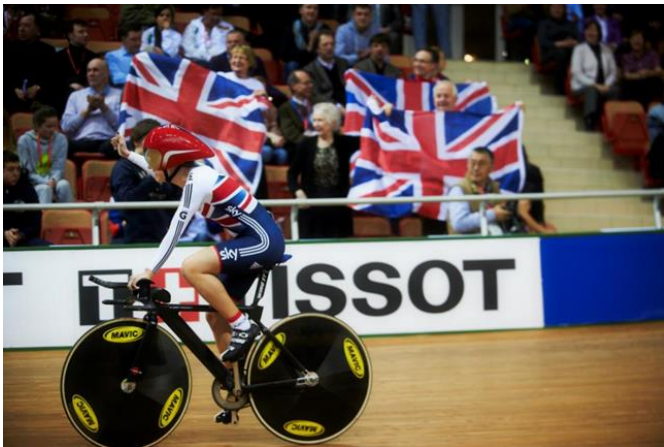




People, Places and Prosperity



Growing Participation

Creating infrastructure and capacity

Inspiring the nation

The Yorkshire story - supporting the effort with assets

Economic and social impact



Inspiration to participation



Sir Chris Hoy

sky

Believe in Britain







SUMMER OLYMPIC MEDALS
INCLUDING 19 GOLD
 LOTTERY FUNDING PERIOD 1997 - 2012



PARALYMPIC MEDALS
INCLUDING 28 GOLD
 LOTTERY FUNDING PERIOD 1997 - 2012

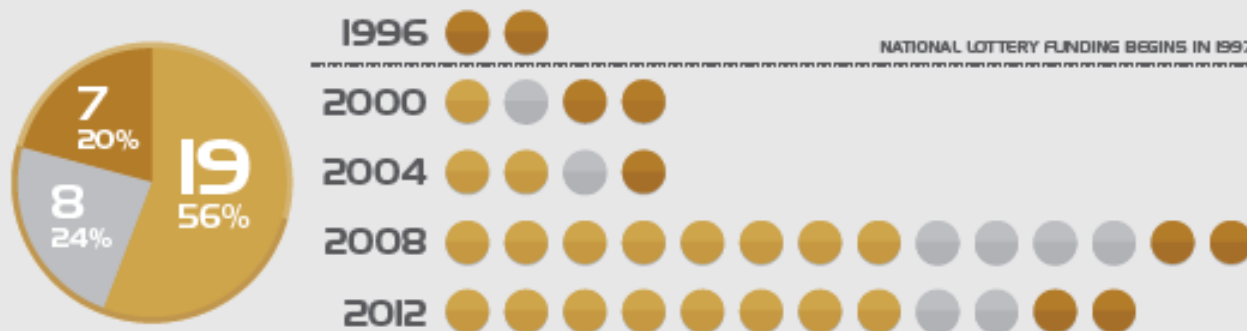


WORLD CHAMPS MEDALS*
INCLUDING 35 GOLD
 LOTTERY FUNDING PERIOD 1997 - 2012
*IN OLYMPIC DISCIPLINES

GREAT BRITAIN
 TOPPED THE MEDAL
 TABLE IN OLYMPIC
 CYCLING IN 2008
 AND 2012



TOTAL OLYMPIC MEDALS FOR GB CYCLING TEAM IN THE PERIOD OF NATIONAL LOTTERY FUNDING 1997 - 2012



3 OUT OF THE 10
 MOST SUCCESSFUL
 BRITISH OLYMPIANS
 (1900 - 2012) ARE
CYCLISTS



The 'Olympic effect'



London School of Economics report commissioned by Sky and British Cycling (October 2012)

- **More than half of the country inspired** by success of GB cycling team to get on their bikes
- **70%** of non-cyclists believe GB success at London 2012 will have a lasting positive effect
- **52%** were **motivated to cycle** by the achievements of British cyclists
- **87%** of those inspired to cycle by the Olympics are also encouraging their children to cycle



