



Building generous, inclusive communities of cyclists that are accessible to everybody

Cycle Together 2024 Programme Impact Report

We extend our heartfelt thanks to People of Data for their invaluable data analysis and contributions.



Introduction

Cycle Together is a social enterprise that aims to increase diversity within cycling and inspire communities typically marginalized in sport to be more active and prioritise their wellbeing. This impact report details the transformative impact of the first cycling programme delivered by Cycle Together in 2024.

Here are some of the standout highlights from our first programme



Engagement: 48 individuals registered their interest, with 11 actively participating in the programme.



Mental Wellbeing: Every participant noted significant improvements in their mental wellbeing and happiness.



Ongoing Commitment to Cycling: Every participant expressed a desire to continue cycling after completing the programme.



Community Connections: Participants felt a strong sense of community, meeting new people and forging meaningful connections through our programme.



Health and Fitness Gains: 85% of participants reported improvements in their physical health and fitness.



This report details the transformative impact of Cycle Together's first cycling programme, showcasing the power of community and the profound benefits of an active lifestyle.



Confidence Boost: All participants experienced increased confidence in their cycling abilities and spent more time outdoors.

Reflecting our core value of community, none of our achievements in 2024 could have been executed without collaboration. We value the support from our coaches and ride leaders who represent 14 different cycling clubs and collectives from across London.

Who We Are

Cycle Together is a social enterprise which aims to grow and support community-based cycling

Our Mission

We want to improve physical and mental wellbeing by creating communities centred around the love of bikes and the outdoors.



Our Programmes Aims

- Support and grow cycling within marginalised communities
- Improve physical and mental wellbeing of our communities
- Increase Cycling as a means of regular transport / commuting



Grow Cycling for Leisure and Sport

- Our inclusive community **supports cyclists** through coaching sessions, mechanics workshops and an online community hub. We help cyclists to build **confidence** and **encourage** cycling as part of a more active lifestyle.



Better Physical and Mental Wellbeing

- Building the habit of regular exercise through our programmes, we strive to **reduce the impact of health conditions** and support a **positive mental wellbeing**.

We acknowledge and thank our partners and sponsors:

