



CYCALL Adapted Cycling Strategic Plan 2020-2022

Making cycling a choice for all

“The feeling is just wonderful...I feel proud of myself and I am able to be like everyone else”. (TL, Aged 9)

“A number of studies have shown cycling to have multiple health benefits. Cycling has also been linked to improved mental wellbeing”. Wheels for Wellbeing

STRATEGIC PLAN 2020-2022



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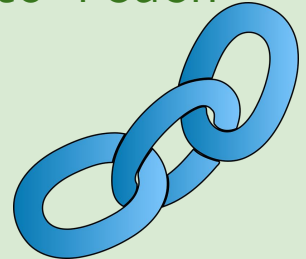
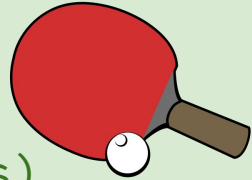
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MOVING FORWARD-OUR PLANS FOR 2021

2021



- To develop a wildlife habitat/sensory garden area adjacent to our storage containers. This will improve the area for all park users and create a bee habitat
- To become a Ping! Table Tennis accredited provider (supporting the development of gross motor skills, coordination and social skills for our participants)
- To promote the benefits of adapted cycling to the wider community (focus on social prescribing and hard to reach groups of people)
- To increase the volunteer and Trustee team
- To develop new partnerships and relationships

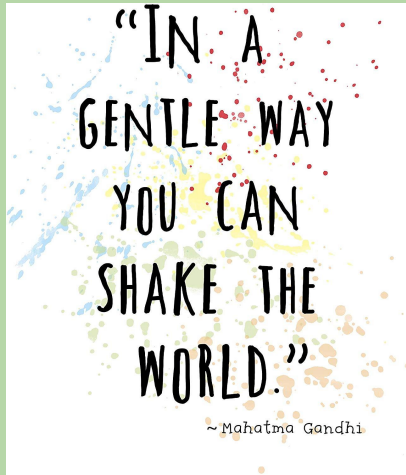




Foreword

Welcome to the strategic plan for CYCALL for the period 2020-2022. CYCALL was launched in May 2018 and started running adapted cycling sessions in June 2019. In late July we moved to our lovely new home at Brooklands Park, Worthing. This year we are looking forward to developing as an organisation, recruiting a diverse range of volunteers and offering adapted cycling sessions to as many as possible. We are also looking forward to building relationships with other organisations in the local community. We are only a small organisation but we have a big vision.

Martine Walters, Director (Voluntary)



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Vision

- ❑ To make cycling accessible to all

Mission

- ❑ To promote and enhance the health and wellbeing of all those involved with CYCALL

Values

- ❑ Collaboration....working with others and building effective relationships & partnerships
- ❑ Respect....celebrating the diversity and difference within us all, valuing each and everyone
- ❑ Development....embracing change that allows us to fulfill our individual potential



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Organisational behaviour to promote our values



Collaboration

- Identify and pursue opportunities to form successful and meaningful partnerships with other organisations.
- Do their utmost to create an environment where everybody feels encouraged and supported.

Respect

- Demonstrate that we value diversity by accepting and respecting people's individuality.
- Treat people with courtesy, politeness, and kindness.

Development

- Demonstrate a positive attitude to the development of each other and the organisation.

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Targets 2021

- To increase the number of people accessing a CYCALL adapted cycling session (beneficiaries)
- To increase the number of settings attending regular CYCALL sessions
- To increase the numbers and diversity of volunteers/Trustees
- To develop the Impact Measurement skills of the Directors/Trustees
- To improve the confidence, self esteem and independence of participants
- To develop the social skills of participants by communicating and interacting with other participants, volunteers, caregivers and 'buddy' riders
- CYCALL adapted cycling sessions will allow participants to fulfil their physical potential and improve coordination, strength and balance
- To develop CYCALL sessions by providing more Outdoor & sensory games & toys
- To develop a sensory garden and wildlife habitat area next to the storage containers, thus improving the visual appearance for all park users



