



Bike Doctor on Camberwell Green: more than just mending bikes

ECOMM 2009

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May 2009

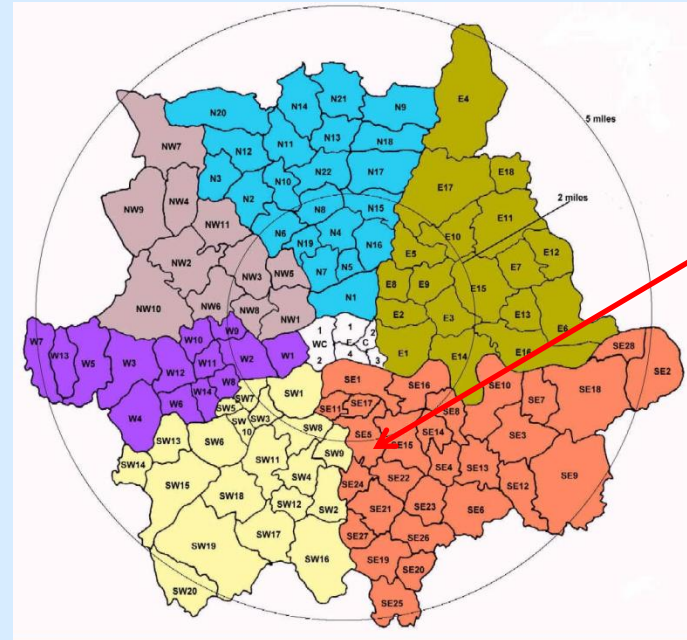
Camberwell Green



Camberwell then...



...and now!



- Inner South London
- London Borough of Southwark
- Very diverse population: 25%+ born outside of EU

Bike Doctor

What's a Bike Doctor?

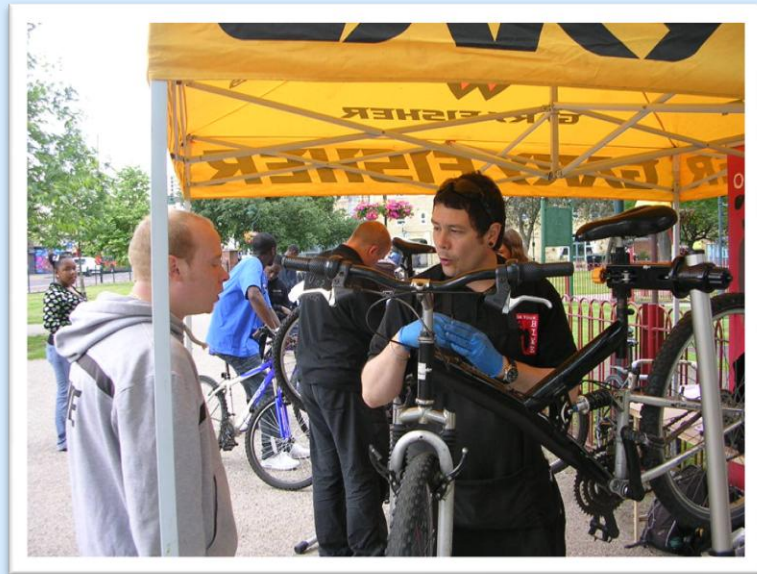
- Free bike safety check
- Held in a public place
- Carried out by professional bike mechanics
- Minor adjustments made and advice given



Bike Doctor on Camberwell Green

The project

- Funded by the London Borough of Southwark, delivered by Carbon Descent
- A Bike Doctor session every day during Bike Week 2008
- “Same time, same place tomorrow!”
- Adding in extras to make the event more than just mending bikes, including monitoring and evaluation



Publicity

FREE Bike Doctor Sessions Camberwell Green 14th - 22nd June 2008 EVERYDAY DURING BIKE WEEK!

Summer is here! Why not get your bike out
and let the qualified mechanics from
'On Your Bike' help you get it on the road?



Please see reverse of leaflet
for sessions times

Camberwell Green Bike Doctor Sessions

All Bike Doctor sessions to take place on Camberwell Green

JUNE 2008	CAMBERWELL GREEN
Saturday 14th June	2-5pm
Sunday 15th June	2-5pm
Monday 16th June	2-6pm
Tuesday 17th June	2-6pm
Wednesday 18th June	2-6pm
Thursday 19th June	2-6pm
Friday 20th June	2-6pm
Saturday 21st June	2-5pm
Sunday 22nd June	2-5pm

The Bike Doctor will adjust, make small repairs and safety check your bike!

The Energy Doctor from the Energy Savings Trust Advice Centre
will be giving free energy advice on the 14th, 17th, 18th and 19th June

There's no need to book, just turn up! All sessions are
open to the general public. Adults and children welcome.
Times and locations may change due to weather and demand.

