



Glasgow City Council Councillor Ward Tours

Walk Cycle Vote Campaigners Day

31st March 2018

Whisky Bond, Glasgow



we walk we cycle we vote

#walkcyclevote

Councillor Tours

- Why
- Who
- What
- When
- How

Councillor Tours - Why

- Glasgow Council - New Administration
- A lot of new Councillors
- Numerous projects in Glasgow (SCW, Sauchiehall Street, Byres Road)
- Numerous issues related to cycling in Glasgow
- It is a good thing to do
- Showing the good and the bad has a greater impact
- Provide an opportunity to discuss issues face to face

Councillor Tours - Who

- Councillors
- Those councillors interested in cycling
- Those councillors against cycling
- Members of GoBike
- Potential members of GoBike

Councillor Tours - What

- They are planned tours of a councillor's ward by cycle
- Usually a circuit, starting and finishing in the same place
- Lasting 2-3 hours
- Highlighting the good infrastructure
- Highlighting the bad infrastructure
- Issues found in the ward

Councillor Tours - When

- What ever date a councillor agrees
- Councillors have ward time on a Friday
- Afternoons
- April - October

Councillor Tours - How

Step 1 – Invite Councillors

- Invite sent to the Councillors in June
- Follow up email in August

Step 2 – Management

- You need a co-ordinator (2017 Tricia Fort 2018 Calum Cook)
- Keep track of responses
 - OneDrive and Excel Spreadsheet

Councillor Tours - How

Step 3 – Continue to Invite Councillors

- Tweet that the offer has been made
- Encourage members to contact their local Councillors

Step 4 – Arrange Dates

- You need to be flexible and tie in with their diaries
- Once you get dates from one councillor email it to the others in the ward to see if they want to join
- You may need to do multiple tours of the same ward

Councillor Tours - How

Step 5 – Routes

- Design a route that last around 2 hours
- Demonstrate the good and the bad
- Create a map
 - Online Tools like Cyle Travel or Google Maps
- List Key Points to note on the tour
 - Provide as a hand out

Councillor Tours - How

Step 6 – The Tour

- Committee Member
- GoBike Member local to the Ward

Step 7 – Publicise

- Blog Posts
- Twitter
- Councillors will often also publicise they were on the tour

Councillor Tours - Stats

- Glasgow 84 Councillors across 23 Wards
- Response from 23 Councillors (27%) - Only 1 declined
- Covering 11 Wards (48%)
- One ward 23 Partick East and Kelvindale got all 4 councillors out
 - mainly due to GoBike member, Johnston Orr.
- Next Tour 10th April – Calton

Councillor Tours – Next Steps

- Repeat Step 1
- Next Tour 10th April – Calton
- Then after that Denistoun
- Tour for MPs? Cycling Safety Consultation at Westminster

Councillor Tours – Lessons Learned

- Transferable to Cycling, Walking or General Active Travel
- Focus on Ward tours - No one wanted a City Tour
- Don't Give up or be disheartened with a poor response
- Encourage members within the ward to contact their councillors
- Encourage members within the ward to join the ride
- Be flexible, you need to tie into the Councillors Diaries
- Once you have a few more councillors will be interested
Show good and bad - provides contrast and reference points
- The tour will take longer than you expect, so shorten it
- It is a team effort

Councillor Tours – Notable Mentions

- Tricia Fort – Coordinating and Leading
- Bob Downie – Writing the invite letter and joining the tour for his ward
- Andy Preece – Route Master
- Alasdair MacDonald – Leading Tours
- Brenda Lillycrap – Leading Tours
- Peter Hayman – Leading Tours
- Johnston Orr – Getting all his councillors out and joining the tour
- Andy Winter – Joining the tour for his ward
- Neil Lovelock – Joining the tour for his ward
- Tim Pearson – Joining the tour for his ward
- Bill Fraser – Joining the tour for his ward



Please keep in touch

web: www.gobike.org

twitter: @GoBikeGlasgow



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