



impact report

2017-18



welcome from the Cycling Enthusiast Officer

I am proud to introduce you to Bike for Good's 2017-18 social impact report; and what a year it has been!

Bike for Good achieved some significant milestones this year. In May 2017 we officially launched our first Community Hub on the Southside of Glasgow, opened by Humza Yousaf, Scottish Government Minister for Transport and the Islands.

We signed another 5 year contract with Nextbike to operate the Glasgow Bicycle Hire Scheme. An additional 500 bikes were added to the fleet, each bike improved with more gears and an easy to use locking system.

In November we rebranded to Bike for Good. This wasn't an easy decision or process, but it has proved to be a very good move for the charity! Our new name really represents the range of work we do, all of which you will read about in this report.

The year ended on a high when we received £290,000 from the Scottish Government's Climate Challenge Fund to continue our work to promote cycling as a means of transport over the next 2 years. To celebrate, we welcomed First Minister Nicola Sturgeon, to see our work first hand at one of our partner schools, Wellshot Primary.



Looking ahead, it is now time to change our **vision to 'create cities where everyone benefits from riding a bicycle'** as we take on a new project in Edinburgh. Diversifying geographically is helping us to increase our charity impact and resilience. In Edinburgh we've successfully secured a supplier contract to run service and operations for Transport for Edinburgh Bicycle Hire Scheme.

This report should help you to understand how cycling can dramatically improve lives. You will also learn how we fulfil our **charity mission to enable people to cycle as their main mode of travel**.

Thank you for reading this report and working with us to **change lives through cycling**.

Gregory Kinsman-Chauvet
Cycling Enthusiast Officer and
Founder of Bike for Good

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one bike at a time!

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bike for good 2017-18 highlights



Received our
20,000th
bike donation



2,879 children and young people engaged via our Bike Academy project in cycle training, bike maintenance training or group rides.



3,300 hours of volunteer time offered by our wonderful team of volunteers.



1,679 bikes refurbished and given a new life with a new owner!



109.3 tonnes of CO₂e saved by supporting children and young people to cycle to school via our VeloSchool project – equivalent to taking **22** cars off the road for a year!

Opened our first Bike for Good Community Hub which, in one year, has provided free cycling services to over **2,000** people!



Diverted **2,820** bikes from entering landfill saving **416** tonnes of CO₂e – equivalent to taking **82** cars off the road for a year!



“The group rides I go on have given me a chance to meet new people, get out and about and I feel so much better for it. It gets me up and going on the days we cycle.”

WHEEL BEING PARTICIPANT

what we do and why we do it

Bike for Good is a social enterprise and charity which provides access to excellent quality refurbished bikes whilst diverting tonnes of waste from landfill.

In addition, we offer a comprehensive programme of inclusive projects which promote, support and encourage greater levels of cycling. Founded in 2010 by social entrepreneur Gregory Kinsman-Chauvet, the charity has grown from a small team of volunteers working from a market stall to a team of **41** staff members and **25** volunteers working from 2 locations in Glasgow. Every year we work with over **25,000** people to encourage and promote greater levels of cycling.

Cycling has a multitude of benefits for society. It helps to improve the environment we live in, the way we feel inside and out and gives us skills for life. We have created a series of cycling themed projects which seek to highlight this to the public and fill a gap in current provision.

Our mission is to enable people to cycle as their mode of transport.

Our vision is a city where everyone benefits from riding a bike.

We believe cycling makes the world a better place.

We change lives, one bicycle at a time.

improving health and wellbeing

Cycling is a perfect way to increase your physical activity levels without adding stress to your joints; this is particularly good for those who have long-term health issues and are relatively inactive.

Bike for Good offers 2 programmes with a health improvement aim:

Pedal Pathways works with women from across Glasgow who are looking for a way to build physical activity into their already busy lives. Encouraged to progress each week, our group cycling sessions offer a pathway for women to improve their skills, increase their health and wellbeing and take on leadership

opportunities by training to become Ride Leaders. Thanks to support from the Spirit of 2012, we have worked with over 200 women from a variety of backgrounds.

