



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)

"If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat." Public Health England

STRATEGIC PLAN 2020-2022



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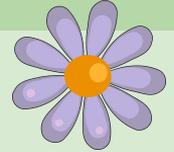
16-19 2020/21 Records of achievement (KPI Outcomes)



STRATEGIC PLAN 2020-2022

MOVING FORWARD-OUR PLANS FOR 2022

2022



- 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 create 'quiet spaces' for calm & reflection
- To promote the benefits of adapted cycling to the wider community and as a preventative health care option for people in later life (focus on social prescribing, hard to reach groups of people)
- To run specific sessions for focus groups (i.e. age/gender or health condition)
- To increase the volunteer team
- To increase number of sessions (2 x sessional workers)



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. In Spring 2021, we registered as a charity with The Charity Commission. 2021 was a challenging year due to the ongoing COVID 19 epidemic. However, we had a very successful year and achieved very good outcomes. In response to the growth of CYCALL and the demand for our session, the Trustees will be recruiting 2 sessional workers to support the work of volunteers in 2022. This will allow us to run more sessions. We are also hoping to recruit a diverse range of volunteers to support us in our delivery of CYCALL sessions. We are looking forward to continuing to build relationships with other organisations in the local community. We are so grateful to our supporters who really are the beating heart of CYCALL. We are only a small organisation but we have a big vision.



Martine Walters, Chair (Voluntary)

STRATEGIC PLAN 2020-2022



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



STRATEGIC PLAN 2020-2022



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.

STRATEGIC PLAN 2020-2022



Targets 2022

- To increase the number of people accessing a CYCALL adapted cycling session (beneficiaries)
- To run focus sessions for people with specific characteristics (using learning from 2021)
 - To increase the number of sessions
 - To increase the number of settings attending regular CYCALL sessions
 - To increase the numbers and diversity of volunteers
 - 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 a sensory garden and wildlife habitat area next to the storage containers, thus improving the visual appearance for all park users



CYCALL	2020 Highlighted red-unable to do: COVID restrictions Blue -Completed	2021 Highlighted Red - unable to do due to COVID Blue-Completed	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/store collections To run an 'event fundraising' day (Summer) Monitor income from Square machine To sell donated goods at Car Boot sales
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/settings 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 To run 'specific' sessions for focus groups (hard to reach) e.g. women, men, LLWIL, LLB, Supported sessions (socially isolated, mental health & anxiety)
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 (2022) Update DBS checks if needed (new volunteer applications) 	<ul style="list-style-type: none"> Update Safeguarding, Child Protection & H & S Policies Redo Risk Assessments (more detailed) Update DBS checks if needed Apply for DBS checks/run Safeguarding training for new volunteers/session workers MW & RW update 1st Aid training (& 2)
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. 	<ul style="list-style-type: none"> Obtain feedback forms from participants Develop use of whiteboards and creative data collection to measure impact Focus groups ; Obtain baseline data and track health/wellbeing progress.

CYCALL	2020 Highlighted red-unable to do: COVID restrictions Blue -Completed	2021 Highlighted red-unable to do: COVID restrictions Blue -Completed	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>Recruit 2 sessional workers</p> <p>To recruit a diverse range of volunteers (remove barriers to volunteering)</p> <p>Review volunteer strategy</p> <p>Extend formal training opportunities (First Aid/Wheels For All, Makaton)</p> <p>Encourage workforce to become Dementia Friends</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) Funds secured; work to take place in 2022</p>	<p>To paint and refurb storage containers</p> <p>To improve the site at Brooklands Park (Wildlife habitat, paint containers, trellis planting)</p> <p>To create quiet spaces</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>Pop up sessions with local partners.</p> <p>Service of FTG & Velo Plus (Tomcat)</p> <p>Service of Bikes</p> <p>Take delivery of O Pair</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> <p>Take part in WMHAW</p> <p>To explore further work with Bikeability</p> <p>To run Big Bike Revival sessions (Cyclo Analysis)</p> <p>To engage with local TV to raise profile</p>

CYCALL	2020 Highlighted red-unable to do: COVID restrictions Blue -Completed	2021 Highlighted red-unable to do: COVID restrictions Blue -Completed	2022
Governance	<p>Annual General Meeting (Sept)</p> <p>To increase Trustees to 6</p> <p>To hold 2 Trustees Meetings (held via Zoom)</p>	<p>Annual General Meeting (Sept)</p> <p>To arrange Trustee training (CPD)</p> <p>To hold 3 Trustees Meetings (via Zoom)</p>	<p>Annual General meeting (March)</p> <p>To hold 3 Trustees Meetings</p>
Partnership, Networking & Learning		<p>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, LLWILL Learning Cohort (Active Sussex). LWB (Active Partnerships)</p>	<p>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, LLWILL Learning Cohort (Active Sussex). LWB (Active Partnerships)</p>

