

September 2023

Cycling Killearn

ACTION PLAN





CONTEXT

Killearn is a village situated 17 miles northwest of Glasgow with a population of 1,900. It lies within the Stirling Council area. 'Cycling Killearn', launched in February 2023, is a Killearn Community Futures Company (KCFC) project. It aims to promote cycling for local journeys and leisure - benefiting health, wellbeing and the environment. It aligns with the Scottish Government's vision that by 2030 walking, wheeling and cycling will be the most popular choice for short journeys.

COMMUNITY ENGAGEMENT

Cycling Killearn's initial priority was to understand residents' interest in cycling, their perceived barriers and how these might be overcome. Students studying Strathclyde University's 'Masters in Social Entrepreneurship' course were engaged to undertake a research and consultation project. The results are summarised below and the full report is available on the KCFC website.

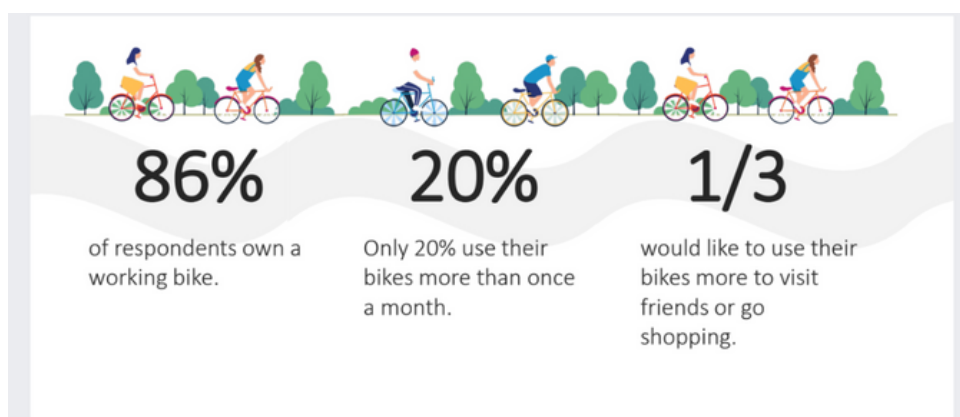


BARRIERS, NEEDS & OPPORTUNITIES

There were 168 responses to the survey (equivalent to 11% adult population) and 31 people enthusiastically participated in facilitated sessions. Although the sample self selected, as potentially early adopters for behaviour change the results are highly relevant.

Whilst 86% of respondents own a bike only 20% cycle more than once a month. However, a third stated that they would like to use bikes more to visit friends and go shopping, if they felt more confident and the infrastructure were improved. Interestingly, 68% stated they would use an ebike more often if they had access to one.

The main barriers were identified as inadequate cycling infrastructure, cycling skills/confidence, maintenance knowledge/skills and cycle parking. Not feeling safe on the roads along with the lack of cycle paths were rated the greatest barriers. Others included geography, weather and journey time.



KEY RECOMMENDATIONS

- Use 'Cycling Friendly Community' award as framework for actions
- Use community involvement to develop bite-size projects
- Use community feedback to influence stakeholders in infrastructure investment
- Focus on active travel
- Promote leisure cycling through guided rides and route maps
- Educate on cycle maintenance & safety, offer Dr Bike checks
- Develop a sharing scheme - rent/share cycling gear

PRIORITIES

Cycling Killearn seeks to encourage behavioral change. Emphasis is on Capability (knowledge, skills & abilities), Opportunity (external factors) and Motivation (internal processes) as a means of changing Behaviour (COM-B model). The following priorities were developed as a result of the research:

1. MANAGE COMMUNITY EBIKES

Killearn has four community ebikes available for hire by those who live or work in the village. They may be hired for a weekend, week or a month. We will actively promote this community resource, enabling more people to discover the benefits of an electric bike. We will also look to develop a bank of resources available for rent.

2. ORGANISE CYCLE TRAINING, LED RIDES AND ROUTE MAPS

We will train ride leaders so that we can then offer led rides for those who would prefer to explore the local area with a buddy or in a group. Adult skills training will also be arranged to help build capability and confidence. Cycle route maps will be available online and hard copies available in public places in the village.

3. ARRANGE BIKE MAINTENANCE WORKSHOPS AND BIKE CHECKS

We will organise workshops to provide people with the skills and confidence to maintain their own bike. In addition, Dr Bike events (bike checks) will be arranged on a regular basis. We will also encourage bike donations, enabling them to be refurbished and re-loved.

