

Bikes For All

Cascade Training Module



in partnership with



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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.
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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.

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BIKE FOR ALL



Bikes for All is aimed at individuals who are in the contemplation, preparation and action stage of behaviour change and allows them to move onto the action or maintenance stage. This is possible as the project removes some physical barriers and facilitates access to bikes.

What Is Bikes for All?

Bikes for All is based upon a pilot project of the same name which has been running in Glasgow since 2017. The aim is to provide access to bikes for individuals and groups who currently cannot afford to purchase or maintain their own bike.

The project uses Stirling's bike share scheme, nextbike, providing participants with a year's membership for £3 instead of £60. This membership allows participants to access bikes across the city for 1 hour at a time, allowing the participants to use the bikes for short everyday journeys without the difficulties of owning and storing a bike.

Project Partners

- ⚙️ Recyke-a-bike
- ⚙️ Nextbike
- ⚙️ Community Partners
 - ⚙️ ACE Cornton
 - ⚙️ Start Up Stirling (Food bank)
 - ⚙️ Raploch Community Partnership
 - ⚙️ Cornton Nursery
 - ⚙️ Housing Association



Why Develop Bikes for All?

- ⚙️ The need for easy, affordable access to bikes in Stirling had been identified through other project work.
- ⚙️ The success of the project in Glasgow created a model that could be mirrored in Stirling.
- ⚙️ Nextbike was already in place in Stirling making access to bikes possible.
- ⚙️ Across Stirling there was a range of potential community partners to work with to encourage uptake of the scheme.
- ⚙️ The Hub already offered guided bike rides, cycle training and nextbike taster sessions. These sessions would be available to support the participants.
- ⚙️ The 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

The project benefits anyone who would like to cycle for short journeys but cannot afford to buy, maintain, or store their own bike. The criteria for participating in this project has been kept vague to allow flexibility when assessing applicants and wider inclusion as required.

Working with local community groups whose work focuses in areas of multiple deprivation has provided access to individuals who might benefit from this project. Individuals may be experiencing financial, social, physical or mental hardships, which with a willingness to participate is enough to justify eligibility.



Participant Access to Bikes

There are 28 nextbike stations in Stirling with 200 bikes across the scheme. Individuals can be referred to the project through community partners, approaching the Hub independently, or by being recommended by Hub staff. Once individuals signed up, they have a 1-year membership which allows free access to nextbike for up to 1 hour per hire. Each half hour over the hour costs 50p to a maximum of £5 per day. Participants can dock and re-hire a bike immediately to reset the hire timer back to zero.

Participants can also access other Hub activities including route planning, cycle lessons and led rides to support them while using the nextbikes and ensure they have the knowledge and confidence to travel safely.

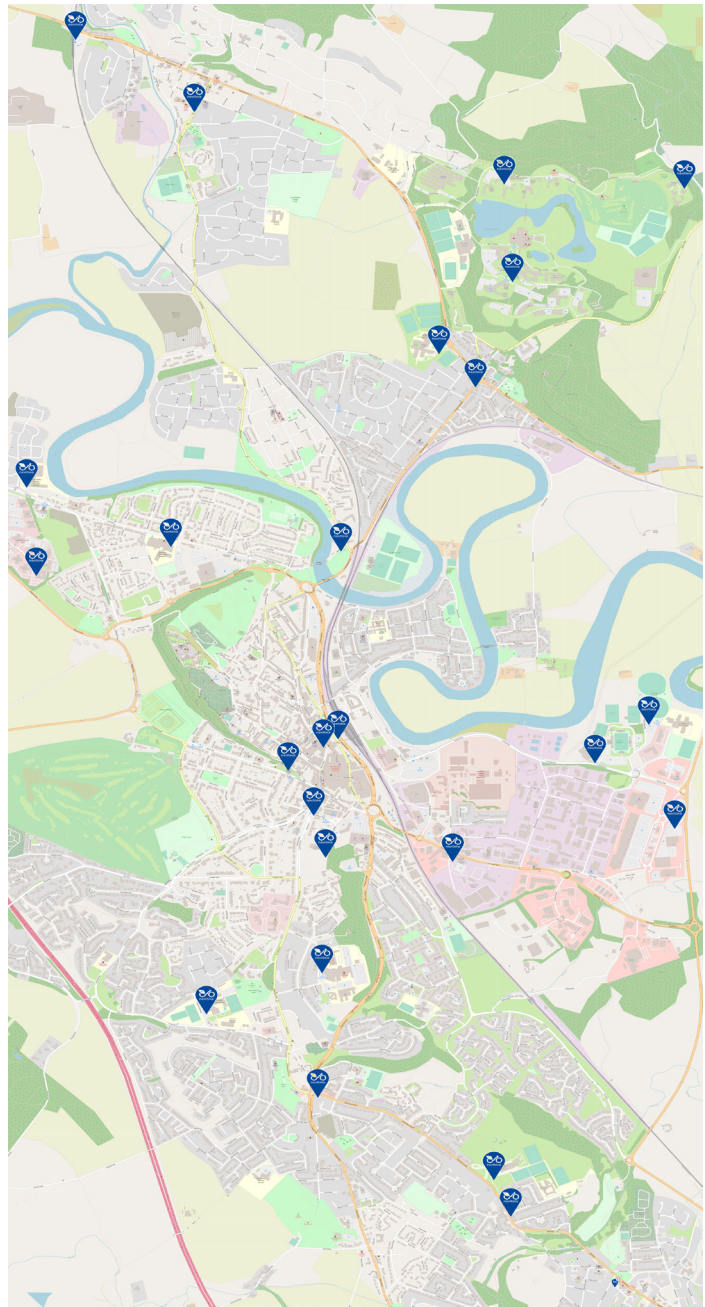
How is the Project Staffed and Facilitated?

