

Laura Nicolson - Velocity



“In my opinion, enterprise is just a willingness to do something.”

Establishing Inverness as a cycling city, similar to Amsterdam and Copenhagen, is the ultimate aspiration for Laura Nicolson. Though this dream may have yet to become a reality, her social aim of promoting cycling and inspiring healthy, happy lifestyles has certainly come to fruition. An engineer by degree, Laura and her co-founder Penny Phillips founded Velocity Café and Bicycle Workshop in 2012, after they were awarded £2,500 at the Business Idea Competition run by Create, the Highland Centre for Enterprise and Innovation based at Inverness College UHI.

Their vision led to the establishment of a social enterprise with three key functions - a bicycle workshop with mechanical support, a homely café with wholesome food and the perfect environment in which to nurture the growing cycling community. In addition to its strong mission, the organisation keeps its values close to its operational heart. This fuels its position as a keen advocate for sustainability, drives its active use of local, organic and Fairtrade produce and catalyses its community support.

Part of supporting the local community is Velocity's outreach work and GoCycle project, which increases individuals' confidence riding their bikes and empowers them to fix their own. Velocity firmly believes in the inclusivity of cycling, constantly communicating its nature as an activity suitable for and accessible to people of all ages and abilities. Whether cyclists have a poodle and a basket, or lycra and a carbon bike, they are cyclists all the same – all cycling for the love of bikes.

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