STRATEGIC PLAN 2020-2022

CYCALL	2020 Highlighted red-unable to do: COVID restrictions Blue -Completed	2021	2022
Fundraising (Financial)	<ul style="list-style-type: none"> To apply for grants (see resources) To attend community events (see events calendar) To undertake street collections 	<ul style="list-style-type: none"> To apply for grants (see resources) To attend community events (see events calendar) To undertake street collections 	<ul style="list-style-type: none"> To apply for grants (see resources) To attend community events (see events calendar) To undertake street collections
Beneficiaries & Stakeholders	<ul style="list-style-type: none"> To increase the number of participants attending CYCALL sessions 	<ul style="list-style-type: none"> To increase the number of organisations booking CYCALL sessions at Brooklands Park To increase the number of people attending CYCALL sessions 	<ul style="list-style-type: none"> To increase the number of residential homes, schools and hospices booking an on-site visit from CYCALL
Practices & Procedures (Organisation)	<ul style="list-style-type: none"> To convert from a C.I.C. to a C.I.O. and obtain Charity Status To review Safeguarding, Child Protection & H & S Policies Update Risk Assessments Improve Monitoring and Impact Measurement Update DBS checks if needed 	<ul style="list-style-type: none"> Review all policies Review Risk Assessments Update DBS checks if needed 	<ul style="list-style-type: none"> Update Safeguarding, Child Protection & H & S Policies Update Risk Assessments Update DBS checks if needed
Monitoring & Evaluation	<ul style="list-style-type: none"> To create baseline M & E data 	<ul style="list-style-type: none"> To develop effective M & E (feedback data) Review M & E using BBC Children In Need Training/SE Tackling Inequalities. Update evaluation forms. Update KPI's for Making A Difference. 	

CYCALL	2020 Highlighted red-unable to do: COVID restrictions Blue -Completed	2021	2022
Workforce	<p>Develop a volunteering strategy & increase no of volunteers</p> <p>Volunteers to receive Induction, safeguarding & Dementia Friends Training</p> <p>Develop Impact Measurement (ongoing: attended BBC Children In Need Make A Difference Training)</p> <p>To become a competent Makaton friendly org (ongoing)</p>	<p>To recruit a diverse range of volunteers (remove barriers to volunteering)</p> <p>To give volunteers the opportunity to access formal training (Wheels For All)/Inclusion Training/First Aid Training/Dementia Friends/Makaton)</p> <p>To employ a seasonal sessional worker.</p>	<p>Explore funding opps for a paid member of staff.</p> <p>Review volunteer strategy</p> <p>Extend training opportunities (First Aid)</p>
Resources (Site)	<p>To replace signs at Brooklands Park (update: signs ordered, waiting for delivery)</p> <p>To price and source storage containers. (update: funding received to construct a pitched roof: containers are now waterproof)</p>	<p>To improve the site at Brooklands Park (Wildlife habitat, paint containers, trellis planting)</p>	
Resources (Equipment)	<p>To purchase a side by side trike, a children's trike & a hand propelled trike</p> <p>Service of FTG & Velo Plus (Tomcat)</p> <p>Service of bikes</p>	<p>To extend the provision of outdoor games and sensory toys</p> <p>To become a Ping! Table Tennis Location</p> <p>Service of FTG & Velo Plus (Tomcat)</p> <p>Service of bikes (Cyclo Analysis)</p>	<p>To become mobile and take bikes to hospices, schools, organisations, residential homes. Pop up sessions with local partners.</p> <p>Service of FTG & Velo Plus (Tomcat)</p> <p>Service of Bikes</p>
Engagement	<p>To develop current partnerships</p>	<p>To engage with TV & radio media to raise profile</p> <p>To continue to develop partnerships.</p> <p>To explore further CYCLING UK Community Hubs & Dr Bike (Big Bike Revival Scheme)</p>	<p>To consolidate partnerships</p>