- **60%** say their health and wellbeing has improved. This is thanks to events like our Cycling and Wellbeing Days which include yoga, bike maintenance, healthy food and a bike ride.
- At least **8** women will shortly take up leadership training and development opportunities so they can take ownership of their cycling groups.

Pedal Pathways case study

Lesley-Ann has been attending Pedal Pathway sessions for the last 4 months. With support workers and friends from the **Women's Support Project** (www.womenssupportproject.co.uk), Lesley-Ann has learned how to cycle with confidence and has recently bought her own bike:

“I’ve learned how to be more road aware and use my gears. I feel much healthier. I have noticed my fitness levels have improved and I’m feeling much more confident.”

With her new bike, Lesley-Ann intends to cycle every day as her main mode of transport and she continues to attend the weekly group rides. The rides offer a chance to meet socially, explore the city by bike and get some exercise without the need to fork out on expensive kit or gym memberships. She has also attended our Cycle and Wellness sessions, trying Yoga for cyclists, mindfulness and learning bike maintenance.



“Overall it has been a very enjoyable experience and I probably wouldn’t have thought about cycling if it wasn’t for the group.”

improving health and wellbeing continued...

Funded by the Scottish Government's Smarter Choices Smarter Places fund, The Robertson Trust, NHS Health Improvement Team South and the Bupa Foundation, our **Wheel Being** project works with community groups and GP surgeries to reach people who would benefit from a more active lifestyle. Each group is offered an 8 week block of cycling activity which includes cycle training, group rides and maintenance training. The aim is to get users of the service trained as Ride Leaders by the end of each programme so they can continue their cycle group independently.

- **150** people participated in a Wheel Being course.
- **75%** of our services users told us that they felt much healthier and fitter at the end of their 8-week cycling programme.
- We have also seen an average increase of **ten** points in participants feeling of wellbeing after completing the course (3-8 points is considered 'meaningful' improvement – using the Warwick Edinburgh Mental Wellbeing Scale).
- The average active minutes per week increased by **64%** going beyond the recommended weekly target of **150** minutes.



Service users of Aspire, a charity providing temporary accommodation for homeless people, find it hard to travel around the city and access key services as they cannot afford public transport. Wheel Being has provided the charity with a fleet of bikes which service users can borrow whenever they need them. Paul, group leader at Aspire, said "the bikes are used on a daily basis for service users to go to appointments. At the same time, it has also helped them to be more active as they are also using the bikes for trips along the canal".



Case study: Castlemilk Cycle Club

Our Wheel Being team started offering social rides in Castlemilk in April 2017. Attendance was low to start with but as soon as word spread, numbers each week started to increase. By June, at least ten people, all new or returning to cycling regularly took part in the weekly sessions. One member, Amanda, took a keen interest in leading the group and thanks to support from Wheel Being was able to train as an official Ride Leader. Additional funding and support from the 2018 European Championship team meant the group could purchase their own bikes and by March 2018, the club is running regular group rides independently from Castlemilk Youth Complex.

improving the environment... one bike at a time!

By getting people out of cars and onto bikes, we can significantly improve the environment and air quality of the city.

This is 1 of our main aims and remains at heart of everything we do. As many of our beneficiaries are new or returning to cycling after many years, we provide a multitude of services which assist their cycling journey.

“The programme has raised everyone’s awareness of the benefits of physical exercise, reducing emissions, saving money and living a low carbon lifestyle.”

TEACHER, WELLSHOT PRIMARY

“Our cycle shelter was overflowing today. Lots of healthy, happy children. Thanks Bike for Good for our breakfast snacks too!”

TEACHER, WELLSHOT PRIMARY

“I loved it (Bikeability). I didn’t feel safe on my bike but I do now!”


