

Go Cycle Glasgow

Evaluation of Glasgow Life's Go Cycle Community Fund

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Glasgowlife

GoCYCLE
GLASGOW

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Glasgow
Centre for
Population
Health

Executive summary

»»» About this evaluation

The Glasgow Centre for Population Health (GCPH) was commissioned by Glasgow Life to evaluate the impact of their Go Cycle Fund, which was developed as a legacy project from the 2023 Union Cycliste Internationale (UCI) World Cycling Championships. Twenty-nine community organisations from across Glasgow were funded up to £10,000 to deliver sustainable and inclusive cycling activities.

Through an online survey, GCPH collected feedback from 26 out of 29 funded organisations. This covered feedback on the administration and delivery of the fund by Glasgow Life, progress against fund aims (increased participation, overcoming barriers, supporting under-represented population groups in cycling, and ensuring sustainable activities), the impacts of participation and how involvement has shaped ongoing organisational practice.

»»» Key findings

- 26 out of 29 organisations responded to the survey (90%), of which 29% were providing cycling activities for the first time.
- Community organisations from across Glasgow delivered a range of cycling activities as part of the fund. At least 1,454 people were engaged in activities through a Go Cycle funded project.
- Funds were spent in a variety of ways, including for the purchase of loan bikes, offering led-rides, providing cycle-related training and volunteer development, contributing to the creation of bike hubs, for maintenance, to deliver events and information sessions, and for sport-specific activities.
- Demographic data was collected and is reported on here. This shows positive engagement from several under-represented population groups in cycling, including asylum seekers and refugees, LGBTQ+ populations and people from a non-white ethnic background. This data was incomplete, with the response rate ranging from 31% to 55% across demographic questions. It is therefore most useful in considering the impact of individual organisations, rather than being representative of the entire fund.
- As requested by the fund provider Glasgow Life, organisations supported people to cycle for a combination of active travel, recreation, and sport.

- Organisations demonstrated a strong awareness of the under-represented groups in cycling and gave several examples of measures taken to ensure that barriers to participation were overcome.
- Training volunteers, building capacity within the local population to deliver led-rides, and working with other local organisations to share information and resources were offered as examples of approaches which could enable the benefits of the project to extend beyond the current funding period. These sustainability measures should not detract from the clear need for further funding and investment.
- Individual impacts were most commonly described in relation to confidence and empowerment. Further benefits such as improved mental wellbeing, meeting new people, seeing new places, developing new skills and saving money were widely expressed. The participant impacts were more usefully considered collectively and synergistically as part of a journey of change and growth rather than being considered individually.

»»» Conclusions

The Go Cycle fund has supported approaches that have helped to normalise cycling across under-represented population groups throughout Glasgow. Supporting organisations with existing local knowledge and an awareness of how to deliver equalities-sensitive cycling activities can bring multiple social returns. When effectively and sensitively delivered, community cycling activities can increase confidence, be fun, engaging, sociable, empowering and inclusive, providing broad physical and mental health benefits. Beyond this, cycling activities can reduce transport costs, promote increased movement across city neighbourhoods, support environmental improvements, and offer a service that supports integration for New Scots. Learning from Go Cycle furthers our understanding of how limited resources should be prioritised in order to bring multiple benefits across marginalised and disadvantaged groups.

Recommendations based on the learning are most relevant to the fund provider, Glasgow Life, and to the 29 participating organisations. However, our recommendations are also aimed more widely at organisations undertaking similar cycling promotion work, such as other active travel funders and community organisations that are considering developing cycling-related activities. Finally, some recommendations are offered that we hope can support cycling policy and practice in Glasgow.



Go Cycle Fund - key points



29

Funded organisations (26 took part in the evaluation).



Number of engaged participants.

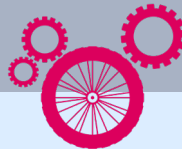
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Fund aims



- Encourage more local people to use cycling for **recreation, sport, or active travel**.
- Provide **cycling activities for under-represented groups** in the community.
- Be **inclusive and accessible, addressing barriers** to participation in cycling.
- Engage participants in cycling now and **provide sustainable activities** that will be deliverable in the future.
- **Share the learning** from the project with the cycling community.

Activities



BMX provision, cyclocross, access to bikes, bike loan service, cycling hub, training, maintenance, cycling activities, led-rides, learn-to-ride sessions, volunteer development, bike bus (group cycle).



29% of organisations introduced cycling for the first time.



54% received additional funding from elsewhere.

96%

25 out of 26 projects were delivered as intended or with some revisions.

Agreed or strongly agreed that Go Cycle was well delivered.

94%



60% of participants were aged 16-24.



56% were from a non-white background.



36% were seeking asylum or had refugee status.



44% had a health problem or a disability.

Impact on participants

Enjoyment and confidence, mental wellbeing, new skills, connecting with nature, socialising, discovering new places, reduced transport costs.



Acknowledgements

The Go Cycle fund was administered by Glasgow Life, with support from Smarter Choices, Smarter Places and Clyde Gateway.

We would like to thank Grant Morrison from Glasgow Life and Lorna Graham from Glasgow City Council for guiding our approach, offering ongoing support, and for contacting project leads regarding the evaluation. We are also grateful to each project lead for taking time to provide thorough and considered responses to the survey.

Lastly, we would like to thank Jennifer McLean, Chris Harkins and Bérengère Chabanis for proofing the report and providing useful guiding comments. We hope that the findings from this work can have a positive impact on Glasgow's cycling community.

Project photos courtesy of Glasgow Life.



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Translation



Easy read



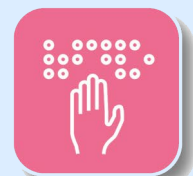
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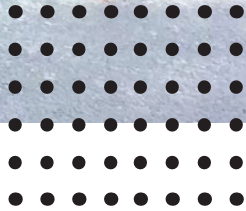
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1. Background



1.1 About Go Cycle

The UCI World Cycling Championships were held in Glasgow and Scotland throughout August 2023. Go Cycle is a Championship legacy project set up by Glasgow Life, which aims to support local participation in cycling for recreation, sport, and active travel. The fund was delivered in partnership with Clyde Gateway and the Smarter Choices, Smarter Places programme, which is administered by Paths for All. This partnership ensured that projects within the Clyde Gateway area^a received focused support, and that the principal aim of the Smarter Choices, Smarter Places programme – which is to encourage more people to take up active and sustainable transport choices – was embedded within the approach.

Twenty-nine organisations were funded up to £10,000 to deliver sustainable and inclusive cycling activities across the city. At the application stage, each organisation was asked to demonstrate a commitment to the following five priorities:

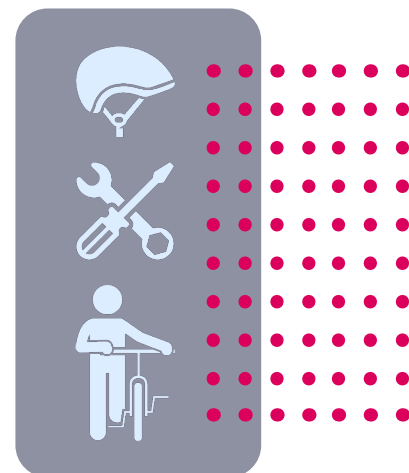
1. Encourage more local people to use cycling for recreation, sport, or active travel.
2. Provide cycling activities for under-represented groups in the community.
3. Be inclusive and accessible, addressing barriers to participating in cycling.
4. Engage participants in cycling now and provide sustainable activities that will be deliverable in the future.
5. Share the learning from the project with the cycling community.

^a Clyde Gateway is an urban regeneration company in the east end of Glasgow covering the neighbourhoods of Bridgeton, Dalmarnock and Rutherglen.

1.2 Go Cycle funded projects

Funds were awarded to a broad spectrum of organisations, including those which represented a neighbourhood or community in the city, others which supported a specific population group (e.g. young people) and those constituted around a topic or theme of interest (e.g. environmental or sports groups). Other funded organisations included housing associations, a school, and a parent council. Several organisations worked with marginalised, vulnerable, and under-represented population groups, such as young people, disability groups, minority ethnic populations, New Scots, the LGBTQ+ community, and people living in the most deprived parts of the city. Of these groups, nearly two-thirds had already established some kind of cycling activity and were looking to build on this, and the remainder introduced cycling activities for the first time.

Through the application process, groups were asked to describe how they intended to use their funds. Some groups made decisions based on feedback from their members and/or the local community that they were serving. Most commonly, groups used funds to purchase 'bikes for community use'. This was followed by 'maintenance', 'training and advice', 'volunteer development', or the purchase of 'essential equipment' such as 'helmets', 'clothing' or 'tools'. Other uses included 'storage units', 'bikes for ownership', 'transport to access sessions', 'group rides', 'repairs', 'events', and 'marketing'. The range of ways in which funds were used demonstrates the understanding that holistic and comprehensive support is needed to encourage participation in cycling from those facing the greatest barriers.



Since the delivery of this first round of funding, Go Cycle Glasgow have partnered with Buchanan Galleries owner, Landsec, to provide an additional £50,000 to support the further development of projects across the city. Using the learning from the initial fund, 14 organisations will continue to expand and grow opportunities for under-represented groups.

1.3 Policy and evidence overview

Policy context

Increasing everyday walking, cycling and wheeling in Scotland is an important means of creating an active and sustainable transport system^{1, 2}, improving population health³, reducing air pollution⁴, achieving Scotland's challenging climate change targets⁵, and supporting the regeneration of cities and town centres⁶. Backing up these policy commitments, investment in active travel in Scotland has been rising and the Scottish Government has committed to trebling the active travel budget to at least £320 million by 2024/25, a figure which will represent 10% of the total transport budget⁷.

Glasgow has committed to being carbon neutral by 2030, and national and local transport strategies now clearly endorse a sustainable transport hierarchy⁸. Part of the approach to achieving carbon neutrality is predicated on reducing transport-related emissions through investing



in active travel (including the Avenues Programme^b, City Ways^c, People First City Centre^d) and reducing peak-hour private car traffic by 30%⁹.

In the last decade, GCPH has contributed to the evidence base around how investment in active travel infrastructure can increase active travel. This research has illustrated the positive impact of new bridges¹⁰, city cycle ways^{11, 12}, and the city's bikeshare scheme¹³ on levels of walking and cycling, while more targeted approaches have supported a diversification of the cycling population¹⁴.