CYCALL	2020 Highlighted red-unable to do: COVID restrictions Blue -Completed	2021	2022
Governance	Annual General Meeting (Sept) To increase Trustees to 6 To hold 2 Trustees Meetings (held via Zoom)	Annual General Meeting (Sept) To arrange Trustee training (CPD) To hold 3 Trustees Meetings	Annual General meeting (Sept) To hold 3 Trustees Meetings
Partnership, Networking & Learning		To attend Networks & Forums: Sport England, Worthing & Adur Older People Networks (Age UK) , Sussex Disability Sport Network (Active Sussex), National Association of Social Prescribing Hubs, Worthing Dementia Alliance, Dementia Friendly Worthing, The Health Foundation, Activity Alliance	To attend Networks & Forums: Sport England, Worthing & Adur Older People Networks (Age UK) , Sussex Disability Sport Network (Active Sussex), National Association of Social Prescribing Hubs, Worthing Dementia Alliance, Dementia Friendly Worthing, The Health Foundation, Activity Alliance

CYCALL 2021	Key Objective	How	Who	When	KPI
Fundraising (Financial)	<p>To apply for grants (see resources)</p> <p>To attend community events (see events calendar)</p> <p>To undertake street collections</p>	<p>Apply to grant givers for running costs funding</p> <p>Attend community events to promote CYCALL Undertake Street Collections; Ferring, Goring, Lancing, Asda & Tesco</p> <p>Attend Roundstone /B.Green & Adur Car Boot Sale</p>	<p>Martine</p> <p>Trustees</p> <p>Martine & Rob</p> <p>Martine & Rob</p>	<p>See Grants Schedule</p> <p>See events calendar</p> <p>Applications submitted</p> <p>See fundraising calendar</p>	<p>Grant Income will cover the costs of improving the area at Brooklands/buying outdoor games and cover running costs.</p> <p>Community Engagement will be effective in attracting support</p> <p>Funds raised will be increased by 10%</p>
Beneficiaries & Stakeholders	<p>To increase the number of organisations booking CYCALL sessions at Brooklands Park</p> <p>To increase the number of people attending CYCALL sessions</p> <p>To reach people with long term & age related health conditions</p>	<p>Extend the use of social media</p> <p>Community Engagement</p> <p>Media Articles</p> <p>Engage with local organisations</p> <p>Engage with West Sussex Social Prescribers</p> <p>Training sessions from NASP</p> <p>Sport England 'We Are Undefeatable Campaign'</p>	<p>Trustees</p> <p>Volunteers</p> <p>Martine</p>	<p>March-October</p> <p>On-going</p>	<p>Number of beneficiaries of CYCALL sessions will increase by 20%</p> <p>Number of beneficiaries with long term & age related health conditions will increase</p>

CYCALL 2021	Key Objective	How	Who	When	KPI
Workforce	To recruit a diverse range of volunteers (remove barriers to volunteering)	Ask for assistance from Community Works/Social Media Request	Martine	March 2021	CYCALL will attract 4 new volunteers in 2021
	To give volunteers the opportunity to access formal training (Wheels For All) /Inclusion Training/First Aid Training/Dementia Friends/Makaton)	Inclusion Training Induction Session Dementia Friends Session Wheels For All Training St John Ambulance Volunteers to self train	Martine Trustees Volunteers	Ongoing	All volunteers will receive safeguarding training 5 volunteers will become Dementia Friends Makaton will be used as a means of communication
	To employ a seasonal sessional worker.		Trustees	Ongoing	CYCALL will recruit 2 new Trustees
Engagement	To engage with TV & radio media to raise profile	Contact South Today/Meridian & BBC Radio Sussex To develop partnership with Dementia Friendly Worthing, TCV-Growing Communities & Pedal People	Trustees	Ongoing	CYCALL will receive media exposure to raise the profile of the organisation
	To continue to develop partnerships.	To explore further CYCLING UK Community Hubs & Dr Bike (Big Bike Revival Scheme)	Martine Matt Shaw (CycloAnalysis) Dani Christmas (UK Cycling)	Spring 2021	CYCALL will develop working partnerships with Dementia Friendly Worthing, TCV & Pedal People. CYCALL will take part in CYCLING UK Big Bike Revival and become a Community Hub