136%
INCREASE IN
MEMBERSHIP

RACING LICENSE

50%
INCREASE IN HOLDERS



18 MAJOR
INTERNATIONAL
CYCLING EVENTS
SUCCESSFULLY
DELIVERED



194,900

GROWTH IN
NUMBER OF
PEOPLE CYCLING
ONCE A WEEK

ACCORDING TO SPORT ENGLAND ACTIVE PEOPLE SURVEY

1,000,000

MORE 'ONCE A MONTH CYCLISTS'
CITING SKY / BRITISH CYCLING
AS MAIN INFLUENCING FACTOR



134% GROWTH IN
UNDER 18
MEMBERSHIP



410,000

OPPORTUNITIES TO PARTICIPATE IN
A GO-RIDE COACHING SESSION

REGISTERED
ACCREDITED
GO-RIDE CLUBS: **280**

29%

INCREASE IN NUMBER
OF COMPETITIVE
EVENTS ORGANISED

647,000

PARTICIPANTS IN SKY RIDE CITY EVENTS

sky ride

39,000

PARTICIPANTS IN SKY RIDE LOCAL RIDES



145%

INCREASE IN NUMBER OF ORGANISED
MASS PARTICIPATION SPORTIVE EVENTS

20 TRAFFIC-FREE CYCLE
SPORT FACILITY PROJECTS
WORTH A TOTAL OF >>>>

£26M

HELPING TO TRANSFORM
THE SPORT OF CYCLING
AT A LOCAL LEVEL



Building a legacy



Velodromes opening in Glasgow (£115m), London , Derby (£27M) and Bournemouth

Veloparks opening in Knowsley (£25m), Kent (£12m) , London , York

Closed Road circuits opening in Blackpool, Middlesbrough, Herne Hill, Sheffield, London, Bath

BMX and MTB facilities opening in Manchester (£25m) , Birmingham, Essex, Blackpool, London

Building a brand



The UK's highest profile brand associated with cycling



60%

halfords

47%



42%



33%



32%



29%



25%

Looking forward



Cycling at **an all time high** thanks to success of Tour de France, Olympics and Team GB

A **once-in-a-generation opportunity** to create a cycling legacy

Work with partner Local Authorities increase **profile and participation** of cycling

Our vision



To sustain international success,
to inspire more people to ride more often,
and to get more from their bike riding for
sport, recreation or transport.