Health and economic impacts of active travel



Travelling actively brings multiple physical and mental health benefits to individuals^{15, 16}. More broadly, the impact of investment in active travel can be considered through the lens of place, community, and economic benefits. By contrasting this with investment that supports increased vehicle use, evidence shows benefits in terms of social interaction in public places, reduced social isolation, and improvements in air quality¹⁷. Investment in cycling can also result in increased retail spend¹⁸, while broader economic gains can be accrued through shifts to active commuting. Using the WHO HEAT tool, which is a web-based tool used to estimate the health and economic impacts of increased walking and cycling, research conducted by GCPH and the University of Edinburgh found that annual health economic benefits of over 750 million Euros were associated with active commuting in Scotland¹⁹. More recent modelling work using a Scottish longitudinal cohort has shown that, in comparison to non-active commuters, active commuters had lower overall mortality, lower rates of hospitalisation for cerebrovascular disease and cancer, and lower levels of prescribing for poor mental health²⁰.

Barriers to active travel

Despite multiple evidenced health benefits, several barriers prevent people from travelling actively. GCPH analysis has shown that cyclist commuters are twice as likely as non-active commuters to be injured in a road incident, that serious cyclist casualties have been rising in the last decade, and that one-in-ten cyclist casualties are victims of hit and run incidents²¹. Indeed, safety concerns are often cited as a main barrier to cycling²², but social and cultural barriers also exist, and we know that the perceived barriers vary across population groups²³. Commuting cyclists come from a more affluent than average background²⁴, fewer women cycle than men, and people from minority ethnic groups can face cultural barriers. More positively, research has shown that bikeshare schemes can attract a relatively more diverse user group¹⁹.

^b <https://www.glasgow.gov.uk/index.aspx?articleid=29676>

^c <https://www.glasgow.gov.uk/index.aspx?articleid=21805>

^d <https://www.glasgow.gov.uk/index.aspx?articleid=29522>



GCPH has evaluated behaviour-change projects aimed at addressing such barriers and encouraging participation from groups furthest from cycling. The Bikes for All project used training, led-rides, and cheap access to bikes to encourage people from a range of under-represented groups to cycle, including women, ethnic minority groups, asylum seekers and refugees. The research found that the project brought multiple health and social benefits to people who have previously faced barriers to cycling²⁵. Without projects like this, it is unlikely that the benefits of new cycling infrastructure or bikeshare schemes will be realised equitably across the whole population. The projects funded through Go Cycle Glasgow illustrate a range of approaches aimed at creating a more inclusive cycling community in Glasgow.





2. Evaluation approach

The evaluation approach was agreed after meetings with Glasgow Life staff. A brief for the work was developed with the following evaluation objectives:

- Provide a coherent narrative of how the fund was collectively delivered and who benefited from it.
- Support funded organisations to collect demographic information on participants.
- Assess the extent to which the fund's strategic priorities have been met through the activities of the various organisations.
- Gather measurable feedback on the organisation and delivery of the fund.
- Provide learning and recommendations for the fund's Strategic Management Group and other groups aligned to the event.
- Based on learning from the approach, gather practical feedback on how to diversify and grow the cycling population across Glasgow.

Following the award of funding, GCPH contacted each successful organisation by email with information on the evaluation. This included a document which summarised how the various projects intended to use their funds to support cycling participation. This was provided to give organisational leads information on the other funded groups and how their own project contributed to the fund. Additionally, a demographic monitoring form and further information about the planned approach to the evaluation was provided, including when GCPH would contact them with a request to complete an online survey (Appendix 1). This was issued in August 2023 from a Glasgow Life email address. This approach was taken on the basis that Glasgow Life had an ongoing working relationship with each organisation and could use their position as 'fund providers' to state the importance of providing evaluation data. This was issued in August 2023 and closed at the end of September 2023.

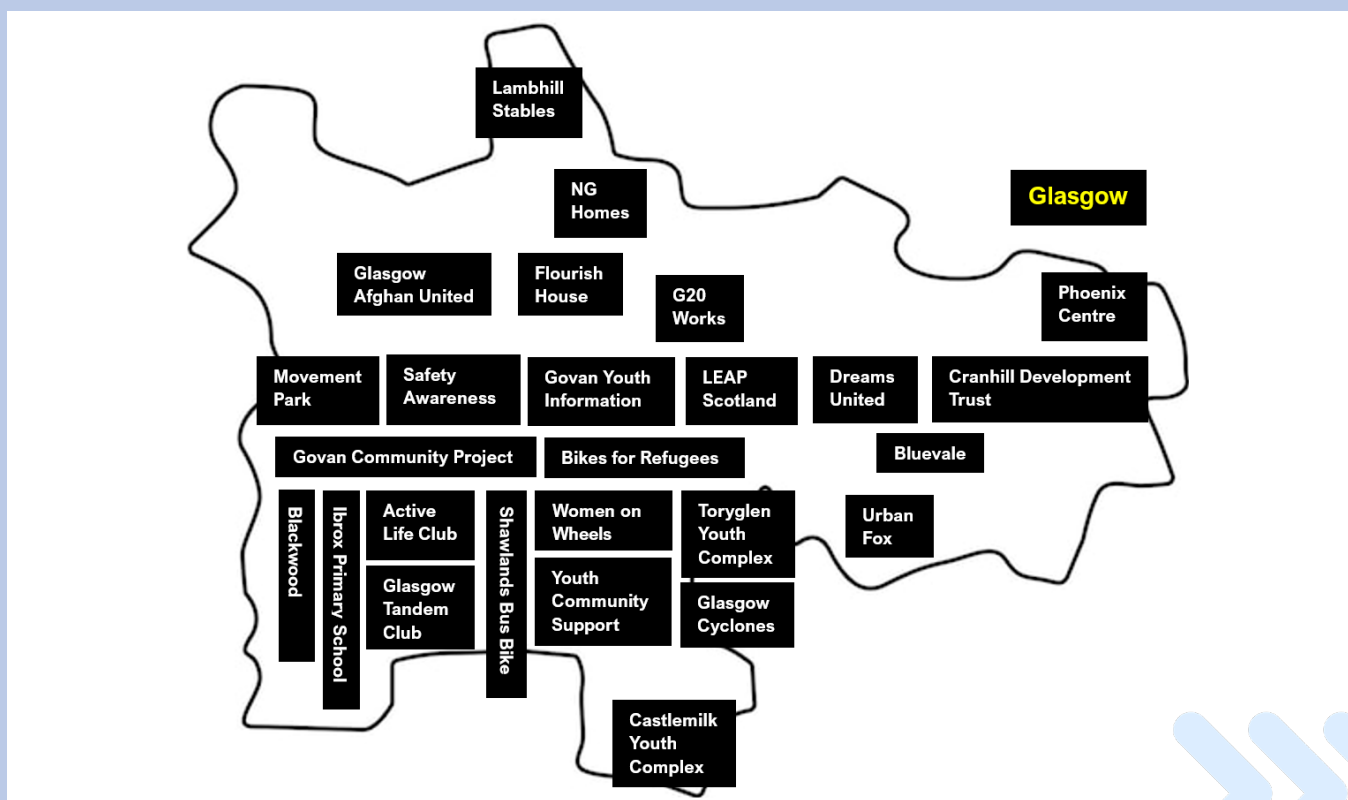




3. Survey responses

Twenty-six out of the 29 funded organisations responded to the survey (90% response rate). Some were unable to respond due to unforeseen organisational challenges that were ongoing and needed to be prioritised. Figure 1 is an illustrative map showing the approximate locations of the 26 organisations that responded to the survey.

Figure 1. Map of funded organisations



3.1 Participation in cycling activities

Each organisation was asked to indicate how many people they had engaged through their project, giving an approximation if they were unsure. One organisation reported that they had engaged 2,100 people. As this was a significant outlier, it was removed from the final estimation of participants. Therefore, based on responses from the remaining 25 organisations, approximately 1,454 people across the city were engaged in cycling activities through the Go Cycle fund throughout 2023.

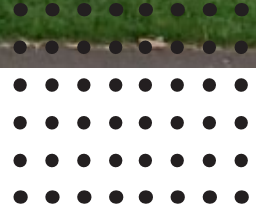
3.2 Limitations

Due to organisational challenges relating to theft and loss of staff, it was not possible to obtain demographic information from all organisations. Additionally, there were large differences in the response rates to different demographic questions. For example, 16 out of 26 organisations (62%) provided information on 'ethnicity', whereas just 9 out of 26 (35%) provided information on 'work status'. As such, the demographic information should not be considered as representative of the whole population of participants, but instead as an indicative sample.





