

Community Pop-Up Hubs

Cascade Training Module



in partnership with



TRANSPORT
SCOTLAND
COMHDAHL ALBA

CONTENTS

3	Introduction
4	Community Pop-Up Hubs
	What is a Community Pop-Up Hub?
	Project Partners
5	Why Hold Pop-Up Hubs
	Project Benefits
	When and Where are They Held?
6	How is the Project Staffed and Facilitated
	Project Promotion
7	Key Stages
	Project Monitoring and Evaluation
	Lessons Learned and Project Reflections
	Resources

INTRODUCTION

FORTH ENVIRONMENT LINK

A local organisation with a national impact

Forth Environment Link is a Scottish environmental charity based in the Forth Valley, working across the climate action agenda to deliver outcomes which support and promote healthy people and a healthy planet with equality for all.

As an organisation, rooted in the communities we work with, we are passionate about what we do and about making our places and community spaces better to live, work and play in.

Our Strategic Objectives

To deliver our ambition, we will focus on four main areas and our charitable activities will support:-

Active Travel More day to day journeys on foot or by bike.	Food & Growing More local food to be grown and eaten in our communities.	Volunteering Provide meaningful volunteering opportunities for all.	Reuse & Repair Helping to increase the lifespan of our everyday items.
--	--	---	--

Our Vision

To enable and support communities to live healthy and sustainable lives in a way that reduces the impact on our planet.

Our Mission

- We will put healthy people and a healthy planet at the heart of our work.
- We are community led - our projects, partnerships and priorities are shaped by and developed for the communities within which we work.
- We value the planet and each other. This underpins everything we do.
- We are enabling - what we do is practical, easy to understand and accessible to everyone.
- We are collaborative - we like to work in partnership because we believe we are stronger together.
- We love new ideas; innovation is at the heart of our work and is what pushes forward new ideas that inspire change.
- We are passionate about what we do and it shows in our work and in our team's activities.

Disclaimer

Forth Environment Link Cascade Training Pack© is the copyright of Forth Environment Link 2019. All the information it contains is believed to be correct at the time of going to press. Forth Environment Link cannot be held responsible for any damage or harm caused as a result of following any of the suggestions contained within this pack. Please get in touch if you wish to use these materials, or reproduce these materials. Written materials in this pack may be reproduced free of charge or at a cost which will be determined by the nature of the request. Any reproduction whether free or at cost is subject to material being produced accurately and not used in a misleading context. Such reproduction must identify the source of the material and the copyright status acknowledged (Forth Environment Link Cascade Training Pack©, copyright Forth Environment Link 2019). Use of the Forth Environment Link logos is restricted and may not be used by other individuals or organisations without formal permission from us via info@forthenvironmentlink.org

COMMUNITY POP-UP HUBS



Community Pop-Up Hubs are aimed at individuals who are in the precontemplation, contemplation and preparation stages of behaviour change. Pop-up Hubs give individuals the chance to gather information and move onto the action stage, potentially by engaging with our other activities.

What Is a Community Pop-Up Hub?

Stirling Active Travel Hub is based at Stirling Train Station, while this is a central location in Stirling it is not accessible for everyone. To help overcome this barrier to our services we developed our Pop-Up Hubs which can easily be transported to different locations away from the main Hub site. These are small events held in communities in Stirling, the main aspects include:

- ⚙ Reaching new audiences
- ⚙ Promoting and providing information on the Hub's services
- ⚙ Dr Bike sessions in partnership with Recyke-a-Bike

Project Partners

- ⚙ Recyke-a-bike
- ⚙ Stirling Council
- ⚙ Falkirk Council



Why Hold Pop-Up Hubs?

- ⚙️ The idea was developed as a result of consultation work for the Community Active Travel Action Plans, when it was discovered that many people in Stirling had no knowledge of Stirling Active Travel Hub
- ⚙️ The Community Pop-Ups were developed to promote and provide access to our services in different communities
- ⚙️ This project supports outcomes and objectives of The Active Travel Framework (2019):
 - ⚙️ Increase the number of people choosing walking, cycling and wheeling in Scotland
 - ⚙️ Delivery of walking, cycling and wheeling is promoted and supported by a range of partners
 - ⚙️ Walking, cycling and wheeling is available to all
 - ⚙️ Better health and safer travel
 - ⚙️ Cut carbon emissions

Project Benefits

Community Pop-Up Hubs are on street events held as drop in events which anyone can come along to. They benefit anyone passing who stops to use the services provided. They are of extra benefit to individuals who may have not visited the Hub before but would benefit from the advice and support offered. Each Pop-Up Hub has all of the information available at both Stirling and Falkirk Active Travel Hubs and the Pop-Up nature lends them to community engagement, allowing the Pop-Up Hubs to be used for engagement on other projects.

Where and When Are They Held?

