

Maidstone Cycle Campaign Forum: Business Plan January 2018 to December 2018

Objective	Person(s) Responsible	Resources Required	Target Date for Starting	Target Date for Completion	Current Status (e.g. not started, in progress etc)
[1] Build a permanent relationship with Kent County Council in order to learn about and influence their cycling strategies and plans - ongoing	Paul Harper	None	May 2018	October 2018	
[2] Start Recruitment to membership of the Maidstone Cycle Campaign Forum (target 40 members in 2018, 60 in 2019, 100 in 2020)	Russell Chidwick, James Gower	Internet and Social Media	March 2018	December 2018	
[3] Produce a Mission Statement	Trustees	None	January 2018	March 2018	with Business Plan
[4] Aim to get the Maidstone Cycle and Walking Strategy endorsed by Kent County Council (KCC)	Paul Harper, James Gower	None	May 2018	October 2018	
[5] Survey views of people and groups who cycle in Maidstone (including carry out a survey of people using cycle stands at Maidstone West, Maidstone East and offices)	James Gower/ James Willis, Matt Fraser	Printing Paper Envelopes	September 2018	December 2018	
[6] Survey cycle to work and cycle to school schemes.	Matt to make contact with Sarah Deacon. (Sustrans' Engagement Officer Community Rail Partnership)	None	January 2018	March 2018	
[7] Establish links to other forums in Kent	Paul Harper / Russell Chidwick	Possible Hire of Venue	January 2018	July 2018	Initial contact list prepared and first approach made

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[8] Arrange speakers to future meetings of the forum	Matt Fraser				
[9] UK Bike Week –in June yearly.	Angelo Martinez	None, will need to identify funding, Hire of pitch space in Jubilee Square	March 2018	June 2018	
[10] Organise CycleFest 2018, to take place in September 2018	Paul Harper, James Willis, James Gower, Matt Fraser	Will need to identify £800 of sponsorship	March 2018	September 2018	
[11] Carry out a review of major one-way and road systems in the town, including the gyratory.	Angelo Martinez (Short Term Proposals), James Gower (Long Term Proposals)	None	January 2018	March 2018	
[13] Work with Maidstone Borough Council to enable and encourage cycling in parks	Paul Harper, James Willis, James Gower, Matt Fraser	None	August 2018	October 2018	
[14] Produce a quarterly or half-yearly newsletter	Russell Chidwick to edit, all to provide content				
[15] Publish more content for website and social media	Russell Chidwick and James Gower	none			
[16] Organise a visit to London to showcase examples of good practice	James Gower	None	May 2018	August 2018	
[17] Contact all party leaders in Maidstone Borough Council Election to establish their Views on cycling – (Labour, Tory, Liberal, UKIP, Independents, Green, Other), publish the views	James Gower, Matt Fraser	None	March 2018	April 2018	

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[18] Establish a presence on Facebook and Twitter	James Gower and Russell Chidwick	Internet	March 2018		
[19] Medway Towpath – ensure that there is regular maintenance, and also improve the section from Lockmeadow to Monckton's Lane	Angelo Martinez, Paul Harper	None	ongoing		

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[1] Start Recruitment to membership of the Maidstone Cycle Campaign Forum (target 60 in 2019, 100 in 2020 - ongoing)	Russell Chidwick, James Gower	Internet and Social Media	January 2019	December 2019	
[2] Establish links to other forums in Kent - ongoing	Paul Harper, Russell Chidwick	Possible Hire of Venue	January 2019	December 2019	Initial contact list prepared and first approach made
[3] Arrange speakers to future meetings of the forum - ongoing	All Members				
[4]UK Bike Week –in June yearly.	Angelo Martinez	None, will need to identify funding for a stall / pitch in Jubilee Square	January 2019	June 2019	
[5] Organise CycleFest 2019, to take place in either June 2019 or September 2019	Paul Harper, James Willis, James Gower, Matt Fraser	Will need to identify £900 of sponsorship	November 2018	September 2018	
[6] Work with Maidstone Borough Council to enable and encourage cycling in parks - ongoing					
[7] Produce a quarterly or half-yearly newsletter - ongoing	Russell Chidwick to edit, all to provide content				
[8] Publish more content for website & social media-ongoing	Russell Chidwick and James Gower	none			

Objective	Person(s) Responsible	Resources Required	Target Date for Starting	Target Date for Completion	Current Status (e.g. not started, in progress etc)
[9] Aim to get updates Maidstone Cycle and Walking Strategy endorsed by Kent County Council (KCC)					
[10] Consider opportunities to incorporate the cycle strategies into new developments as proposed					
[11] Lead a campaign on pollution, encouraging people to combine bike travel with use of buses and trains.	All Trustees led by James Gower	None	January 2019	December 2019	
[12] Work with Maidstone Borough Council (MBC in order to influence their cycling strategies and plans					
[13] Work with Maidstone Borough Council to enable and encourage cycling in parks - ongoing	Paul Harper, James Willis, James Gower, Russell Chidwick	None	April 2019	October 2019	
[14] Lobby all Candidates in Maidstone Borough Council Election to establish their Views on cycling – contact the Party Leaders (Labour, Tory, Liberal, UKIP, Independents, Green, Other), publish results	James Gower, Matt Fraser	None	March 2019	April 2019	
[15] Medway Towpath – ensure that there is regular maintenance and also improve the section from Lockmeadow to Monckton's Lane	Angelo Martinez, Paul Harper	None	ongoing		