

# Pembroke 21C Community Interest Company

## Pembroke Community Cycling Scheme

### About Pembroke 21C CIC

Pembroke 21C CIC is a community interest company whose assets are locked to Pembroke 21C Community Association.

One of its principle activities is to work in partnership with statutory and voluntary bodies to deliver training for members, volunteers and the local community, including young people who are either disaffected or excluded from mainstream education.

With this in mind the Company seeks to add value to all projects being developed by Pembroke 21C Community Association Ltd, the charity to which its assets are locked, by creating opportunities for training that will sustain those projects in the long term.

### Aims of the Scheme

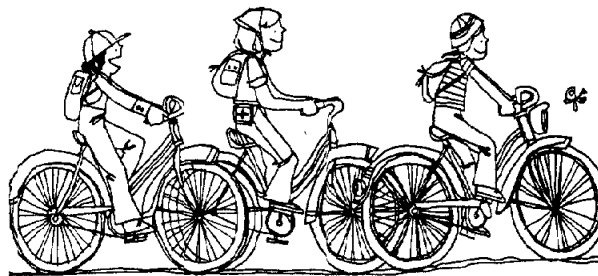
The principal aim of the cycling initiative in Pembroke is to work in partnership with local groups to make cycling more accessible to people of all ages and abilities across the whole community and to encourage their use on a regular basis.

Secondary aims and outcomes will be:

- A fitter more active community – a reduction in the number of sedentary adults and an increase in the number of active children and young people.
- Improvements in general health
- Greater awareness of the link between physical activity and the natural environment of the town and surrounding area
- General improvement in social cohesion
- Greater use of cycling as a method of transport to work and for leisure activity.

The initiative will provide *on the doorstep* access to physical exercise through:

- Regularly led cycle rides for a variety of abilities and fitness levels
- Planned cycle routes that link in with the Celtic Trail and other local routes
- Cycles for hire for both local people and visitors



Registered in Wales No 6204963  
Registered Office – Foundry House Community Centre  
Orange Way, Pembroke Commons, Pembroke, Pembrokeshire SA71 4DR

## Partners and Target Groups

Pembroke 21C will aim to work in partnership with the following local groups and initiatives on this project whose users will all benefit from the Pembroke Cycle initiative:

- Monkton Communities First Partnership
- The Menter Allan project
- Tanyard Youth Project
- Pembrokeshire Coast National Park Authority

In order to make physical activity a routine part of daily life in the community, the scheme will be open to all ages and sectors of the community. In addition the initiative will be targeted at young people in order to effect a sea change in their physical activity habits that will be sustained into active adulthood.

Eventually with regularly led cycle rides at weekends for the target groups the scheme should benefit at least 60 people of all ages each week.

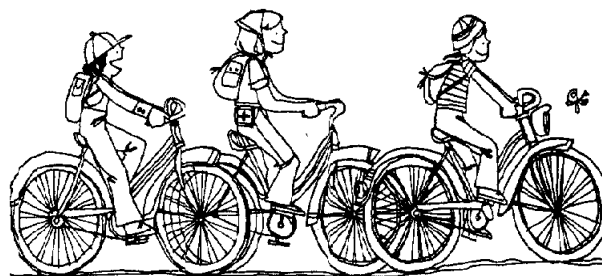
In addition cycles will be available for hire and since Pembroke is based in an area popular with tourists and visitors this is expected to be well used during the summer months. There is no other cycle hire business within 10 miles of the Centre

## Operation of the Scheme

The led cycle rides will be a regular scheduled times and this will depend on the ride leaders and the needs of the users. It is anticipated that there will be at least two at weekends to begin with on Saturday and Sunday mornings. These will increase with take up to two or three each Saturday and Sunday. In addition early morning or after work cycle rides will be available on weekdays, especially in the summer months.

The rides for the community will be mainly free of charge with a nominal charge for adults undertaking longer rides. No one will be barred from taking part because of inability to pay.

The hire facility will be available whenever Foundry House Community Centre is open. The community centre is used every day and is open from 8.30am on weekdays. It does not close until activities are finished, often at 9pm or 10pm. This will be particularly so in the Summer Months and so will provide plenty of opportunities for visitors to hire bikes for day or evening rides.



Cycle hire charges will be as follows:

Adults per day - £10 – Per half day £6 – Evening rides £5

Children per day up to 14 - £8 – Per half day £5 – Evening rides £4

These prices will include helmets, viz jackets, lights and locks.

Child seats per day - £2

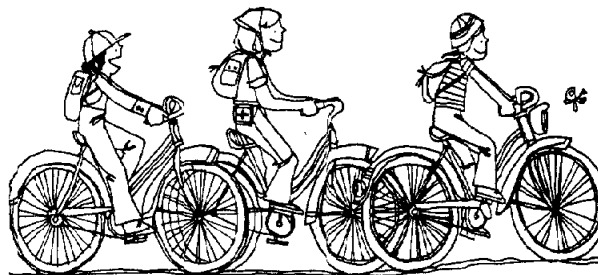
There will be special rates for two or more days and for groups, eg reductions of 10% per extra day or per group member.

## Maintenance

The long term aim is for young volunteers will be trained as **Cytechs** to maintain the bikes. They will be required to commit themselves to maintaining the Pembroke 21C bikes for up to two years following training. Others will be trained year on year.

**Community Cycling Champions** will be recruited from physically active members of the community. They will be required to work on a voluntary basis to lead cycle rides, and recruit other CCC's and cycle ride leaders, to promote the initiative in the community and to research and design ideas for rides and events. The CCCs will be required to undertake the Mountain Bike Leader Award.

**The Pembroke Community Cycle Scheme is sponsored by the Welsh Assembly Government Active Lifestyle Fund through Sports Council Wales**



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