Call Christine on 07812 013577 for more info or look on
<http://www.camberwellrenewal.org.uk/>



The Event



Added attractions

- Camberwell Green: central, visible location
- Cycle maps and advice
- Local area information
- Refreshments
- Energy saving information
- Free energy saving light bulbs
- Queue management and monitoring forms

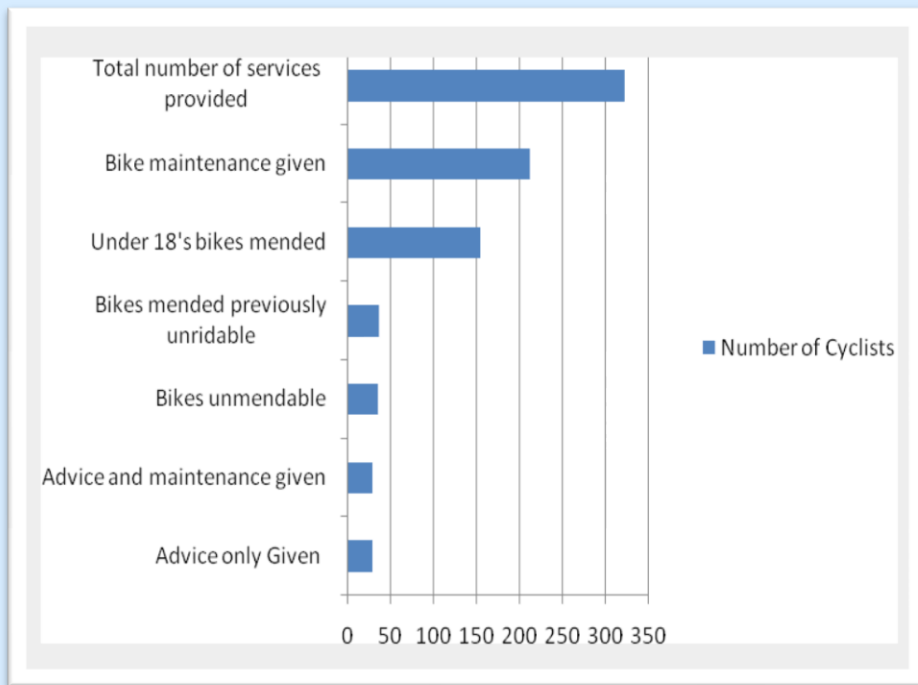
Monitoring

Camberwell Green Bike Doctor Record of Work 14TH TO 22ND JUNE 2008

PLEASE FILL IN ONE FORM FOR EACH BIKE SEEN BY THE DOCTOR!

Date:	
Name	
Address	
Postcode	
How did you find out about these events?	
If you want to be contacted about future events please give us your email/phone	
To be filled in by Bike Doctor	
General state of repair of bike	Rideable/Unridable (unridable includes puncture)
Work done on bike?	