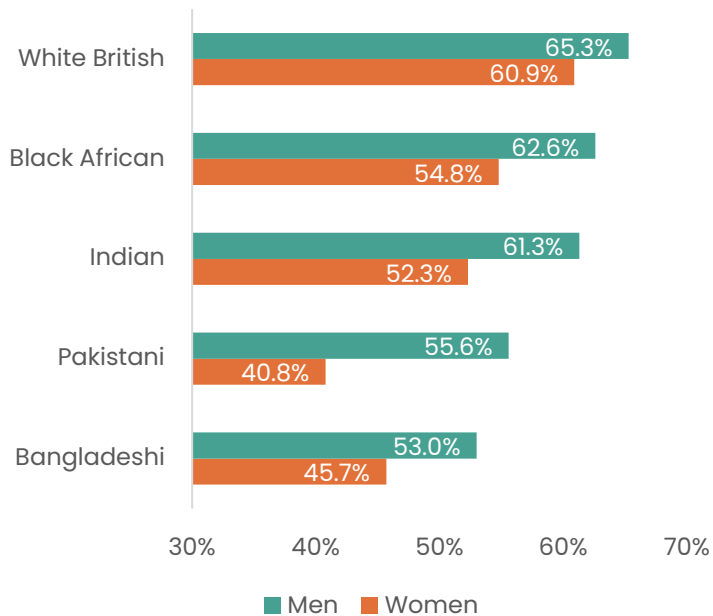


We Tackle Underrepresentation In Sport And Cycling

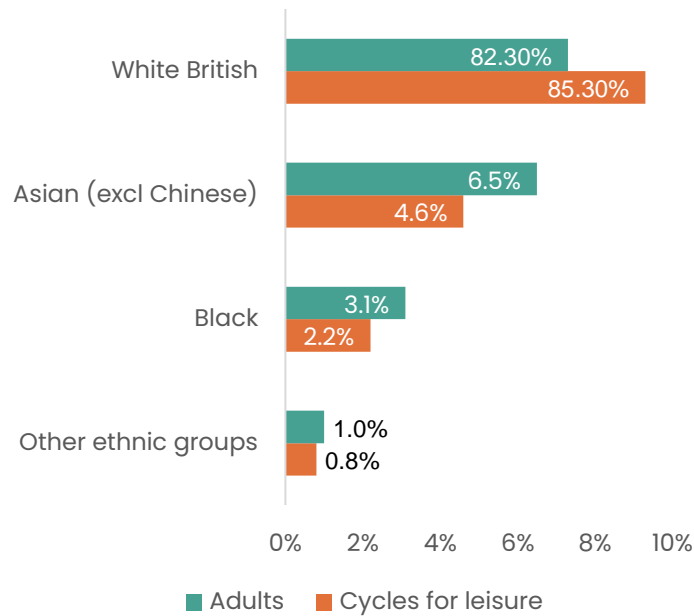
Sports activity is lowest amongst ethnic minorities. A gender gap exists in sports and is most pronounced amongst these communities.

Underrepresentation in cycling coupled with the expected population growth of ethnic minorities offers an opportunity to bring more people into cycling.

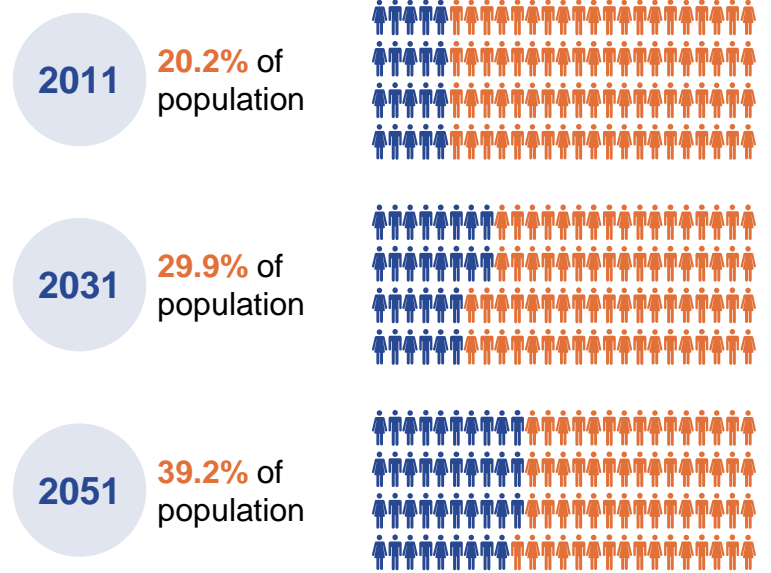
**Adults (+16):
Levels of activity by
ethnicity and gender**



