

CASE STUDY

CYCLE READY TEACHES OVER 10,000 CHILDREN TO CYCLE WITH FROG BIKES



Since its inception in 2015, Cycle Circle's 'Cycle Ready' programme has played a pivotal role in fostering a culture of cycling among young learners in Ashford, Kent.

Recognising the significance of early exposure to cycling not just as a recreational activity but also as a fundamental life skill, Cycle Circle embarked on a mission to empower children with the knowledge, skills, and confidence to navigate cycling safely and independently.

Spearheaded by Spencer Morgan in 2015, who already had over 12 years of cycle training expertise, the initiative emerged out of a need for comprehensive cycle training tailored specifically for Key Stage 1 children, aged between 4 to 7 years old.

BACKGROUND

Recognising the pivotal role of high-quality equipment in facilitating effective cycle training, Cycle Circle researched various bike brands before settling on Frog Bikes. Renowned for their lightweight design, safety, durability, and child-specific components, Frog Bikes emerged as the choice for the Cycle Ready fleet.

Spencer Morgan commented, "What sets Frog bikes apart is not just their superior build quality but also that they are tailored to the needs of young riders, such as the easily accessible brake levers designed for small hands."

AT A GLANCE

Challenges

To find kids' bikes that were:

- Lightweight enough for children to handle
- Durable to withstand multiple uses
- Child-specific components and geometry
- Easy-to-reach brake levers
- Low and easier maintenance
- Appealing colours
- Good resale value

Benefits

- Teaching over 10,000 children to cycle
- 80% success rate in teaching children to ride using Frog bikes
- The durability of the bikes and the quality of the components
- Consistent performance over years of heavy use
- The bikes retain good resale value, making them a cost-effective choice





CYCLE READY

At the heart of Cycle Circle's success lies its innovative 'Cycle Ready' programme, meticulously designed to cater to the unique developmental needs of young riders. This programme serves as a gateway for children to embark on their cycling journey, equipping them with essential balance and control skills, safety awareness, and a sense of independence on two wheels.

Cycle Circle wanted to engage more with children in Key Stage 1 as they were finding the children that they worked with in Key Stage 2 were arriving with progressively worse skills and lacking confidence on a bike.

ACHIEVEMENTS

Since the inception of the Cycle Ready programme, Frog bikes have been integral. These bicycles have played a crucial role in the achievements of the 10 trainers who rely on them, facilitating the instruction of over 10,000 children on the Learn-to-Ride programme in over 40 schools in Ashford and surrounding areas.

One of the Deputy Head Teachers in the area was adamant about getting all kids to ride before leaving school and the Cycle Ready programme was on hand to help. With an impressive 80% success rate in teaching children to ride using Frog bikes, Cycle Ready has witnessed firsthand the tangible benefits of this partnership.

FUTURE PLANS

Cycle Circle plans to continue using Frog bikes in their Cycle Ready programme, aiming to expand beyond Ashford. They also seek sponsorship from local businesses to expand into more schools, providing even more children with essential cycling skills.



CONCLUSION

Cycle Circle's partnership with Frog Bikes has proven instrumental in their efforts to teach cycling skills to children, with durable, lightweight bikes that meet their specific needs. As they expand their reach, Frog Bikes remains a trusted partner in their mission to promote safe and enjoyable cycling for children.

As Cycle Circle continues to evolve it remains committed to instilling a lifelong love for cycling, paving the way for a healthier, more sustainable future.



Research-led design



Child-specific components



Designed to last longer



Exceeds safety standards



Sustainable design



Designed & built in Great Britain

For more information about the Cycle Ready 'Learn-to-Ride' programme, please visit: <https://cyclecircle.co.uk/cycleready/>