



# 2016-2017

## Social Impact Report

changing  
lives  
through  
cycling



# bike for good

2018 will be a big year for the organisation as we rebrand to **Bike For Good**.

The rebrand marks a 'coming of age' for the organisation, from our humble beginnings as the Glasgow Bike Shed, working from a stall in Glasgow's Barras Market, to a successful five-year partnership with our friends at The Bike Station in Edinburgh and Perth. As our organisation grows and matures, our new brand, **Bike For Good** will enable us to deliver our new vision for Glasgow: a city where everyone benefits from riding a bicycle.

## / baɪk fɔr 'ɡʊd /

*noun*

meanings:

Refurbish, repair and teach communities how to maintain bicycles; once you have the skills a *bike is for good*.

Use the *bike* to do *good* actions: we improve the environment, teach skills, improve mental-health and well-being, and it is fun.



# foreword Gregory Chauvet, CEO

## Cycling Enthusiast Officer



Gregory Chauvet, Cycling Enthusiast Officer and Founder.

I am delighted to introduce our 2016-17 social impact report as **Bike for Good**. We've been improving lives through cycling since 2010. I am proud to see how we have grown from our humble beginnings as a small community project in a market to the thriving social enterprise you will read about today.

I first started the Glasgow Bike Shed as a way to promote cycling as a means of transport – all these years later our mission is still the same. We are here to curb car culture in order to improve our environment and lifestyles. Research in Denmark has found that when people start riding a bike, their diet improves and they cut back on harmful habits such as alcohol and smoking:

***“Taking up the bicycle as a mode of transportation for work seems to have an effect on your wider lifestyle”***

(Walker, Peter, Bike Nation, 1st ed. Yellow Jersey Press, 2017),

To extend our reach and to increase our impact year on year we are working hard to improve our processes and procedures as we learn and work with key stakeholders.

Our aim is to make cycling accessible to everyone in and around Glasgow – no matter what their circumstances. Our reach extends from young adults looking for a quick way to get to and from school to older people looking for a low impact way to keep fit. It is great to see that our range of beneficiaries is so varied and wide. We are so grateful to the funders, organisations and individuals who have helped us to achieve this.

Our services have gone from strength to strength and have paved the way for an exciting 2017-18.

Our two leading projects: The Bike Academy and Wheel Being will be joined by our new **Bike for Good Community Hub**. Offering everything from cycle training to group rides and maintenance training, the Hub is set to become a key location for cycling in the South side of the city.

“  
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# a day in the life of bike for good

Our busy team of mechanics, volunteers and project workers are always on the go!

The working day begins at 9am when the doors to our shop open. A packed sales floor of reconditioned bikes, new and second hand parts and accessories await our eager customers. Our team of dedicated volunteers are behind the scenes, planning a morning in the van, collecting bike donations from the generous public.



On return to Bike for Good, our volunteers prep the donated bikes before passing them onto our team of mechanics. Parts replaced and full safety check complete, donated bikes are moved onto the shop floor, ready to be purchased and loved by their new owners.

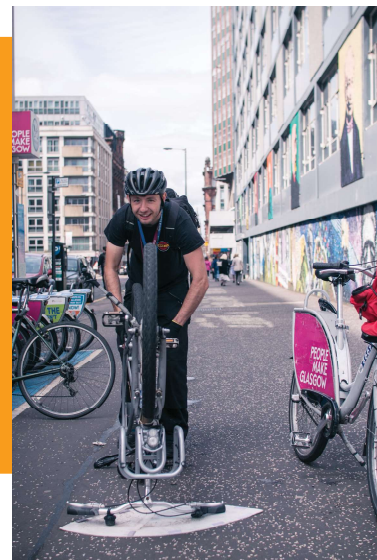
Meanwhile our Bike Academy team hold puncture repair maintenance session at Craigton Primary. Pupils are given the skills to maintain their own bikes.





Lunchtime sees the setup of Dr Bike at Glasgow University as part of our Uni-Cycle project. As part of the service, participants can benefit from free servicing which encourages travel by bike.

Simultaneously, our Nextbike mechanics are out and about servicing the fleet across the city. Their role involves relaying information to base about the movement of Nextbikes across Glasgow

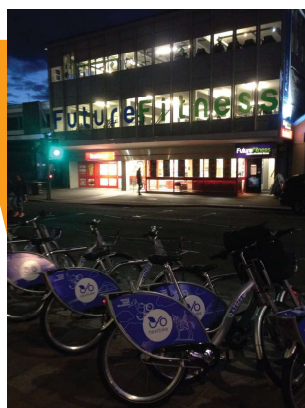


At 4pm our Fix-Your-Own-Bike service gets underway....a queue for a stand at our DIY maintenance session is forming already!

