

Background

Food for All was a winner of the sustainable city award in 2007 for their successful green community based project. Food for All pick up food products that have been over produced, gone out of date or wrongly packaged in order to supply Camden's disadvantaged and socially excluded people (homeless people, those on low incomes such as single parents, people with mental and physical disabilities) with healthy, nutritionally balanced and free meals.

The project

Food for All already had 1 rickshaw in operation but the funding from CCFIL allowed them to purchase a new and superior rickshaw and also enabled a member of staff to be trained in maintenance in order to keep both vehicles in good working order.

The 2 rickshaws operate alongside a van and all 3 vehicles are used to collect food from a variety of sources such as supermarkets and local shops. The food is used to make meals which are distributed to the local community by the van and rickshaws. The rickshaw that Food for All purchased delivers approximately 280 plates of food a day out of a total of 800, so it has had a huge impact on the amount of people the project is able to reach.



Outcome and Benefits

Food for All say the new rickshaw is a lot more reliable and that the existing one was struggling to cope with demand. Benefits of the project include:

- More disadvantaged and socially excluded people have had access to nutritionally balanced and free meals because the rickshaw has been able to reach them.
- Food for All is based on the border of the congestion zone and the rickshaw has allowed them to avoid paying the congestion charge but still enter the zone.
- The rickshaw enables Food for All to stop and reach places they would be unable to in the van.
- The rickshaw has meant that Food for All operates a more environmentally friendly service.
- Some of the service-users have used the rickshaw in the evenings as a delivery vehicle to earn much needed income, increase independence and gain valuable employment skills.
- Other local businesses have been attracted to the scheme and have considered purchasing rickshaws for their own purposes.

Future

Food for All are keen to expand their fleet of rickshaws given the success of the project so far. It means they are much more able to reach a wide section of the local community without incurring the congestion charge, which would affect their financial ability to provide the service they do. If more funding can be secured the project will purchase another new and reliable rickshaw.



Peter O'Grady "Camden is swamped with traffic wardens but there is no danger of getting a ticket with the rickshaw"

Jump - Jewish Women's Cycling Club

Jewish Maternity Programme

Background

The Jewish Maternity Programme is based in North London and offers ante and post natal advice, support and information, group and drop-in sessions to Orthodox Jewish women in the local community. The Cycling Club targeted women who had not learnt how to cycle or who had not cycled since early childhood, aiming to promote cycling as an acceptable exercise activity for Orthodox Jewish women. The project was open to women of all ages and aimed to increase self-confidence and self-esteem by teaching a new skill in a supportive women-only group setting.

The project

The project organised 6 cycle sessions where participants used bikes borrowed from a local school to take part in one-to-one tuition with female cycle instructors. A total of 10 women and 2 girls took part in the sessions and several trainees progressed quickly and went on to do the Advanced Control Skills training. Others relished the opportunity to simply exercise in an outdoor environment.

The organisers were not certain whether many Orthodox Jewish women would be practically able to participate in the project due to the pressures of running large family households, however the response to the advertising in the Jewish press was overwhelming, and within days JUMP had a waiting list of willing participants. The women turned up regularly in spite of some very cold evenings and 1 woman even brought her 2 children along as they were keen to see what their mum had been doing.

Funds were used to pay for the cycle instructors, advertising and promotion and eventually to purchase 3 step-through bicycles which are adjustable so can be used by women of different shapes and sizes and also allow women to ride whilst wearing their traditional skirts.

Outcome and Benefits

The women had to share the bikes that were loaned from a local school but this actually worked well, as some found the hour and a half sessions too long, as they were not used to regular exercise. It was inspiring to see that neither inexperience nor cultural background is a barrier to healthy enjoyment of cycling. The benefits of the project include:

- 90% of participants were able to ride independently by the end of the course.
- There was a lot of enthusiasm for the project and the women were keen to engage in exercise, even if some of their muscles hurt at first!
- As the women became more confident riders their self-confidence, self-esteem and sense of freedom also improved.
- 1 participant's children joined in and this has encouraged the women to exercise the skills they have learnt in a family context.
- The project was very successful and the women are keen to venture further on their bikes in the future.

The project took place in a school playground but the women are keen to make trips further afield, perhaps taking a group to the local nature reserve at Hackney Marshes.

Future

JUMP found that the 1½ hour sessions were in some cases too long for women unaccustomed to continuous physical exercise and therefore plan to run 2 consecutive sessions of an hour's duration for the next phase of the project. The next phase is also planned for milder weather and longer daylight hours so hopefully more women will be enticed to participate. There are also plans to open up the training to younger women and girls to encourage cycling as a fun family activity.



