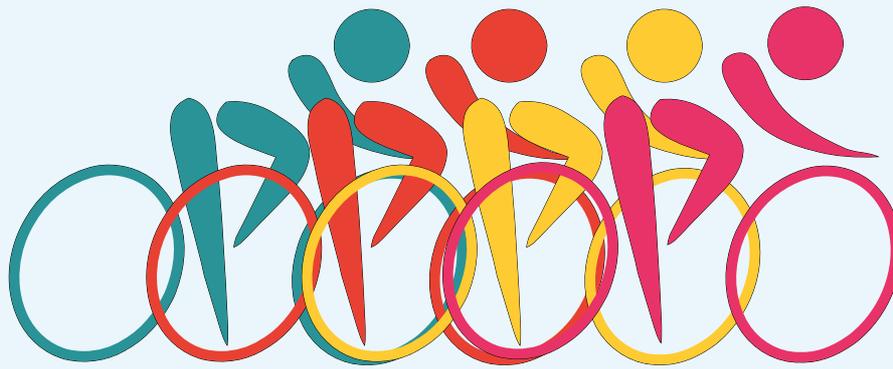


RIDE ON ANNUAL REPORT

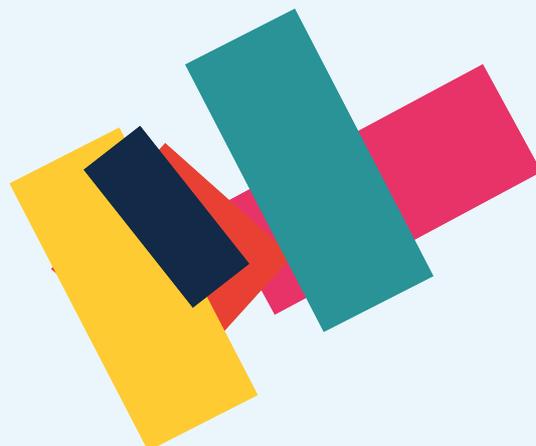
2021/22

Ride On
Cycling for All



Thanks to our partners, funders and supporters at

Devon County Council
Exeter City Council
South West Water
The Big Give
Active Devon
Exeter Community Initiatives
Colab
Oxygen House
Cycling UK
CAG Devon

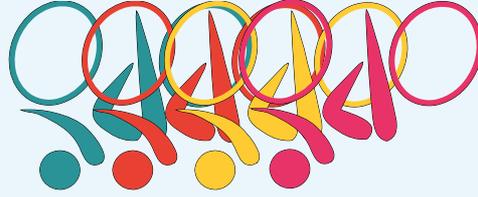


CONTENTS



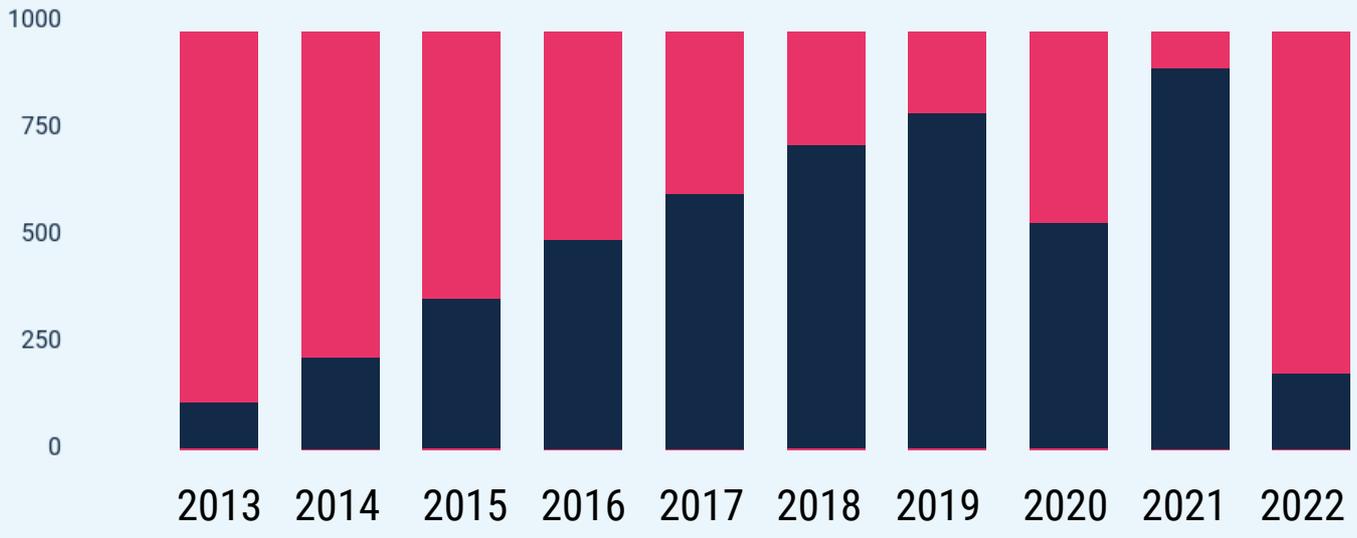
- **Headline Statistics** p. 3
- **Foreword from Chairman** p. 8
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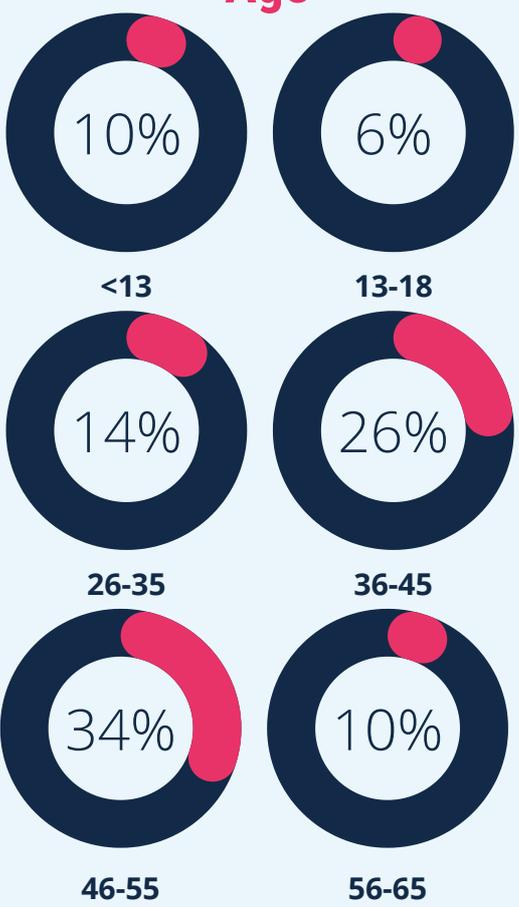
HEADLINE STATISTICS