Around the same time one to one adult cycle training is taking place in Kelvin-grove Park, teaching beginners how to confidently navigate Glasgow's roads.



At 7pm the working day isn't over yet! Our nextbike mechanics arrive to start their shift and the important job of maintaining and re-distributing the city-wide bike share scheme nextbike.



By 11pm the day is over and the team can rest in anticipation of another packed day of bike fixing, cycle and maintenance training!

zzzzzzzz

# volunteering at bike for good

Our dedicated team of volunteers are an essential part of Bike for Good; they assist and enable the charity to make the changes you will read about in this report. By providing a supportive environment, we enlist volunteers who are keen to learn and develop through a structured programme of formal and 'on the job' training.

Roles change daily, ensuring varied experiences to aid personal development. This includes driving to and from bike collection points, processing donated bikes in our warehouse, assisting with events, co-leading rides and training and helping customers in our shop.

"Volunteering with the welcoming team at Bike for Good is fun and full of opportunities. I have made good friends and always look forward to my volunteering here; there's often new things to do; new projects to assist and new people to meet."

Charlie Woodward



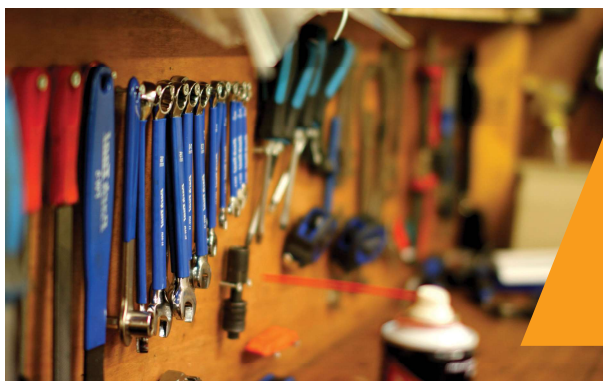
"When I first started volunteering at Bike for Good my love affair with the bike was in its infancy. Having struggled with illness in recent years, I was in the process of taking my first steps back into a working environment. Small steps to start with so it was a big deal for me and I had to feel right about the commitments that I was making otherwise I knew the consequences if things did not go to plan. Being given the opportunity to acquire and develop skills at Bike for Good has now made my understanding of the bike so much clearer. Not to mention the wonderful people along the way who have supported me."

Martin Mooney



**"I joined the team at Bike for Good six months ago shortly after retiring from full time employment. When I was considering volunteering, I thought, 'Give it a shot, if it doesn't work out you can walk away'. Well six months in and Bike for Good is now a part of my life, can't think of any reason to walk away."**

**Stuart Kerr**



**Our successful model of volunteering has been used to build a highly regarded partnership with the Scottish Prison Service. Working with staff and inmates at HMP Barlinnie, we have established a cycle repair workshop in the prison which offers vocational work experience as well as industry recognised qualifications in bicycle mechanics.**



**Bike for Good supplies parts, equipment and support for staff who deliver the training programme. The skills developed by inmates are put to good use during work placements at Bike for Good. Via a day release programme, Bike for Good has hosted five long-term (average 6-8 months) placements since the partnership began in 2012. Allowing the development of vocational and social skills, these placements form an integral part of the release process for inmates.**

**"Before I started at Bike for Good I felt like I had learnt all I had to learn in the prison, I now get the opportunity to put both the life skills and mechanical skills that I have learnt into practice.**

**I am slowly getting used to being back in society and being able to interact and communicate with so many different groups of people. I was apprehensive at first but everyone has been so helpful and I know the skills and experience that I am gaining by being at Bike for Good will be hugely beneficial for me in the future.**

**I know that by working hard now I will make a better life for myself and my family in the years to come."**

**Current HM Barlinnie placement holder.**



# Community Outreach bike for good

Cycling can be so many things – a tool for learning, a way to improve health or a practical and cheap way to get around. Bike for Good is committed to ensuring that everyone across Glasgow has the ability to benefit from cycling. For this reason, we offer a varied programme of outreach activities and projects – taking our services directly to the community. From Easterhouse to Maryhill, our team of development officers, cycle trainers, mechanics and ride leaders work throughout the year delivering essential services to get those under-represented in cycling on their bikes.