4. Demographic make-up of participants

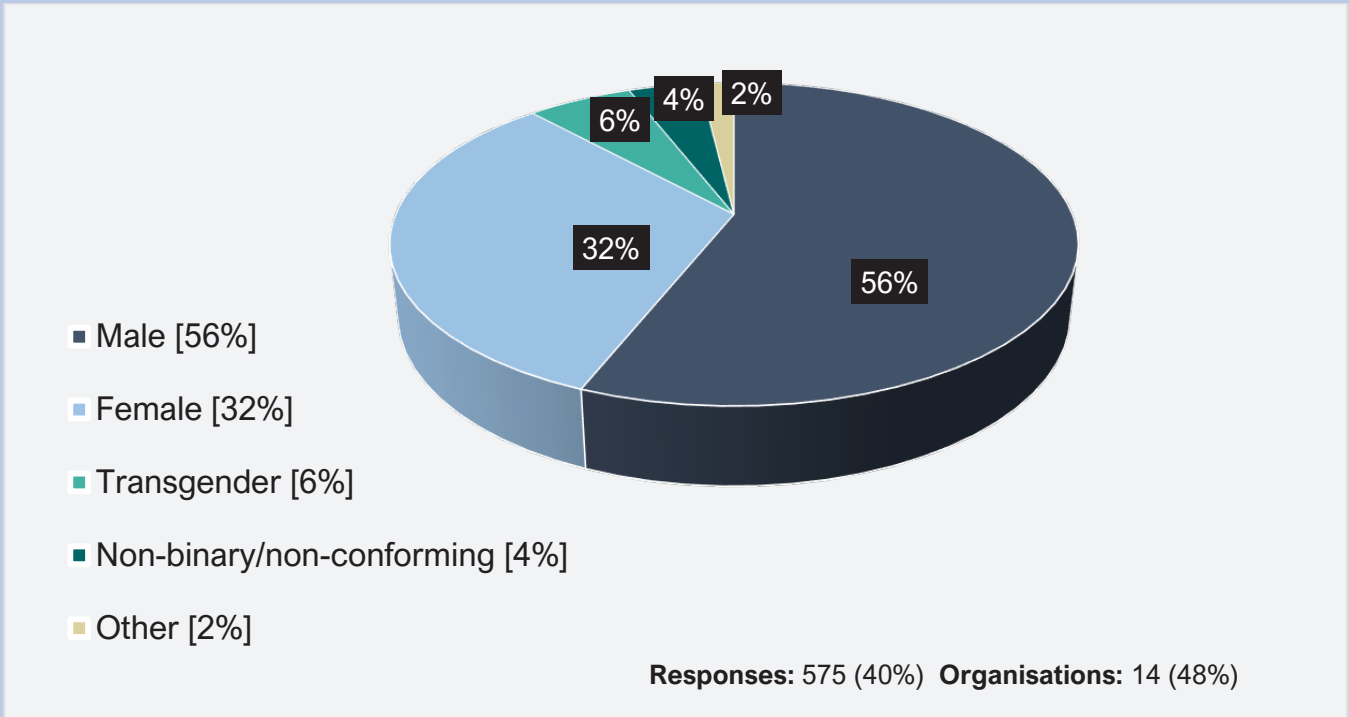


Each organisation was asked to provide demographic information on the people that they engaged through their project. Appendix 2 includes the demographic questions reported in this section. Go Cycle funds were used in a variety of different ways, and spending did not always lead to direct engagement with the public. For this reason, and because most organisations had begun delivering their project before demographic information was requested, it was only possible to gather partial information.

Figure 2 shows that 14 out of 26 organisations provided information on gender, this equates to 575 participants, of which 56% were male, 32% were female, 6% were transgender, 4% were non-binary or non-conforming and 2% selected 'other'. The percentage of females engaged is perhaps lower than might be expected given that some groups offered women-only activities. Women-only activities are often delivered in small groups, and it is possible that these groups have not provided results here. The percentage of transgender, non-binary and non-conforming participants is higher than their proportion of the general population in Glasgow. This shows positive engagement and participation from an often marginalised and under-represented section of the population.

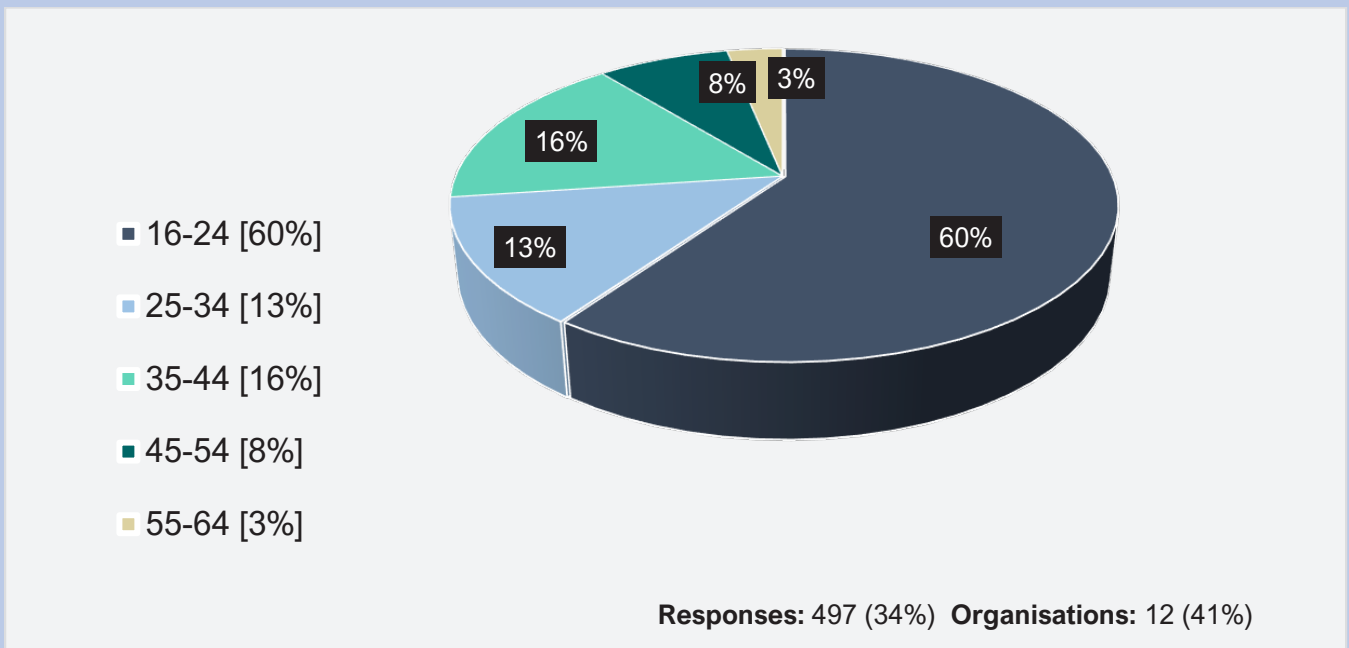


Figure 2. Gender



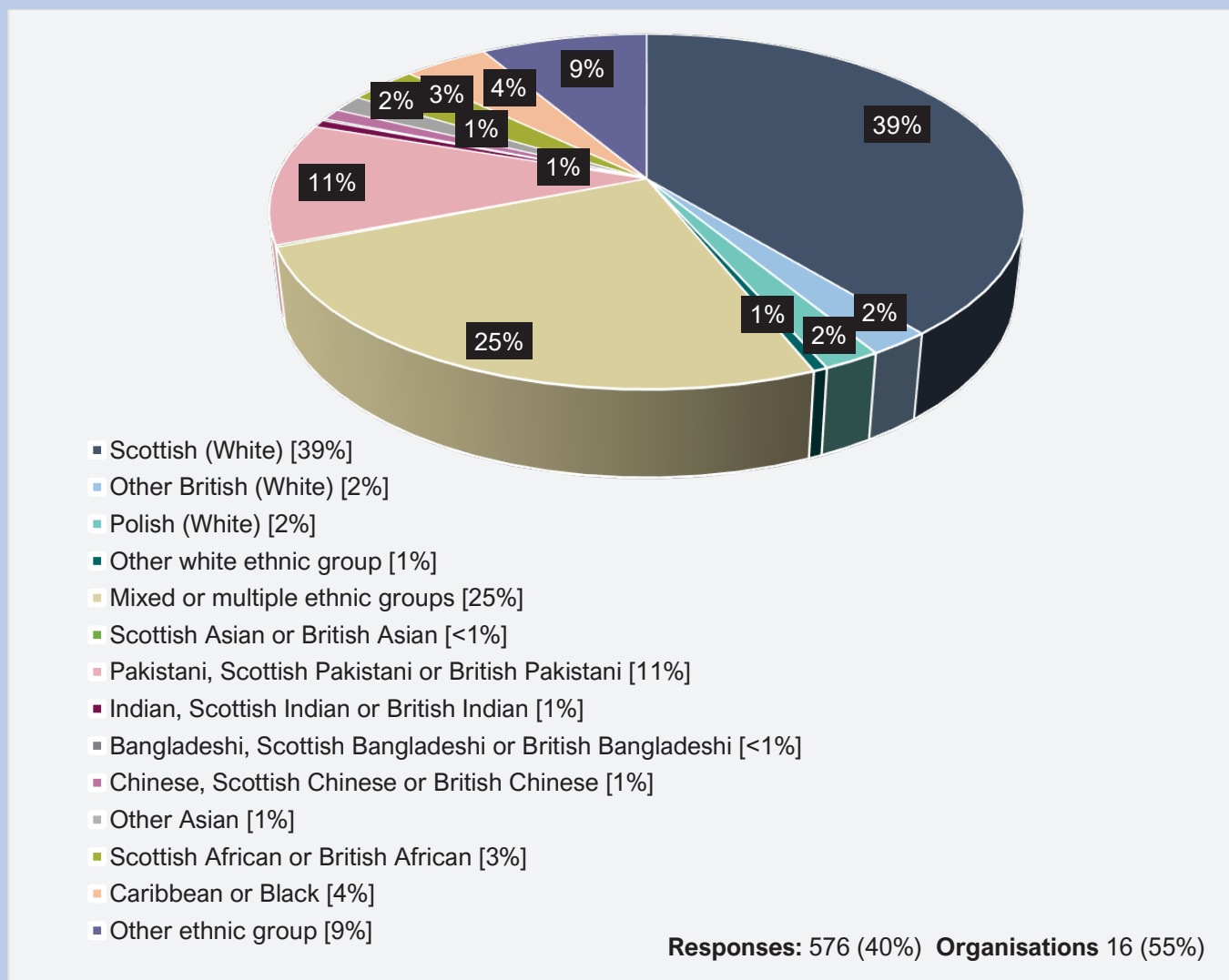
Go Cycle was developed with the specific objective of increasing participation in cycling amongst young people. Figure 3 shows that this target population (16-24 years) made up 60% of the participants. This is based on participant responses from 12 organisations out of a possible 26 (46%). It is notable that no-one over the age of 65 years participated.

Figure 3. Age



Go Cycle was created to support increased participation in cycling from under-represented population groups, including minority ethnic groups. The results in Figure 4 show that a diverse population engaged with Go Cycle funded projects^e. Fifty-six percent of participants (based on responses from 16 out of 26 organisations) were from a non-white ethnic background. Although ethnicity statistics in Glasgow are uncertain as we await the results of the most recent Census, this is around three times higher than the predicted percentage of non-white people in the Glasgow population²⁶.

Figure 4. Ethnicity



^e Minority ethnic groups with less than 1% of the population are not visually represented in the chart.



Figure 5 shows that, of the 10 organisations that provided information, 44% reported having a limiting health problem or disability. Although this does not provide an accurate portrayal of the overall percentage of participants, it is considerably higher than the Glasgow population that report having a disability or limiting health problem²⁷. It is worth noting that people with limiting health conditions or a physical disability are more likely to face barriers to cycling. This data therefore indicates that several projects were successful at encouraging participation from this section of the Glasgow population.

