



Women on Wheels

Shgufta Anwar
Founding Director

Need for focus on Women's Cycling programmes

- ▶ Men do nearly 3 times as many cycling journeys
- ▶ Travel 4 times as far
- ▶ BAME and Women of Colour even less likely to cycle
- ▶ Only 38% of women in Glasgow meet the recommended 30 mins of moderate physical activity on most days
- ▶ Lowest life expectancy in the country
 - ▶ amplified for refugees and asylum seekers



The Dream Team



Katherine



Holly



Shgufta

Victoria



Mahnoor



Hannah



Salma



Alliah



Women on Wheels SCIO

- ▶ Govanhill based community cycling hub for women
- ▶ A service designed and led by women, we deliver a range of cycling activities to get women back on a bike or onto a bike for the very first time
- ▶ Support women at whatever stage of their cycling journey they are on



Women on Wheels

Vision

We are an all-inclusive community where women cycling is the norm, not the exception.



Mission

To empower and enable women to overcome their barriers to take up cycling - for transport, to improve their physical and mental health, and most importantly, for the pure joy of it!



Barriers to Cycling

- ▶ Safety
- ▶ Lack of money to access services
- ▶ Lack of confidence
- ▶ Lack of access to a bike
- ▶ Being a parent/carer
- ▶ Lacking time or childcare
- ▶ Health restraints
- ▶ Religious
- ▶ Cultural



Timeline



Launch Event

**WOMEN ON WHEELS
LAUNCHES IN GOVANHILL**

whether you're new or returning to cycling, you're invited!



SOCIAL ENTREPRENEURS FUND delivered by Firstport

FRIDAY 27TH MAY 4-7PM

JOIN US FOR

- DR BIKE FREE FIX UPS
- LED RIDES
- LEARN TO RIDE LESSONS
- BIKE TRY OUTS
- BLING YER BIKE
- ARTS & CRAFTS
- GAMES & COMPETITIONS
- FOOD, HENNA AND MORE!



UNIT 4, 69 DIXON RD, GLASGOW, G42 8AT



Post Launch – 3 days after launch

- ▶ Regular pre bookable/drop in programme
- ▶ 3 times a week (weekday, evening and weekend)
 - ▶ Group cycle Lessons
 - ▶ Confidence Building Led rides
 - ▶ Weekly social coffee drop ins
- ▶ Bespoke one to ones
- ▶ All delivered by volunteers



Few Months on

- ▶ Launched monthly maintenance classes covering puncture repairs - July
- ▶ Trip to Millport with new cyclists - Aug
- ▶ Cycle Festival for 300 plus women - Aug
- ▶ Weekly maintenance classes - Sep
 - ▶ Puncture repairs
 - ▶ Roadside repairs
 - ▶ Cleaning and lubrication
 - ▶ V brakes
- ▶ Launch Loan bikes - Nov
- ▶ Touring programme - Nov
- ▶ Service Design programme - teens - Dec



One Year On (and counting)

- ▶ Service Design Session - Families - Feb
- ▶ Cycle Festival March - IWD
- ▶ 1st Overnight bike tour -April
- ▶ Partnership with Scottish Cycling in Rock Up and Ride Programme - March
 - ▶ Container - June
 - ▶ 20 new Bikes delivered and built - June
- ▶ Cycle Festival and Families Programme launch - July
- ▶ UCI Cycling Championships - Aug
- ▶ Shgufta appointed as Bicycle Mayor of Glasgow! Oct



Cycle Touring Programme

- ▶ What is Bike Touring?
- ▶ Last November we launched our first cycle touring programme
- ▶ Series of workshops and rides that ended in an overnight trip at the end of April.
- ▶ Very successful - Running a more advanced session with previous participants and repeating our whole programme again with new participants!







Bahar

I really enjoyed the cycling tour, even though I am an experienced backpacker, being a new cyclist it was great to have a support network when heading out for the first trip on a bike. The weather wasn't so ideal, but it was still a great experience! It was ok to go at your pace and no one was rushing you which was great. It was my first experience camping out in a sleeping bag and everyone was so supportive in helping put up the tents etc. I live alone so it's sometimes nice to have a group of people to talk to, cook and eat together. Thanks WOW for making it happen. Hopefully, we have many more coming.



Gadiyah

This was my first touring and camping experience and whilst it was challenging at times I thoroughly enjoyed the trip with a wonderful group of people. I was glad that I had the opportunity to push myself and am looking forward to any future events that the amazing staff at WoW will (hopefully) be arranging! I may even need to buy my own tent now..."

Mountain Biking

- ▶ In March 2023 we trialed 4 introduction to mountain bike sessions
- ▶ 2 x Pollok Park
- ▶ 2 x Endura life cycle centre
- ▶ Mountain bike coaches/leaders - Skills, pump track, trails
- ▶ Over 28 participants came to the sessions
- ▶ Regular part of programme





BMX

- ▶ July introduction to BMX
- ▶ Fully booked - 10 women
- ▶ So much fun!
- ▶ Regular part of programme



Eilidh's Cycle Sisters

- ▶ Dedicated session for refugees, asylum seekers and new Scots
- ▶ No payment taken
- ▶ Bus travel provided on request
- ▶ Hour long cycle lesson
- ▶ 1.5 hour led ride with foraging
- ▶ Social cuppa and chat in between
- ▶ Really positive impact as this group leads such chaotic lives



Impact

- ▶ 541 Women and their families cycling through:
- ▶ Confidence Building Led Rides
 - ▶ 1.5 hours beginners to all day
- ▶ Cycle Lessons
- ▶ Maintenance Classes
- ▶ Bike Loans
- ▶ Social Events
- ▶ Bike buddy programme
- ▶ Volunteer training
- ▶ Taster sessions - bike touring, BMX and Mountain Biking



Next Few Years

- ▶ Strategy being developed with users, staff, volunteers and partners
- ▶ 1-3 years
 - ▶ Fix Your Own Bike Service
 - ▶ Teen programme
 - ▶ Volunteer development
 - ▶ Expand events programme
- ▶ 3-5 years
 - ▶ Leadership programme



Q&A

