



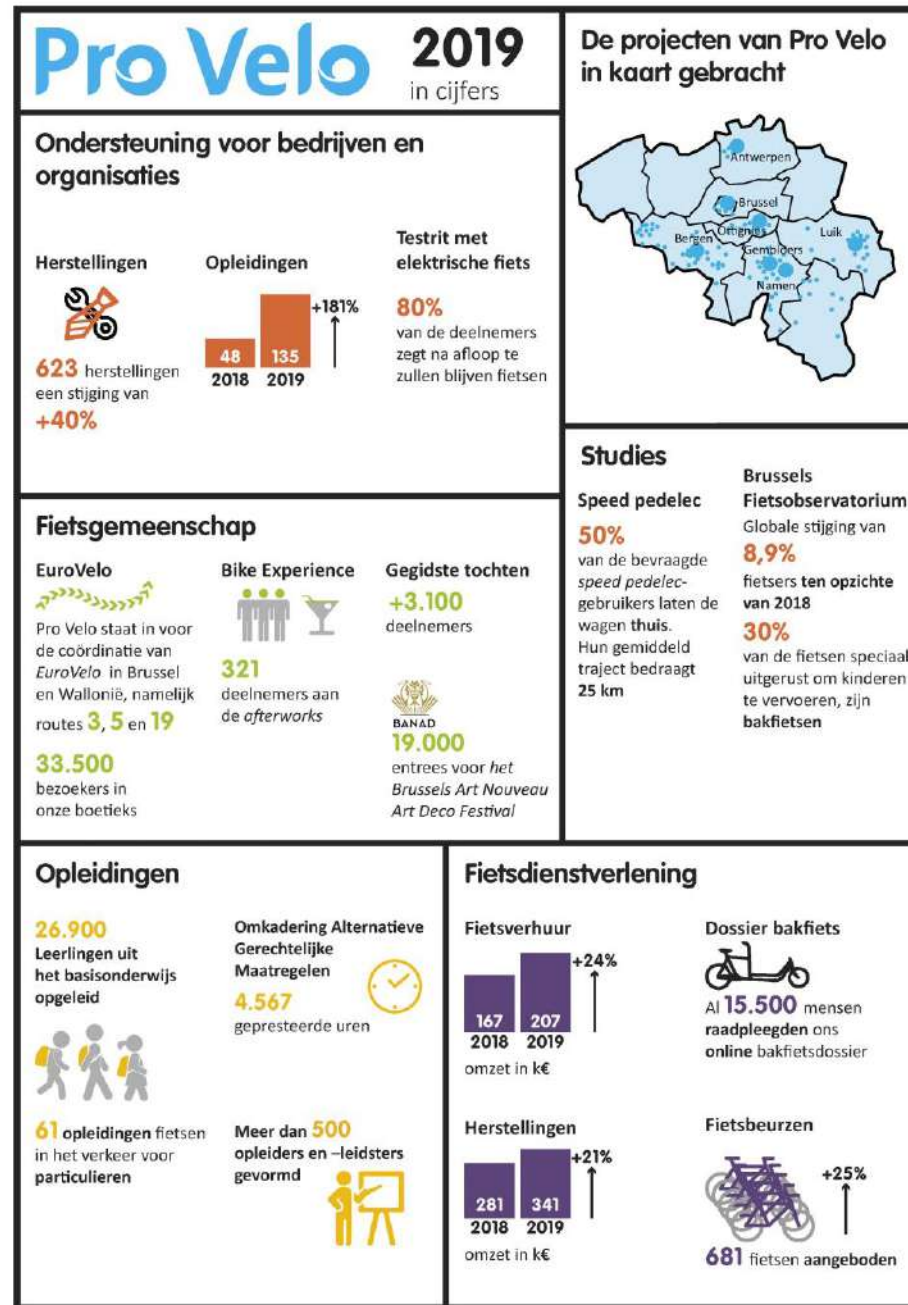
Bike training in Brussels

Via Velo

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Since 1992, Pro Velo develops **personalised solutions** to facilitate and **encourage** people to **transition to cycling**. Our mobility experts support governments, organisations and citizens. We improve the public image of cycling and **accompany future cyclists, young and old, on the road**.

As such, we **contribute** to a more sustainable planet, more pleasant cities and a **better quality of life**.





Bike training beginners

what is a beginner?

People who cannot cycle. Who have never ridden a bicycle

Mise en Selle = teaching beginners to ride a bicycle (protected environment):

- understand how the bike works
- acquire dynamic balance
- learn to pedal, improve control and perfect acquired skills

People who cannot launch themselves into traffic without endangering themselves

Roue Libre = train those who already know how to cycle to ride in complete safety (in a protected environment and on the road):

- learn the first notions of the highway code and positioning on the road
- read a map and to choose its route
- initiate the first group rides on the road

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Partnership with Brussels associations

- active in **emancipation, integration, health or mobility**
- to reach the most **vulnerable adults**
- let them taste the **freedom of the bicycle** together
- Partly subsidized by the Brussels region, the training price makes the use of the bicycle **accessible to all**



2 modules

Mise en Selle:

- module intended only for a group of “real” beginners
- 6 training sessions of 2H30

Roue libre:

- module is intended for groups who already know how to ride a bicycle.
- 4 training sessions of 2h30 (in traffic)



Some figures

VIA VELO = 16 groups (15 participants)

Mise en Selle = + 200 participants



Budget?

VIA VELO 9 groupes "Mise en selle"- 6 séances / module - 2021		
Estimation du coût par groupe (de 10 à 15 personnes)		
Pro Velo Educ	Volume	Coût/groupe
Formation module "mise en selle" (6 séances - 2h30)	3 jours de formation / module de formation	1.560,00 €
Coordination - Suivi des associations	1 journée par module	520,00 €
Organisation de l'événement de clôture	2 formateurs * 520€ / 9 groupes	115,56 €
Sous-total prestations		2.195,56 €
Pro Velo service	Nombre	Coût/groupe
Location de vélos	11,98 € x 13 vélos x 6 séances	934,44 €
Sous-total location		934,44 €
Matériels	Coût	Coût/groupe
Gourde offerte en fin de module	4€ / participant	60,00 €
Sous-total Frais matériel		60,00 €
Total coût par groupe		3.190,00 €
Total coût pour 9 groupes		28.709,96 €
Financement		
PAF demandée aux associations (400 € / module)	400 € / module	€ 3.600,00
Demande de subvention à la Région	25.109,96 €	



After the training?

Personal goals of the participants – why learn to ride a bike

- independence
- health reasons
- to be able to cycle with the children
- no longer have to take public transport
- sporting goals
- fed up with traffic jams
-



Do they continue to ride.....

YES more than 90% want to continue cycling after training and use the bicycle as a means of transport

BUT the purchase of a bicycle is often an obstacle

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After the training?

New project 2021 = social bicycle leasing

- 400 recycled bikes
- made available to the associations
- training cycling in traffic and bicycle maintenance
- after 1 year the participants can buy the bicycle for a small amount
- cooperation between Brussels region and cycling associations



BRUXELLES MOBILITÉ

SERVICE PUBLIC RÉGIONAL DE BRUXELLES

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Thank you for your attention !

www.provelo.org