Figure 5. Health problem or disability

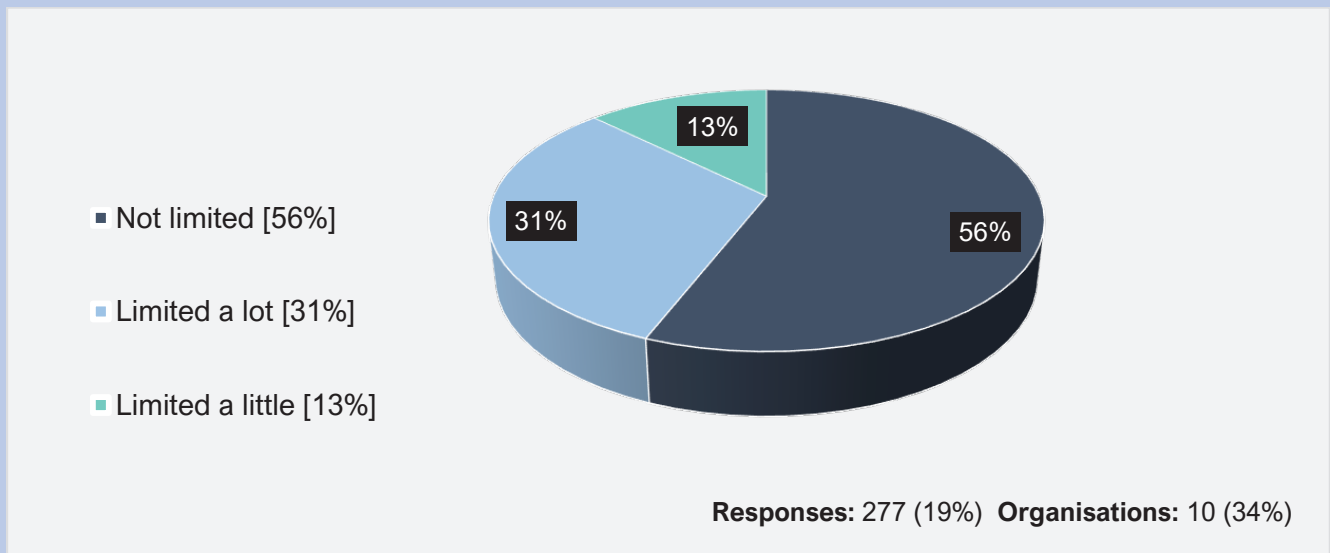


Figure 6 provides responses on 'work status' from 9 out of 26 organisations (31%). Although just a small sample of funded organisations, it is notable that the majority are students (including pupils). The next highest category is unemployed (45 people) which is an important demographic group in relation to overcoming barriers to cycling participation.

Figure 6. Work status

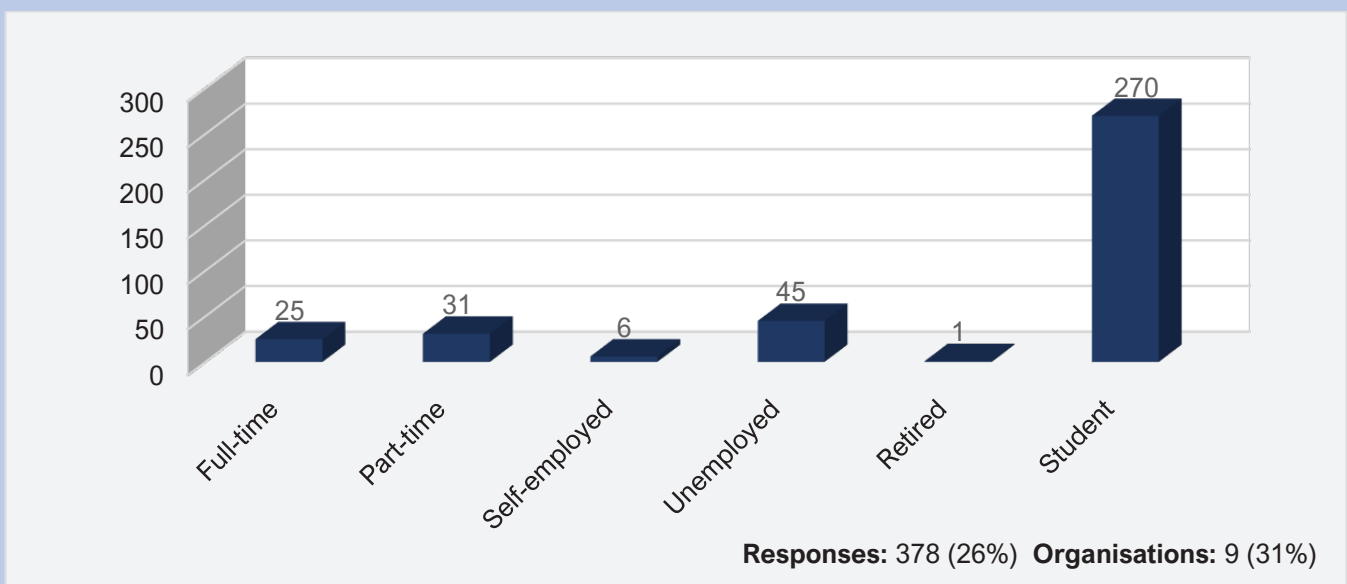
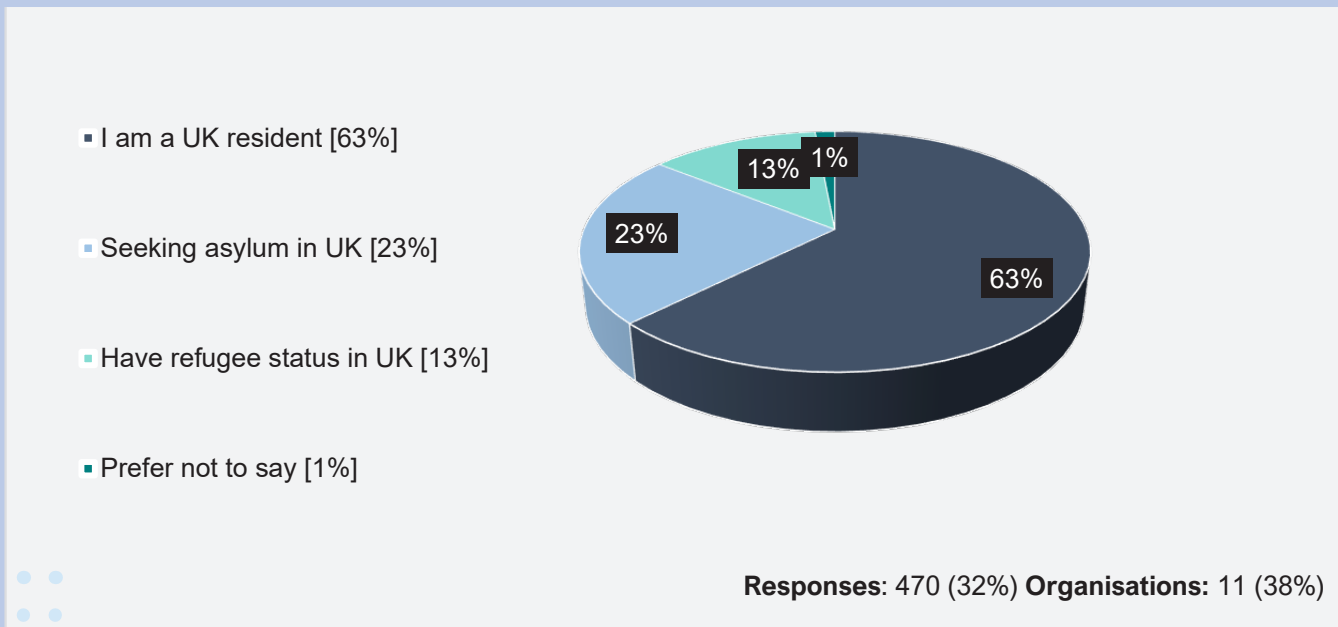


Figure 7 shows the percentage of participants by UK residency status, from 11 out of 26 organisations (42%). Notably, over a third (36%) were either seeking asylum or had refugee status in the UK. Asylum seekers and refugees make up less than 1% of the Glasgow population²⁸.

Figure 7. Residency

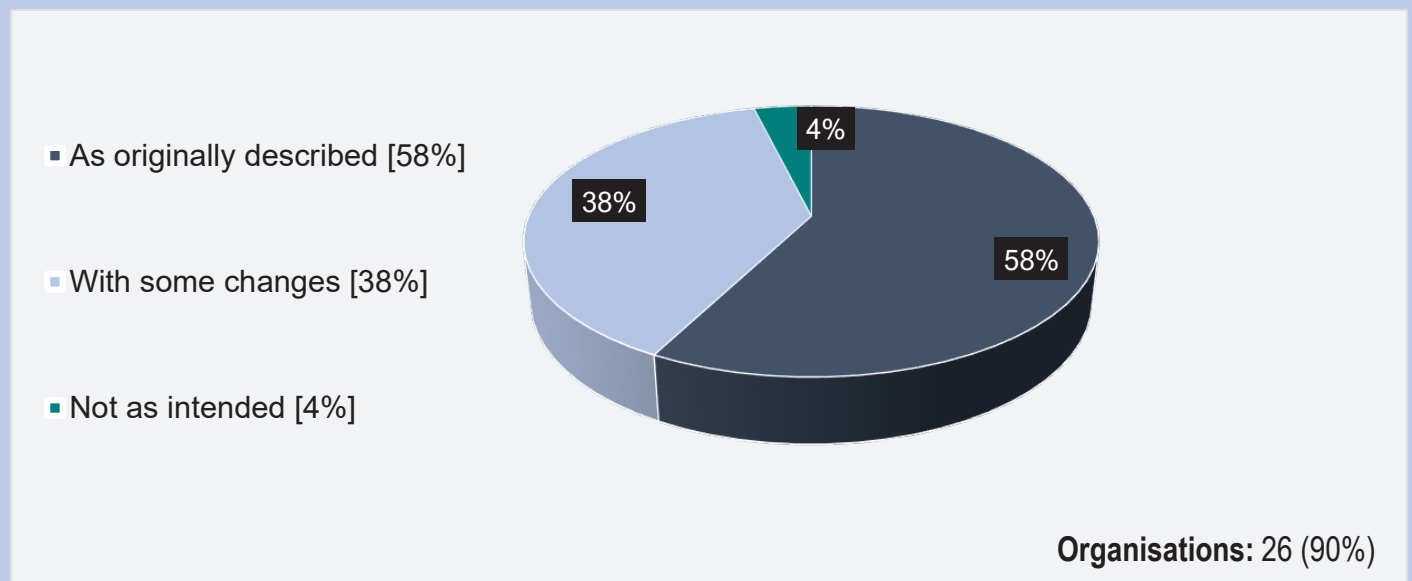




5. Project delivery

Figure 8 shows that 25 out of 26 (96%) of organisations responding to the survey delivered their project 'as described', or 'with some changes'. Some examples of changes were: cancelling sessions due to a lack of participants, delays to the delivery of some elements, pivoting activities based on participant feedback, receiving less funds than applied for, or due to unforeseen organisational challenges.

