

Cycle City Workshop Extra Meeting
Wednesday 9th February 2010
York House
Leicester

Present: John Coster (JC)
Anna Singleton (ASg)
Tim Hudson (TH)
Roger Lovell (RL)
Andy Salkeld (AS)
Andy Cryer (AC)
Simon Thomas (ST)
Neil Atkinson (NA)

Chair Janet Hudson (JH)

Minutes

Ride Leicester Brand

A round table discussion was held to capture peoples understanding of the Ride Leicester brand. The following points were made:-

- It is the collective branding for the cycling activity in Leicester.
- The Ride Leicester Blog is an easy way to generate interest and a useful mechanism for the dissemination of information, both marketing and infrastructure.
- It is more focused on big events and should also incorporate grass roots activity.
- As a collective of all the partners, it is working and adds value to the individual projects.
- It is a useful tool for the City Council to support the projects and both need each other.
- Would be useful to have more visibility of support required at each event to enable capacity planning.
- The Cycle City Workshop enables a forum for new and existing partners to engage with.
- Easier for branding of activities.
- Single point of entry into Leicester's cycling activities.
- There is confusion between Cycle City and Ride Leicester.
- Using Ride Leicester brand can remove any politics and help different agencies work together.
- A one stop community cycling hub would be great for the City.

Outcomes

- Agreement that the Ride Leicester brand should be developed.
- Clarity regarding Cycle City and Ride Leicester brand.
 - Cycle City is the control point and a forum for each member partner to represent themselves and the interest of their organisations as individuals .
 - Ride Leicester is the representation of the collective as a whole and should not accede to individual agendas.
- It would be useful to have the domain name and develop a web site which is a stand alone facility.

Events Calendar – Ride Leicester 2011

Events calendar has been prepared and given to all present. Any additions to be emailed to Janethudson@britishcycling.org.uk . A copy will be displayed in the Bike Park and updated on a weekly basis.

Town Hall Bike Park

AS put forward the suggestion of a Lottery Funded application to manage the Bike Park. The strategic lead would be Leicester City Council with the community projects forming the basis of the proposal, the process will take at least six months. Simultaneously, Leicester City Council will be initiating an open tender. AS stated that although this will be managed by the Sustainable Transport team, he will not be part of the final decision making panel.

Outcomes

The group were happy in principal to explore a Lottery Funded application.