

A photograph of a community event on a residential street. In the foreground, a child in a red jacket is riding a bicycle. To the right, another child in a camouflage jacket is also on a bicycle. In the background, a green tent is set up on the sidewalk, and several people are gathered around it. A yellow van is parked on the street. The scene is set in a residential area with brick houses and trees.

Community wellbeing, inclusion and cycling...

Karen Creavin



Big Birmingham Bikes

- Based on evidence base from prototyping
- Free bikes, learn to ride, cycle maintenance
- Data exchange and GPS tracking – minimum requirement of use
- Entitlement based on deprivation
- Tackling inequality – the cycling experience and not widening the gap...

Big Birmingham Bikes Original project

3,400

Giveaway GPS bikes



400

 loan bikes

200

Community
Group Bikes

20

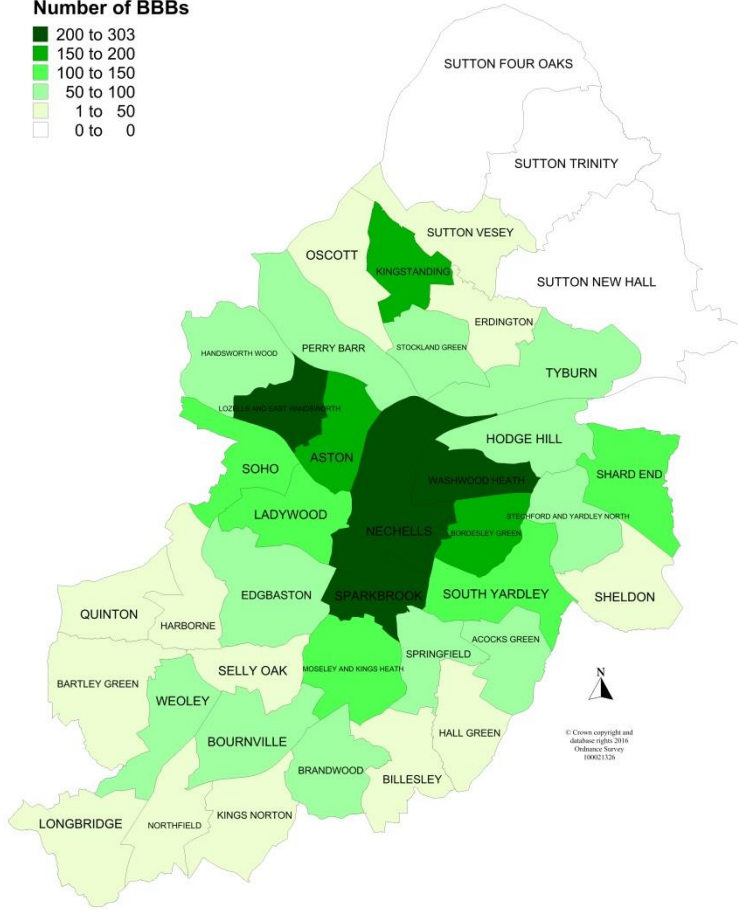
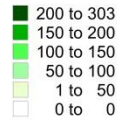
Cycle
centres



