START Cycling – national programmes to get young people cycling

Kevin Mayne
Chief Executive, CTC
Board Member, Cycling England

Contents

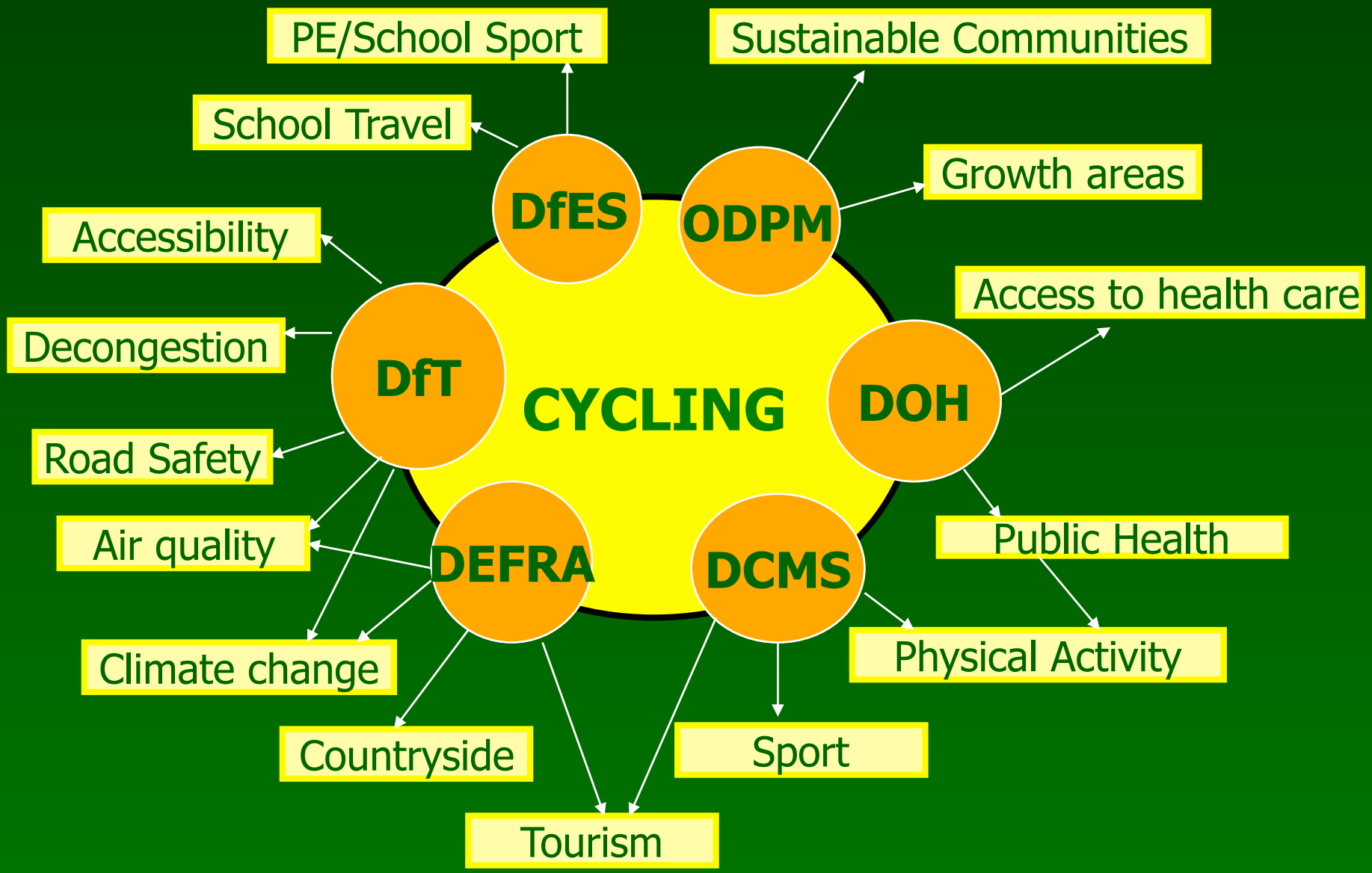
- Quick overview
  - The main national players
  - The main national programmes and resources
  - Q&A, how to find out more, etc.
- Interactive session
  - START Cycling

The main national players

- Department for Transport
- Cycling England
- Cycle Training Standards Board

- CTC
- Sustrans
- British Cycling

cycling england



CYCLING ENGLAND'S PROGRAMMES

- Cycling Towns and Cities
- Making cycling mainstream
- New solutions (rail, workplace, health)

- START Cycling

START CYCLING

- Bikeability – cycle training for the 21st century
- Schools infrastructure – links and parking
- School and club champions
  - Bike It
  - Go Ride
  - Bike Club

What is Bikeability?

- The ‘cycling proficiency’ for the 21st century
- Three levels starting with basic bike handling skills and progressing to on-road training
- Skills and confidence to ride on today’s roads
- Badges and certificates for each level

Our strategic approach

Drive consumer demand but support the supply of new instructors

Drive penetration by focusing on schools, not LAs

Stimulate 100s of Bikeability conversations across key audience groups

Focus on primary schools to meet Level 2 targets, but support progression from 2 to 3

Existing

- Bike It – Sustrans
  - Nationwide scheme to get more children cycling through the school gates
  - Quadrupled cycling levels at the schools in which it operates
  - 300 schools, 44 local authorities, 60,000 children

- Go Ride – British Cycling
  - Club Development Programme aimed at improving both young riders and clubs.
  - Focuses on volunteers and young members – improving coaching standards and increasing the number of young riders with access to coaching activities.
  - Creation of school-club links

Welcome to Bike Club

bike club

The Bike Club Consortium

- ContinYou
- UK Youth
- CTC

ukyouth Positive About Youth 100 CENTENARY YEAR

continYou Changing lives through learning

ctc working for cycling

bike club

Existing cycling programmes

- Children who are not being reached:
  - Not in “Bike It schools”
  - Outside middle classes
  - Girls
  - Disabled
  - Teenagers
  - NEET
- Resources not being used:
  - Extended services (Community Schools)
  - Youth services
  - Youth clubs
  - Informal education
  - Award schemes
  - Parenting schemes
  - Informal sport

Extended use of cycling to deliver Every Child Matters
Cycling for new children, in new environments
Distinctive offer for socially excluded communities
Non-sporting community Bike Clubs in the youth and community sector
Engaging a wider family audience using the school or club as hub
Cycling as an Extended Services activity
Joint working with local authority teams

Where is Bike Club?

Questions?

Find out more

-Discuss your ideas with a Bike Club development officer

-Call us on **0844 736 8450**

-Email us at **info@bikeclub.org.uk**

-Online at **bikeclub.org.uk**

-Twitter at **@BikeClub**

-Facebook group