790 bikes refurbished 21/22 **Total bikes recycled: 4,593**

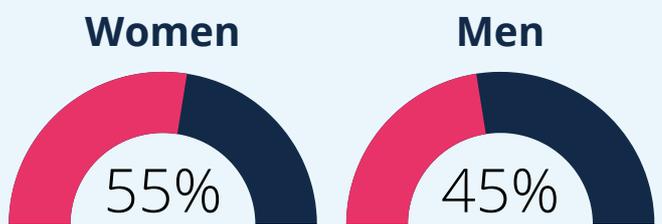


Who buys our bikes?

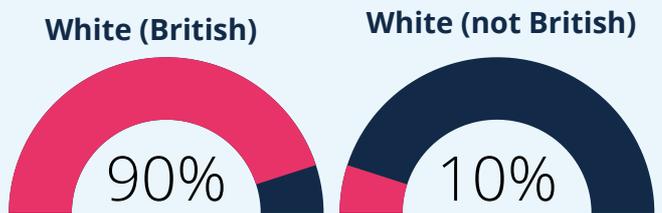
Age



Gender



Ethnicity

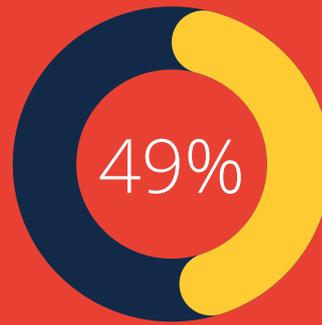


1,500
Volunteer
Hours

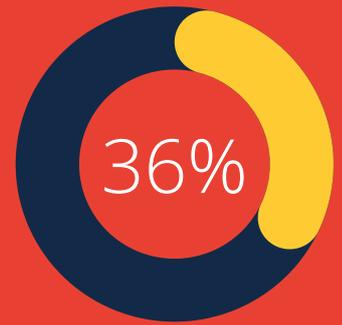


£15K saved

Kinds of Cyclist



Occasional



Regular



Beginner



Avid

Primary Drivers

Leisure



Commuting/Business/Work



Family Activity



Shopping



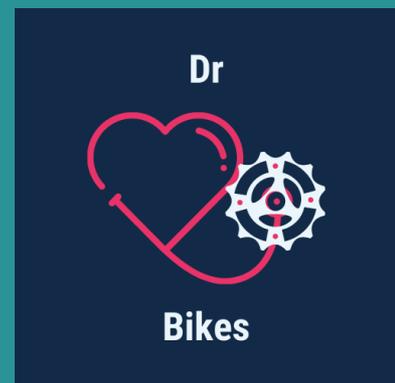
Education



Sport/Competition



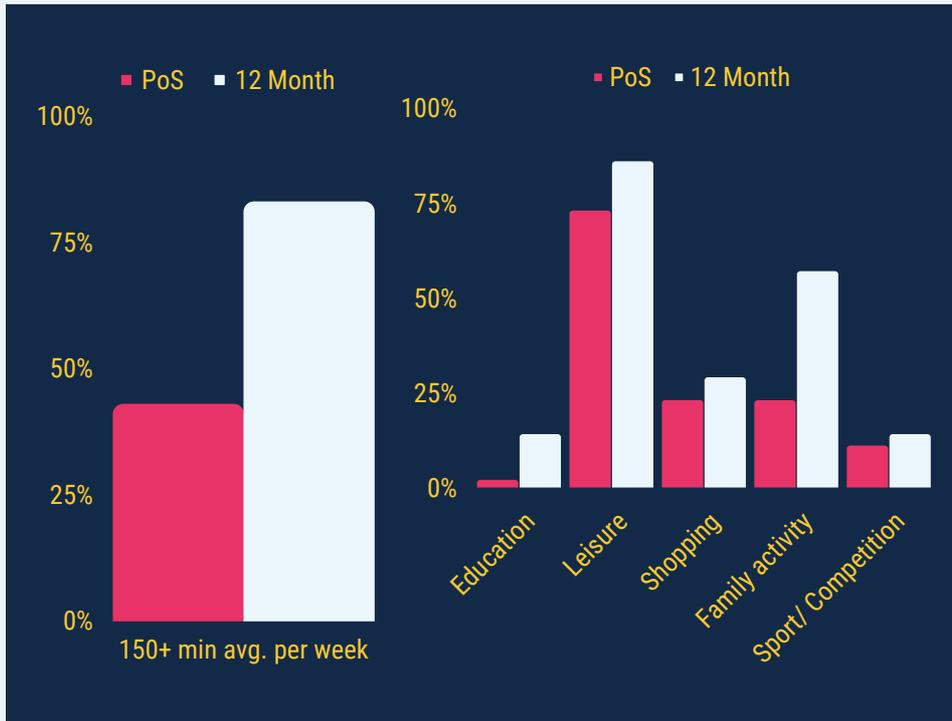
11 Locations



365 Sessions
Delivered

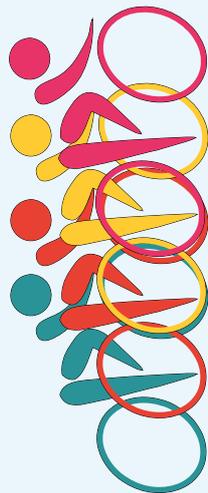
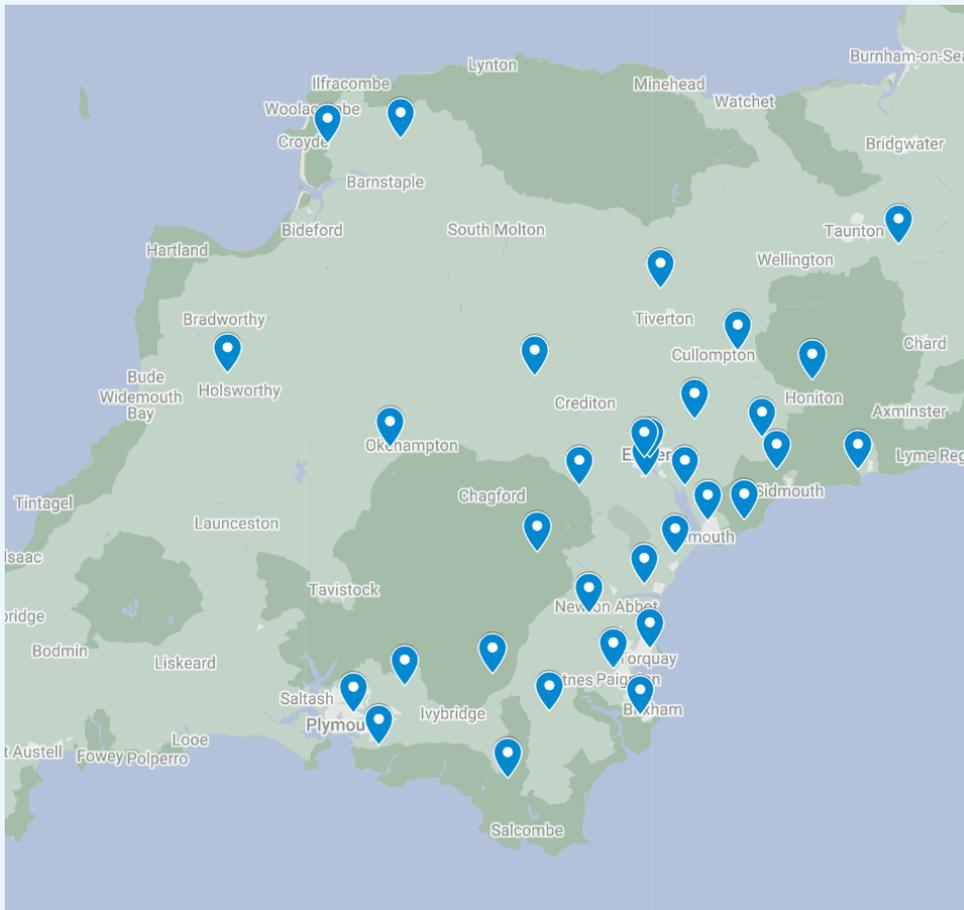
How Behaviour Changes

Our data shows that people are cycling more within a year, and are using their bikes for more purposes in the same period.



Where Our Bike Donations Come From

The map below plots where our Gift Aid donations come from based on donor addresses.



11 Locations



365 Sessions Delivered

Our Dr Bike delivery has offered local residents the chance to grab a free 30-minute health check for their bike.

This has been delivered across 11 locations, including a pop-up shop in partnership with **Princesshay** Shopping Centre (see Case Studies, pp. 15-18 for more), our close working relationship with Exeter's annual Cycling Festivals hosted by **Live and Move** and **Active Devon**, generous funding from **Cycling UK**, as well as local businesses.