PUPIL, P5, EASTBANK PRIMARY

Our **VeloSchool** project, funded by the Scottish Government’s Climate Challenge Fund has aided substantial travel behaviour changes in 12 primary and secondary schools across Glasgow. Throughout the year we have:

- Serviced **614** pupils’ bikes at school Bike Breakfast events.
- Saved **109.3** tonnes of CO₂e by encouraging and supporting young people to cycle to school rather than travel by private car.
- Involved **231** pupils in Bikeability and Learn to Ride courses, **50** of whom converted to travelling by bicycle!

As a result, **123,386** miles of motorised travel have been replaced by bike! This equates to a **6.5%** increase in active travel.





We also provide bespoke services to employers to encourage their employees to cycle to work. As a Cycling Scotland Cycle Friendly Employer Service Centre, we awarded **27** employers a Cycle Friendly Employer Award. Every commuter who replaces a car journey and chooses to cycle to work, helps to make our city cleaner and greener!

Throughout the year, we provided **1,650** free 'on the spot' bike safety checks via our Dr Bike pop-up service. This was thanks to a partnership with Edinburgh Bike Station and their Cycle Friendly City programme which is funded by Transport Scotland. In addition to the mechanical support given, the funding also allowed us to give away **100** sets of free bike lights and reflective snap bands encouraging cycle commuters to be safe and be visible to other road users.

Our Dr Bike service keeps Glasgow cycling!

“It was nice to discuss routes and be told about safety of cycling in Glasgow. Once they performed some repairs on the bike, getting the seat and handles adjusted appropriately and tightening the breaks. As I had assembled the bike, it gave me more confidence to ride it as I knew someone else had then taken a look at it.”

DR BIKE BENEFICIARY



developing skills for life

At Bike for Good, we use the humble bicycle to engage people in a series of training and personal development opportunities.

Our volunteer programme offers a multitude of training programmes for volunteers in bike mechanics, first aid and ride leader training. Volunteers are an essential part of the Bike for Good team.

We have **35** volunteers who have contributed **3,300** hours of their time!

“Volunteering with Bike for Good has helped my confidence a lot, talking to customers and working with other people. I’m now more confident and competent at fixing bikes and have become a patient and enthusiastic cycle teacher as I help out with the kids club.”

ASIM, BIKE FOR GOOD VOLUNTEER



Our youth project, **The Bike Academy**, supports young people who are not currently in education, training or employment, to gain skills and qualifications through cycling. Thanks to funding from the MacRobert Trust and RBS Skills and Opportunities Fund, we work in partnership with youth agencies, youth clubs and schools to offer young people City and Guild Bike Maintenance Qualifications, Ride Leader training and Build Your Own Bike courses. In the last year:

- **66** young people gained City and Guilds qualifications in Bicycle Mechanics.
- **15** young people involved in a 3 week employability course called The Change Cycle. This is a partnership project between Bike for Good and the Venture Trust and will offer 4 courses per year for the next 3 years.
- **60%** young people have used this training to progress onto positive destinations such as further education or apprenticeships.

Case study: Luke

Luke joined The Bike Academy while still at school and went on to achieve a City and Guilds Cycle Mechanics accreditation. When he left school, he successfully applied for a 1-year paid position at Bike for Good, thanks to funding from the Scottish Government's Community Jobs Scotland (CJS) programme. The aim of CJS is to offer young people paid work experience in order to aid their professional development.

Luke said: “When I first started working at Bike for Good, I wasn’t very confident –

I didn’t know what I was doing and wanted to hide in the corner. Now I’m so confident and I’m the one showing new people what to do. It’s made me happier. I’m in a routine. If I didn’t get a job like this I don’t know what I’d be doing now. I’ve learned so much – I’ve been working on bikes, teaching kids how to cycle, doing training like Velotech and First Aid. I wouldn’t normally get to do stuff like that. The best thing ever was when I taught a kid to cycle for the first time in Queen’s Park – it was the best feeling ever!”



bike for good community hub

Thanks to support from the Esmee Fairbairn Foundation and Glasgow City Council, in May 2017 we opened the Bike for Good Community Hub. The Hub is on the doorstep of Queen's Park and offers local people the chance to access cycle training, learn

how to maintain or fix their own bike, go on a bike ride, learn skills at our kids bike club, watch a film, attend an event or take part in discussions. The Hub provides a meeting place for the community as well as personal development opportunities.