“
Dini Labkovsky
“I can now ride a bike!! I got confidence; it gave me a sense of freedom and good exercise.”
”

Signing In Deaf Club

Reaching children in a silent world

Background

A CCFfL grant initially funded the Signing In Deaf Club in 2005, a project that helped deaf children acquire the balance and confidence needed to ride a bike safely. The funding paid for cycle instruction, the purchase of bikes and a tricycle and specially adapted helmets. In total 20 children took part, all of whom expressed a real sense of achievement.

Following the success and the children's positive response to the project, the Signing In Deaf Club linked up with a local special school to introduce a similar scheme. Signing in offered their knowledge and experience to enable the children in a silent world due either to deafness or autism to learn how to ride safely.

The project

The project initially assessed the children's abilities and then offered the children 2 sessions with a cycling instructor, which were facilitated by 2 interpreters. The project also organised a sponsored bike ride and the funding permitted the purchase of 3 more tricycles and 2 bicycles, hi-visibility jackets with "Signing In Deaf Club" printed on the back (to make other road-users aware the children would not hear traffic coming), and more locks.

Outcome and Benefits

The sponsored bike ride, "Tour de Bunny Park" was a great success with the younger members insisting on completing the same circuit as their older friends. The day culminated in a picnic in the park. Other benefits include:

- The children have learnt a lot about road safety and how to ride safely
- Adults have noticed that the children's concentration span has increased and their eye-hand co-ordination has improved
- The children have grown mentally and emotionally and cycling has helped strengthen their muscles
- The children have been able to use the tricycles at school as a reward which has encouraged good behaviour.
- The parents are very supportive and join in. This encourages the children and confirms that cycling is a family activity.

Future

The group and project has grown faster than anticipated and the work at the school has been a success. The Signing In Deaf Club plan to go into other special schools to offer specialist training to children who do not usually benefit from the "regular" school safety training. The group have linked up with Ealing Cycling Campaign who will assist with an off-road treasure hunt in the summer, and the local police community support officers are also getting involved. The project will provide further training to the children. The group has expanded to include some blind participants as well as children with other special needs so the project hopes to purchase suitable trikes to enable these members to take part in the future.



“ Marie, who lives in East Dulwich, said:
“The training was a very positive experience. I really enjoyed it and, more importantly, it completely changed the way I cycle.”

Background

The CCFfL was:

- Borne out of the desire to promote, encourage and support cycling across London
- Targeted at certain key groups in cycling identified in the London Cycle Action Plan (LCAP)
- Funded by TfL through a £200,000 budget

The funding was initially intended to provide organised rides, one off events and a cycling presence at other relevant non-cycling events to increase awareness. However, small scale community based projects which met the selection criteria were also considered and encouraged. Project work entailing physical projects, such as cycle lanes and cycle parking were not considered as other sources of funding are already in existence. Whilst not an exhaustive list, suitable project areas included increasing cycle skills and training, providing equipment to assist cyclists, promoting the reuse/ recycling of bicycles or developing employment in the cycling industry.

Application criteria were agreed as follows:

- Promote Demonstrates and promotes cycling, and builds confidence of infrequent or lapsed cyclists new to cycling in London
- Inclusive Reaches out to groups under-represented in the cycling community such as women, children/youths, ethnic groups and people with disabilities.
- Access Increases access to cycling for groups where opportunities are limited by income, equipment, skills, information or confidence.
- Partners Develops projects with local partnerships with other non-cycling specific organisations (e.g. travel plans, health, nature, heritage)
- Publicise Provide positive messages supporting the status of cycling to the public.

A sliding scale of funding contribution was established according to type of organisation:

Community group: 100%
Not-for-Profit organisation: 75%
Commercial organisation: 50%

Set-up

Application forms and guidelines were prepared by the Cycling Centre of Excellence at TfL, with the input of the partner organisations. 2 staggered closing dates for application bids were established and LCC were appointed as the contact for queries from applicants on different types of project.

TfL issued a press release detailing the funding announcement and how to access the application form. In addition the information was also disseminated widely throughout the cycling community by the various partners through mediums such as existing contacts; websites and newsletters. LCC also distributed the information amongst its network of community contacts and TfL via its School Travel Planning networks. Press releases were also provided on the CTC and London Cycle Sport websites.

Bids

Groups could apply for funding of up to a maximum of £5,000 per project. Projects already supported by TfL or the Borough Spending Plan would not be eligible. A total of 129 bids were received from across London compared to 113 in 2006. Interestingly, boroughs were disproportionately represented in the spread of bids. It is unsure whether this was due to CCFfL partners having a higher proportion of existing contacts in certain areas; more bids coming from boroughs that are already cycle-friendly and have high levels of cycling, or for other reasons.