CYCALL 2021	Key Objective	How	Who	When	KPI
Governance	Annual General Meeting (Sept) To arrange Trustee training (CPD) To hold 3 Trustees Meeting	Via Zoom	Trustees Martine	November 2021 Spring 2021 March, June, October	CYCALL will have a board of 6 Trustees with a diverse range of experience & ability. CYCALL will be adhering to Governance Procedures in accordance with The Charity Commission guidance.
Resources (Equipment) Repairs & Maintenance	To extend the provision of outdoor games and sensory toys To become a Ping! Table Tennis Location To service Velo Plus & FTG Annual Service Monthly Safety Check as routine	Grant applications Fundraising Grant Funding applied : Bruce Wake Kevin (Tomcat) on delivery of new bikes Cyclo Analysis	Trustees	Ongoing	CYCALL will offer a wide range of sensory toys/outdoor games.
Resources (Site)	To improve the site at Brooklands Park (Wildlife habitat, paint containers, trellis planting)	Grant Funding applied: Adur Community Grants/Rampion Wind Farm	Trustees	2021	The area used for CYCALL rides and storage will be improved for all park users

CYCALL 2021	Key Objective	How	Who	When	KPI
Partnership, Networking & Learning	To move forward, learn and grow as an organisation through attending learning opportunities, taking part in networks and forums and learning from best practice both locally and nationally.	Attend digitally or otherwise: forums, network and learning sessions	Trustees & Volunteers	Ongoing	CYCALL will be a learning organisation open to change and development. CYCALL will contribute to policy, learning and thoughts at a local and national level.
Practices & Procedures (Organisation) Monitoring & Evaluation	Review all policies Update DBS checks if needed Update Risk Assessments Consolidate learning & developing re: Monitoring & Evaluation/ Impact Measurement	Review Policies Not needed 2021 Update Risk Assessments Review & Update Evaluation & Feedback Processes and procedures.	Directors Trustees Trustees	On-going May 2021 Spring 2021	CYCALL will remain stringent and robust in area of safeguarding and Health & Safety CYCALL will develop effective Impact Measurement

CYCALL 2020	Key Objective	How	Who	When	KPI
Fundraising (Financial)	<p>To apply for grants (see resources)</p> <p>To attend community events (see events calendar)</p> <p>To undertake street collections</p>	<p>Apply to grant givers for equipment grants</p> <p>Attend community events to promote CYCALL Undertake Street Collections; Ferring, Goring, Lancing, Asda & Tesco</p> <p>Attend Roundstone /B.Green & Adur Car Boot Sale</p>	<p>Martine</p> <p>Trustees</p> <p>Martine & Rob</p> <p>Martine & Rob</p>	<p>See Grants Schedule</p> <p>See events calendar</p> <p>Applications submitted</p> <p>See fundraising calendar</p>	<p>Grant Income will match 2019</p> <p>Community Engagement will be effective in attracting support</p> <p>Funds raised will be increased by 10%</p>
Beneficiaries & Stakeholders	<p>To increase the number of participants attending CYCALL sessions</p>	<p>Extend the use of social media</p> <p>Community Engagement</p> <p>Media Articles</p> <p>Engage with local organisations</p>	Trustees	March-October	<p>Number of beneficiaries of CYCALL sessions will increase by 20%</p>
Practices & Procedures (Organisation)	<p>To convert from a C.I.C. to a C.I.O. and obtain Charity Status</p> <p>To review Safeguarding, Child Protection & H & S Policies</p> <p>Update Risk Assessments</p> <p>Improve Monitoring and Impact Measurement</p>	<p>Apply to the Charity Commission</p> <p>Review Policies</p> <p>Update Risk Assessments</p> <p>Attend BBC Children In Need Training</p> <p>Rewrite IMPACT document</p>	<p>Directors</p> <p>Trustees</p> <p>Trustees</p> <p>Martine Rob</p>	<p>On-going</p> <p>May 2020</p> <p>April 2020</p> <p>April 10th, 2020</p>	<p>CYCALL will ensure sustainability & be able to apply to 10 more grant givers</p> <p>CYCALL will remain stringent and robust in area of safeguarding</p> <p>CYCALL will develop effective Impact Measurement</p>

