



February 2020

Two of London's Most Successful Social Enterprises Call for the Mayor and TfL to Keep Children Active by Introducing Bicycle Scheme Across All London's Nurseries

Bikeworks¹, a not-for-profit social enterprise based in Bethnal Green, has generously donated a total of 200 bikes to London Early Years Foundation (LEYF), continuing their partnership which began in 2018.

The bikes, which were built as part of a collaborative team building day with Thomson Reuters and organised by Bikeworks, will be shared across LEYF's 39 charitable social enterprise nurseries. Thomson Reuters, LEYF and Bikeworks are all part of the Social Business Trust (SBT) network.

This collaboration will form an important part of the LEYF-led initiative to get children active and help curb the Capital's escalating childhood obesity epidemic. As statistics show, one in five children in the UK start school either overweight or obese. London Early Years Foundation is today urging both the London Mayor and Paul Cowperthwaite, TfL's General Manager responsible for Santander Cycles to help fund a much wider scheme across the Capital to give every London child access to a bike whilst at nursery.

This clever partnership also provides brand new bikes to children whose parents may not be able to afford to buy one as well as enhancing their health and well-being.

June O'Sullivan CEO of London Early Years Foundation says:

"Many children, especially those from deprived neighbourhoods, do not have access to a bike at home or simply an outdoor space to cycle. What's more, their preference for video games or screen time often keeps them indoors rather than being active in the fresh air. As obesity rates among children skyrockets, we (as one of London's largest charitable social enterprises), along with Bikeworks, want action to help address the country's biggest public health crisis and what better way than learning how to ride a bike? It goes without saying, children who cycle regularly are more likely to become active adults."

Jim Blakemore, CEO of Bikeworks adds:

"Through our successful team building service, Charity Bike Factory, we are thrilled by the impact of our partnership with the London Early Years Foundation in encouraging young children to learn how to ride a bike and stay active. Cycling helps tackle a range of key issues for today's society, from reducing child obesity, contributing to children's confidence and self-esteem, to reducing CO2 emissions and air pollution. All of this demonstrates why increased investment in active travel is

¹ Bikeworks is a not for profit social enterprise based at Lee Valley VeloPark cycling centre on Queen Elizabeth Olympic Park in Stratford, East London. With a mission to change lives using the power of the bicycle, their three core objectives are: to build a more diverse cycling community; improve mechanical skills; and support businesses to be greener through the promotion of cycling.

vital to address issues of social inclusion, health and well-being and the environment.”

PICTURED:

Children from London Early Years Foundation (LEYF) Barking Riverside Nursery & Preschool and Eastbury Nursery & Preschool keep active at Stratford’s Lee Valley Velo Park to celebrate the 200 bike donations from Jim Blakemore, CEO of Bikeworks.

The children are each holding cards made by Thomson Reuters during the team / bike building day.



ends

**For further information please contact David Clarke @ Rock PR.
T: 07773 225516 E: david@rock-pr.com**

Notes to editor:

leyf.org.uk

bikeworks.org.uk

#pedalpowerLEYF

Bikeworks was introduced to London Early Years Foundation (LEYF) via Social Business Trust (SBT) who work alongside Thomson Reuters. Thomson Reuters,

together with Bikeworks, hosted a team building day where they built the bikes which were later donated to LEYF for free.

SBT's mission is to support high growth potential social enterprises to scale-up their impact, by investing professional support and cash grants from leading corporate partners. SBT supports a carefully selected portfolio of social enterprises to grow and scale-up their impact, by investing professional support and cash grants from leading corporate partners, including Thomson Reuters. To date, SBT has positively impacted the lives of 2.4 million people. www.socialbusinessstrust.org