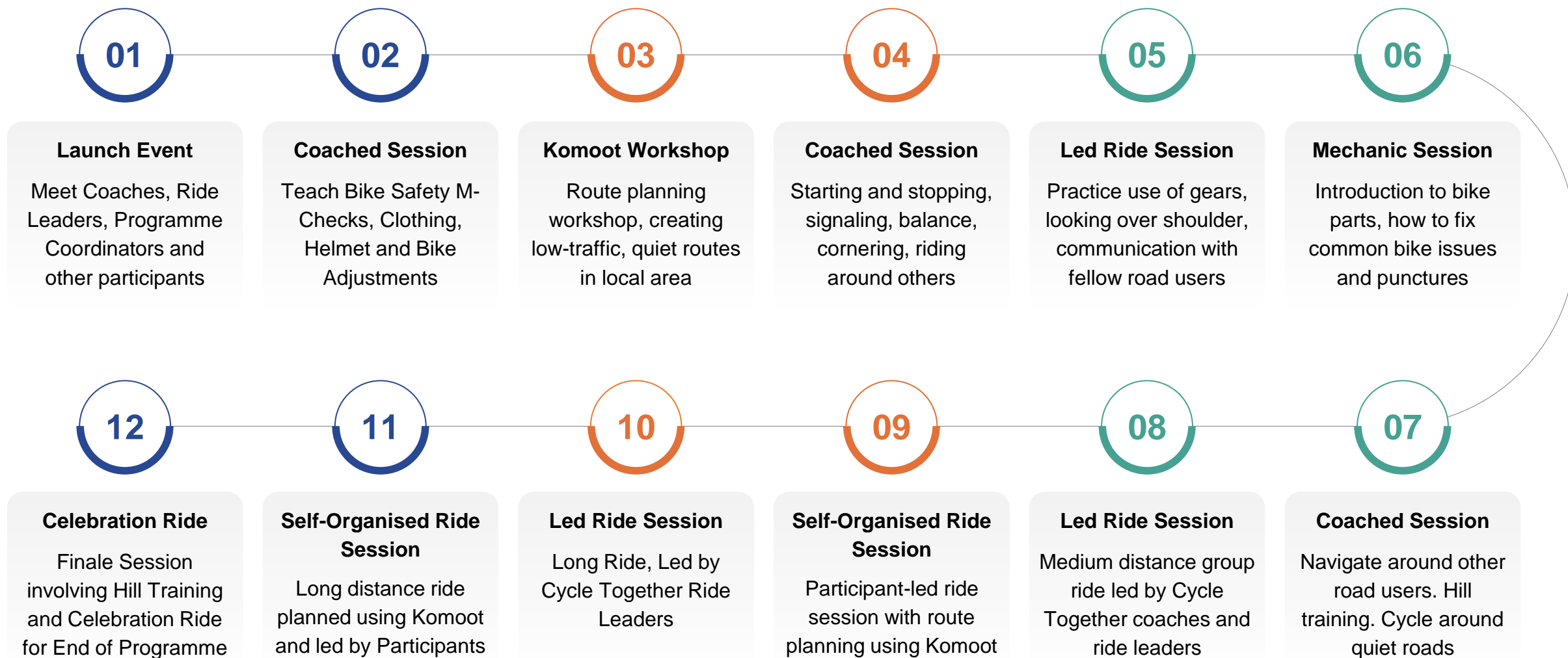
**Adults (+16):
Share of total population; share of
population that cycles, by ethnicity**



**Projected population growth of people
from BAME Groups (2011-2051)**



Pilot Programme - 12 Weeks

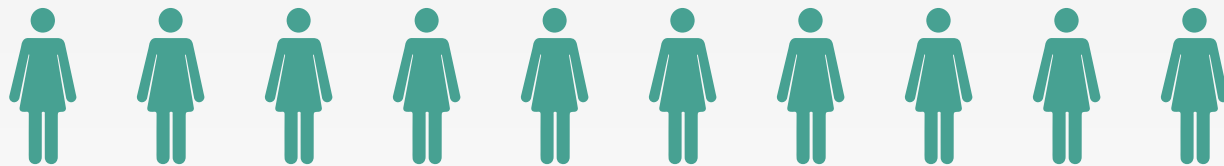


About the Pilot Programme Participants



Demographics

100% Female Participants



100%

BAME Participants



27 - 49

Age Range



Only 10%

Cycle As Means of Transport



No Participants

Met Recommended Weekly Amount of Exercise (150 minutes)



Participant Reasons For Joining Programme



To be able to cycle with my daughter as she starts cycling at school



To gain confidence to cycle alone



To overcome the fear of cycling on the road



Meet new people and make new friends through cycling



I want to pick up an old, favourite hobby

Nurturing A Love Of Cycling, Exercise And The Outdoors

Safe Spaces for Learning and Growth

Participants emphasized the importance of having safe spaces to learn and grow in their cycling journey. This was a key motivator for joining our programmes.

- “I think it was great as the ride leaders assessed our skill level and tailored the session accordingly
- “The session was a big challenge and was intimidated to begin. Biola took time to slow the pace and chuck the challenge-thank you, Biola
- “It was really fun, I like that we're being introduced to challenges gradually

Building confidence

The majority of our participants reported a significant boost in their confidence when cycling.