Highlighted-not achievable due to COVID 19
Highlighted-achieved

CYCALL 2020	Key Objective	How	Who	When	KPI
Resources (Human)	To increase number of volunteers	Develop a volunteering strategy Ask for assistance from Community Works	Martine	March 2020	CYCALL will attract 6 new volunteers in 2020
	Volunteers to receive Induction, safeguarding & Dementia Friends Training	Induction Session Dementia Friends Session	Martine Trustees	Ongoing June 2020	All volunteers will receive safeguarding training 5 volunteers will become Dementia Friends
	To become a Makaton friendly organisation (ongoing)	Volunteers to self train	Volunteers	Ongoing	Makaton will be used as a means of communication CYCALL will recruit 2 new Trustees
	To increase Trustees	Social Media request Community Works	Trustees	After conversion to C.I.O.	
Engagement	To develop current partnerships	To develop partnership with Dementia Friendly Worthing, TCV-Growing Communities & Pedal People	Trustees	Ongoing	CYCALL will form develop working partnerships with Dementia Friendly Worthing, TCV & Pedal People.
Governance	To recruit 2 more Trustees (Total of 6) To hold 2 Trustees Meeting	Advertise via Community Works	Trustees Martine	Summer 2020 Spring 2020 Autumn 2020	CYCALL will have a board of 6 Trustees with a diverse range of experience & ability.

CYCALL 2020	Key Objective	How	Who	When	KPI
Resources (Equipment)	To extend the range of bikes offered at CYCALL sessions	Grant applications Fundraising	Trustees	Ongoing	CYCALL will purchase a side by side trike, a children's trike & a hand propelled trike
Resources (Site)	To change signs at Brooklands Park To price and source replacement storage containers	Contact Craig Ifield			

Highlighted-not achievable due to COVID 19
Highlighted-achieved



Targets 2020

- To increase the number of people accessing a CYCALL adapted cycling session (beneficiaries) ✓
- To increase the fleet of bikes ✓
- To increase the numbers and diversity of volunteers
- To develop the Impact Measurement skills of the Directors/Trustees ✓
- To improve the confidence, self esteem and independence of participants ✓
- To develop the social skills of participants by communicating and interacting with other participants, volunteers, caregivers and 'buddy' riders. ✓
- CYCALL adapted cycling sessions will allow participants to fulfil their physical potential and improve coordination, strength and balance. ✓



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Looking Back ~ Achievements 2020

- Registering as a Community Interest Company in May 2018
- Successful funding bids resulting in the purchase/donation of 6 children's trikes, an accessible go-kart, a 4 seater trike, a wheelchair transporter trike and 2 adult trikes
- Starting CYCALL rides in June 2019



- Moving to our new home at Brooklands Park in July 2020
- Developing partnerships with local community organisations
- Attending community events
- Successful fundraising at car boot sales, street collections & sponsored events
- Attending networking/local community organisations to present the work of CYCALL

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Looking Back ~ Achievements 2018 -2019

- Registering as a Community Interest Company in May 2018
- Successful funding bids resulting in the purchase/donation of 6 children's trikes, an accessible go-kart, a 4 seater trike, a wheelchair transporter trike and 2 adult trikes
- Starting CYCALL rides in June 2019



- Moving to our new home at Brooklands Park in July 2019
- Developing partnerships with local community organisations
- Attending community events
- Successful fundraising at car boot sales, street collections & sponsored events
- Attending networking/local community organisations to present the work of CYCALL

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