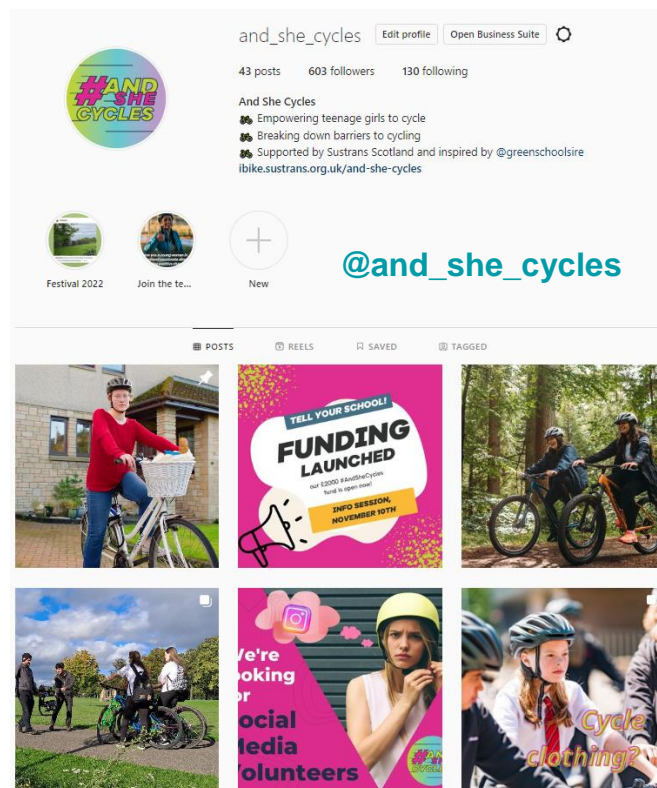
Elements of the campaign

#AndSheCycles Ambassadors

- Pupil Led – Staff Supported
- Training opportunities available
- Help shape how the project develops in their school/group.
- Resources available on [our website](#)
- Leadership skills, positive role models

Social media

- [Instagram](#), TikTok, and Snapchat
- Creating a community for young women interested in cycling



Training Opportunities



- **Cycle Ride Leader course**

(1 full day or 2 half days to enable you to lead and assist on bike rides)

- **Bikeability Instructor**

(A one-day course that enables you to deliver Bikeability Scotland levels 1 and 2. This means both playground based and on –road sessions)

- **Bike Maintenance** and how to deliver basic bike maintenance sessions to other girls.
- Ideas for how to run **fun, engaging skills sessions, games, obstacle courses**. In addition to **learn to ride and confidence building sessions**. **How to plan and risk assess routes**.
- This last ideas section can all be bespoke to you and your group's needs.



Funding

- Used to help tackle some of the barriers faced by young women when choosing to cycle. These barriers can be social or physical.
- Available to any constituted group of teenage girls and young women – including school groups and youth groups.
- Up to £2000 could be awarded to each group (with applications for over £2000 being considered if high-priced items are required for accessibility reasons, i.e., adaptive bikes and non-standard cycles).
- Funding is only for capital lasting items over £150 – this means unfortunately it can't be spent on paying someone to come in and do sessions or small consumable bike parts.

Funding application

The funding application consists of 15 questions.

- Your answers to the first five questions will not impact how your application is scored.
 1. Name of organisation
 2. Type of organisation, e.g., School, community group, youth group
 3. Are you a Sustrans I Bike school?
 4. How much are you applying for? (MAX £2,000)
 5. How many pupils currently cycle to your school or group? Does this differ by gender?

Funding application

These questions will be scored:

6. **Have you identified any barriers to teenage girls cycling? For example, physical barriers like equipment or infrastructure; or social barriers such as confidence and self-esteem.**
7. **Explain how you plan to spend the grant.**
8. **How will this reduce the barrier(s) you have identified in question six and what impact do you anticipate this funding would have? For example, who would benefit; impact for individuals; impact within organisation; total numbers anticipated.**
9. **How will you know if your project has been successful?**
10. **Do you already have an #AndSheCycles group, and if not, when do you plan to get started? Please note, money to be made available if successful by February 2024.**
11. **What issues or risks may affect the ability to carry out the project? For example, bikes breaking or limits on staff time.**
12. **How would you overcome these risks initially, and in the future, to make the project sustainable? For example, maintenance plan for bikes or volunteer/parent recruitment.**
13. **Have you secured or do you plan to secure funding from other sources to support cycling at your school? Please provide details.**

Funding case study – Tynecastle

- Completed the #andshecycles school workshop and created an action plan
- Successfully applied for funding, and bought a fleet of 15 bikes
- Established a girls' cycling group in 2021 which meets weekly
- Began with playground sessions to help those less confident
- Now the group goes out on led rides almost every week.



Funding timeline

21st December

Deadline for funding applications

w/c 8th Jan

Applications assessed

By Friday 19th Jan

Winners announced

By 26th Jan

Winning groups contacted to discuss spending

By 16th Feb

Money spent and items ordered

How the funding gets spent

Sustrans will buy the items

- We cannot give groups the funding directly.
- We may be able to purchase items at a lower cost using trade accounts.
- Once items are bought, we'll transfer ownership over.

Approximate costs of items

- Bikes £230-£500 ridgeback terrain series, adventure bikes, decathlon rockrider series or similar
- Helmets £20 - £55 these must be bought in a fleet so the total helmet cost is over £150.
- Public bike pump station £1050
- Secure bike storage for 4 bikes £520

Any questions?

Contact details for further questions
andshecycles@sustrans.org.uk