Ethnicity

White (British)



White (not British)



Mixed Race



Asian or British Asian



Black or Black British



Other



Gender

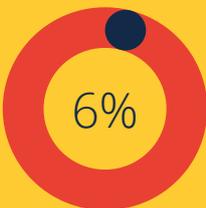
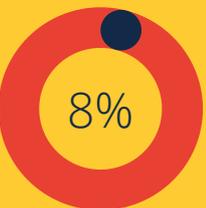
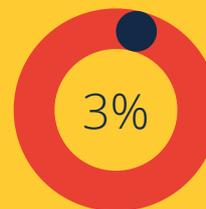
Women



Men



Age



Primary Drivers

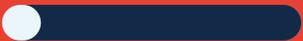
Leisure



Commuting/Business/Work



Family Activity



Shopping



Education



Sport/Competition



Dr



Bikes



Kinds of Cyclists

40%



Occasional



10%

Beginner

44%



Regular



5%

Avid

FOREWORD FROM CHAIRMAN



The last twelve months have been one of tremendous change for our charity. Thanks to the hard work of our trustees, staff and volunteers, and with the continued support of our donors, we have grown rapidly. This has allowed us to help more people, diversify our activity and build our resilience as an organisation.

Ride On put a **record breaking 790 bikes back into use**, beating our previous record of 655. The charity also started a number of new projects and partnerships, including our Wom+n's Workshops sessions, and our Pedal Powered high street initiative, these are detailed later in this report. The charity was also able to expand the Rob Slowley free bike scheme - we now give away two bikes each month, as well as continuing to sell bicycles at affordable prices.

Our fantastic workshop team has been restructured; Sam White became Volunteering and Outreach Manager, with Zac Dyer becoming Workshop Operations Manager. This has helped to ensure we have the capacity to continue our growth, and to help more people.

Our charity **vision for a Clean, Healthy and Active Exeter and Devon** is becoming increasingly important. A key part of our mission is to help provide people with reliable, green, low cost transport. This is especially important for people on lower incomes who are heavily affected by changes in cost of living and the impact of COVID 19.

We do not know how this inequality will affect us - but we will continue to do everything we can to ensure that we are making cycling affordable to everyone.

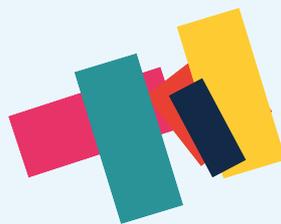
The financial strength of our charity continued to improve. Income increased from £133,479 in 2020/21 to £182k, a remarkable increase of 36%. This resulted in profits rising from £19k to £23k. As a result, the charity finished the year with £75k in reserves, further increasing our financial resilience. This is detailed in the accounts attached to this report.

We are restarting our training courses over the next year, and have set the team an ambitious set of targets. We are confident that the charity will continue to flourish.

Nic Eversett - Trustee and Chair of the Trustee Board



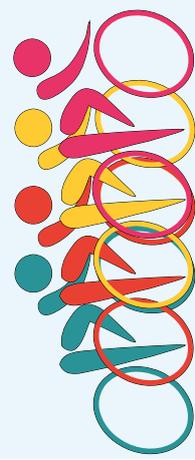
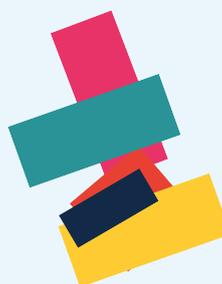
STRUCTURE & GOVERNANCE



The Trustees are presenting their fifth report and financial statements for the Charitable Incorporated Organisation (CIO), charity number 1174055. The charity uses Xero for management accounting purposes, an online cloud-based accounting software, under the guidance of Thompson Jenner LLP.

Ride On is managed by its board of trustees, who meet at least six times each year. Rosie Denham stood down after two years as a trustee, we are grateful for her continued support of the charity, as she focuses on other pursuits.

The charity was joined by three new staff members. Both Toby Oakes and Sunny Picken joined us through the government kickstart scheme, and Willem Tapper joined us as Digital Coordinator. This extra staff resource has been a key reason for our growth, and we were able to offer them contract extensions as a result.

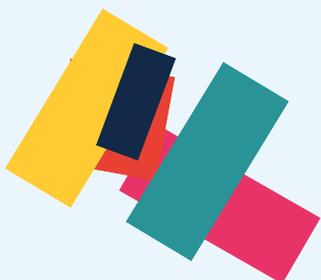


OBJECTIVES & ACTIVITIES



The trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charities Commission. The trustees are confident that the aims and objectives of the charity deliver clear benefits to the public. These benefits include:

- Collecting unwanted bikes, refurbishing them and donating them to local community and voluntary groups, and to those on state benefits who cannot purchase a bike.
- Promoting the conservation, preservation and protection of the environment by recycling and reducing waste from the workshop operation.
- Supporting "on bike" cycle training for people aged 3 years upwards.
- Developing community cycling groups who will then go on to be self-supporting.
- Offering bike maintenance courses and education schemes across the full age spectrum.
- Working with Probation, HMP, Police and Social Services in rehabilitation and support, to deliver restorative justice programmes in cycle maintenance, recycling and refurbishment
- Creating community cycle workshops where any member of community can recycle, build, repair, customise bikes, with those receiving benefits accessing most elements for little or no charge
- Delivering mobile cycle workshop training, Dr Bike, to local schools, community clubs & groups.
- Providing access to and training on "All Ability" bikes, trikes and recumbents
- Partnering with local not-for-profit organisations to improve efficiency.

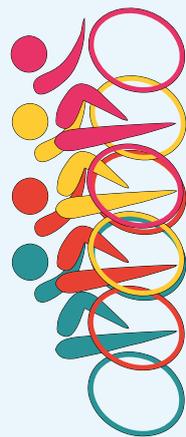


DEMONSTRATING HOW OUR OUTPUTS HELP ACHIEVE OUR VISION



One of the five strategic aims of our three-year strategy is to become a data driven charity. As a result, we appointed a new digital coordinator post to improve how we capture and use data to demonstrate our impact. You'll see examples of this work throughout this report.