Partnerships

Participation

Elite

Cycle Sport

Young people

Facilities

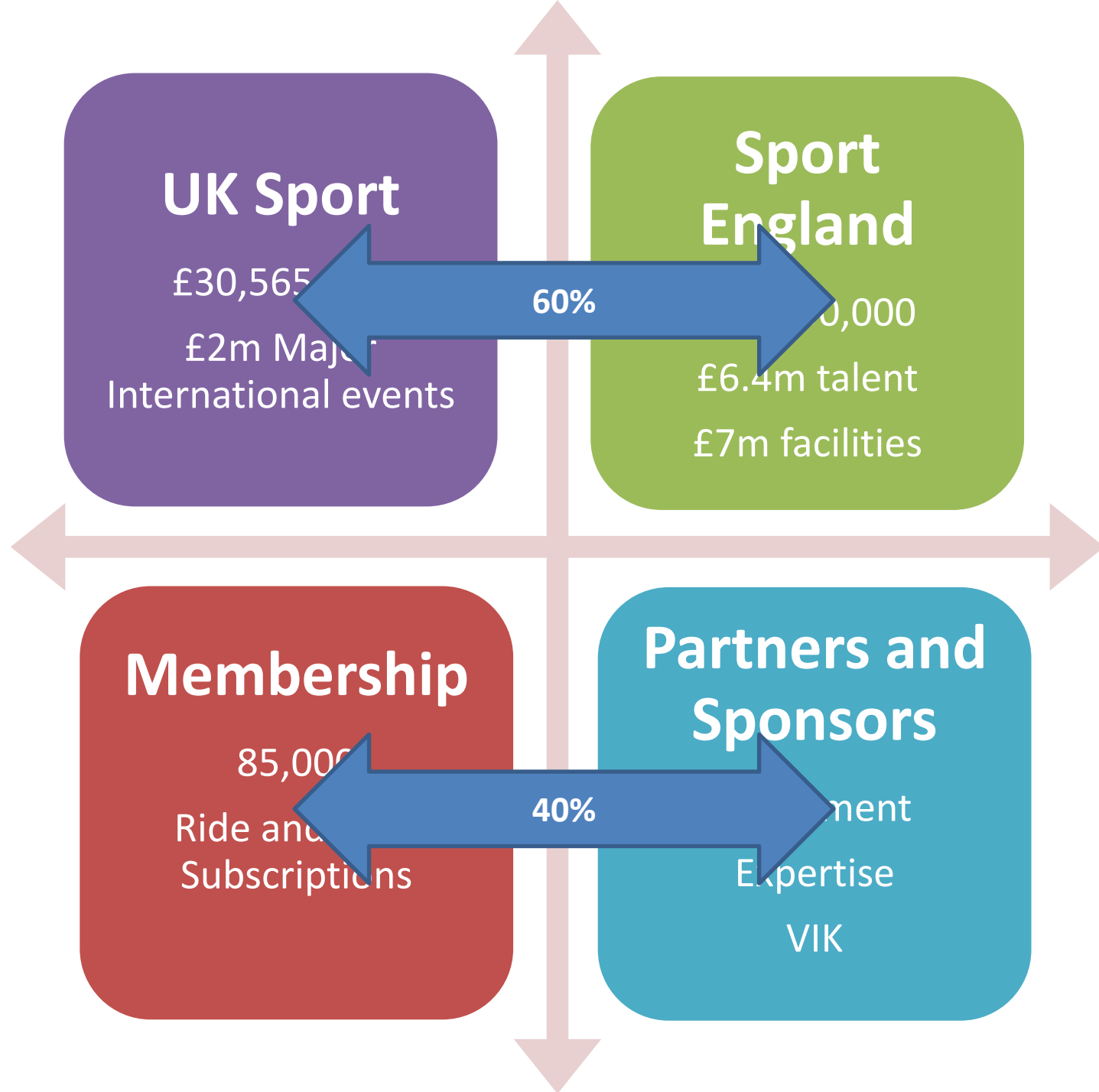
Clubs and Volunteers

Membership and supporters

Commercial

Marcomms

Business Support



Sponsorship Structure

FUNDING PARTNERS	 
PRINCIPLE PARTNER	
TEAM PARTNERS	
TEAM SUPPLIERS	     



2014: an exciting year for cycling

First Women's Tour – May

Tour de France – July

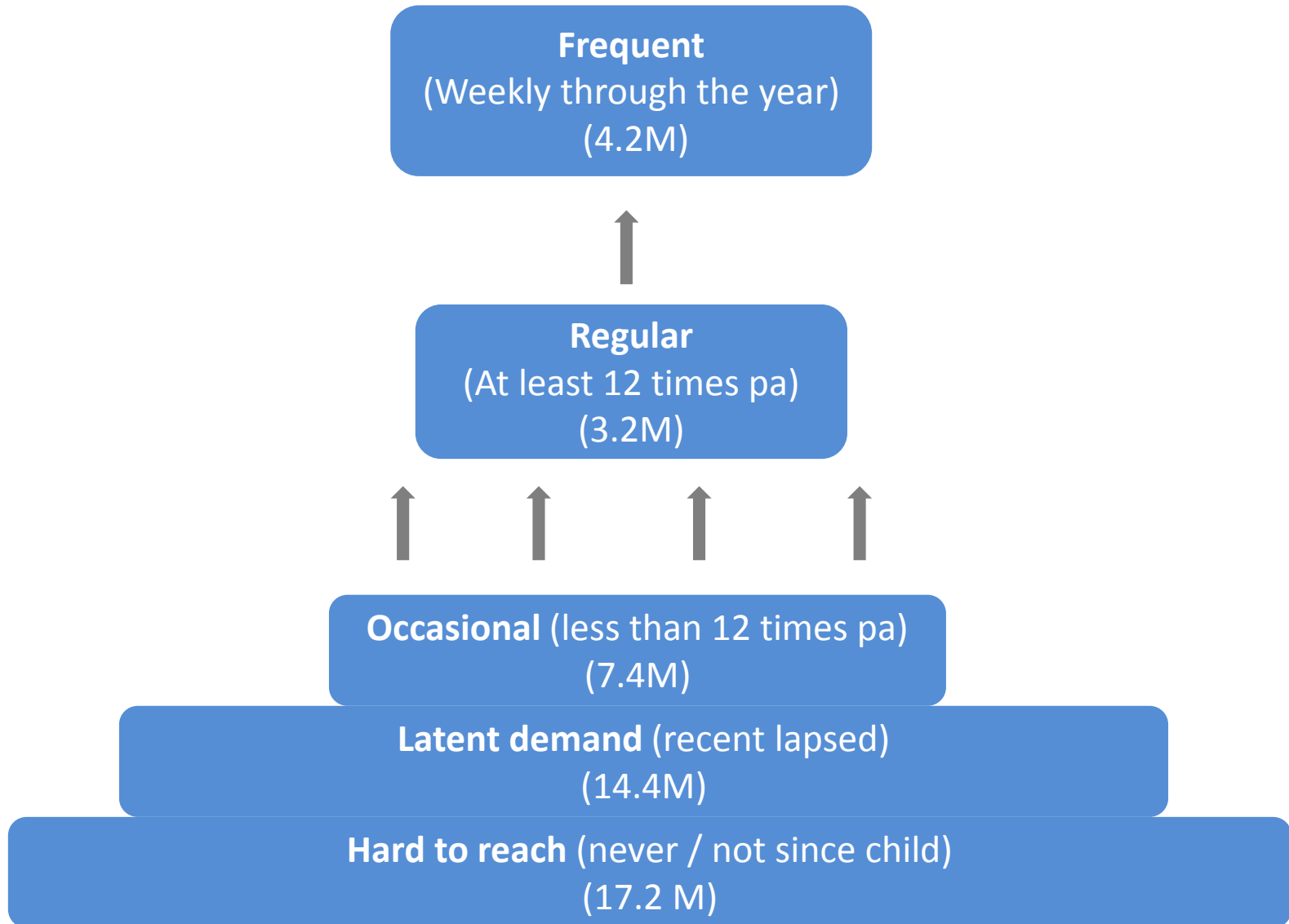
Commonwealth Games – August

Ride London – August

Tour of Britain – September



UK cycling market



The value of working with Sky



Reach

- Promotion across Sky TV channels
- Customer database of 10 million
- 2013 campaign reached 60% of UK

Further links to elite talent

- Relationship with Team Sky
- In 2014 we'll be maximising this through talent, competition prizes & digital initiatives.



Understanding the market – focussing on consumers



Understanding why people do and don't cycle - barriers and motivators

Designing appropriate programmes and tools to engage them

Building communities of interest and target market (customer base)



The power of cycling



Transport



Health



Economy



Communities



Regeneration



Employers



Sport



Events



Schools



Facilities

THE BRITISH CYCLING ECONOMY



CYCLING ACCESSORIES
= £853m PER ANNUM



AN EXTRA 12,000
MILES OF CYCLE
NETWORKS

FREQUENT REGULAR OCCASIONAL



VALUE TO THE ECONOMY

£958m

£717m

£801m

INFRASTRUCTURE

200% Expansion of the
