

Bikes for All

Social inclusion access to bikes project

Bikes for All in Glasgow is increasing the diversity of who rides bikes, by offering access to a bike to those who don't have one with confidence boosting activities in the community. The partnership has been the catalyst for 4,711 trips made in 2018 by 238 sign-ups.



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. Bikes for All has three complementary approaches to support those who are less tech savvy and need support signing up and confidence riding:

- Offering the low-cost price of nextbike annual membership reduced from £60 to just £3, for low income residents and those affiliated to community groups.

- Removing payment barriers such as the need for smart phone data or a bank account with cash payments and freephone numbers.
- A programme of confidence boosting group rides, road skills sessions and city navigation are just some of the events run to connect the community with the benefits of cycling.

The approach is based on partnerships working with fourteen different community organisations, developing ambassadors who are

leaders in networks of trusts, drawing upon people power that cannot be replicated via an app or a commercial brand. The key partners are Glasgow Housing Association, Red Cross and many other local community organisations.

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 Glasgow Centre for Population Health.

58%

had not considered cycling before signing up to Bikes for All



62%

of Bikes for All members were female



97%

of Bikes for All participants said it was very useful to have staff help them sign up



34%

are either seeking asylum or have refugee status.



27%

of Bikes for All participants were unemployed



79%

don't have access to a working bike



FUNDERS



EUROPE & SCOTLAND

European Social Fund

Investing in a Smart, Sustainable and Inclusive Future

PROJECT PARTNERS



Cycling Scotland

Cycling Scotland Scottish Charity
No.SCO29760