Allocation and terms and conditions

54 projects were allocated funding across the two bid rounds. The grant of funding was decided by a review panel with a representative from each partner organisation. Bids were assessed according to their potential to meet the agreed criteria and aim to spread funding across a varied mix of project types where possible. Once the bids had all been received and allocated, terms and conditions evolved and were formally drawn up to be distributed to grant recipients.

Pertinent issues included:

- The purchase of bikes in order for all bikes purchased to be appropriate and sustainable:
- A central ordering system was established using a promotional offer with Raleigh

- All bikes had to remain the property of the project for use as pool bikes and all usage monitored and logged
- Pool cycle schemes were encouraged to ensure 1 person had been trained in basic maintenance skills, for which CCFfL funding was available

Project officer

Administration of the project was carried out by the London Cycling Campaign:

A CCFfL Project Officer was appointed to:

- Liaise with and give support to grant recipients
- Attend events and visit projects
- Collect monitoring, reports and case studies
- Check compliance with funding conditions including audit of grant spend where equipment is purchased
- Co-ordination and liaison of Raleigh account for pool bike purchases
- Check and track pool bike use
- Co-ordination of CCFfL invoicing and grant allocation budget

The Project Officer established a working relationship with each of the grant projects, offering support, assistance and advice. This was vital to ensure that each project has been able to realise its potential – meeting the needs of its participants and developing accordingly.

Projects

Appendix 1 provides a list of all projects including a brief description of the project and its location. Whilst a number of projects have overlapping objectives these can be broken down into the following categories:

- Youth groups
- Maintenance projects
- Adaptive cycling for people with disabilities
- Cycling for health
- Cycling presence at community events
- Pool bikes for community / staff use
- Cycle training
- Cycle rides
- Schools cycling projects

Projects were permitted to spend their grant on materials, equipment or activities (subject to approval) contributing to the proposed cycling project or event. Examples of equipment purchased:

- The Best project based in Brent purchased a tool kit, work-stand, a professional tool kit, puncture repair kits, floor pump and parts for maintenance training
- Cycling for All in Croydon purchased a Draisin Recumbent tricycle, leg calipers and foot sandals to assist with all ability cycling
- Parents for Pedal Power based in Richmond purchased 4 Cargo bikes which are like eco-friendly people carriers for parents to use for local journeys. The project also purchased 4 rain-covers for the bikes.
- The Whipper Snappers project in Lambeth purchased 2 bikes with large trailers and aluminium boxes to transport equipment to performances and events.

Partnership working

Most projects rely on a network of support to achieve their success. Running a community project can help further existing and forge new partnerships. This has the added bonus of the cycling project often being the catalyst to improved communication between different groups and organisations. For community groups this can lead to strengthened allegiances and an enhanced status and for local initiatives and organisations, a wider reach into the community. It also encourages cross-partnerships and allows joined-up thinking on a range of community, living environment, transport, development and many other issues.

Bikeworks offers an all ability cycling service in Tower Hamlets and has worked alongside local day service providers, After School groups and Youth Clubs, local educational special needs units, community organisations for disabled people and the borough's social services department to promote and deliver their project.

Many of the community groups have engaged with their local police service to access second hand bikes for recycling. Other collaborators and partners include: local authority school travel plan advisors; LCC local groups; borough Cycling Officers; Road Safety teams; Cycle Training UK and many other cycle training instructors.

Another project that has benefited from forming partnerships is the W6 Youthworks project in Hammersmith and Fulham. W6 were able to borrow bikes from Pedal Power who also provided W6 with maintenance training. Local people donated bikes encouraging engagement with the local community. Links were created with the local safer neighbourhood team and community support officers attended workshops, breaking down barriers between young people and the police.

Recommendations and feedback from projects

Feedback on the CCFfL Community Grants Scheme has been wholly positive. The grants have helped set-up new initiatives and contributed to the continuation and further development of existing schemes. Almost all projects have enquired about further rounds of funding and whether they will be eligible to re-apply.

This brings up the essential issue of sustainability of projects in the long term. To the projects that were established prior to CCFfL funding, the Community Grants Scheme was seen as a positive step forward in recognising the work of community cycling projects and offering mainstream support.

It is imagined there will be an increased demand for the grants scheme: as noted above, successful recipients will seek more funding and raise awareness, creating interest and inspiring and encouraging others to create their own projects within their community.

