



COMMUNITY WEALTH BUILDING



Enterprise and
social economy



Innovation

Preston City Council

Preston Pedals – addressing the climate crisis by promoting active travel through community enterprise

Advancing a Shared Economy in Preston (ASEP) is a programme jointly funded by Preston City Council and Power to Change. ASEP aims to strengthen institutional capacity to support a more democratic and collaborative economy in Preston. In autumn 2024 Preston City Council provided ASEP funding to Preston Pedals, a community cycle project, to support its ambition to become a community cooperative for the benefit of diverse communities across the city.



Guided ride in Preston



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Preston Pedals supports active travel to promote health and wellbeing and to reduce the climate impacts of travel by encouraging cycling for short journeys and by refurbishing bikes, saving them from landfill. More bikes and less car driving equates to better and safer environments and, according to recent research, more prosperous cities.

In two years, Preston Pedals has become a well-respected cycle organisation in the city. Through a mix of voluntary effort and paid sessional roles, it offers bike repair and maintenance sessions to diverse groups at community venues; sells refurbished, donated bikes at low or no cost to those who can't afford to buy one; and organises guided social rides to increase participants' confidence in cycling safely. The group has relied to date on small grants from councils and charitable bodies and Cycling UK. Until now it has had limited capacity to commit to realising its potential as a community cycle hub.

The ASEP grant is making this possible through the commitment of dedicated resource to streamline its current operations and focus on strategic business development, including a funding and business plan. The project includes the development of a marketing strategy, identifying premises for a physical base and hosting community events to ensure a grassroots perspective informs its approach.



Community bike maintenance workshop

The expected outcome of the project is a more established and financially sustainable cooperative cycle hub serving the community of Preston. Central to this will be agreement

about the appropriate governance and membership structure of the cooperative; identification of a suitable location to provide a physical base; a business plan and funding strategy; an engaging communications and marketing strategy; and options for an e-bike hire scheme.

For further information contact:

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