

How to set up and run a free cycle taxi for people over 60 and for people with issues around mobility

David Dansky



A vision



Some money



Department
for Transport

The Hackney logo, featuring a white stylized 'H' with an arrow pointing right, followed by the word 'Hackney' in white sans-serif font, all on a green rectangular background.

Accessible cycles



A delivery team



Consultations and roadshows

"I'd like to get to the market"

"Can the cycle carry my stick?"


"Can I ride it in my pyjamas?"



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Marketing & Promotion



HELPING YOU TO GET TO PLACES IN HACKNEY

BOOK A FREE CYCLE TAXI

Ride Side by Side is a free cycle taxi service in Hackney that helps older people and people with issues of mobility to make journeys by bike.

A side by side bike and a cyclist take you to where you want to go. You can choose to pedal or just enjoy the ride!

The service operates within two miles of Hackney Town Hall. We can take you to your local shops, parks or GP.

Book your two hour slot by telephone or on the internet.

Call 020 7232 4384 or
rideshidebyaside.eventbrite.com



www.cycletraining.co.uk



Easy rider

Taxi driver David Darsky, left, with George Capon

A UNIQUE cycle taxi service will help older people and those with mobility issues to make short trips by bike around Hackney for free.

Ride Side by Side, which launches this month, will help residents who use Dial-a-Ride services to attend appointments, go shopping or visit friends.

The four-wheeled taxis are custom-made and allow the trainer and passenger to sit side-by-side. Passengers can choose whether they want to join in and pedal, or sit back and enjoy the ride.

George Capon, 78, of Chatham Place, who trialled a shopping run to Tesco on Morning Lane, said: "I think it's an excellent idea. I hope it'll catch on for lots of older people. It'll give people that little bit of exercise and would be lovely to do in the summer months."

The service is run by Cycle Training UK, with funding from the Council, TfL and Department for Transport.

Cllr Feryal Demirci, Cabinet Member for Neighbourhoods, Transport and Parks, said: "We are pleased to launch the Ride Side by Side cycle taxi service in Hackney this spring.

"It will give the chance for those in the borough with mobility issues to get a free lift, whether that's to the hospital, to meet with friends, or visit the local area. It's also a great way to experience cycling, whatever your age, and to get out and get some exercise."

The service starts on 18 April and will run every Tuesday through spring and summer, with two hour slots available from:

- 9am-11am
- 11.15am-1.15pm
- 1.45pm-3.45pm
- 4pm-6pm

Bookings can be made online at: rideshidebyaside.eventbrite.com or by calling: 020 7232 4384.

"It'll give people that little bit of exercise and would be lovely to do in the summer"

Partners and supporters



Transport Minister Paul Maynard
Hackney Councillor Feryal Derirci



 **hanover**
Estate Manager

Participants and stories



Josephine

Participants and stories



Eastern

Participants and stories



Maria

Participants and stories



Bert, Raymond, Diane, Monica, Cecil,
Susan, Lora, Junior, Granville, Kathy,
Franchia, Zeheda, George, Victor,
Grafton, Paulette ...

And many more

Statistics

Since May 2017	
Number of people engaged	60+
Number of trips made	150+
Types of trips	Leisure, Exercise, Shopping, Hospital, Family visits, Bookies, Take-away food, Laundrette, Exploring, Community centre ...

Lessons learnt



"This is the future"

Hackney Dial-a-Ride driver

