

Joe's Bike Space

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ISLINGTON  
SUSTAINABILITY  
NETWORK



CASE STUDY

## Joe's Bike Space launches in Islington

**Everyone agrees that more of us should cycle to work: it's better for our health, better for our wellbeing and better for the environment. One of the biggest barriers is that most people don't have access to secure bike storage (bike theft is an increasing problem in London).**

So, welcome to **Joe's Bike Space** who aim to make cycling to work viable for everyone - 'For baristas not just bankers; for shop workers as well as solicitors'.

Joe's Bike Space makes cycling into town easy:

- Secure - Digital ID verification controls access to Joe's
- Flexible - Pay-as-you-go with no subscription and no commitment
- Affordable - £2.75 per day is less than taking the bus

Joe's Bike Space have set up initially in Clerkenwell (40 Bowling Green Lane, EC1R 0NE) ideal for people getting back to work in the area.

They are currently looking for more sites throughout Islington and across town to make cycling to work viable for everyone. For more info their contacts are: Jonathan Stirling, CEO, 07515 942604 or Lydia Jackson, Operations Manager, 07946 042232.

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