Figure 8. *Project delivery*





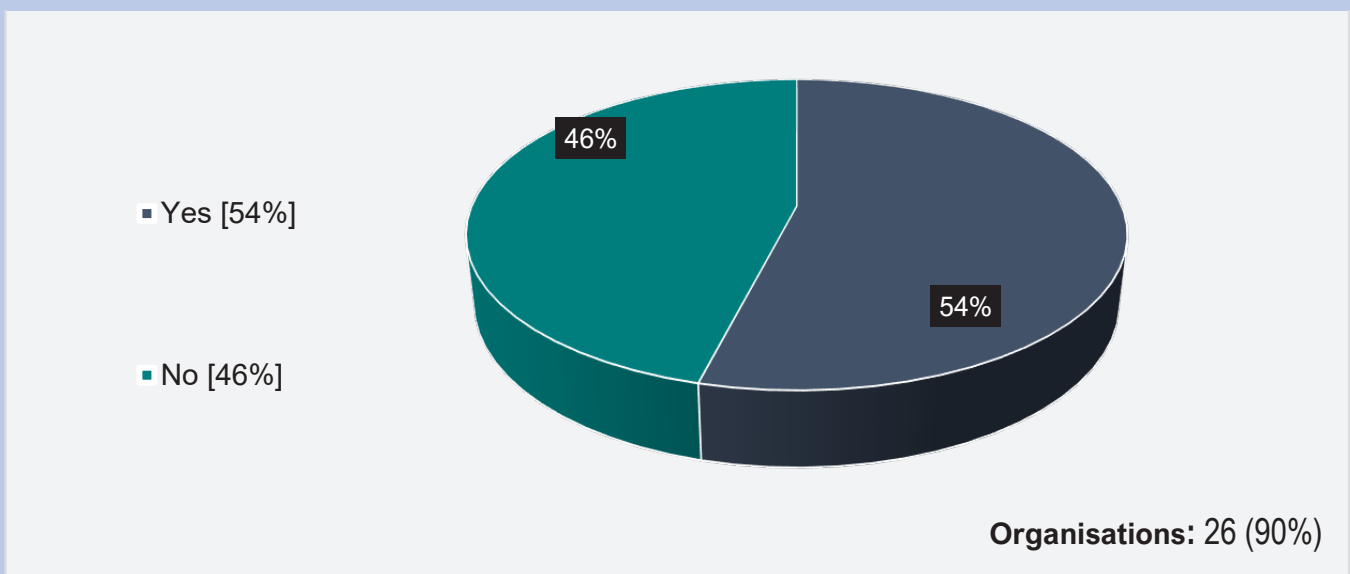
5.1 Overcoming challenges

Project leads were asked to provide details of any challenges that they faced while delivering their project. Some pointed out that encouraging participation in cycling from those facing the greatest barriers was, by definition, a challenging ask. Low confidence and the limited number of people with cycling experience meant that a patient and encouraging approach was needed, often with personalised support. Many groups prioritised individual or small group needs – with a view to long-term behaviour change – over mass participation. Several groups carried out extensive community engagement to better understand local interests and any barriers to participation that would need to be overcome at the beginning of their project. This helped to establish any individual needs and prevent some challenges from arising later. However, due to the precarity and uncertainty of many participants' lives, being flexible was often still required.

General issues around bike maintenance and punctures were reported, as well as the challenge of getting people to continue to take part after a fall or a setback. Again, this took time and patience to overcome. Meanwhile, a lack of bike storage was an issue for some groups, while redundancies and theft prevented one group from delivering their project as intended. Dealing with challenges and uncertainty was described as something that 'came with the territory' of working for a community organisation and supporting diverse populations.

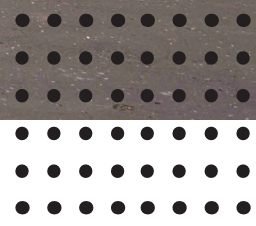
Figure 9 shows that 14 out of the 26 funded organisations received additional funding from elsewhere to support the delivery of their project. Thus, fewer than half of the projects could attribute impacts to the Go Cycle fund alone, while the rest had used the money to supplement resources received from elsewhere.

Figure 9. Received funding from elsewhere





6. Organisation and delivery of the Go Cycle Fund

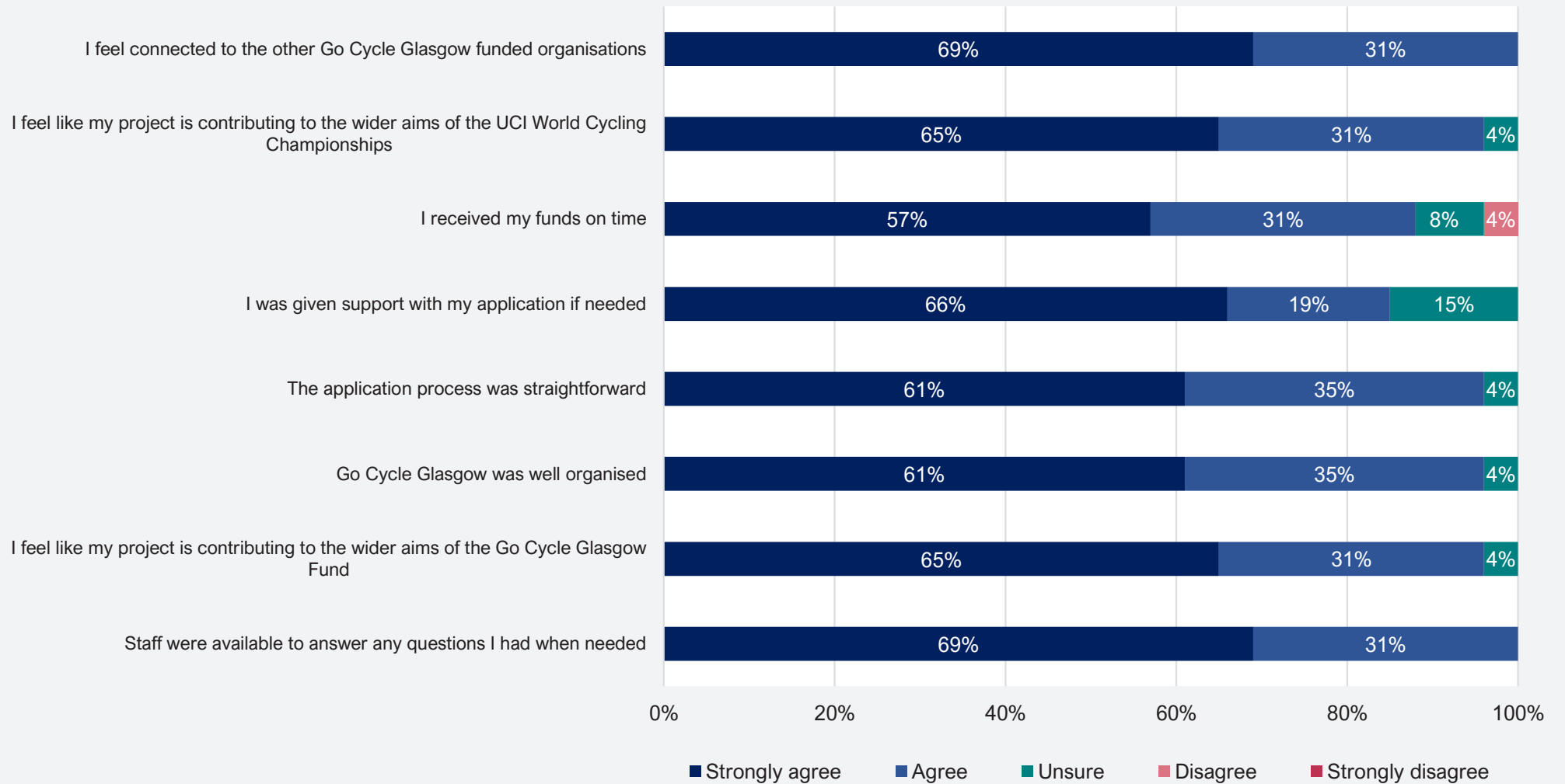


Several questions were included to get feedback on the organisation and delivery of the fund, as well as alignment with other funded groups and the wider UCI Championships. These questions probed the extent to which the fund was delivered as intended, and what steps may be needed to improve the process in the future. Figure 10 shows that, overall, feedback was positive. All 26 project leads agreed that they felt connected to other organisations, and all but one felt that their project was contributing to the wider aims of the Championships. One group did not receive their funds on time, and four groups (15%) did not receive help with their application when needed. Positively, all but one felt that the application process was straightforward and that the fund was well organised.

Respondents could provide further 'open-ended' feedback on the organisation and delivery of the fund. In keeping with the closed responses, feedback was predominantly positive. Notably, most organisations felt adequately supported and were grateful to have received their funds on time. Despite this, and not necessarily in keeping with the closed responses, some comments were made around how the programme felt disconnected from the wider UCI World Championships. This was exemplified by the inability of young people to attend events during the Championships due to cost. Additionally, some commented that it would have been helpful to have had opportunities to connect with the other funded organisations throughout the delivery phase, while a few mentioned that they would have liked more support to evaluate their project. Finally, some commented that additional funding would have supported them to have a bigger impact on the community.



Figure 10. Feedback on organisation and delivery of the Go Cycle Fund



Organisations: 26 (90%)



6.1 Purpose of the Go Cycle fund

Each organisational lead was asked to comment on why they thought the Go Cycle Fund had been set up. This question was included to assess the extent to which there was general agreement across organisations, and therefore how well the programme's aims were understood. Despite different phrasing, it is clear from the responses that there was broadly common understanding. Responses are summarised in Table 1 under the following question headings: *What is the programme trying to achieve? Who is it trying to reach? and How can benefits accrue from it?*

Engaging under-represented groups and local people in all forms of cycling was the most common thread across the responses. Some went further to state that the purpose was to remove barriers and empower people that are furthest removed from cycling. A few commented on the fund being used as a catalyst for generating local interest in the UCI World Championships, although many more commented on the need to promote participation in cycling as a means of supporting wellbeing and a long-term healthy lifestyle. The environmental benefits of increasing participation in cycling were mentioned, but not by many.



