**Women’s Cycling Grants – FAQs!**

**In summary the grant projects should aim to, encourage, enable and empower more women to make journeys by bike.** This year we are asking for schemes that are wider than a single event, can take place between January and the end of March, and are aimed at delivering either a series of opportunities or a programme of progression towards making journeys by bike. The events and activities **must** be aimed at either introducing cycling to beginners or providing an opportunity/support for women to return to cycling or increase confidence to make journeys by bike. This may include off-bike activities that aim to inform, inspire and promote confidence to start cycling.

**How much can I apply for?**

The maximum grant you can apply for is £2500

**Who can apply?**

You must be a not-for-profit organisation and you must operate your business and activities within Greater Manchester in order to apply.

Your group also needs a bank account with more than one signatory. If you are not an organisation with a bank account, you must obtain a ‘sponsor organisation’. This is an organisation who can agree to hold the money on your behalf. You should arrange this before you apply. We will contact the sponsor organisation to check this before we consider your application.

**What are TfGM’s objectives for the Women’s Cycling Campaign?**

We have 3 objectives that we are aiming towards, and we would like the grants we fund to help achieve these.

To raise the profile of women’s cycling in Greater Manchester by increasing the number of women participating in campaign events to 3000 (up from 1000 in March 2017) between January and March 2017.

To combat perceived and actual barriers to women cycling through targeted events which establish those barriers at the event start and re-evaluate at the end of the event to determine attitudinal change via survey. Target change of mind-set of 75% of attendees (women feeling more empowered to make journeys by bike)

To increase awareness of cycling activities available by driving women to the website events list. Expecting corresponding increase in site visits and event attendance for the campaign time period and sustained thereafter.

**What are the perceived barriers that the grant projects should aim to address?**

The grant projects should be designed to aim to tackle all or some of the perceived barriers to cycling by women. Research repeatedly demonstrates several common themes as follows;

Perception of safety of on-road cycling

Perception of ability/confidence to cycle

Appearance related issues in relation to cycling.

Logistics of carrying equipment, children, luggage.

Fitness

**Who should the grant projects be aimed at?**

The grant projects must be focused on and **aimed at women**, however they do not have to be exclusive to women. Men, children and families should be welcome to attend. Ultimately however the marketing and primary group should be female.

It should be aimed at women who **are new to or returning to cycle OR need more confidence** in order to cycle.

The funding for the grants ultimately comes from the DfT’s Cycling and Walking to Work Fund. We are asked to focus on journeys by bike. **The age range we would like to focus on therefore is 16+** however the activities do not need to be exclusive to 16+. For example if you wished to run a mother and child led ride this would be perfectly acceptable.

**What format should the grant projects take?**

The projects we are looking for would ideally offer repeated opportunity for women to engage. We feel that in order to make a behavioural change or start a new activity/return to an activity it takes time to build confidence to join in or go along. We would weight applications that offer a number of opportunities to take part as opposed to one off events.

Activities and events don’t necessarily have to involve on-bike activity, they may be a series of demonstrations, confidence building in maintenance or inspiring talks and information based events.

**What we CAN’T fund**

Anything taking place outside Greater Manchester

Commercial organisations

We are unable to fund sport based or racing type activities where there is no clear link to increasing confidence to make journeys by bike.

Leisure rides may be qualified by making a clear links to a progression in confidence to eventually ride on road or continue to build confidence however if you are a sporting based organisation, club or body you must make the link to commute or utility cycling clear.

If you need any further guidance or support please contact cycling@tfgm.com