National Cycle
Network

40% OF HOUSEHOLDS
OWN A BIKE



MARKET

**3.7m
bikes sold**

- 28 per cent increase in volume of cycle sales
- £51m of which were British-built
- Generating £1.62b

EMPLOYMENT

23,000

Employed directly in cycling
economy generating over £500m
in wages and £100m in taxes



208m CYCLE JOURNEYS TAKEN
ACROSS THE UK IN 2010

WORK PERFORMANCE

1 Regular Cyclists take 1 less
sick day than non-cyclists

- saving the economy £128m a year in reduced absenteeism
- inactivity costs in the UK = £760m per annum

PARTICIPATION

**£1.3m
new
cyclists**

- 22,000 daily journeys
- 200,00 Sky Ride participants



TOTAL ANNUAL
COST OF TREATING
OBESITY = £4.2b



MARKET POTENTIAL

£141m

= value of 1m additional
Regular Cyclists over next
two years

GROSS CYCLING
PRODUCT

£2.9b = £230
per cyclist
annually



RIISING FUEL COSTS



PREFERENTIAL TRAFFIC
SIGNALS



COMMUTING



LEISURE AND
RECREATION



OLYMPICS



HEALTH



CARBON
NEUTRAL



*Based on LSE British Cycling Economy assumptions and actual cycling frequency data from British Cycling programmes. This economic impact includes bike sales, accessories and cycling employment but **excludes economic benefits from health improvement.**

BC Challenges

A more balanced partnership economy

Self reliance

Growing and protecting assets

Commercial opportunities

Making a compelling case

Public funding

The 3 essential 'Ingredients'



Inspiration..

Interventions..

...