Table 1. Organisational perspectives on why the fund was set up

<i>What is the programme trying to achieve?</i>
<p><i>Access to cycling</i></p> <ul style="list-style-type: none">• To raise the profile of cycling for sport, active travel, and leisure.• To increase participation in cycling across Glasgow.• To improve access to bikes, cycling facilities and equipment. <p><i>Empowerment and reach</i></p> <ul style="list-style-type: none">• To diversify the cycling population.• To engage new audiences in cycling.• To give people of all backgrounds the opportunity and confidence to cycle.• To remove barriers to cycling for different population groups.• To increase skills relating to cycling.
<i>Who is it trying to reach?</i>
<ul style="list-style-type: none">• Under-represented communities and population groups.• Young people.• Local people.
<i>How can benefits accrue from it?</i>
<p><i>Individual impacts</i></p> <ul style="list-style-type: none">• Promotion of mental health, wellbeing, and confidence.• Allowing people to experience the ‘joy of cycling’.• Promoting active, healthy, and sustainable lifestyles.• Opening new opportunities and places for people. <p><i>Wider impacts/ benefits</i></p> <ul style="list-style-type: none">• Facilitating organisations to deliver for their communities.• Aligning community ambitions with the wider Championships.• Increasing visibility of cycling in order to attract further investment.• Demonstrating the need for improved cycling infrastructure.• Raising awareness of the environmental benefits of cycling.• Capturing the imagination of the Glasgow population.



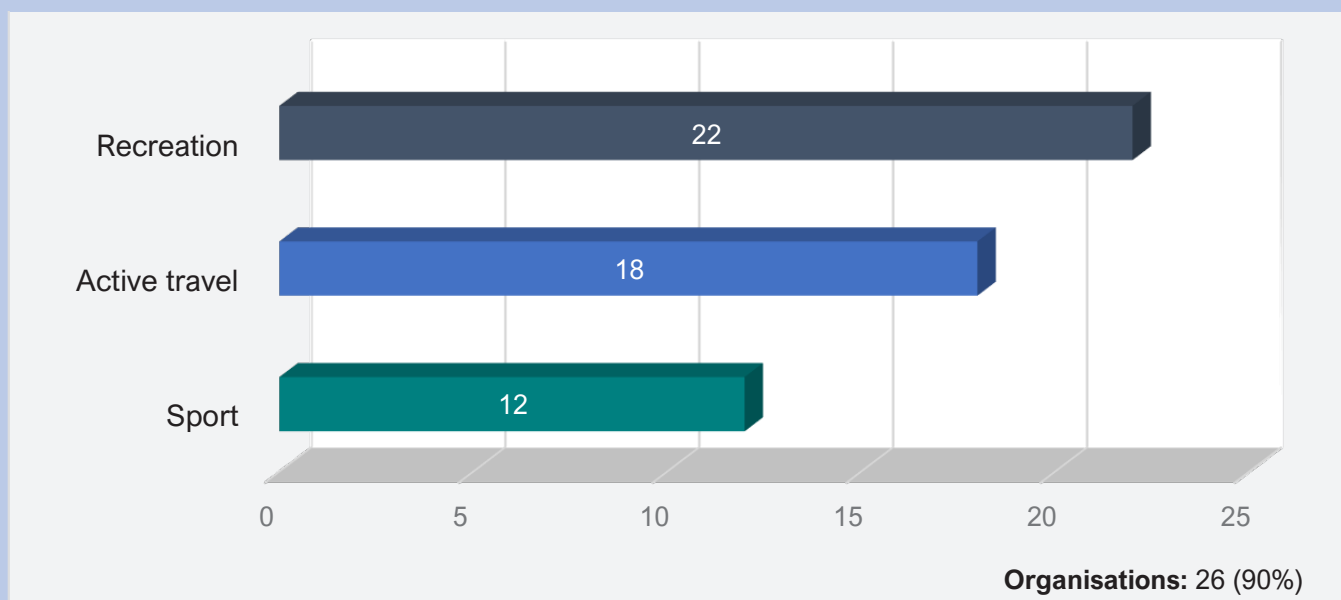
7. Go Cycle Fund's five priorities

This section provides evidence on the extent to which Glasgow Life's five priorities have been met through the collective actions of the various funded organisations. This is based on responses to questions 4 to 8 of the survey (Appendix 1).

Priority 1: Encourage more people to cycle for recreation, active travel or sport

Each project lead was asked to indicate what type of cycling they had encouraged through their project, selecting all that applied (Figure 11). 'Recreation' was encouraged or supported by 22 out of the 26 responding organisations, 'active travel' by 18 organisations and 'sport' by 12. This shows that funded organisations recognise the value of cycling for different purposes and promoted it for multiple purposes.

Figure 11. Types of cycling



Progress on Priority 1

These figures show that the fund supported large numbers of people to cycle for recreation, active travel or sport. Although the total numbers are small within the context of the wider Glasgow population, they represent people in the city facing the greatest barriers to cycling. This generally requires an individualised approach or one which supports small homogenous groups. Engaging marginalised or under-represented population groups in cycling is not a quick fix. It requires a persistent and culturally sensitive approach.

Priority 2: Provide cycling activities for under-represented groups in the community

Respondents described the population groups that they considered to be under-represented and had therefore been targeted through their project. This included people with multiple protected characteristics or those facing the greatest barriers to cycling, including women, minority ethnic populations, young people, asylum seekers and refugees, people with physical disabilities, people with additional support needs and long-term conditions, the LGBTQ+ community, individuals with care experience, as well as people from the most deprived areas of the city.



To support their participation, several measures were described, including taking time to understand the main challenges facing different groups, working to understand and overcome cultural barriers, ensuring that rides or activities were led by local people with the same protected characteristics, and ensuring that individual needs were met. Financial barriers to participation were alleviated through transport provision and by offering free access to bikes – either through ownership or a borrowing scheme – and the equipment and clothing required to cycle. Language barriers were overcome through translators and multilingual fliers by some organisations, while additional measures were put in place to ensure that religious beliefs or practices were accounted for in determining when to deliver activities. Taking a proactive approach to understand individual needs at the outset, rather than adjusting for needs later, was felt to be an important step in encouraging participation and fostering a sense of inclusion. A few organisations intimated that staff had undergone diversity and inclusion training to ensure that they were aware of the potential barriers facing different populations. Outreach and regular ongoing community engagement was said to be crucial for some organisations in terms of establishing trust and feelings of inclusion.



Progress on Priority 2

Most funded organisations demonstrated a strong understanding of community needs and the challenges facing under-represented and marginalised population groups across the city. Their suitability for this work extends beyond their local knowledge and grounding within particular neighbourhoods, to understanding the unique and varying needs of the changing populations within it. It is evident from the responses provided to this question that, if funded sufficiently, established local organisations are well-placed to deliver cycling-related services and activities for their community members.



Priority 3: Be inclusive and accessible, addressing barriers to participating in cycling

Most organisations demonstrated a strong awareness of the multiple barriers to participation and had taken extensive steps to mitigate them. Barriers were described in relation to cycling, as well as more generally in terms of engagement and community participation. Barriers to cycling were acknowledged as often being highly specific to the target population. The barriers offered and the cited means of overcoming them are listed below in Table 2.

Table 2. Barriers to cycling

Barriers to cycling	Examples of how barriers were overcome
Cost	<ul style="list-style-type: none">• Free access to bikes.• Purchase of bikes for participants.• Free equipment and maintenance.• 'Pay-as-you-can' services.• Support from volunteers to avoid organisational costs.
Physical disability	<ul style="list-style-type: none">• Individualised support.• Adapted bikes.• Use of tandem bikes.• Disability friendly on-site facilities.
Safety	<ul style="list-style-type: none">• On-road cycle training.• Raising awareness of segregated cycle routes and paths.
Confidence	<ul style="list-style-type: none">• Services supported or led by local volunteers.• Services supported or led by people that are representative of the target population.• Offering a first session on a non-committal basis.• First timer-only sessions.

Barriers to cycling	Examples of how barriers were overcome
Poor health	<ul style="list-style-type: none"> • Training on the physical and mental health benefits of participation. • Adaptive cycles. • Catering for individual needs. • Avoiding cycling on roads. • Establishing 'similar ability' groups. • Taking a 'step-by-step' approach.
Lack of engagement	<ul style="list-style-type: none"> • Community engagement to identify community needs. • Varied use of social media. • Use of simple language. • Multilingual fliers. • Partnering with other organisations. • Ensuring a person-centred approach. • Emphasis on 'fun' and that cycling is for 'anyone'. • Drop-in sessions.
Cultural/language barriers	<ul style="list-style-type: none"> • Ensuring that activities do not clash with religious traditions. • Use of interpreters. • Partnering with organisations that have established relationship with target population group. • Creating a culture where everyone is welcome and treated equally.
Caring/parenting responsibilities	<ul style="list-style-type: none"> • Adaptable time slots. • Targeted approaches for carers and parents.

Progress on Priority 3

All organisations involved demonstrated awareness and action on this priority. This is reflected in the range of barriers identified and overcome. Several groups provided examples where they went above and beyond what might realistically be expected to enable participation. This has ensured that, where appropriate, people facing significant or multiple barriers have received personalised support.





Priority 4: Engage participants in cycling now and provide sustainable activities that will be deliverable in the future



At the application stage, prospective organisations were asked to indicate how they would ensure that all activities offered would be sustainable and deliverable beyond the funding period. Many commented that equipping people with the skills and resources to cycle could lead to sustainable changes in behaviour, even if the project was no longer being delivered. However, some commented that many people required financial support to ensure that they had the clothes and equipment to cycle. For some groups, this involved purchasing/contributing to the costs of bikes or providing long-term access to a fleet of bikes.

A key aspect of sustainability for several groups was training volunteers to be able to deliver cycling-related activities in the future. Indeed, for many groups the project was built on a model of training participants to be able to lead rides in the future. This approach reduced the need to pay sessional staff to deliver cycling activities and was also an important way of empowering members. Other forms of training were also described as being vital to the sustainability of the approach, such as maintenance and coaching (for groups with a focus on cycling for sport).