CYCALL 2022	Key Objective	How	Who	When	KPI
Fundraising (Financial)	To apply for grants (see resources)	Apply to grant givers for core costs funding	MW	See Grants Schedule	Grant Income will cover 50 % of the core costs of CYCALL
	To attend community events (see events calendar) To undertake street/store collections	Attend community events to promote CYCALL. Apply to stores (coll pots & in-person) & AW Council	V/Tr	See events calendar	Community Engagement will be effective in attracting support (financial & practical) Collection pots will be sited in 3 retail outlets Fundraising event will:
	To run an 'event fundraising' day (Summer) Monitor income from Square machine	Summer Festival at Brooklands Park Record Vol Donations in Management Accounts		See fundraising calendar Ongoing-Management Accounts	<ul style="list-style-type: none"> • Be a positive community event • Raise the profile of adapted cycling/CYCALL • Raise funds for CYCALL • Increase supporters 7 volunteers
	To sell donated goods at Car Boot sales	Attend Roundstone /B.Green & Adur Car Boot Sale		Spring/Summer 2022	CYCALL will raise £300 by selling donated goods. Target funds raised : £1500
Beneficiaries & Stakeholders	To increase the number of residential homes, schools and hospices booking an on-site visit from CYCALL To run 'specific' sessions for focus groups (hard to reach) e.g. women, men, LLWIL, LLB, Supported sessions (socially isolated, mental health & anxiety, lthc, age related)	Extend the use of social media Community Engagement Media Articles Engage with local organisations Engage with West Sussex Social Prescribers Use Active Partnerships learning (AS-LLWIL & LLB) Sport England 'We Are Undefeatable Campaign'	MW V/W	March-October On-going	Number of beneficiaries of CYCALL sessions will increase (Target 450 ind/1600 total participants) Target : Increase settings form 18 to 20 Increase no. of sessions : 90 Number of beneficiaries with long term & age related health conditions will increase (Record in data collection for specific groups & baseline data) Target 10%

CYCALL 2022	Key Objective	How	Who	When	KPI
Monitoring & Evaluation	To continue to develop Monitoring & Evaluation Practices & gather quality data	Obtain feedback forms from participants	V/WF	On-going	75% of participants will fill in an evaluation form Whiteboards will be used by 10% of participants 2 new forms of creative evaluation methods will be employed
	Use M & E to inform planning of future activities	Develop use of whiteboards and creative data collection to measure impact	V/MW/R W	On-going	
		Focus groups ; Obtain baseline data and track health/wellbeing progress.	MW	On-going	10 people from each focus group will be tracked via baseline and ongoing evaluation
		Complete M & E forms for Grant-givers	MW	Ad Hoc	All grant givers and supporters will receive a SDP and an Impact Report. All grant reporting requirements will be fulfilled
		Record data (see GDPR)	MW	On-going	
		Analyse data	Tr	January	An Impact Report will be sent to all supporters
		Produce an Annual Impact Report	Tr	Ongoing	3 improvements/updates/changes/reflections/learning opportunities will take place during 2022 to the

CYCALL 2022	Key Objective	How	Who	When	KPI
Workforce	Recruit & induct 2 sessional workers	Social Media/ Community Works	Trustees	February 2022	2 sessional workers will be employed (May-August)
	Employment Requirements (Legal & Best-practice)	CW/Sage Payroll	Trustees	Ongoing	CYCALL will be a legal employer
	To recruit a diverse range of volunteers (remove barriers to volunteering)	Ask for assistance from Community Works/Social Media Request	Volunteers		
	Review volunteer strategy Extend formal training opportunities (First Aid/Wheels For All, Makaton)	Inclusion Training Induction Session Dementia Friends Session Wheels For All Training	Trustees/Volunteers	Ongoing	The CYCALL volunteer strategy will be an up to date working document. 2 volunteers will receive formal training opportunities.
	Encourage workforce to become Dementia Friends	St John Ambulance Volunteers to self train Dementia Friendly Worthing	Trustees/Volunteers		2 additional volunteers will become Dementia friends
Engagement	To consolidate partnerships. Take part in WMHAW	CYCALL sessions/community events	Trustees/Volunteers/WF	Ongoing	18 organisations will continue to attend CYCALL sessions. 2 new settings will attend.
	To explore further work with Bikeability	Bikeability to share use of facilities and resources.	WSCC		Brooklands Park will become a Bikeability Family centre

