

Breaking Cycles CIC – Purpose and Aims

Mission Statement:

Riding bicycles towards a healthier, happier and more sustainable future

Ethos:

Cycling has many positive effects on our physical, mental and emotional wellbeing as well as having a significantly smaller effect on our environment than motorised methods of transport. Our purpose is to teach people to embrace the healthier and more sustainable way of life that maximises their wellbeing and effectiveness.

Aims:

Breaking Cycles CIC aims to

- Increase participation in cycling at all levels by
 - Encouraging people to cycle for leisure and enjoyment
 - Promoting cycling as a mode of transport
 - Facilitating access to cycling clubs & events
 - Demonstrating that bikes are a viable alternative to cars for our day to day transport needs
- Educate the wider community about the positive effects cycling has for
 - Our physical and mental health
 - Our environment and communities
- Provide Adventure Therapy products that...
 - Improve outcomes in education and employment
 - Support social inclusion
 - Develop healthier, more sustainable behaviour patterns
 - Improve Resilience, Confidence and Mental Wellbeing
- Provide accessible, high quality cycle training, tuition and activities