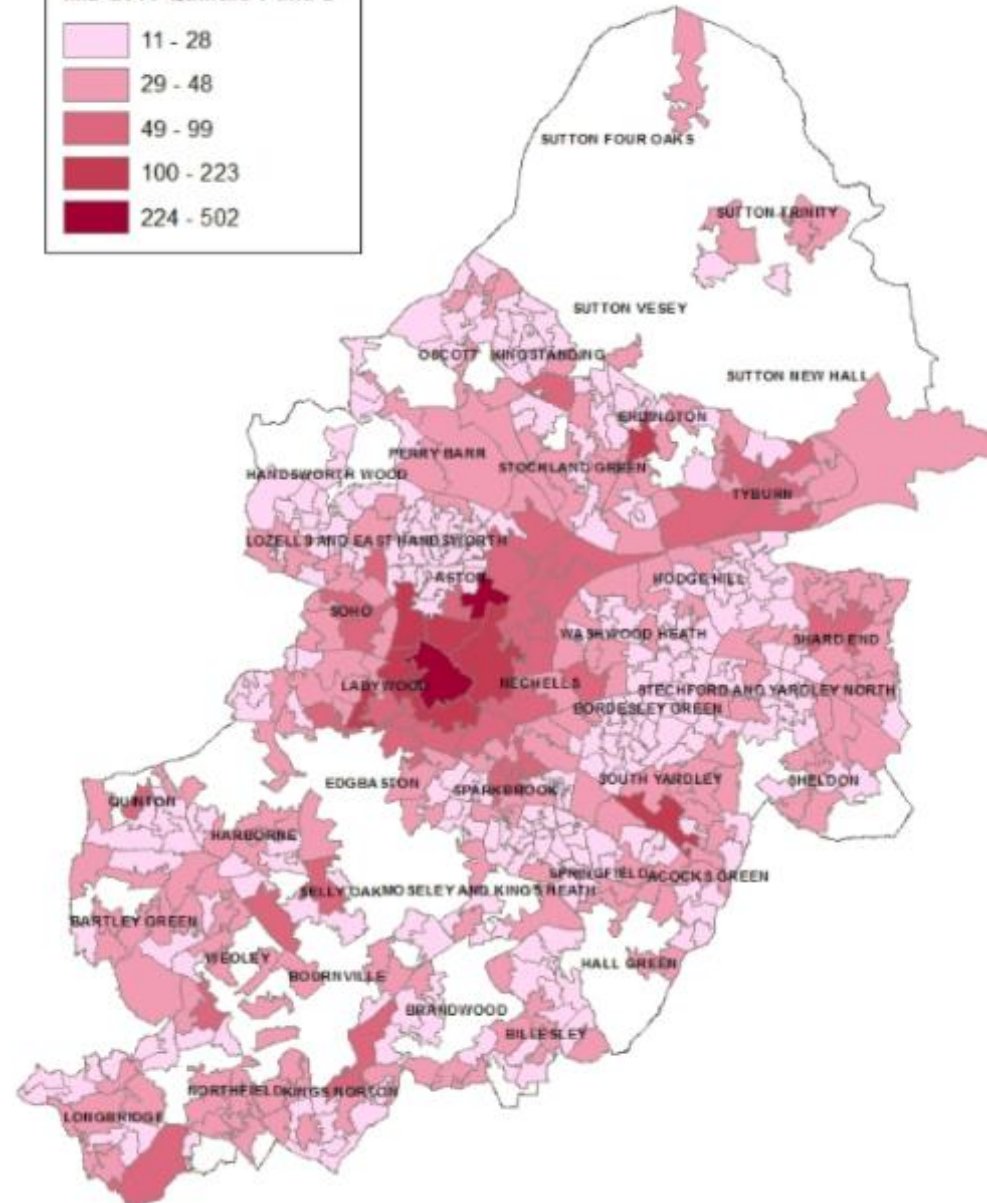
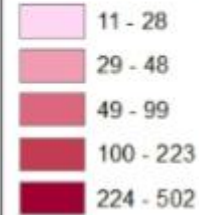
Eligibility and Distribution of Bikes

Big Birmingham Bikes received, by Ward

Number of BBBs



Eligible 2001 LSOA Areas IMD 2010 Quintile 1 and 2




Impact of Big Birmingham Bikes Scheme



 **7,000** free bikes giveaway

 **2,733** adults & **15,108** children trained to ride a bike

 **20** self-run community cycling groups formed


 **42** instructors & **88** ride leaders trained
(58% from BME communities)


 **750,000** miles cycled on free bike = 30x round world
(250,000 on free bikes)

 **43%** replaced 1 mile+ car journeys with cycling
(249 survey respondents)

 **66,000kg** carbon offset

 **4,196** volunteer hours = £71,316 value

 **74%** have improved health/fitness from using their free bike
(423 survey respondents)

 **36** helped to gain employment through using their bike

 **73%** increased cycling confidence by using free bike
(404 survey respondents)

 **18%** have met new people in using their new bike
(103 survey respondents)

Impact continued...

- 220 Bikes given away to children
- 66,000kg carbon offset
- 20 Community cycling clubs
- 5 Bike banks
- 40 ride leaders trained
- 17,841 New cyclists — *(this is combination of bikeability uniques, BBB giveaway recipients never cycled and learn to ride session uniques)*
- Bringing in the unusual suspects
- Starting where they are at/ 'doing with' and not 'to'
- Moving from transactional to relational
- Developing a new pact with citizens
- Collaboration- bikes being given away by recipients from previous rounds/ community led cycling clubs



Managing risk

- Would they be valued? Something for nothing...
- The 'Daily Mail' test- Would they end up in the canal or on ebay...
- Existing lycra cycla's



Lessons learnt

- Changed relationship with citizens- offering something to gain something
- Trust
- Changes in future planning decisions
- Fundamental shift in 'who we are doing this for/with'



Enduring legacy....

- Shifted behaviours- ours and theirs
- New evidence base- based on new cyclists
- Empathy
- Clarity about our mandate... who we are accountable to
- Shifted the cycling market- Keynesian economics...





For more information

- Find out more about Big Birmingham Bikes:
<https://theaws.co.uk/activities/big-birmingham-bikes/>
- Join The Crowd:
<https://theaws.co.uk/crowd/>
- Host an active street:
<https://theaws.co.uk/activities/active-streets/>
- Come on one of our sharing days...

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