

Your Clubs Communication

Connecting with Your Community



Drumchapel Sports Hub delivered a “Get Active” project aimed at getting local people more active by offering a range of physical activity opportunities, including cycling. Under the banner “A Better Way to Move”, the cycling project successfully trained volunteers in bike maintenance and as cycle leaders while a programme of led cycles and a bike loan scheme was promoted by social media, posters and fliers, to the local community. Despite a sustained effort there was initially low uptake of the cycling opportunities.

Through discussions with local people and volunteers, the programme was rebranded to provide a local “Drumchapel” feel through the development of “Drumchapel Cycle Hub”. A focus was also placed on developing links to groups and organisations based in the community that work with young people and adults, particularly women, in order to promote the activities and reach our inactive target group. Social media posts contained picture of local people in the groups the project was targeting.



Drumchapel Cycle Hub has a strong profile within the community

We have learned that the marketing and promotion of projects needs to connect with the local community to have an impact. The change from a generic project title that has been used across the city to a “Drumchapel” focussed approach helped people realise that it was aimed at them and break down barriers to accessing it. The use of social media has been pivotal in targeting inactive adults in the area, particularly for the female only cycle rides. The development of links to local community groups and organisations as a

mean to target inactive people has also been a positive step and raised the profile of the project across the whole area, the addition of local knowledge and links has helped the project with developing these links. Clear and focussed messages have helped all aspects of the project seen an increase in the number of local people accessing the services on offer.

Drumchapel Cycle Hub has now been running for 5 years and is a valuable community asset with a very visible presence in the area. The cycle hub has grown to deliver a kid’s bike club, bike repair facilities and school learn to ride activities as well as led rides and bike loan services, they remain focussed on attracting regular attendance from inactive people in Drumchapel.



Check us out at www.drumchapelcyclehub.org.uk or [@drumchapelcyclehub](https://www.instagram.com/drumchapelcyclehub)