- “Very good for building my confidence
- “Brilliant! It was great cycling in the park. I felt much more confident and in control of the bike
- “Great for building confidence in the road especially new roads I'm not familiar with
- “It was nice to ride more independently in the park combining the learning from the last few sessions.

This newfound confidence led to a surge in interest, with 73% of the group investing in Specialized bikes.

Overcoming Hurdles

Those who didn't purchase bikes faced challenges including:



Financial Constraints: Given our target group, costs of bike purchases would always be a barrier. However, working with local charities we were able to get some access to bikes for free.



Storage Issues: Many participants live in flats with no/limited storage space, and local on-street bike storage options had waiting lists exceeding six months. This concern was echoed by nearly all participants.

- “I just wish I had somewhere to store my bike so I can practice more than once a week.

100%

Reported better or much better ability to be active in a safe environment

100%

Reported an increase in the amount of time spent outdoors

100%

Reported better or much better confidence for cycling to work/study or for leisure

Community and Connection



The primary motivation for joining our programmes was the desire to be part of a community of like-minded individuals. This was clearly reflected in the feedback at sign-up:

Meeting like minded people

Meeting new people and making new friends



Social bonds: A majority felt a strong sense of community within the Cycle Together group and appreciated the social connections made. One participant shared:

It was enjoyable. I'm already riding on the roads so I mainly came for the social aspect.



Beyond Organized Rides: Half of our participants now cycle together outside of organized rides at least once a month.



Expanding Horizons: One-third of participants have built up enough confidence to join other cycling communities in London, cycling at least once a week.

100%

reported better or much better feeling part of a community

100%

reported better or much better change to the number of new people met

Health and Wellbeing Benefits

Our programmes have contributed to improved physical health and mental wellbeing among participants. Many reported feeling fitter, happier, and more connected as a result of their involvement.



A real sense of making progress this week! The hills were tough but it felt really good to achieve climbing them!



It was challenging but so much fun; a great way to test progress!”



The session today was brilliant. Perfect balance of joy and challenge.



85% reported better or much better impact on their lifestyle choices



85% reporting better or much better physical health



100% reported better or much better mental health



85% reported better or much better fitness



100% reported better or much better happiness

Physical Activity



National Guidelines Recommend

150 minutes of moderate exercise (including cycling) to **stay healthy**



Start of Pilot Programme

No Participants met recommended weekly activity levels

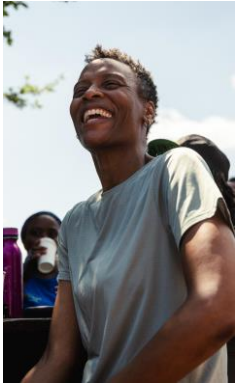


End of Programme Success

More Than Half of Participants met recommended weekly activity levels



Participant Stories



“

Brilliant! It was great cycling in the park. I felt more confident and in control of the bike ”

“

Really REALLY enjoyable. Felt very encouraged and more confident. Definitely had better control of my bike ”

“

Really useful for building confidence, especially cycling safely with others ”

“

A real sense of making progress this week! The hills were tough but it felt really good to achieve climbing them! ”

“

The session today was brilliant. Perfect balance of joy and challenge. It was nice to ride more independently in the park combining the learning from the last few sessions ”

“

I think it was great as the ride leaders assessed our skill level and tailored the session accordingly ”

Progress Made Since Launch In June 2022



Awarded Sported and Sports England grant to increase participation of black people in cycling.



Ran three **women in cycling leadership** meetups. Currently operating a waitlist.



Authored report with **Loughborough University** on impact of the intersection of ethnicity and socioeconomic factors on the participation in cycling for leisure.



Created **beginner-focused mechanic video tutorials** with women mechanics.



Built a growing **online community** (+150 members) and **thought leadership library of articles** (+50 blogs)



Run **well-attended online roundtables and seminars**. Speaker at three cycling-focused conferences.



Built a strong reputation as a **respected leader in the DEIB space in community cycling**.

Research Institution and Charity Partnerships



Loughborough University



Notable Cycling clubs within our Club Finder:





Cycle 
Together

Thank You



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