So, in 2021/22 we put 790 affordable bicycles back into use. How does that help us achieve our vision for a Clean, Healthy and Active Exeter and Devon?



VISION

A clean, healthy and active Exeter and Devon

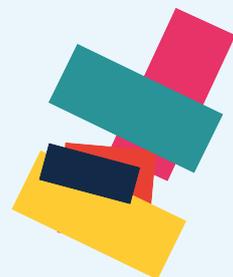


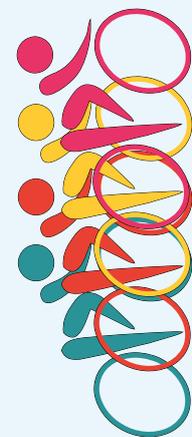
MISSION

- High quality bicycle maintenance training and education
- Access to cycling for all ages and abilities
- Affordable, good quality refurbished bikes
- Promoting the economic and wellbeing benefits of cycling

HIGH LEVEL OUTCOMES

- Bicycle powered economic growth
- Improved community wellbeing
- Carbon Net Zero Exeter and Devon





1,104
Miles

Average cycling mileage

According to Cycling UK each cyclist rides an average of 1,104 miles, roughly 21 miles a week.



Our bike mileage

This means that our bikes were ridden for a total of 872,160 miles.



Around the world

This is equivalent to one person cycling 18 times around the world.



Exeter to Exmouth

More usefully, 1,104 miles is the equivalent of cycling from Exeter to Exmouth and back almost every week of the year.



Exeter City

Or, it's equivalent to cycling across the City three times a week.



Carbon per mile

The average passenger vehicle produces 411g of carbon per mile driven.



358
Tonnes

Reducing carbon

If our miles cycled replaced journeys by car, this would equate to a carbon reduction of 358 tonnes.



317,551
Tonnes

0.001%

0.001%

Exeter City Futures has set out a carbon road map for Exeter to save 317,551 tonnes of carbon by 2030 so our saving represents 0.001% of this target.



Ride On

A small contribution by Ride On, but it all adds up, and our contribution to getting more people cycling and reducing Exeter's carbon footprint is clearly increasing.

A Clean, Healthy and Active Exeter and Devon



High quality bicycle maintenance and education



After the pandemic, we have first started to revive our popular Bring Your Own Bike sessions. After a slow start, we are now helping around 5-7 customers a week, providing a supportive environment and informal guidance on bike maintenance enabling people to look after their own bikes. A number of these customers have already completed some more formal training at Ride On - such as our popular Wom+n's Workshop session and our newly restarting maintenance courses.

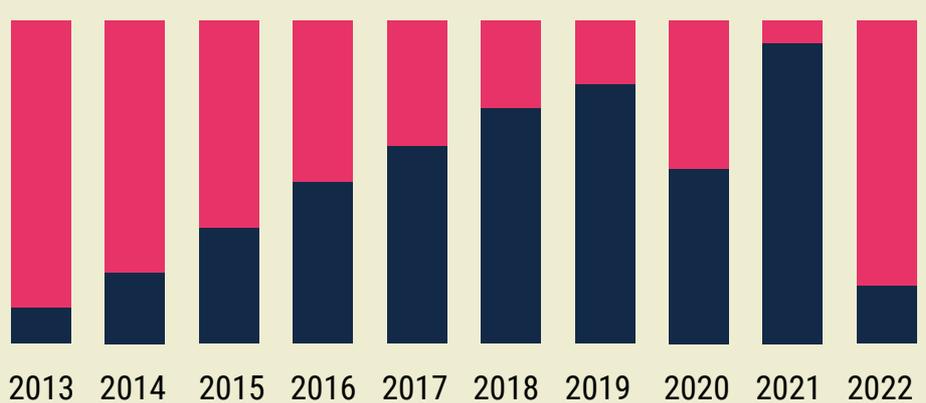
Alongside this we are also continuing to deliver weekly Bike Bank sessions in collaboration with ECI - providing 6 weeks focussed support to individuals looking to gain new skills.

During term time, we have also established a successful enrichment programme for Students at St James. This is an after school bike club where we train students in bike maintenance and begin tackling simple repairs on their own bikes and even some of the teachers own bikes, giving them a practical use for their new skills.

Affordable good quality refurbished bikes

790 bikes refurbished 21/22

Total bikes recycled: 4,593



Ride On continues to increase the number of bicycles we put back into use, year on year. In 2021/22 we put 790 bicycles back into use, hitting 4593 since the charity was formed in 2011.

As always, we are dependent on the generosity of the public donating bikes. To help with this we have continued to develop partnerships with other charities and organisations to supply bikes.