Infrastructure



The Yorkshire story



SPORTS
GOVERNING BODY
OF THE YEAR



Backdrop

- Tour de France Grand Depart 2014 announced
- 3 Years of working in Yorkshire
- £22 million pound investment but where's the Legacy
- 'Good ideas' factory was created in Yorkshire
- British Cycling had a strong reputation, quantifiable offer, proven product
- Commissioned to deliver outcomes
- Competition to deliver value for money
- Impact across the sport without cannibalising the established infrastructure
- Protect and secure legacy

Our approach

We've delivered a successful cycling legacy through:

Events

Programmes

Marketing

Partnership working

Our approach



Events and programmes

Marketing

My Bike.
My Weekend.

Find a free organised
bike ride near you



Campaign

As the partnership builds...



Young people



Facilities

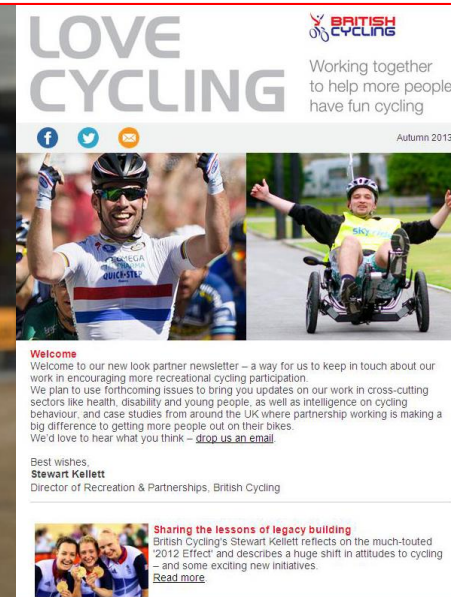


Cycle sport events



Campaigning

Ways of working

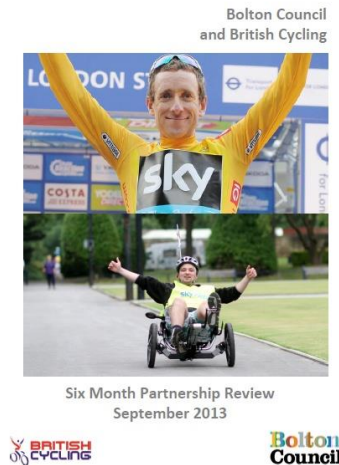


A formal partnership agreement

Experts who operate at a national, regional and local level

Aligning our work to **partner priorities** through analysis, meetings and updates

Integrated systems

[illegible]