4. CHAMPION SAFE CYCLING INFRASTRUCTURE

We will use our voice to champion the relevant authorities to create safe cycling facilities such as cycle paths, parking and lighting. We will play an active role as a member of the community advisory group for the Killearn Active Travel project. We will also contribute to Killearn's Place Plan.

5. ESTABLISH A CYCLING COMMUNITY

We will establish a village cycling community to encourage residents to be involved in cycling activities, share experiences, and provide support to one another. Events and social media will play a key role in promoting the benefits of cycling and stimulating this community spirit.

RESOURCES & FUNDING

Cycling Killearn is totally reliant on volunteers. The core team is fully committed to the project, with others encouraged to contribute time and talents to specific activities (e.g. ride leaders, event support). Volunteering opportunities will be advertised on social media and through email updates.

We will continue to seek to secure grants to help fund our activity. Previous funders include Energy Savings Trust (community ebikes), Cycling Scotland (Active Travel event and ride leader training), Stirling Council (3 cycling events). In addition, in-kind support will be sought from local businesses e.g. Country Cycles.

PARTNERSHIPS & STAKEHOLDERS

Stakeholder mapping has been undertaken (see Strathclyde University report). In pursuing our priorities we will collaborate with other villages that have similar cycling initiatives to share knowledge and tackle shared challenges. These relationships may present opportunities for joint campaigns and initiatives.

Killearn Primary School (which is a key partner) delivers the Bikeability programme and has been awarded 'Cycling Friendly School' status. Other partners include Forth Environment Link, Recycle-a-Bike and Police Scotland - all of which have previously been involved in events (Dr Bike, maintenance classes and bike labeling).

Stakeholders that will play an important role in influencing the cycling infrastructure include Killearn Community Council (ensuring cycling is considered in the development of the Local Place Plan) and Sustrans / Killearn Community Futures Company (Killearn Active Travel project).



COMMUNICATION & PROMOTION

Communications will be designed to encourage people to take up, return to, or increase their frequency of cycling. They will promote the benefits of cycling (financial, health, social, environmental). In addition, comms plans will be created to promote specific activities (training, events, rides etc). We will continue to use a range of channels (social media, website, email, posters, flyers, village magazine, events, community organisations) to achieve wide reach within the village.

MONITORING & EVALUATION

Success will be measured by the number of people engaging with different aspects of the project e.g. ebike hires, led rides, event attendance. In addition, feedback will be sought to assess the level of behavioural change by those engaging with the project. Testimonials will also be sought for marketing purposes.



TARGETS & OUTCOMES

The activities, targets and outcomes associated with delivering our priorities are summarised in the table below. Target dates relate to Killearn Community Futures Company's financial year (to end July 2024). The plan will be reviewed and refreshed on an annual basis.

We aspire to achieve Cycling Scotland's 'Cycling Friendly Community' silver award in 2024. This will be a moment of celebration and will also help build further momentum.

Priority area	Activity	Target (Aug 2023 - July 24)	Outcome	Delivery lead
Community eBikes	Weekend, week & month hire options Taster sessions Invest in online booking system	80 hires	Increased use &/or purchase of ebikes Enable those that lack physical ability to continue cycling Increased ease of booking (& operational efficiencies)	Beth Carruthers
Training, led rides, route maps	Ride leader training Adult road skills training Accompanied rides Cycle routes	8 competent ride leaders 12 benefit from training 30 participants on rides 6 routes promoted	Increased capacity to lead group rides More confident & capable cyclists Greater knowledge and use of local routes	Carol Murray
Maintenance workshops, Bike checks & recycling	Maintenance events Dr Bike sessions Recycle-a-Bike donations	3 workshops 2 Dr Bike sessions 15 bike donations	Increased ability to maintain bikes Increased confidence, resulting in greater bike usage Bikes reused, not landfilled	Sarah Deas
Safe cycling infrastructure	Bike racks at key locations in village Killearn Active Travel project Killearn Place Plan	12 racks at Village Hall / Tennis Club / Co-op Contribute to consultations	Secure parking provision, encouraging increased bike usage Policy influence leading (in long term) to safer cycle routes	Sarah Deas
Cycling community	Presence at community events Social media groups / channels	6 events 250 members/followers	Heightened awareness of the benefits of cycling Self supporting / motivating cycling community	Sarah Deas

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