# Build Your Own Bike with Simon Community *Scotland*

Homelessness affects people at any time or age and can have a debilitating effect on a person's life. We know that the life expectancy for rough sleepers is just 43 and that people are 13 times more likely to experience violence as well as suffer a mental health breakdown (Crisis, 2011). An estimated 600 people sleep rough in Glasgow and over a quarter are women and girls.

The partnership between Bike for Good and homelessness charity Simon Community Scotland specifically works with women currently in receipt of support. Beneficiaries of the service have experienced much disadvantage in their lives such as suffering from childhood neglect and sexual abuse as well as having spent time in care. This means that in most cases, they have missed out on large parts of their education and fun activities which many of us take for granted such as riding a bicycle.

Our partnership project provides women with the opportunity to learn bike maintenance while building a bike from scratch. At the end of the course, each person gets to keep the bike, ensuring they have a cheap and reliable mode of travel, the skills to fix it plus on-road cycle skills to ensure they can cycle safely. We also offer group bike rides to ensure participants have opportunities to explore Glasgow by bike.

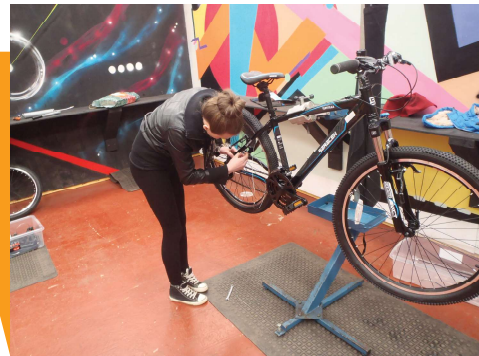
These rides improve cycle skills as well as mental and physical health while building a new relationship, appreciation and respect for the environment.

To date, 24 women have built their own bike – all reporting a truly positive affect on their mental health. We have also seen improvement in body image as the following testimonials show:

*"I was so nervous before and thought I would be too unfit to go the bike but I have been out on it every day since I finished building it and won't stop!!"*

*"I have learned skills I didn't know I had! I thought I would be too old and too unfit to learn and get cycling but I'm not!"*

*"I have been thinking about getting a bike for a while but was worried about my weight and the cost. This has given me an opportunity I didn't think I would every get."*





The student population makes up a significant percentage of the commuters in Glasgow. However just 12% of students choose cycling as their go-to mode of travel. Uni-Cycle, funded by the Climate Challenge Fund, is a programme of events, training and services aimed at increasing cycling among the student and staff population of colleges and universities across Glasgow.

Working across all eight major academic institutions in Glasgow, we delivered a package of services throughout the year:

- Dr Bike events
- Cycle training
- Staff and student training opportunities
- Orientation rides
- Support to achieve the Cycle Friendly Campus Award.

Through this approach, Uni-Cycle was able to achieve the following impact:

- Recruited and trained 23 Cycle Champions
- Supported four campuses to achieve Cycle Friendly Campus Award
- Delivered 50 Dr Bike events, servicing 448 bikes in total
- Engaged 540 students in activities and services
- Engaged 155 staff members in activities and services
- Delivered 8 maintenance classes for 40 people
- Established 4 Cycle Hubs reaching over 3000 students collectively
- Trained 34 staff and students, each receiving Velotech, Ride Leader and Cycle Trainer qualifications
- Total carbon saving of 76.73 tonnes of CO<sub>2</sub>e







In Scotland only 38% of people meet the recommended 30 minutes of moderate physical activity daily. People living in Glasgow have the lowest life expectancy in the whole country. By making small lifestyle changes these effects can be reduced. Cycling provides a low impact form of exercise, ideal for those looking to build up their physical activity levels gradually.

Funded by The Roberstons Trust, The NHS & Smarter Choices, Smarter Places, Wheel-being works in partnership with GP surgeries, community groups, homelessness services and integration networks to reach individuals who would most benefit from the programme. The bespoke programme offers:

- One-to-one cycle skills sessions
- Monthly group social bike rides- an eight week course, progressing distance and time each week, developing skills and confidence
- Ride leader courses for people to develop their leadership skills to run their own rides
- Free Nextbike memberships for those without access to a bike

#### The impact:

- Using The Warwick-Edinburgh Mental Well-being Scale (WEMWBS), we have seen an average 13 point increase in self perceptions of mental and physical health (3-8 points is considered 'meaningful' improvement) by the end the first 8 week block.
- Participants also reported an average increase of 32% activity per week.
- Refugees and asylum seekers tell us that having the confidence to navigate the city by bike has enabled them to access activities and services in Glasgow.





