



Vision Statement for Harrow Cycle Hub

"In five years' time, we envisage the Harrow Cycle Hub as a thriving, inclusive, and sustainable community hub dedicated to transforming Harrow into a cycling-friendly borough. Our vision is to see Harrow as a place where cycling is not just a mode of transport but a way of life, positively impacting the wellbeing, environment, and connectivity of our community.

We see:

1. **A Central Hub for All:** A permanent central premises fully equipped, potentially supporting multiple smaller hubs and a mobile hub, providing a safe off-road environment accessible to all, including those with adapted cycles. We aim for a proper circuit akin to Minet Cycle Circuit, offering wider opportunities for fun and sociable activities and events, including races and time trials.
2. **Comprehensive Offerings:** The Hub will serve as a one-stop destination offering courses for adults and children, midweek and weekend activities, summer camps, and holiday programmes. We will cater to diverse needs, including the Wheels for All initiative, school partnerships, Bikeability programmes, recycling workshops, secondhand bike sales, and maintenance training.
3. **Community Gathering Place:** The Hub will foster a sense of community by providing a social hub that acts as a meeting place for all, complete with toilets, a kids' space, and a coffee shop open seven days a week. It will also serve as an information point on cycling, offering advice on routes, signposting, and access to bike-related services.
4. **Promoting Sustainability:** Our vision includes bike reconditioning and maintenance training to promote employment, self-service bike washing and repair spaces, and Dr Bike sessions. We aim to offer first aid courses and discount schemes for Hub members while considering the possibility of a cycle insurance scheme in collaboration with other hubs and commercial interests.
5. **Influencing the Borough:** In the borough, we envision the Council turning to the Hub for solutions related to cycling. We will work in partnership with like-minded groups and organisations. We advocate for secure cycle parking, cycle recycling collection points, bike hire docks, tool stations, bike marking services, and the provision of visible and camera-protected bike racks in key locations such as supermarkets, hospitals, GPs, stations, and cafes. Major employers will offer secure cycle storage and Dr Bike services to employees, and all new developments will incorporate adequate cycle storage. We aim to see safe cycling infrastructure on all main routes and to promote considerate driver behaviour.

Our Key Performance Indicators (KPIs) will measure our success in terms of membership, grant aid, volunteer engagement, website traffic, mass rides/events, led rides, bikes sold, course attendance and feedback. We will also track broader metrics such as the proportion of residents cycling regularly, air quality improvements, cycling infrastructure and the impact of our partnerships.

We will promote our work and message through a well-rounded marketing and promotional plan, utilising digital platforms, local media, branded merchandise, and collaborations with various stakeholders. Our operation will be guided by principles of transparency, inclusivity, diversity, ethics, sustainability, health promotion, and collaboration, aiming to bring the entire community together for a healthier, more connected, environmentally responsible Harrow."