

# Behaviour Change Interventions

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## Enablement



## What?

Enabling is defined as increasing the means or reducing barriers to increase capability (beyond education or training) or opportunity (beyond environmental restructuring).

Enablement has a lot of overlap with other intervention functions – training could be seen as a form of enablement for example. However enablement seeks to go a step further and bring in a combination of factors (e.g. providing use of a bike (material) along with sessions on how to ride it safely (capability), and organising group rides for sociable, traffic free routes (opportunity).

Often enablement involves the provision of something tangible, such as the loan or ownership of a bike and/or supporting materials for free or at a subsidised rate.



## Examples

- Bike Loan scheme to enable access to a bike e.g. Bike Library- [West Lothian Bike Library](#) and E Bikes ( no or low cost), child seats and adapted bike loan
- [Subsidised access to public bike hire scheme](#) and support to use it
- Buddy/mentors programme helping mentees to set realistic goals around travelling actively
- Personalised travel planning
- Providing [bike repair stations](#) on routes, especially in rural locations
- Community Action Planning: Community engagement to supporting people to come up with solutions for their community
- Dr Bike sessions in the community
- Providing beginner cyclist sessions in a safe environment
- Public Transport Buddy assisting people to make travel connections, giving instructions on safest and quickest route by foot/bike to destination
- Providing free/subsidised cycle accessories (e.g. helmets, lights, locks, etc.)

## Why?

**“After 20 years not having a bicycle, I got a bicycle again. It’s like getting your freedom back”**

Graeme, Bike Life Inverness

**“There was so much more to this course than just building a bike. I’m already using the bike to get around – I really enjoy tinkering with it and will keep it in great condition”**

Craig, Build Your Own Bike participant, Bike for Good

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