

## **CYCLE TRAINING AND DIRECT SUPPORT FOR CYCLING**

### **London Borough of Ealing**

Direct Support for Cycling (DSC) helps new cyclists with all the knowledge, training and equipment they need both to start cycling and to successfully continue to do so.

Ealing considers Direct Support to be a critical element of any programme of support for actual or potential cyclists. It is necessary for *“More cycling, more safely, more often”*. It is operated by committed and enthusiastic everyday cyclists on a professional basis. It is integrated into other cycling and sustainable transport programmes and policies, whether existing (motor traffic reduction) or potential (support for the cycle trade). Direct Support is a way of empowering those new to cycling and includes:

#### **Training and other Support Measures**

Ealing provides national standard training and is willing to spend the time and money to take people from complete beginner to level three standard. All of the following measures contribute to developing people’s ability to start and to continue cycling:

- On-road cycle training (CTUK have been working with LB Ealing for 7 – 8 years to provide training)
- Bike buddying
- “Keep riding” assistance programmes
- Dr. Bike health checks
- Domestic parking
- Maintenance classes
- Estates projects
- Advice (advice that an experienced everyday cyclist gives as one-to-one advice to someone who is not yet an everyday cyclist).

#### **Ways of dealing with obstacles to everyday cycling**

They consider it crucial to equip someone with the knowledge and skills they need to overcome what can be obstacles to cycling. They enable people to:

- Locate and use local bike shops
- Set up, maintain and use a bicycle on a daily basis
- Secure a bicycle at home, on the street and at work
- Achieve correct positioning on the road
- Be aware of basic rights and responsibilities

Direct Support involves them in working with a wide spectrum of people including those in traditionally hard to reach communities. In their work with schools, they have identified those schools needing extra support with equipment (i.e. deprived areas). Help with the equipment has enabled pupils at these schools to also benefit from training.

#### **Peer assessment of this initiative (June 2007)**

- ✎ Direct Support for Cycling – attitude, being prepared to spend the time and money to get people cycling
- ✎ Cycle training – “all the way”, principle of taking people from complete beginner (level one) to level three
- ✎ Targeting the traditionally “hard to reach” demographic
- ✎ Cycle lockers on estates (free of charge to residents)

- 7 Training outsourced to professional national standard accredited company (Cycle Training UK)
- 7 Schools – identifying those schools needing extra support with equipment (i.e. deprived areas)

*Contact Bob Davis for further information*

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