A positive element of the CCFfL Scheme is the flexibility and individuality the grant allocations allowed. There were few unnecessary top-down pre-requisites and groups were able to devise projects specifically tailored to meet the needs and interests of their audience. Regular contact with a Project Officer allows for changes to be discussed as they arise enabling the project to develop as it progresses. All of these factors allow a project to truly belong to the participants and the community they are part of.

Community projects rely on the knowledge of people within that community to realise what will work. Staff hours are often scarce and many community organisations rely on volunteers. It is important that the Community Grants Scheme has recognised the need for funding to enable staff to dedicate time to projects and for volunteers to be fairly recompensed. Professionals can then be bought in to provide the specific areas of expertise.

The variety of the CCFfL projects demonstrate how cycling can be, and is being, used not only to promote cycling and create cyclists per se, but to address and meet a wide range of aims. This idea works both ways – cycling projects can be used to encompass other issues; likewise, projects designed to address other matters can involve cycling.

Employment opportunities, empowerment, self-confidence, safer communities, skills learning and social integration are amongst the many benefits for participants and communities of the projects involved.

It is worth noting how well community projects use 'captive' audiences to reach out to a wider community. An example is cycling in schools. Children have families: parents, guardians, carers, siblings; and so a fully inclusive, complete package of cycling in schools – as illustrated by the John Ball and partner school projects – can gain access to and have influence over a much wider audience.

Funding for school projects has been an ongoing discussion topic. Whilst it is a valid point that schools can access various other streams of funding, notably through their School Travel Plan (STP) and their STP Advisor, particularly for cycle storage and some cycle training, it is very difficult for them to carry out a fully inclusive project that covers all elements of cycling without applying for additional funding. Schools that provide pool bikes for example ensure that all children can take part in cycling activities. Funding for pool bikes is not available as standard through established sources. As noted above, additional funding also enables schools to develop projects that widen cycling participation to the community.

Overview

Overall the CCFfL Community Grants Scheme has been a success. 54 projects have been aided financially and given support and guidance to realise projects that have the potential to encourage and influence many more. It has also shown the need for such a scheme – over 65 projects applied for the initial pot of funding and with the inspiration of the successful projects it is imagined the demand for this scheme can only grow.

Community cycling projects not only influence the lives of the participants but serve to promote and 'normalise' cycling to a much wider audience.

Organisation	Scheme	Location
Kidz Haven	Providing training to bring school children aged 5-13 up to the national standard	Newham
Bike Maintenance Workshops	Empower people to maintain their own bikes	Hammersmith & Fulham
Parents 4 Pedal Power, Cargo Bikes	To buy 4 cargo bikes to encourage mother to use pedal rather than car	Richmond
Pedal for health	Personalised cycle training for obese children	Sutton
Bike Week, Bikeworks CIC	Work with disabled children giving them a taster of the national cycle training	Hackney
Cycletastic, Grazebrook School	Schools pool bikes for cycle training both children and parents. Family participation events Tour De France & Fee wheel Mass ride	Hackney
Harpley Cycling Club	Targets at-risk youth with maintenance courses and Mountain bike skills training	Tower Hamlets
Patiko Bakers Fort Project	Engages black and minority ethnic youth in cycling via bike cycling and mechanical training	Newham
Signing in deaf club	Provides cycle training to deaf youth	Ealing
Ruskin Park House Secure Bike Parking	Create safe and secure storage on a busy estate	Southwark
Parents Committee New Stepping	Bike week family Bikeathon event	Richmond upon Thames
Stone Playgroup		
Brixton Dr Bike	Training targeted at youth 'hoody' culture	Lambeth
Field End School	Cycling club to promote cycle-commuting to and from school	Hillingdon
Stoke Newington Festival, STA Bikes	Cycling fun day	Hackney
Young Southwark Cyclist launch, Burgess Park cycle track	Young Cyclist – launch and rides	Southwark
Wheels for Well-being	Training for those with disabilities.	Lambeth
St Bernard's mental Helath Club	Provides cycle and maintenance training to the mentally disabled	Ealing
Whippersnappers	Bike and trailer for transporting musical equipment	Lambeth
Rainham Marshes Bike week event	Cycle track promotion – Bike week fun day	Havering
7th Polish Scout Group	Training Polish youth to get them more interested in cycling	Lambeth
Southwark Refugess	Project to create a cycle saturation plan for two refugee groups in Southwark	Southwark
Hackney Parks Forum	One off cycle event in a park to encourage cycling	Hackney
Hackney Play Association	A day of cycling promotion	Hackney
Croydon Cycling Campaign	Cycle training for the disabled.	Croydon
John the Baptist Primary School	Promotion of cycling within the school	Hackney
Basic Bicycle Maintenance Workshop	2 bike maintenance workshops for young people	Hammersmith & Fulham
For Young People (W6 Youthworks)		
Bromley Bike Club (Bike Project Community Co-op)	Training and accompanied rides for 8-15 yrs. Training for adults of various skill levels as well as families	Hackney
Family Cycling/Carer and Child Learning	After school club with training/rides for child and partner adult. Dr. Bike, & Cycling Together (Curwin Primary School) pool of bikes, tagalongs, baby seats/carriages. Funding for 2 national cycling instructors	Newham
Rickshaw roadrunner (Food for all)	Buy a rickshaw to collect computers to recycle and collect and deliver food for homeless in central London	Islington
Somali youth cycling scheme (Somali Carers Trust)	Summer cycling scheme for Somali 11-18. Cycle training for beginners, a cycle tour, bike purchase for training purposes	Haringey
North Lambeth Holiday Impact Project (Flipside)	Kids 8-16 years, bike maintenance and customising, set up bike club	Haringey
BEST summer bike project (Eleven Streets Project)	Cycle recycling, Dr. Bike, maintenance courses, links with local youth office, organise rides	Brent
Cycling for Fun and Fitness (Charlton School)	Borrow a Bike Scheme. Special needs school, high deprivation area.	Greenwich
New Addington school cycling initiative (Fairchilds School)	Bicycle loan scheme for primary schools, cycle training, cycle clubs, buddy rides. Ethnically diverse community, high deprivation indicators.	Croydon
Cycling at Cobourg Primary School (Cobourg Primary School)	Group of bikes to enable students to take part in cycling proficiency courses, curriculum based activities and cycle to and from school.	Southwark
Ride n Swim (John Ball Primary School)	Escorting year 5 pupils (stage 2 bikeability training) to and from weekly swimming lessons. 40-60 pupils.	Lewisham
Beormund BMX Club (Beormund Primary School).	BMX riding and cycle maintenance Purchase 10 bikes, maintenance club and clinics for students and community.	Southwark
Adult Cycle Club (STA Bikes)	Recruit new cyclists from families with no cycle culture, adults can teach children. Once a week, 10 weeks per term, 3 terms	Hackney