In 2021/22 the average sale price of a children's bike was £64, and £173 for an adult bike. Every bike at Ride On is sold with a two-month warranty and is safety checked by a Cytech Level 2 qualified mechanic. The average price of a new bike in the UK is £391, Ride On still provides fantastic value for people looking to get on a bike.²

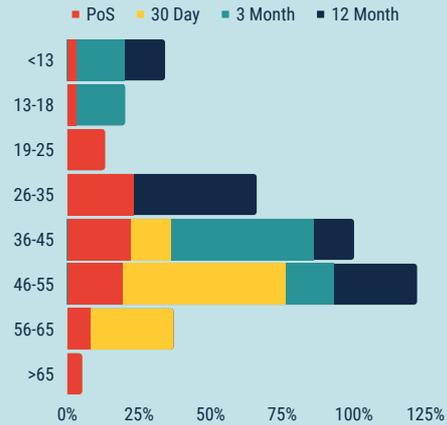
There are two main reasons for our prices being so affordable. Firstly, the generosity of people donating bikes, and secondly our incredible volunteers, who donated 1,500 hours of their time, if Ride On employed paid staff for the same time it would cost us £14,973 in wages alone.³



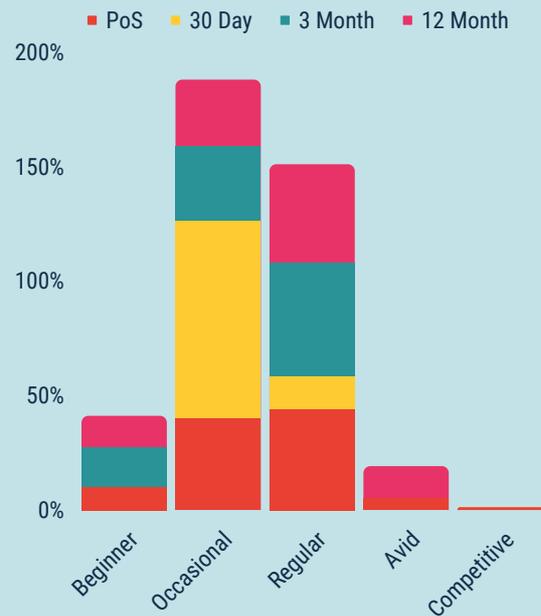
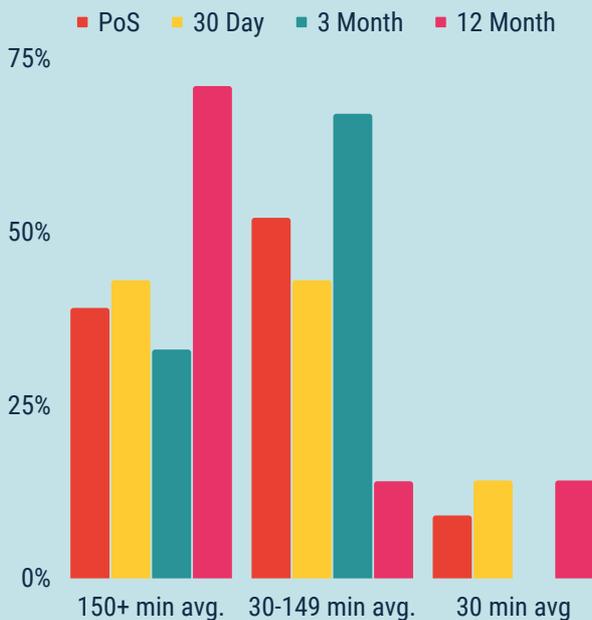
Access to cycling for all ages and abilities



From the data we have collected so far, we have demonstrated that we clearly help all ages to get cycling. Across our Dr Bike delivery and bike Sales, we have successfully served all age groups. We can also identify areas of improvement, such as 19-25 year olds and 56+.



We've also asked the community how active and what level of cyclist they believe they are. From the current data, it has been revealed that our services reach differing levels of ability meaning we are increasingly improving access to cycling for all residents of Exeter and Devon.



Promoting the economic and wellbeing benefits of cycling

We have been able to reach a number of customers have declared that they have a physical or mental health condition that has or was expected to last more than 12 months. This suggests that we are beginning to make progress in delivering the wellbeing and physical health benefits of cycling.

Yet, promoting this area and the economic benefits needs more attention, and whilst we achieve this point just by existing, we've not done a concerted push to deliver this. This is something we will discuss and consider further with our trustees.



CASE STUDIES



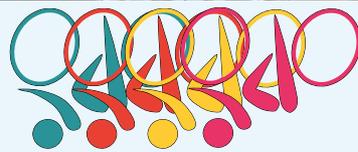
Wom+n's Workshop

These bicycle maintenance workshops have been running since July. They are intended to be as inclusive as possible and are aimed at anyone who identifies as a woman or non-binary. The term 'wom+n' is used to underline inclusivity and to be clear that the workshops have been created explicitly to include women of colour, trans women, femme/feminine-identifying genderqueer and non-binary folks and any other person who may feel discriminated against in some areas of feminism.

The idea is to create a women-led, pressure-free space for learning new mechanical skills and to encourage more women to get out on their bikes regularly.



The workshop was a real positive to come from the last year between lockdowns...



...It grew from both Anna and I – probably coming from quite male dominated careers – wanting to create a space to empower women and non-binary people within the cycling industry...