Using **local and regional insight** to inform delivery

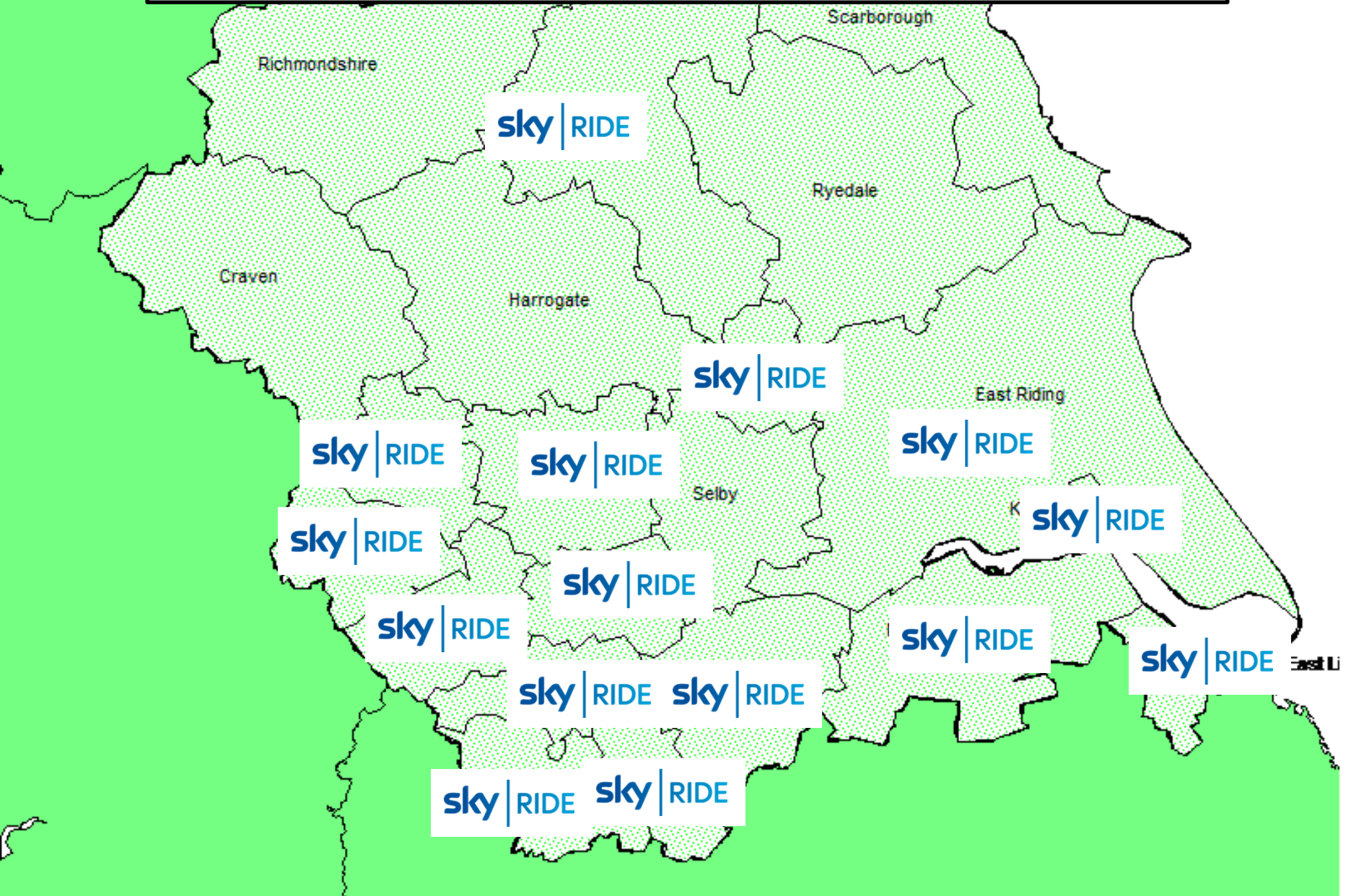
Listening to partner feedback

Monthly reporting



sky

Partnerships



Since Jan 2014.....

- Delivered 12 ride leader courses and 4 route planning courses.
- Trained and employed over 300 qualified, insured ride leaders
- Mapped and risk assessed over 80 new routes.
(Total now stands at 200 routes across Yorkshire)
- Trained over 50 new breeze champions (117 active)
- Scheduled over 400 sky ride local guided rides
- Event planning for 5 Sky Ride City events
- Marketing and Comms preparation – Sky Ride launch

[Find a Ride](#)[About Our Rides](#)[News](#)[Tips & Ideas](#)[Contact Us](#)[SIGN IN >](#)

Guided Rides

Great routes and support from trained leaders



Big Bike Events

Big traffic-free rides for all ages and abilities



Ride Social

Rides organised by our social network for cyclists



Coming Soon

[Sky Ride Sheffield](#)

Sunday 10th August 11.00am

[Sky Ride Hull](#)

Sunday 17th August 10.00am

[Sky Ride Leicester](#)

Find a ride

Enter a location or postcode to find Big Bike Events near you.