The trial Pop-Up Hubs were held in 2018 across 3 communities in Stirling, Braehead, Cornton and Raploch. Within two of these communities the Pop-Up Hubs were located on central pedestrian zones and the third held at a community garden. As the pedestrian areas were more visible and closer to local amenities, they had more footfall, making them more successful for the purposes of reaching a larger audience.

The sessions were held in blocks from February to March and June to September 2018, in each of these blocks a couple of sessions were held in each community lasting around 3-4 hours. Sessions were run at different times and it was discovered that mid-week sessions from 3pm-6pm worked best, coinciding with the end of the school and workday.

While Pop-Up Hubs have mainly been held in the communities, they have also been successful at Stirling University and Forth Valley College's Freshers Fairs, other events at schools and within employer engagement programmes at workplaces.

How is the Project Staffed and Facilitated?

Each Pop-Up Hub is staffed by one or two Hub staff, usually accompanied by mechanic from Recyke-a-bike providing a Dr Bike service. Pop-Up Hubs also provide opportunities for volunteers to be involved in our work, volunteers accompany a staff member until they feel comfortable representing the Hub by themselves then they are able to attend the Pop-Up Hub by themselves.

The Pop-Up time and location is agreed on in advance with the relevant authority (e.g. community council, school, university etc.) and promoted prior to delivery. The Hub staff member or volunteer will arrive a few minutes early to ensure they are set up at the correct time with all the information relevant to that pop up. Some Pop-Ups will have different information depending on the location, such as area maps.

Pop-Up hubs are funded by Transport Scotland as part of the Hubs core activities, this covers staff time and promotional materials. Initial costs to start pop up hubs may include

- ⚙️ Gazebo/ parasol - for outside pop-ups to give shelter
- ⚙️ Table and leaflet holders - for holding promotional materials
- ⚙️ Cargo bike or van - a cargo bike can also be used as a table, however a cargo bike may struggle to carry a gazebo so weather forecasts may influence your mode of transport..
- ⚙️ Branded freebies - for example saddle covers, puncture repair kits, neck warmers
- ⚙️ Information leaflets - for example local maps/ route advice, local groups, promotional materials for Hub activities, walking and cycling advice
- ⚙️ Tablet with mobile data - helps with route planning queries and signing up to events

Project Promotion

The promotion of Pop-Up Hubs will differ depending on the Pop-Up locations. Information was spread via posters and flyers in locations in the community such as schools, nurseries, community councils, community gardens, libraries, local councillors and local businesses.

Information on the pop-ups was also spread by word of mouth by people who had been to a previous Pop-Up or seen promotional material. Social media was also used to reach people through community partners' Facebook and Twitter feeds.



Key Stages

- ⚙ Identifying a good location, for example the central pedestrian zone is visible, easily accessible and has high footfall.
- ⚙ Gaining permission to set up in different locations was time consuming, it is important to work closely with local partners.
- ⚙ If working with a partner (eg. to deliver Dr Bike sessions) it is important to liaise with them early on to ensure they have availability.
- ⚙ Promotion is key; ensure there is time in your project plan dedicated to creating and distributing promotional material. Including a small promotions budget is important.
- ⚙ Event consistency is important when planning Community Pop-Ups. Regular events in the same location at the same time allow individuals to recognise them and take advantage.

Project Monitoring and Evaluation

During each Pop-Up the number of visitors, type of engagement (i.e. route query, ebike trial) and number of bikes fixed by Dr Bike are noted. These numbers give an indication of the level of interest in walking and cycling in those communities and an idea what local people want. The information gathered from the Pop-Ups was used as part of the data gathering for the Community Active Travel Action Plans.

Lessons Learned and Project Reflections

- ⚙ Timing is important, it was found that midweek from 3pm-6pm worked well in Stirling. Finding the most effective time will differ between locations
- ⚙ Ideally avoid one off events, a series allows for individuals in the community to become accustomed to them.
- ⚙ Ebikes are a popular addition to Pop-Up Hubs by creating a draw as something for people passing to try

Stirling Active Travel Hub plans to trial Pop-Ups at different times and in different locations to measure participation levels. Integration of an ecargo bike has been used to allow greater flexibility and visibility within different communities.

Resources

[See resources tab for details](#)

- ⚙ [Pop-Up Hub Poster](#)
- ⚙ [Pop-Up Hub Survey](#)
- ⚙ [Pop-Up Hub Risk Assessment](#)



ACTIVE TRAVEL HUB

For Falkirk enquiries contact

 01324 230125

 athfalkirk@forthenvironmentlink.org

 [falkirkactivetravelhub](https://www.facebook.com/falkirkactivetravelhub)

 [@FalkirkATH](https://twitter.com/FalkirkATH)

For Stirling enquiries contact

 01786 474160

 stirlingath@forthenvironmentlink.org

 [stirlingactivetravelhub](https://www.facebook.com/stirlingactivetravelhub)

 [@StirlingATH](https://twitter.com/StirlingATH)