Several groups commented on the importance of networking with others or sharing their learning with other groups. Being part of a network of organisations delivering cycling activities was felt to be important for sharing learning and ideas, and for securing additional funding. Signposting participants to other local opportunities and integrating the programme/learning into wider organisational work were further examples of sustainable practice. Lastly, projects that had used Go Cycle funds to support the creation of a community cycling hub claimed that their approach, by definition, was based on the idea of sustainability and long-term community participation.

Progress on Priority 4

Most groups demonstrated an awareness of the need to ensure long-term sustainability. Working with other local organisations and training volunteers are strong examples of this, although most projects will be reliant to some extent on the availability of funding to sustain activities in the future. It is important to strike a balance between taking measures to reduce costs and ensuring that staff are fairly paid for important work.





Priority 5: Share the learning from the project with the cycling community

Learning was captured and shared through a variety of verbal and digital means. Verbal examples were word-of-mouth, meetings or events, while digital examples offered included posts on social media platforms, news articles on organisational websites, newsletters, monthly magazines, blogs, case studies, videos, radio shows and podcasts. The audience for content included participants, volunteers, internal partners, or more widely to an organisations' network or beyond through press coverage.

Some groups commented on the potential value of bringing together organisations to discuss their learning and share ideas, while a few had their own 'final event' to share learning or use their project as a means of bringing people from the community together. A few organisations commented on the potential value of hosting an event which brought together each of the funded organisations. Other responses focused more on empowering participants to take ownership of their learning to promote the work more widely.

Although not directly related to the question, positive examples of how organisations had used learning to shape their own practice were offered. The quotes below illustrate the range of responses offered to this question.



We are putting together a blog for our website, as well as to share on social media and in our monthly magazine and newsletter. We produced a cycling-themed episode of our radio show."



Learning from our project informs new initiatives and funding applications."



We'd like to share learning with other groups looking to do something similar and we'd also like to learn from other groups."



Progress on Priority 5

It is evident that, irrespective of this evaluation, most organisations had measures in place to capture information on the impact of their project. This is an important means of ensuring that the approach meets the needs of the community, that learning shapes ongoing practice, and that positive stories can be used as a way of publicising the work. This learning can support future funding bids and is a way of engaging the local community. Several means of communication were used to translate this learning. There may be a role for Glasgow Life, or another intermediary organisation, to facilitate opportunities for organisations to share learning and to open-up possibilities for collaboration.





8. Impact of Go Cycle

Three questions were included to assess the impact of participation. Section 8.1 is a visual representation of responses to the question: *“Please use three words to describe the impact of Go Cycle.”*

Section 8.2 covers feedback from project leads, and is based on responses to the question: *“What do you feel have been the main benefits of participation for local people involved in your project?”*

Section 8.3 covers feedback from internal evaluation data collected by individual organisations. It is based on responses to question 14 in Appendix 1. The methods used and questions posed were not determined by GCPH; they are based on evaluation data collected that is separate to this evaluation, and which reflects the practice of each individual organisation. Eighteen out of 26 organisations shared findings from their own evaluation of their project. This learning is wide-ranging and dependent on the evaluation approach taken and the questions posed. However, most commonly it involved gathering direct feedback from participants on the impact of the project on their wellbeing and daily lives through an evaluation form.





8.1 Wordcloud of Go Cycle impact

The wordcloud below is a visual representation of the most common words used to describe the impact of Go Cycle by project leads. Importantly, it provides a clear illustration that increased confidence and empowerment are the most important perceived impacts. Happy, fun, and social are other commonly-described impacts. Notably, all the described impacts have positive connotations.

Figure 12. *Wordcloud*



8.2 Benefits of participation: feedback from project leads

It should be noted that the benefits expressed here are based on observed impacts from project leads, rather than directly through participants. These impacts are offered in section 8.3.

It is also important to recognise that a range of approaches were taken to support the delivery of Go Cycle; it is not based on a standardised approach that could feasibly be scaled up with the same impact.

The benefits of participation were extensive and wide-ranging. Increasing and diversifying the population of cyclists across Glasgow was described as an overarching or fundamental benefit. At an individual level, seeing young people smiling was something that brought joy to many project leads, staff, and parents involved. Increased confidence, both as a cyclist and more generally in life, was also a widely expressed benefit that arose through improving at cycling, gaining related new skills and meeting new people. Facilitating participants to meet like-minded people, or people with similar characteristics, was reported as a benefit, and one that drove continued participation. Specifically, women-only groups were reported to have been crucial in building camaraderie and a collective identity around cycling. Being able to see other women cycling was widely reported within a context of empowerment.

Improved mental health, reduced isolation, and better fitness and physical health were additional benefits of participation described by many. For some, this led to new things – such as becoming a bike leader or volunteer – which demonstrated a journey of progression and growth.

Given the current cost-of-living crisis, the alleviation of poverty was a considerable benefit for low-income families, asylum seekers and refugees. Access to a bike opened-up new parts of the city, enabled people to meet with people from different neighbourhoods and encouraged a sense of curiosity. Having access to a bike also enabled people to access vital services without transport costs, while young people benefited during holiday periods in the absence of other free activities.

8.3 Impact of participation: feedback from evaluation data

Each organisation was asked to share any learning that they had gathered through their own internal evaluation. The findings presented here are based on direct quotes from participants. The responses have been arranged thematically with quotes used to illustrate each aspect of impact. These themes broadly align with the feedback offered by project leads on the impact of participation in section 8.2.

Enjoyment and confidence

“For me it gives me an adrenaline rush, like I’ve done some exercise, fresh air, you just feel healthier after a bike ride.”



“This is great, it’s been decades since I was on bike. Now I can get out with my grandchildren.”

“I have not cycled since I was a child and I never ever thought it would be something I was into. I have a young child who could not ride a bike... Now she attends led-rides with me, which I never thought would happen.”

Mental wellbeing

“It’s all fun, for someone with depression getting out on a bike and having fun – it’s like a break from being unwell.”

“I feel it benefits my physical and mental wellbeing, something about being around others for the cycle and seeing people in the park makes me feel less lonely. I’ll definitely sleep well tonight now that I’ve had a bit of exercise.”

New skills

“I now know how to do some basic bike fixing and my neighbours kids asked me to fix their bike, which felt good.”

“Personally, this club really boosted my confidence to ride on BMX bikes and learn new tricks and skills.”



“The real turning point for me was cycling up Victoria Road and having [the cycle leader] explain the lights and the rules to me. That’s now my route to cycle to work when I’m on the dayshift.”

Connecting with nature

“The ride was a great way to see nature along the canal.”

“It was so peaceful in the park and that made me feel relaxed. It was the first time I’ve been out with a group cycling; it will be nice to do it again.”

In addition to individual benefits, more detailed feedback suggests that participation brought multiple benefits and sometimes profound impacts. Saving money and opening-up new possibilities, particularly for New Scots, was a key part of this for many. Comments which indicate multiple or profound impacts are described below as ‘participant journeys’.

Participant journeys

“Getting the bike earlier this year is a joy for me, because it helps my mental health and physical health...it saved some pounds to pay bills, which I think is a life-saver for me.”

“It’s been good for my psychology, for exercise, for friendship, for meeting other women. I learned to cycle as a little girl in Iran, but I haven’t done it since I was young.”





The bike provides me with mobility and easy access to all parts of the city without being dependent on buying expensive bus tickets. If you are an asylum seeker you are not allowed to work and have an allowance of just over five pounds a day... When you don't have time or money to go for gym and swimming, cycling makes you always active. Having a bike makes your life easier and healthier."



Now, in Afghanistan, women are not allowed to study, we are not allowed to ride bikes, women have no freedom in my country but now in Scotland we have got a lot of opportunities to study, and I can learn to ride a bike like this."





9. Legacy

This section covers questions 16 to 18 of the survey. Questions here were included to assess the extent to which legacy benefits might arise from the fund, as well as reflections on what could support further diversification of Glasgow's cycling population.

9.1 How can learning shape organisational practice?

Several examples of how organisational practice evolved or changed – during and following the delivery of Go Cycle-funded projects – were given. For one organisation, learning from the approach has enabled them to become a training resource for the delivery of safe and inclusive cycling for visually impaired people. The following points illustrate the learning from this feedback that could be transferable to the delivery of future cycling projects.

1. Confidence is the main barrier to cycling. Establishing practices which support people to feel empowered and confident is key. This often requires a personalised or small-group approach.
2. Taking a targeted approach to the recruitment of volunteers can reduce inequalities in volunteering participation and help to normalise it for some population groups.
3. Breaking down activities into smaller steps can help reduce feelings of intimidation or that taking part is a big commitment.
4. Making cycling more visible (e.g. equipment on display) within an organisation can help to support culture change.

5. Being flexible to the changing needs of different population groups is important.
6. Collaborating with local organisations that have experience of delivering cycling activities can add value, support access to other resources, enable knowledge sharing and build city-wide networks of other cycling groups etc.
7. Involving the community in the delivery of services and activities can foster buy-in for them.
8. Cycling projects can be framed in ways that enable further conversations about how to encourage physical activity and healthy living within the community.
9. Mapping out community cycling activities across the city could support joint working.
10. Sharing local air quality data can be a useful way of using local evidence to reduce car dependency and promote cycling.

9.2 Additional support to build on progress

Most organisations acknowledged the need to build on their work. However, for many there was a clearly expressed need for additional funding. Specifically, several groups stated the need to purchase secure cycle storage. In the absence of this, it was felt that any information on where funding could be accessed would be helpful. Establishing a network of organisations that could readily share information was an idea that came through in a few responses. Additionally, training staff and continued support from volunteers was felt to be vital to the ongoing delivery of cycling activities.

Any support to further publicise the impact of the project was felt by many to be important as a way of sustaining interest in the work and securing additional funding. Beyond what might be possible through this programme/funding stream, some expressed the need for better cycling infrastructure.