FIND

Even more reasons to register

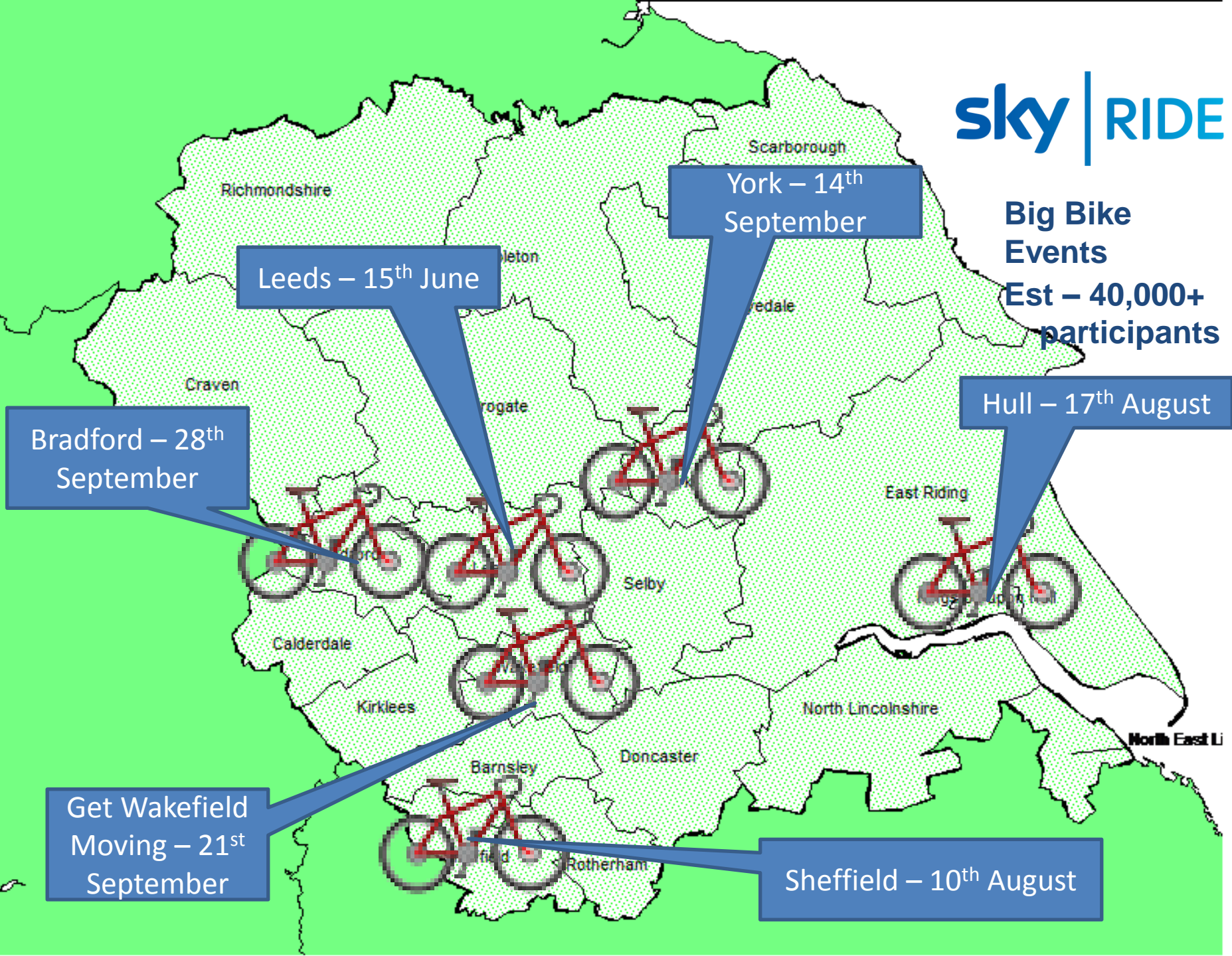


Find out more from Olympic gold medalist

Dani King



**Big Bike
Events**
**Est – 40,000+
participants**





[Find a Ride](#)[About Our Rides](#)[News](#)[Tips & Ideas](#)[Contact Us](#)[SIGN IN >](#)

Guided Rides

Great routes and support from trained leaders



Big Bike Events

Big traffic-free rides for all ages and abilities



Ride Social

Rides organised by our social network for cyclists



Coming Soon

[First Saturday of May](#) >

Saturday 3rd May 8.30am

[Breeze Coast-to-Coast Ride](#) >

Saturday 3rd May 9.00am

[Cycle paths and leafy lanes to L...](#) >

Find a ride

Enter a location or postcode to find Guided Rides near you.

[FIND](#)