CYCALL 2022	Key Objective	How	Who	When	KPI
Governance	Annual General meeting (March)	In Person (hopefully)	Trustees Martine	March 2022	CYCALL will have a board of 4 Trustees with a diverse range of experience & ability. CYCALL will produce a timely TAR and set of accounts.
	To hold 3 Trustees Meetings To meet the reporting requirements of The Charity Commission and maintain good and transparent record-keeping. To produce annual Accounts and Trustees report	3 meetings via Zoom/email On-line submission of TAR and Financial Accounts (2021/2022)	Trustees MW, Msrs Fuller	June 2022	
Resources (Equipment)	Pop up sessions with local partners. Take delivery of O Pair	T.B.I	Trustees	Ongoing	2 pop up sessions with local partners
Repairs & Maintenance	Service of FTG & Velo Plus (Tomcat) Service of Bikes	Kevin (Tomcat) on delivery of new bike Cyclo Analysis	Matt Shaw Tomcat	Ongoing	CYCALL will maintain a safe fleet of adapted trikes and keep a record of repairs & maintenance.
Resources (Site)	To refurb & repaint containers To improve the site at Brooklands Park (Wildlife habitat, paint containers, trellis planting) To create quiet spaces	Marine Auto Funding Secured-Screwfix, Southern Water, Rampion, National Lottery HF	Derek Volunteers	Spring 2022	Containers will be secure. The area used for CYCALL rides and storage will be improved for all park users (2022)

CYCALL 2022	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 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, LLWILL Learning Cohort (Active Sussex). LWB (Active Partnerships)	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. (Named as a partner on WSCC Travel Plan & Consultation document)
Practices & Procedures (Organisation)	<p>Update Safeguarding, Child Protection & H & S Policies Redo Risk Assessments (more detailed)</p> <p>Process(new) & Update DBS checks if needed Apply for DBS checks/run Safeguarding training for new volunteers/sess workers MW & RW update 1st Aid training (& 2 volunteers)</p>	<p>Review Policies</p> <p>Update Risk Assessments (Use examples from Trish) See Governance records</p> <p>Zoom sessions / Training Pack on Induction St Johns Ambulance Course</p>	<p>Trustees Trustees</p> <p>MW</p> <p>MW MW</p> <p>MW/RW</p>	<p>On-going</p> <p>January 2022</p> <p>Ongoing</p>	<p>CYCALL will remain stringent and robust in area of safeguarding and Health & Safety</p> <p>4 volunteers will receive First Aid training.</p>

CYCALL 2021	Key Objective	How	Who	When	KPI	Outcome (Reported 4.1.2022) Highlighted Red - unable to do due to COVID Blue-Completed
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</p> <p>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>	<p>Grant Income 2020/21 £53799 ; Allowed CYCALL to complete fleet of bikes, improve area at site, employ 2 x sessional workers, purchase new games, meet running costs.</p> <p>Achieved due to Circus 4 CYCALL day</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>	<p>Number of beneficiaries increased from 203 to 1453</p> <p>Attended SE & Active Partnerships Learning Opportunities. Learning to be used to focus on this group</p>

CYCALL 2021	Key Objective	How	Who	When	KPI & (Outcome reported 4.1.22) Highlighted Red - unable to do due to COVID Blue-Completed
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 (on-going)
	To employ a seasonal sessional worker.		Trustees	Ongoing	CYCALL will recruit 2 new Trustees (current team was effective for 2021)
Engagement	To engage with TV & radio media to raise profile	Contact South Today/Meridian & BBC Radio Sussex	Trustees	Ongoing	CYCALL will receive media exposure to raise the profile of the organisation- Articles in 'All About', Worthing Herald, Aarhus, Interview on BBC Radio Sussex
	To continue to develop partnerships.	To develop partnership with Dementia Friendly Worthing, TCV-Growing Communities & Pedal People	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

CYCALL 2021	Key Objective	How	Who	When	KPI (& outcome reported 4.1.2022) Highlighted Red - unable to do due to COVID Blue-Completed
Governance	Annual General Meeting (Sept) Scheduled for March 2022 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 4 Trustees with a diverse range of experience & ability. CYCALL will be adhering to Governance Procedures in accordance with The Charity Commission guidance.
Resources (Equipment)	To extend the provision of outdoor games and sensory toys To become a Ping! Table Tennis Location	Grant applications Fundraising Grant Funding applied : Bruce Wake	Trustees	Ongoing	CYCALL will offer a wide range of sensory toys/outdoor games.
Repairs & Maintenance	To service Velo Plus & FTG Annual Service Monthly Safety Check as routine	Kevin (Tomcat) on delivery of new bikes Cyclo Analysis			CYCALL will maintain a safe fleet of adapted trikes and keep a record of repairs & maintenance.
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 (2022)

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. (Named as a partner on WSCC Travel Plan & Consultation document)
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 (Annual Impact Report)