Lansbury Family Cycle Project (Poplar Harca)	Cycling club. Emphasis on black/minority residents. Project based activities/training	Tower Hamlets
Charedi Wheels Ahead	Encouraging cycling in minority/refugee communities. Includes training/maintenance, loaning of purchased second hand bikes.	Hackney
Safe Cycling	Safe cycling for 50 young people from Lambeth, targeting people of black, Asian and other ethnic backgrounds	Lambeth
The Pavement – Courier-trike delivery (The Pavement)	Deliver monthly editions of The Pavement by courier, volunteer maintenance course, basic tools, safety equipment, recruiting posters, bike.	Southwark
Charlie Chaplin Adventure Playground – (Pedal Power Project)	Bike storage for staff team and children. Racks for daytime use, cargo container for night doubling as repair workshop. Adapted trikes/bikes for disabled children, safety helmets, workshops on maintenance, safety.	Lambeth
Jewish Women's Cycling Club (Jewish Maternity Programme)	Training for orthodox Jewish women who can't access mixed training. 6-12 women, complete beginners	Hackney
Cycle Haringey (Sports Development Trust)	School visits with secondary schools(including 2 special needs schools) followed up with training	Haringey
On Your Bike' for Care (Michael Sobell House)	Bike ride for all abilities, refreshments on the lawn.	Hillingdon
Girls Revolutions (Herne Hill Youth Cycling Club)	Weekly girls only cycle skills session 6-16 yrs. Repair/maintenance.	Lambeth
Pedal in the Park (STA Bikes)	Free cycle training in local parks for children, adults, families. Aimed at different target groups, Dr. Bike	Hackney
Congolese Cycling in Camden (African Physical Training Organisation APTO)	Recruit 20 black ethnic minority/refugees to promote cycling. Training.	Camden
Jagonari Cycling it Out Project (Jagonari WERC)	Women's training sessions and maintenance.	Tower Hamlets
All ability cycling guide (LCC)	Full revision of all ability cycling guide published by LCC.	Southwark
PALS Cycle Club	Family cycle club.	Newham
Summer Holiday Bicycle Workshops (Dalston Youth Project)	Train 1 youth in maintenance to train other youth in project. 2 employed cycle engineers.	Hackney
Camberwell Detached Project	Bike building and maintenance for young people of mixed background. Encourage healthy options for children and families.	Southwark