Unemployment rates in young people are high with over 51,000 young people currently seeking work in Scotland (Scottish Government). The Bike Academy engages young people disengaged from mainstream education. We offer a positive learning environment which inspires young people to move into a job or further training in the future. We offer:

- City and Guilds accredited courses in Cycle Mechanics
  - Group bike rides
  - Workshops set-up in schools or community centres
- Cycling Scotland's Assistant Ride Leader Training
- Opportunities to use new skills to give back to their communities
- Volunteering opportunities at Bike for Good

#### The Impact:

- In one year we offered over 400 hours of training to 150 young people
- In total, 114 City and Guilds qualifications were gained by the young people, and 16 completed the Ride Leader Assistant qualification.
- 88% of young people progresses on to a positive destination – either moving to further education, employment or volunteering pathways.
- Young people were also involved in running events for their communities.
- Across 23 events, we engaged a further 371 individuals from the local area, offering activities such as group rides and Dr Bike sessions.



*'Becoming more confident in here you're going to become more confident in school. It just helps with your learning as a young person altogether.'* – Pupil

*'For us that have had this opportunity it builds up confidence, it builds up your self-esteem, it makes you feel a better person as you're learning a new skill... You can help people and that's a good thing straightaway.'* – Pupil

*'If we could help the community by taking their bikes in, doing a bit of work and giving them the bike back, then that will mean it's better for the environment and keeps them fit.'* – Pupil

*'If I was to go for an interview I'd be more confident because I've got this to back me up. Employers recognise that stuff... they look to see experience.'* – Pupil





# bike for good in numbers...



3542  
bikes donated



1714  
bikes diverted from landfill



2432  
people attended our  
*Fix Your Own Bike*

1828  
bikes refurbished

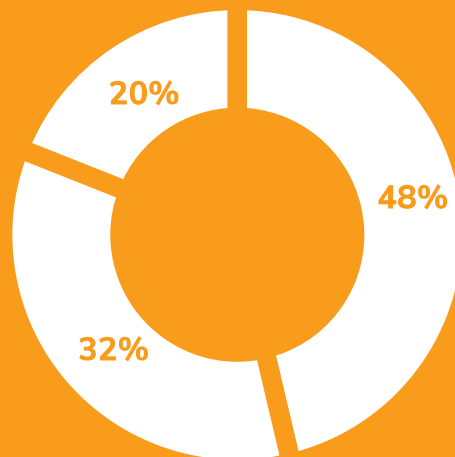


356  
individuals received  
cycle training



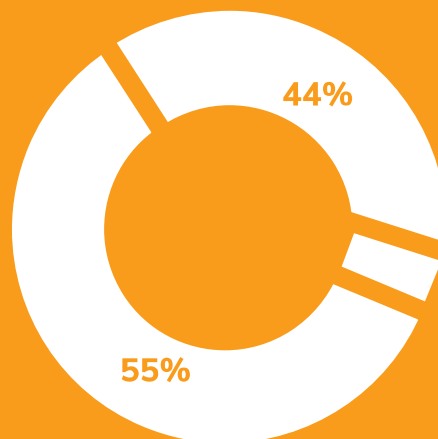
Since we first started refurbishing bikes back in 2010 our charity has grown significantly. We have exciting plans to expand further and, like all charities, we try our best to keep our costs as low as possible. We always work to ensure that every penny gifted, granted and donated to Bike for Good is spent as efficiently as possible to deliver the high quality projects detailed in this report. Below is a summary of our income and expenditure for the year 2016-17.

## bike for good income



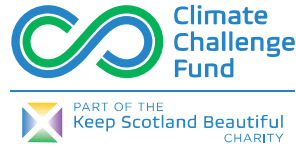
48% - Social Enterprise Activities	£443,080
32% - Grants & Donations	£297,709
20% - Contracts & Tenders	£180,875

## bike for good expenditure



55% - Cost of generating Income	£571,387
44% - Cost of Charitable Activities	£382,176
1% - Governance	£899

...none of the work you read about in this report would be possible without the support and commitment from our partners and funders:



An extra special thanks to the hundreds of people who have donated a bike to us over the last year, your generosity is what keeps us going finally to our customers and supporters who champion our organisation.



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