

Modeshift National Sustainable Travel Awards 2021



Best sustainable travel initiative – Community Winner

London Borough of Ealing Council/Let's Go Southall

Let's Ride Southall

Sponsored by Love to Ride

What did the project involve?

Southall, one of the most ethnically diverse towns in the UK, has 89 different cultures represented in the community. The Let's Ride project is enabling this community to support itself to make much needed changes to the way people travel. With physical inactivity levels in Southall (43%) significantly higher than national (25%) or Ealing average (24%), having the option of alternative modes of transport (cycling) enables people to become active as part of their everyday lives, leading to long term lifestyle changes. A focus on grassroot engagement, building and leading the project from within is returning economic, health and social improvements for the community. Project elements include Dr Bikes, cycle training, rider leader training, cycle hubs, and a 2500 bike handover is empowering people to address inactivity. Cycling is starting to be seen as inclusive, social, and accessible. Commitment from volunteers leading the community engagement, in social movement teams, is amplifying the impact.

Who was involved and what was their role?

Rajinder Singh, Let's Go Southall Transformation Lead; Jaspal Gill, Let's Go Southall Delivery Lead; Gerry Del Guercio from Cycle Instructor, LB Ealing cycle training provider; various ride leaders from British Cycling and Breeze Rides; Super Organisers: Georgia Gojkovic, Manjinder Rooprai, members of the community; Chris Bunting, LBE Leisure; and Warren Leigh, Mark Cook Sport England Pilot Leads.

What was the cost and how was the project funded?

Dr Bikes (13 x 3 hr sessions delivered 09/20 – 04/21 = £10,610) from London Borough Ealing (LBE) Cycle provision budget; Cycle Training, Led rides, Maintenance Classes from Let's Go Southall project funding from Sport England which includes Cycle Hub set up and delivery: £20,000 + £85,714 and up to 2,500 Cycles to give away via social movement, GPS tracked for security: £705,000.

How does this project meet at least two of the Awards criteria?

'Let's Ride' is a community engagement project, which monitors engagement by women, men, families, over 60s and those with long term conditions. These culturally relevant groupings have been chosen to target large numbers of people via social movement teams. Having trained ride leaders and cycle hubs is enabling project longevity and sustainability by improving the earning capacity, living conditions and health of the community. Working in partnership with the local council (project management), Cycle Instructor (LBE training providers), British Cycling (ride leader training) and Sport England (funding), project success is measured by numbers learning to ride, training to ride lead, attending led rides which happen daily, getting bikes repaired or volunteering. Over 70 people give 4+ hours every week, volunteering. A community identified as inactive is now investing in their own community: they are the solution to gain long term change to more sustainable, healthy travel.

What were the results, and what future plans do you have for the project?

- 58 Dr Bikes, funded by LBE, from 9/20-7/21 engaged 286 different people.
- 410 bikes were repaired/serviced/referred on.
- Currently Dr Bikes, managed by Let's Ride Southall, funded by LBE, services approx. 70 bikes monthly, with 25 bikes available to community to 'try' cycling at each session.
- 2 x Pedal for Good Challenges - women in July: 38 engaged in 51 different types of cycling activities, most new or had little experience. They rode over 900 miles raising money for charities. The men's challenge, August – in progress at time of submission.
- 9 ride leaders trained within the community who now lead daily rides.
- 4 new cycle hubs currently being set up to repair, service, provide accessories, train ride leaders and mechanics to provide ongoing wrap around support for residents, lend bikes, refurbish abandoned bikes collected by LBE to sell to the community and manage a project to handover up to 2,500 new GPS tracked bikes to those that commit to getting active via social movement teams.

Endorsements:

Russell Roberts, London Borough of Ealing Senior Transport Planner: "The Let's Ride Southall team promotion of cycling within their community has gone from strength to strength as seen by the doubling of number of mechanics needed at their Dr Bike sessions and trebling of children's bikes serviced." Mark Cook, Local Pilots and Priority Places Manager, Sport England, "As part of our local delivery pilot programme, we are pleased to be supporting Let's Go Southall to develop the "Let's Ride Southall" approach with residents and partners to reduce inequalities and build sustainable community participation in all forms of cycling."

Feedback from the Expert Panel of Judges:

"This is hands-on and engaging directly with the public. Using a range of activation tools and working with different sections of the public."

"The winner is a great example of using sustainable travel/active travel as a catalyst for supporting community within a culturally very diverse environment."

"Very good example of providing active travel opportunities for the community covering a wide audience. The project allows the community to participate and engage in a number of cycling initiatives and will provide long term health benefits to the community."

Evidence:

- 1) <https://twitter.com/i/status/1422876065123479552>
- 2) <https://twitter.com/GoSouthall/status/1415223148404948995>
- 3) <https://twitter.com/GoSouthall/status/1404434995876450310>
- 4) <https://twitter.com/GoSouthall/status/1402908568966385664/photo/1>
- 5) <https://drive.google.com/file/d/1EuAqcBTYg4iQvkkHmNvOtxJfpwSZ-kU/view?usp=sharing>