- We have taught **117** people to cycle who, previously, could not ride a bike. At least **26%** have started to cycle as a means of transport. This equated to **355** hours of training.
- We have led **55** people on cycle rides in and around the local area, introducing cycle routes and quiet roads suitable for commuting.
- We have repaired/serviced **488** bikes to date; ensuring they are road-safe and in tip-top condition.



- We have received over **60** bike donations which we either refurbish and sell or strip for parts. Recycled parts are used during our Fix Your Own Bike service which is free for local residents.
- We have offered **66** maintenance classes to **120** participants, enabling them to learn key bike maintenance skills which ensure they can independently fix minor repairs.
- We have delivered **35** Fix Your Own Bike sessions attended by **85** people, the majority of whom are regular attendees. Around **50%** started attending as novices and have gone on to develop their skills.

- We offer an after school Bike Club called Govanhill Gears which has been running weekly for **52** sessions with **237** children and young people receiving a combination of cycle training, skills and games on bikes.
- **450** users have borrowed bikes from our Bike Library. We have **20** bikes available for hire on a daily basis for rides, bike club and short term loan. The fleet includes bikes of numerous sizes, helmets, locks, lights, tools, trailers and child seats.
- **113** bikes have been checked to date by our pop-up Dr Bike service. This includes a basic bike 'health check' and minor repair service which we offer at events.



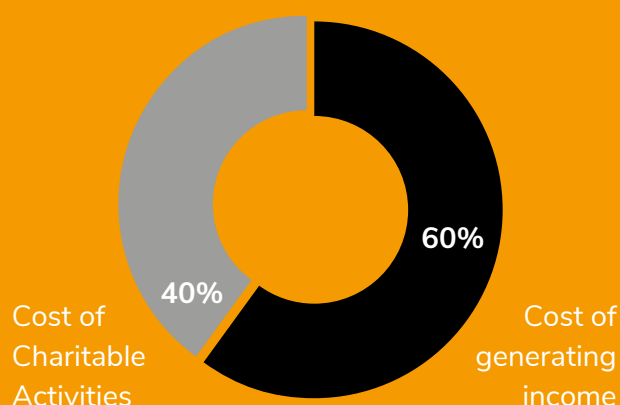
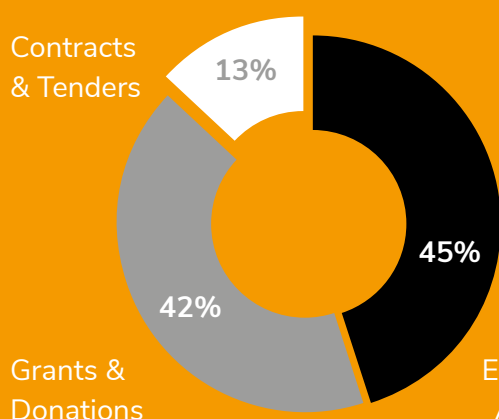
financial summary

Income

Social Enterprise Activities	£508,085	45%
Grants & Donations	£476,342	42%
Contracts & Tenders	£142,000	13%

Expenditure

Cost of generating income	£673,859	60%
Cost of Charitable Activities	£441,635	40%
Governance	£1,146	0%



thanks

We would like to thank all our funders for their support over the last year. Their belief in the power of the bicycle ensures we can offer the amazing range of services detailed in this report.

We would also like to thank our supporters, volunteers and service users for their

commitment to Bike for Good and the work we do. A final special thanks to every person who has donated a bike over the last year and to our customers; by choosing to shop at Bike for Good, you are helping to change the world, one bike at a time!





want to find out more or get involved?

To find out more, see www.bikeforgood.org.uk or contact us:

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