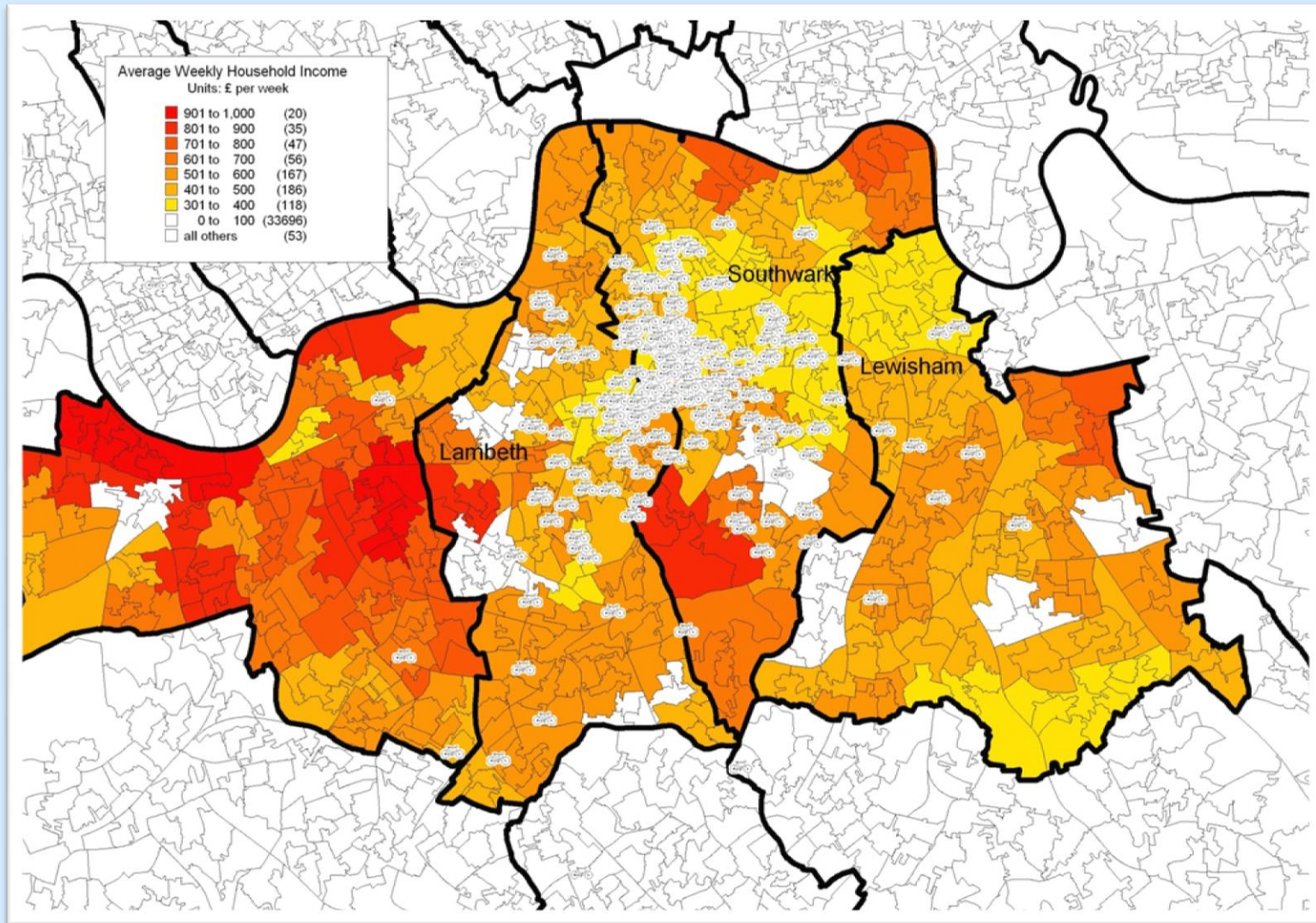
Evaluation



The Results

- Most frequent service was fixing gears and brakes
- 322 bikes seen in total
- 71 arrived unrideable, over half of these repaired
- 155 people under 18
- 28 people received advice only from mechanics
- Majority of participants from four lowest income groups

Positive outcomes



Positive outcomes

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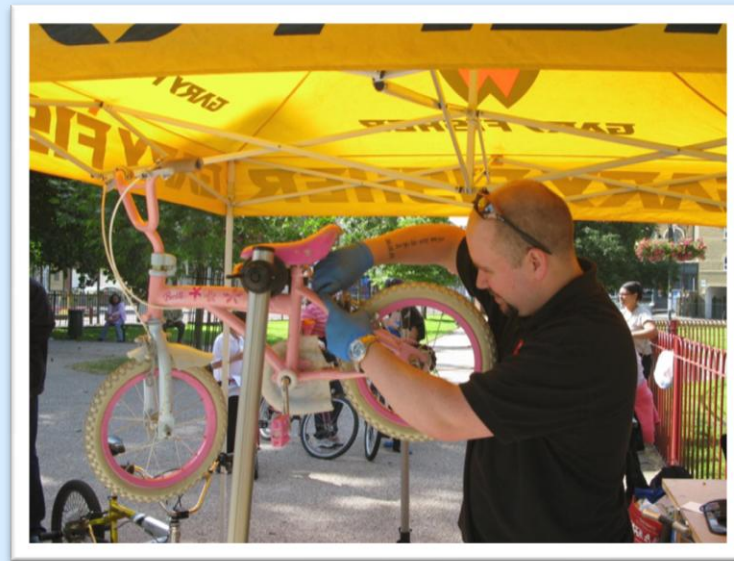
It is just so fantastic seeing these Bike Doctors. It has made a difference; they have left smiles on peoples faces. Well done to Southwark.

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- Creating community advocates for cycling by supporting local cyclists
- Bike mechanics are positive role models for young people
- Local regeneration: transforming Camberwell Green into a hub for people to chat and feel supported by their local council

Best practice

- Target local regeneration areas
- Same place, same time
- Be visible
- Ticketing system for the queue
- Professional bike mechanics
- Continuity of bike mechanics
- Liaise with local police



Summary

Why bother monitoring?

- Not enough monitoring carried out
- Working out who the recipients of services are
- Enables evaluation of achievement and improvement of future services
- Can assess the efficacy of different locations
- Triple bottom line benefits:
 - **Society:** Who comes to Dr Bike?
 - **Environment:** Estimate new bike riders and CO2 savings
 - **Economics:** Showing value for council money





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Delivering a Sustainable Future