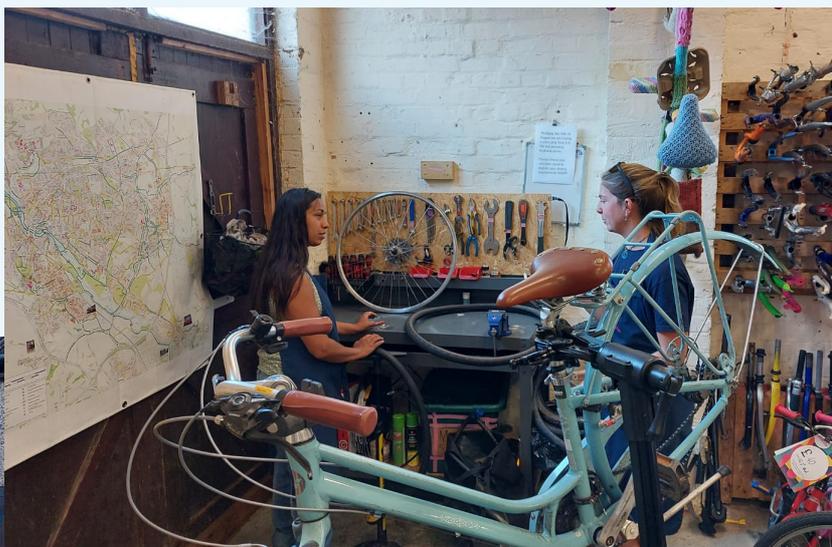
...Initial market research demonstrated there was a huge interest in the proposed workshops with over 50 people signing up before the sessions started, although numbers in the workshop have had to be limited to four participants per session...

...We've had a range of cyclists in from 'just bought my first bike' to 'I ride all the time and race...

- Kirsten Berggren

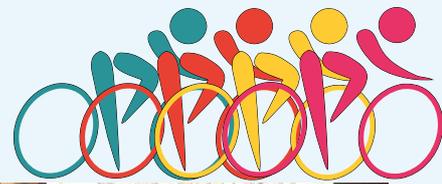


Everyone's been lovely, great students; so eager to get stuck in and learn Their enthusiasm and appreciation is infectious and heart-warming...





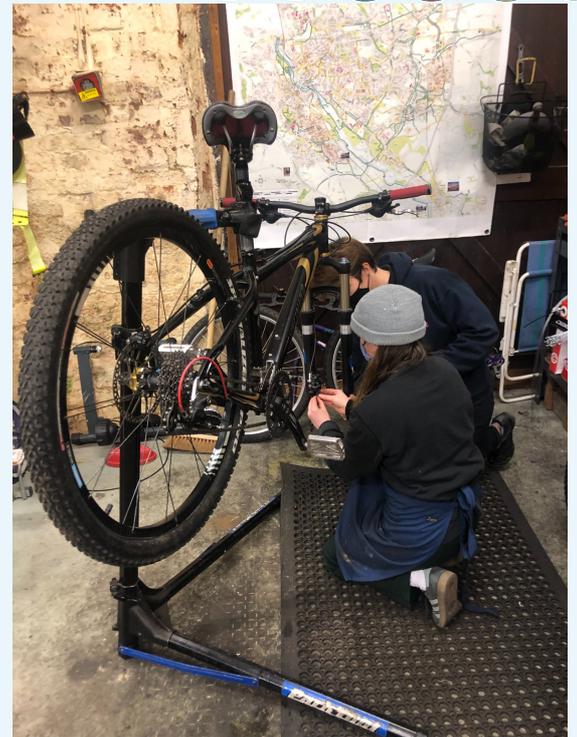
...We started with basic mechanics, puncture repair and changing a tyre as these were the skills most people said they wanted to learn. We want to move on to cleaning, maintenance and bike checks next, and then to brakes, gears, and other aspects of the bike...



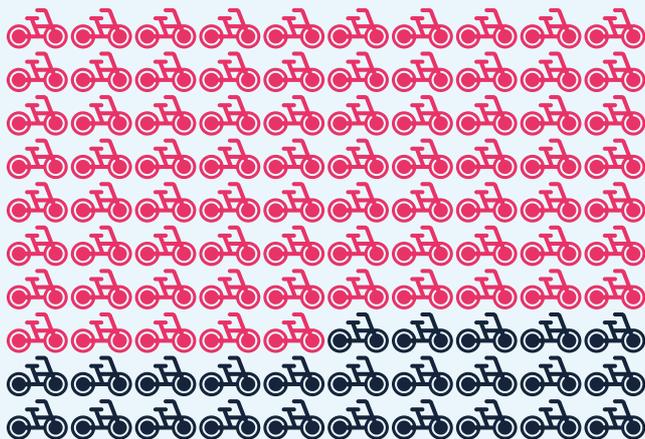
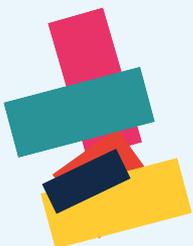
...If people attend multiple sessions and learn a new skill each time we hope they will eventually have built up so much more confidence in bike mechanics and looking after their bikes, as well as developing a relationship with Ride On and making new friends



- Anna Ross



103 Attended / 137 Sessions Booked





Princesshay Dr Bike Programme

Thanks to grants totalling £5k from **Exeter City Council** and **The Big Give** we were able to run three months of free bike checks in a pop up shop in Princesshay.

The project enabled Ride On to offer free 'check and tune' 30 minute bike sessions, dealing with any quick fixes and advising on any major works people might need.



“ We are delighted to be able to support this initiative. It’s great to be able to offer the pop-up space for Ride on Cycling to expand their services into the city centre. ”

- **Michelle Menzes, Princesshay Centre Manager**

This project created an incentive for shoppers to visit the high street by bike, helped retail and hospitality staff switch their commute to bike, and helped local residents get their unused bicycles back into working order.

