

First year success for Gower-based e-bike rental service firm

A start-up which delivers rental electric bikes to people living on the Gower peninsula has seen great success in its first year after financial backing from the Development Bank of Wales.

Gower Electric Bikes launched earlier this year and received £17,000 in start-up capital from the Wales Micro Loan Fund to launch their venture.

Founders Tom Clulee and Joe Mathews launched the business to help visitors and locals explore more of the Gower's scenery and beauty spots. The pair's rental service covers the whole of the Gower peninsula, along with Swansea, Mumbles and Clyne Woods.

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They offer a fleet of Trek Powerfly battery-powered bikes – charged using local solar panels and green energy suppliers – to allow less experienced cyclists to tackle the area's terrain.

Users can reserve bikes in advance via the company's website and can pick their bike or have it delivered to them during their trip. Each bike is also supplied with a pre-charged Bosch compact charger, and safety equipment including helmets, hi-vis accessories and lights.

The founders can also advise customers on trails, routes and circuits throughout the area.

Mr Clulee said: "Both Joe and I are really experienced

cyclists, but we know a place like Gower demands a level of fitness and experience that a lot of casual cyclists may not have, and they may be more interested in taking a leisurely tour of the area. We wanted to give them the opportunity to see Gower's fantastic scenery, and to widen the range of people who would feel comfortable tackling the area by bike."

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He added: "As well as looking to provide access to Gower by bike, we also know that readily available e-rental options can have a huge impact in urban areas – as seen by the popularity of e-scooters in Bristol – and we also deliver our bikes to Swansea, which can be really useful for those looking to explore the city or cycle along the shore."

Mr Mathews said: "Given its natural beauty, going around the area by car can almost seem like sacrilege to some visitors, as they want to take the time to see the area and enjoy it. Electric bikes really match that need for a pleasant form of transit, while giving visitors the chance to 'be there' during their time here."

Emily Wood, Development Bank investment executive, said: "We were really pleased to be able to support Gower Electric Bikes so early in their life as a business. They clearly recognise the high value of their local area, and their commitment to

widening access to the beautiful scenery of the Gower peninsula in a sustainable way, using renewable energy, should be applauded.”

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