Bikes for All was set up and is primarily maintained by one staff member, however all Hub staff understand how the project works and can sign individuals up. Codes were given to community project partners, such as the housing association, to distribute to individuals they thought may benefit from participating in this project.

Bikes for All is funded by Transport Scotland with support and advice from Bikes for Good in Glasgow and CoMoUK. Once the vouchers had been created with nextbike the main project costs were staff time and printing costs for promotional materials.

Project Promotion

The main avenue for promotion was through a range of community partners using local press, flyers, posters, emails, and word of mouth. Hub staff attended events such as a community lunch and Sustrans' Street Design project as well as hosting sessions to promote the project and help with signups. Areas of Stirling with nextbike stations were identified as potential audiences, with weekly led rides running from one station using nextbikes.



Key Stages

The setup of this project was time intensive; this should be considered when developing similar projects. Key stages in set up included:

- ⚙️ Obtaining the nextbike vouchers
- ⚙️ Creating and establishing sign up procedures
- ⚙️ Creating appropriate promotional material to reach specific groups
- ⚙️ Developing monitoring procedures, including bike usage
- ⚙️ Gaining buy-in from community partners

Project Monitoring and Evaluation

When participants sign up, they are asked to complete a monitoring questionnaire which gathers data about their demographic, motivation for cycling, current cycling behaviour and contact information. Each participant has an individual code which can be used to monitor their nextbike usage and gather data on overall project usage per month.

Bikes for All has been running since October 2018. A survey was sent out to participants in February 2019 to gather data from participants regarding changes in cycling habits since joining the project.



Lessons Learned and Project Reflections

As part of designing and running this project to fit Stirling there are some important lessons, we have learned:

- ⚙️ Logistics and admin of the project with nextbike has been a frustrating roadblock throughout, with some communication problems not fully resolved.
- ⚙️ Promotion did not always hit the intended audience, despite the steps taken the only sign ups have been Hub walk-ins who are then a captive audience to convince.
- ⚙️ The ambition of having NHS links and referrals has also been hindered by issues in establishing that pathway and relationship at different levels.

Reflecting on the work carried out as part of the project to date, it does seem that Stirling has the necessary audience for this project to be a large-scale success. Bike share can combat the major barriers to cycling of cost, storage and maintenance, and would seem to be a good fit for our target audience. However, in Stirling, the general perception of bikeshare is negative, with individuals seeming to want the flexibility and status of owning their own bike. This seems to be a cultural phenomenon, with several people in Cornton and Raploch speaking disparagingly of the bikes, saying they “wouldn’t want to be seen” on the “Council bikes”.

While this project was based on the same project in Glasgow the potential audience in Stirling is different as some of Glasgow’s key groups are already provided for:

- ⚙️ 33% seeking asylum in the UK or have refugee status - in Stirling, Forth Valley Welcome already provide bikes for the refugee community to use.
- ⚙️ 22% students - all students in Stirling already have free nextbike membership that the Hub is actively promoting, with strong take up especially from University.
- ⚙️ Over 50% from an ethnic minority group - this is a group that the Hub as a whole across all projects has a historically small level of engagement with, though this is largely attributable to the demographic difference between Glasgow (12% of population, 2011 Census) and Stirling (3.2%).

Discussions with other bikeshare providers highlighted a disinterest in supporting subsidised or widened access to bikeshare as it does not make business sense for them to do so. Bike share providers operate tight margins and will prioritise profitability above anything. There is an argument for exploring community-led schemes in smaller towns and cities, potentially linked to existing bike recycling and maintenance facilities.

For any subsidised bikeshare scheme to gain traction, we would recommend:

- ⚙️ Install stations in high SIMD communities; in Stirling it was important that stations are within easy walking distance for participants or they will not be used.
- ⚙️ Stations in the middle of targeted communities make the bikes more visible and normal to community residents, while giving a base to promote from.
- ⚙️ A cash system needs to be established for ease of use and accessibility.
- ⚙️ Creation of stronger relationships and pathways with the NHS, this could help refer individuals e.g. Cardiff GP referrals to nextbike.

Resources

⚙️ Promotional poster



Bikes for All offers cheap, convenient and flexible access to a bike in Stirling.



⚙️ [Project Surveys \(See Resources tab for details\)](#)



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