In total we checked **204 bikes** during the program



FINANCIAL RESILLIENCE

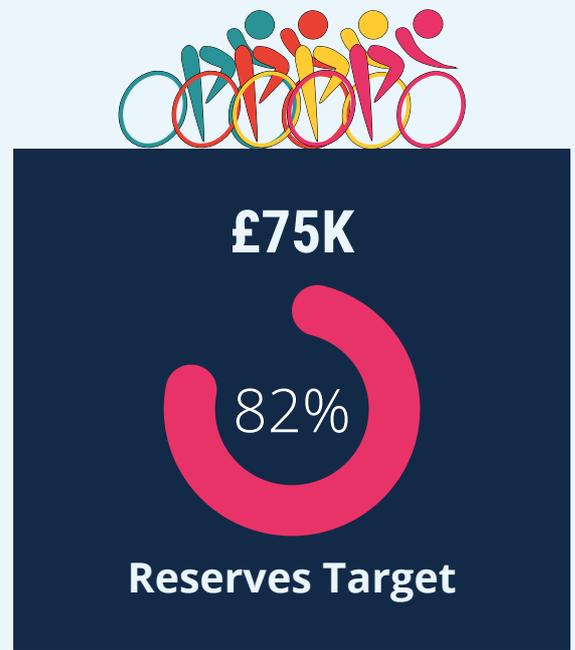
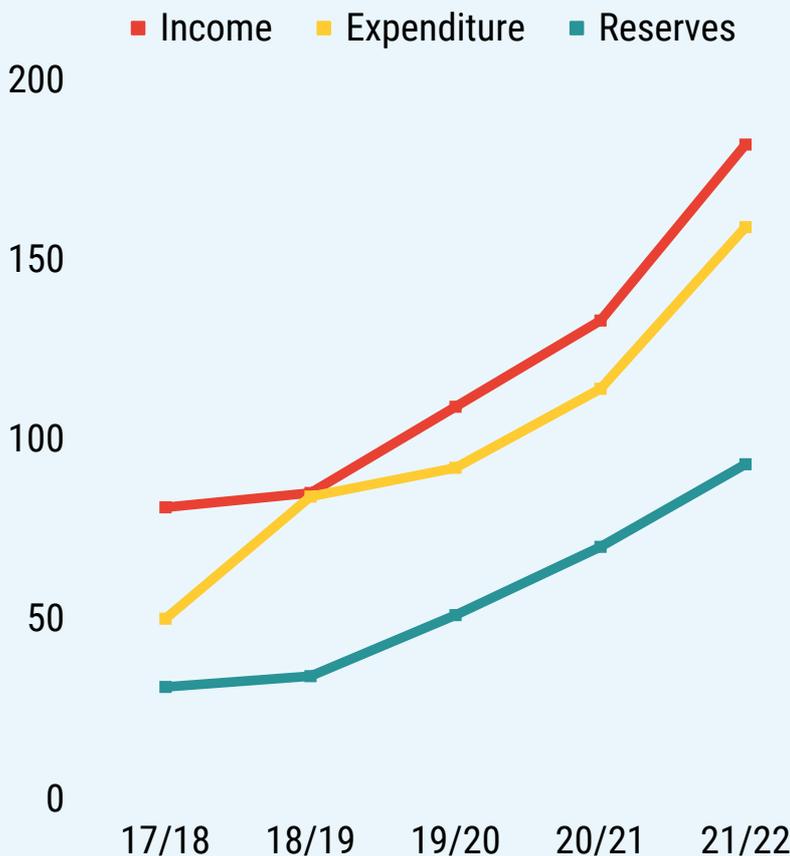


Like every organisation we need to be able to pay our staff, and pay the bills. To do this we need to ensure that we are growing and diversifying our income, whilst returning money to our reserves.

As a charity which has the provision of good quality affordable bikes, this is about more than returning a financial surplus - our profit needs to be a social one. Ultimately all of our income comes from the general public, either as donors or customers or funders, usually through grants. As a result we believe it's important to be transparent about our finances.

Ride On aims to have six months of income in our reserves. This is so that we can cope with the loss of trading if we have to relocate from our current site,so that we can afford to keep operating in the event of a downturn and if there's an emergency or other critical event.

You can find our listing on the Charity Commission website here: <https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/5097000>



FOOTNOTES & REFERENCES

- 1 - P. 3. Data collection started later in the financial year, so this is not fully representative of our customers. More available in the 'Demonstrating how our outputs help achieve our vision (and some outcomes)' section.
- 2 - P. 13. <https://www.forbes.com/sites/carltonreid/2021/04/21/1-billion-in-additional-bicycle-sales-generated-in-uk-cycling-during-pandemic-reveals-industry-report/?sh=fb4bf051055>
- 3 - P. 13. Volunteer hours are calculated at 3 hours per session using the Calendly booking form data. Some sessions may have been shorter, although volunteers sometimes show up without booking and therefore may not be reflected in this number.
- 4 - P. 14. Data collection did not begin until part way through the financial year. Whilst we were able to backdate some through our Calendly booking-system, it is not totally representative, nor do we have data for all services for this financial year. It is still a good indication to how well Ride On has been making a difference in Exeter and Devon through cycling.

95% of respondents are reflected in the PoS, with only 1.6-1.8% for the other surveys. Over time, we should see an increase that will demonstrate our impact in terms of change over time.
5. Where data appears inconsistent between services, it is due to the data we hold. Therefore, some demographics may appear to be missing, but this simply means we did not receive any responses from those groups.
6. Figures have been rounded up to the nearest whole number, which explains where data adds up to more than 100%.