

Bikes for All

Launch of a UK first social inclusion active travel project

The launch of UK's first social equity bike share project in Glasgow has encouraged families and residents in Govanhill to get in the saddle as Bikeplus, Bikes for Good and nextbike teamed up to provide a programme of confidence boosting two-wheeled activities.



Growing levels of cycling is like the fire triangle, it needs a combination of infrastructure, confidence boosting outreach and access to bikes, for a maximised outcome. Group rides, city navigation, road skills sessions and family rides were some of the events connecting the community with the benefits of cycling. The project had three elements to encouraged families and residents in Govanhill to get in the saddle through three methods:

- A programme of confidence boosting two-wheeled activities. Group rides, road skills sessions and city navigation are just some of the events run to connect the community with the benefits of cycling.
- Offering the price of nextbike annual membership reduced from to £60 to just £3, for low income residents affiliated to community groups, encouraging those without access to their own bike, or in need of confidence building, to rediscover the thrill of two wheels.

- The Bikes for All partnership removed payment barriers by removing the need for smart phone or bank account with cash payments and freephone numbers.

The Bikes for All project is part financed by the European Social Fund and Scottish Government through the Social Innovation Fund. The collaboration was researched by Edinburgh Napier University.

58%
had not considered cycling before signing up to Bikes for All



10%
said Bikes for All made it easier to access key services including hospital or doctors



17%
said Bikes for All made it easier to access work, training or study



73%
said the Bikes for All activities significantly improved their confidence cycling



62%
of Bikes for All members were female



14%
of Bikes for All participants were unemployed



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