9.3 What is needed to diversify the cycling population in Glasgow?

Finally, the survey was used as an opportunity to get feedback on what could support continued diversification of the cycling population across Glasgow. As a group of people already delivering cycling activities, Go Cycle project leads were well placed to understand and comment on the strategic needs of the city in relation to cycling provision. A summary of the themes to emerge from this are offered below:

- ▶ **Better infrastructure** to support people that are not confident to cycle on roads.
- ▶ **Accessible** and **safe street design** that facilitates all potential users to cycle.
- ▶ A **marketing campaign** which demonstrates that cycling can be for anyone.
- ▶ **Awareness raising** around cycle safety for motorists and the benefits of cycling.
- ▶ More **resources** and **funding** to support cycling education, ongoing maintenance, and equipment.
- ▶ Closer joint working between **local authorities** and **community organisations** on cycling projects and activities.
- ▶ A more **equitable spread of cycling opportunities** across the city.
- ▶ Easier **access to bikes, training, and maintenance.**
- ▶ Better links to **public transport hubs.**
- ▶ A greater emphasis (through resource allocation) on **removing barriers** to cycling for **under-represented groups.**
- ▶ A target that no one in the city should be prevented from cycling due to **financial barriers.**





10. Discussion

This evaluation outlines the wide range of benefits that Go Cycle funded projects have delivered. The response rate of 90% (26 out of 29 organisations) provides reassurance that the results presented here are a largely representative picture of impact. However, it should be noted that the three organisations that did not respond faced organisational challenges and may therefore have offered less positive responses. Funded organisations were spread across the city, with the highest concentration in southside neighbourhoods. Areas to the north have lower rates of cycling and fewer organisations offering community cycling provision.

The estimated figure of 1,454 engaged participants is a small proportion of the Glasgow population. However, it represents a population that faces significant barriers to cycling due to personal, financial, cultural, or social reasons. Many were cycling for the first time, which required personal support or small group sessions. Allowing people to learn alongside other people with similar personal characteristics or ability levels was crucial to this. To achieve long-term behaviour change, a mass participation approach is rarely suitable; empowerment takes time and an understanding of personal circumstances.

Slightly more than half of the groups received additional funding to deliver their project. This shows that for many, the fund was used to support a larger and more established cycling project. The results described here cannot therefore be solely attributed to Go Cycle, instead they represent part of a wider funding landscape that community organisations rely on to deliver short-term projects.

The demographic data here is incomplete and should be viewed as indicative. However, despite this clear limitation, it is evident that individual projects have managed to engage high numbers of asylum seekers, refugees, non-white participants, young people, people with a limiting illness or disability, and people who identify as trans or non-binary. More complete demographic

information would allow us to determine if this was representative of the whole participant population, but it does provide a strong pointer that under-represented population groups were targeted and successfully engaged.

The feedback on the organisation and delivery of Go Cycle shows that Glasgow Life offered valued support and that most project leads felt part of the Championships and connected to other funded organisations. Open-ended responses were more nuanced, with several organisations suggesting that opportunities to connect with the other groups would have been helpful.

Analysis of the survey responses shows that most organisations were able to demonstrate a strong commitment to the five priorities set out by Glasgow Life. Notably, they engaged participants in different types of cycling (recreation, active travel, and sport), demonstrated a strong understanding of community needs, and provided examples of flexible approaches taken to overcome barriers. Most were also able to show that they had considered ways to ensure long-term sustainability – although notwithstanding the need for further funding in some cases – and most shared learning through a combination of in-person and digital communication.

Confidence and empowerment were important aspects of participation; a lack of confidence being something that prevented people from cycling, and gaining confidence being a key benefit of participation. Other individual benefits such as improved mental wellbeing, meeting new people, seeing new places, developing new skills, and saving money were also widely mentioned. These accounts suggest journeys of change and growth, sometimes in profoundly impactful ways.






11. Recommendations

The following recommendations stem directly from the learning gathered from participants and organisational leads. The first set of recommendations are aimed at Glasgow Life as the provider of the fund, but may also be relevant to other fund providers looking to support cycling activities. The second set of recommendations relate to the 29 participating organisations, but again may be useful to community organisations that are looking to deliver cycling-related activities within a community setting. Finally, the third set of recommendations seeks to offer broader insights around the actions needed to increase and diversify Glasgow's cycling population. These are included for the attention of major funders, to support cycling strategy development, and for any organisation with a responsibility for infrastructure or environmental improvements. Overall, these recommendations point to the need for a collective, comprehensive and equalities-sensitive approach.

Delivery of Go Cycle and future cycling programmes

These recommendations are included to support Glasgow Life and other funders to deliver future cycling programmes:

-  The delivery model for the fund worked well and should be replicated in the future, but with increased opportunities for organisations to share information throughout. This could be achieved through an online platform, learning events, or by sharing information on how and where to apply for joint funding.

- ▶ Where feasible, offering support at all stages of a project lifecycle is important. Setting clear parameters at the start can help to ensure that projects deliver in line with expectations, as well as for establishing trust.
- ▶ Funded organisations and the people that they engage with should be made aware of how their involvement is contributing to the aims of the Championships. Where possible, they should have an opportunity to spectate at events and be ambassadors for the event in some capacity.
- ▶ In keeping with the approach, organisations need to be flexible to the groups they are working with. This is especially important to ensure an inclusive approach is taken that builds confidence amongst people most excluded from cycling.
- ▶ Mapping and sharing information about city-wide cycling activities and groups can support joint working and help build supportive networks.



Delivering community cycling projects

These recommendations are included to support local organisations to develop opportunities for community cycling projects.

- ▶ A variety of approaches can be effective at encouraging participation in cycling. Where confidence is low, or where people feel that they do not belong in the cycling community, then a personalised or small-group approach may be needed.
- ▶ Taking time to establish the needs of a target population is crucial. This can be done through community engagement or by offering 'light touch' non-committal drop-in sessions. Identifying the barriers through early engagement is a useful starting point for any community organisation that wishes to deliver new cycling activities.
- ▶ Targeted recruitment of volunteers can reduce inequalities in volunteering participation and help to normalise it for some population groups.
- ▶ Breaking down activities into smaller steps can make cycling activities feel less daunting for people with low confidence.
- ▶ Making cycling more visible within an organisation can help to support culture change.
- ▶ Enabling joint working across local organisations and communities can foster participation, enable knowledge-sharing and support movement between places.



Policy, strategy, and resource implications

- When delivered sensitively, cycling programmes can have a profound impact on people's lives. They can support the integration of New Scots, open-up new places and opportunities and reduce individual transport costs, together with a range of personal and environmental benefits. Learning from Go Cycle therefore advances the notion that resources should be allocated in ways that bring multiple benefits across a system.
- A range of measures are needed to grow and diversify Glasgow's cycling population. This includes, but is not limited to, more accessible and extensive infrastructure and better street design, wide-ranging efforts to normalise cycling, more effective joint working across third sector and public sector organisations, safety training for cyclists and drivers, and more equalities-focused resource allocation.
- Community organisations across Glasgow are well placed to deliver cycling activities in ways that meet the diverse needs of their community members. This requires sustained funding, particularly in areas where there are fewer community organisations available to support cycling.



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Appendix 1. Survey – Organisational feedback

1. Which funded organisation do you represent?
2. Did you receive funding from elsewhere to support the delivery of your project?
 - Yes (please give details)
 - No
3. Has your project been delivered as intended?
 - Yes
 - No (please give details)
4. Which of the following types of cycling has your project encouraged or supported? (select all that apply)
 - Recreation
 - Active Travel
 - Sport
5. What have you done to encourage participation from under-represented groups in cycling?
6. What steps have you taken to promote inclusion and accessibility, and to remove any barriers to participation in cycling?
7. What steps have you taken to ensure that your project will continue to have a positive impact in the future?
8. How do you intend to share the learning from your project?
9. In your own words, please briefly describe why you think the Go Cycle Glasgow Fund was set up?
10. Please select the options which best describe your feelings about the following statements.
 - a. I feel connected to the other Go Cycle Glasgow funded organisations
 - b. I feel like my project is contributing to the wider aims of the UCI World Cycling Championships
 - c. I received my funds on time
 - d. I was given support with my application if needed
 - e. The application process was straightforward
 - f. Go Cycle Glasgow was well organised
 - g. I feel like my project is contributing to the wider aims of the Go Cycle Glasgow Fund

h. Staff were available to answer any questions I had when needed

Response options:

- Strongly agree
- Agree
- Unsure/not relevant
- Disagree
- Strongly disagree

11. How could the Go Cycle Fund have been better administered or delivered?

12. Has your project led to any new opportunities for your organisation or the people that you engaged with? Please give examples.

13. What do you feel have been the main benefits of participation for local people involved in your project?

14. If you captured feedback from participants through your own evaluation, then please use this space to share some of the comments received.

15. Please use three words to describe the impact of your project on participants.

16. How is the learning from your project shaping organisational practice or ways of working?

17. What could support your organisation to sustain or build on the progress that you have made?

18. What do you feel is needed to support increased participation and diversity in cycling across Glasgow?

Appendix 2. Survey – Demographic questions

1. How many people have you engaged with or supported through your project?
(Please give an approximate answer if unsure) [.....]
2. Please indicate the number of project participants in each category in relation to AGE
[.....] 16-24
[.....] 25-34
[.....] 35-44
[.....] 45-54
[.....] 55-64
[.....] 65+
3. Please indicate the number of project participants in each category in relation to GENDER
[.....] Male
[.....] Female
[.....] Transgender
[.....] Non-binary/ non-conforming
[.....] Other
4. Please indicate the number of project participants in each category in relation to ETHNIC GROUP:
[.....] Scottish (White)
[.....] Other British (White)
[.....] Irish (White)
[.....] Polish (White)
[.....] Gypsy/ traveller (White)
[.....] Roma (White)
[.....] Showman/ Showwoman (white)
[.....] Other white ethnic group
[.....] Mixed or multiple ethnic groups
[.....] Scottish Asian or British Asian
[.....] Pakistani, Scottish or British Pakistani
[.....] Indian, Scottish Indian or British Indian
[.....] Bangladeshi, Scottish Bangladeshi or British Bangladeshi
[.....] Chinese, Scottish Chinese or British Chinese
[.....] Other Asian
[.....] Scottish African or British African
[.....] Caribbean or Black
[.....] Other ethnic group

5. Please indicate the number of project participants in each category in relation to WORK STATUS:

[.....] Full-time

[.....] Part-time

[.....] Self-employed

[.....] Unemployed

[.....] Retired

[.....] Student

6. Please indicate the number of project participants in each category in relation to RESIDENCY:

[.....] I am a UK resident

[.....] I am currently seeking asylum in the UK

[.....] I have refugee status in the UK

[.....] Prefer not to say

7. Number of project participants who have access to a WORKING BIKE at HOME:

[.....] Yes

[.....] No



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