

## Innovation Fund Pledge



### Phase Two Chrisp Street Community Cycles

### HUBBUBUK

**Total award - £6,058**

**Total Crowdfunding**

**Target:**

£11,138

**IF pledge:**

£12,114.00

**Number of Backers:**

91

**Outcomes:**

Creation of a cycle hub in Chrisp Street to support families to continue cycling over winter including the training of volunteers into paid employment.

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#### Organisation Details

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HUBBUBUK have worked in Tower Hamlets previously and have local knowledge that will enable them to successfully deliver their crowdfunding project to local residents in the borough. The outcomes of this project is to enable the community to overcome known barriers ([Bike Life Report](#)) to walking and cycling in Poplar. The project plan clearly set out how they will help residents overcome these barriers to Bike Riding through a varied programme of activities.

**Previous experience**

The organisation has previously delivered a pilot project of this nature 'cycle hub' and were overwhelmed with the demand and have launched Phase 2 of this project to continue delivering this service to local residents. The 6 week project that took place in August 2021 resulted in;

- 53 bikes loaned
- 195 people take part in an activity
- 1000 people engaged with project

During this pilot the organisation identified that Safety, confidence and cycle storage are some of the main barriers residents face in taking up cycling as a way of life.

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#### Project Details

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**Partnerships**

The organisation state that they will be working with Well One Partnership who will extend the reach of the project to Community Connectors, Social Prescribers and other health care providers working to connect local people to healthy lifestyle activities. A stakeholder steering group will also be created to ensure local voices are heard at the highest decision making levels, fostering a more joined-up and strategic approach to implementing solutions to tackle air quality issues affecting Lansbury.

**TH Plan**

**Good Jobs & Employment** - Creating pathways to employment in the Green Economy is a fundamental pillar of this project. The organisation want to support job security and diversity in the local cycling economy and aid post-Covid recovery by creating training and volunteer opportunities for local people, especially those from underrepresented groups.

**Better Health & Well-being** - Gives people the skills and confidence to walk and cycle more – improving their physical and emotional wellbeing, reducing social isolation and improves social networks, reducing air pollution and exposure to air pollution by raising awareness the impact of air pollution on health and creating ‘clean air routes’ with residents.

**Strong resilient and safe communities** - Tackling air quality issues affecting Lansbury be encouraging more bike riding.

### **Innovation**

The organisation would like to continue this project without losing momentum as they currently have a lot of interest in this project from local residents in Chrisp Street – they have detailed in their application that they want to continue to support families to continue cycling over the winter months which can be challenging for some. They will train local cycle volunteers and guide them into paid employment.

The organisation would like to host their first bike market at Christmas this will support the circular economy by fixing unwanted bikes and rehoming them locally. The organisation has stated that the pilot has been a fantastic experiment so far and has demonstrated an appetite for cycling from communities who face many barriers to cycling and that is why they are crowdfunding phase 2 of this project.

### **Delivery**

- Launch a free winter cycle skills and confidence programme of activities for all abilities
- Create at least 6 volunteer opportunities and offer support into paid work in the cycling industry
- New Year New You - beginners Women only cycle club
- New Year Build a Bike workshop
- A bike swap event for residents to bring and exchange unwanted bikes
- Expand our bike library to include more children’s bikes and a trailer