



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

# Social Cycling Project



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## How?

Community groups

Listening Campaign

Facilities

Bikes

**Social Cycling Groups**





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# What?



## Social Cycling Group

- For your organisation e.g. Open Age
- 6 consecutive weeks
- 2 hours per session
- Same day – same time
- Beginners / Level 1
- Up to 10 participants



# What?



## Drop in sessions

- 2-hour sessions
- Beginners
- Occasional cyclists
- People who haven't cycle in a long time
- Taster session
- Assessment of skills



# What?

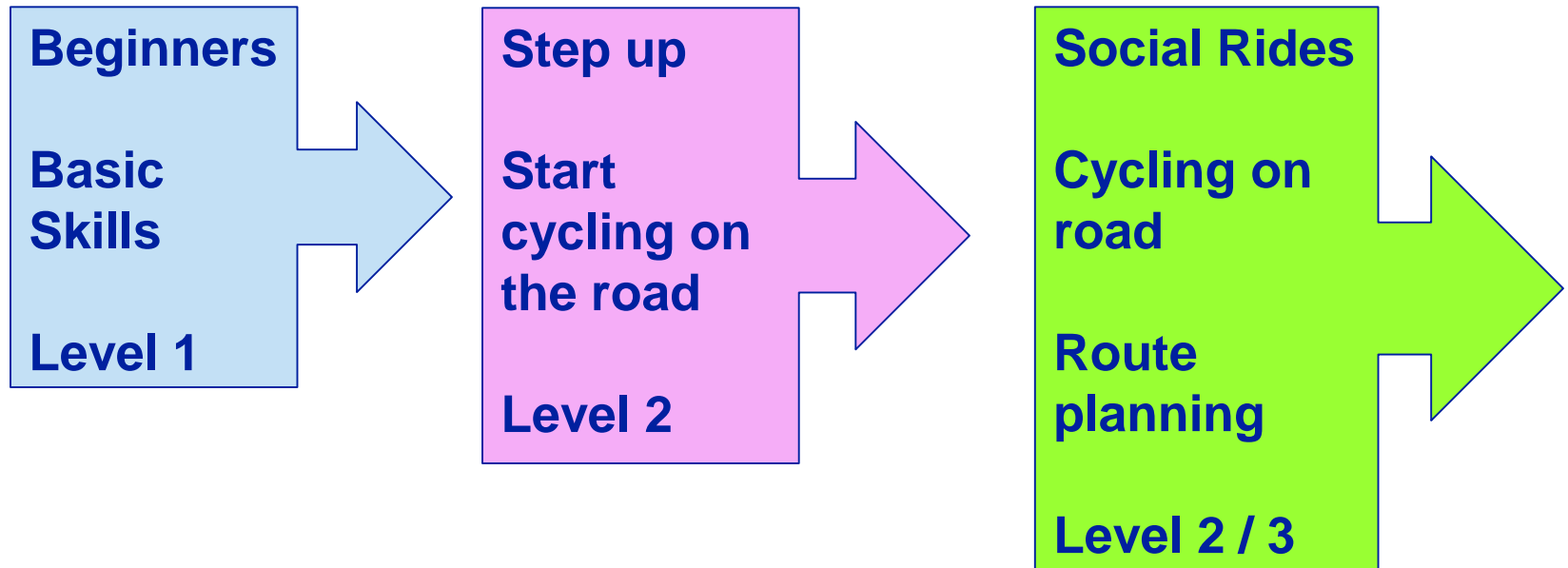


## Social Cycling Ride

- Same day / same time
- 2 hours
- Bikeability Level 2 / 3
- Rides to visit places
- Stop for tea/coffee & cakes
- Up to 6 participants
- 2 instructors



# Progress







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## Barriers to engagement (with women)

- Lack of confidence
- Perception of danger
- Lack of road knowledge / rules of road
- Overcoming cultural issues (not just Muslim)
- Physical strength and coordination
- Lack of English Language = dependence
- Lack of bike ownership
- Family commitments / works both ways
- Lack of geographical knowledge
- Cultural accessibility (clothing?)
- Embarrassment / overachievement



# Feedback:

## What motivated participants to come to the course

*“It gets me out of the house”*

*“Fresh air”*

*“Doing exercise”*

*“Learn to ride”*

*“Enjoy doing it with friends”*

*“Socialise and meet new people”*

*“Be pushed a bit more out of your comfort zone”*



# Feedback:

## Challenges

*“I was terrified of riding a bike. My best friend was killed on a bike in Piccadilly Circus. The first day of the course I fell and ended up in A&E. The last day of the course I was riding”*

*“When I started the course, I was terrified of falling and hurting myself”*

*“Keeping balance while signalling”*

*“Remembering good practice: pedalling and keeping all at the same time”*





# Feedback:

## After the course

*"I joined this cycling lesson not knowing how to cycle. After 6 weeks I managed to ride a bike and learning a lot things"*

*"Feeling much more confident on the road"*

*"Having fun"*

*"The love for the bike brought us together".*

*"The instructors are very friendly and helpful. Wish the course can continue!"*

*"Flexibility was great – tailoring sessions to individual needs"*

*"It was good to have different instructors as they had different ways of teaching. We picked different tips from all of them"*



# Output:

## 2015-16

- We trained 118 adults in total

	Beginners	Level 1	Level 2
Before training	47	71	0
After training		82	33

## 2016-17

- We trained 180 adults in total.

	Beginners	Level 1	Level 2
Before training	72	68	40
After training		93	87



# Recycle The Way You Travel



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# Programme update



- Summer programme  
Westway Sports Centre
- Autumn programme  
Westway Sports Centre
- New autumn programme – Tuesdays  
Chelsea Theatre



# Thank you!

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