Recent Activity

[Ronl has booked on "Foxton Wa..."](#) >

19 minutes ago

[Tracey has booked on "Women'..."](#) >

25 minutes ago

[Tracey has booked on "Women'..."](#) >

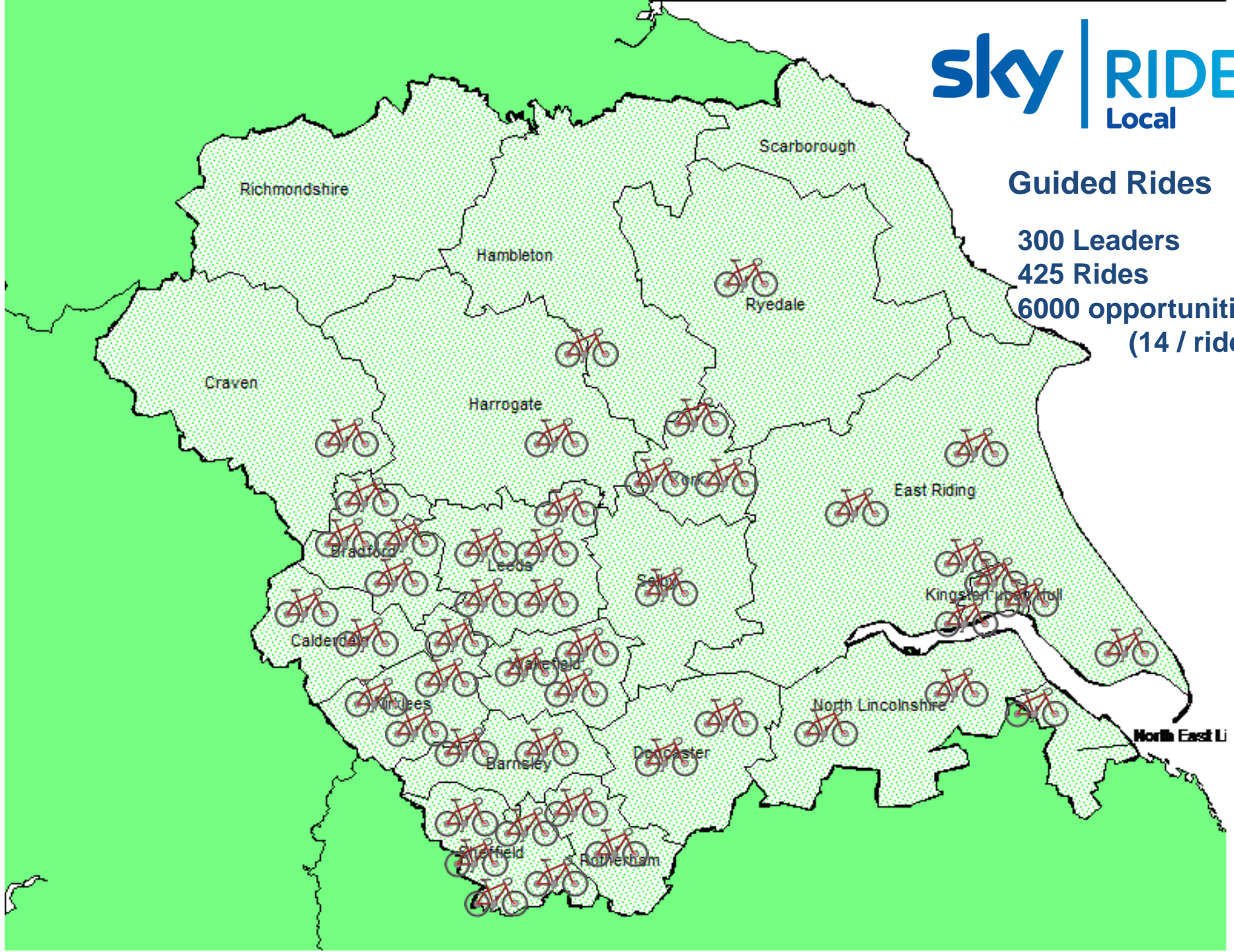
25 minutes ago

Guided Rides

300 Leaders

425 Rides

**6000 opportunities
(14 / ride)**



[Find a Ride](#)[About Our Rides](#)[News](#)[Tips & Ideas](#)[Contact Us](#)[SIGN IN >](#)

We found over 500 rides for you!

[Rides](#)[Map View](#)

Big traffic-free rides for all ages and abilities

☒ [Big Bike Events \(6\)](#)


Great routes and support from trained leaders

☒ [Guided Rides \(599\)](#)


Rides organised by our social network for cyclists

☒ [Ride Social \(195\)](#)


Includes rides that are just for women, or women and children.

☒ [Include Women Only \(244\)](#)
[More filters >](#)

Where ▾

leeds

50 miles

When ▾

02/05/2014

31/12/2014

Anytime


Level ▾

Any (800)

Sort by ▾

[1](#)
[2](#)
[3](#)
[4](#)
[5](#)
[>](#)
[»](#)

Dam flask Evening ride

Friday 2nd May at 6.00pm 

Starting from: Admiral Rodney Car park, 592, Loxley Road, S6 6RU S6 6RU



Cycling time

60 mins

Ride distance

6 miles 

Suitable for

Women only 

Distance from me

27.3 miles

Ride level

EASYGOING [BOOK NOW, IT'S FREE >](#)[FULL DETAILS >](#)

Sheffield

8 places

[Guided Rides !\[\]\(d944c5665b115ed7f5d717f71b0848b8_img.jpg\)](#)

sky | RIDE
Local

Let's Ride

Enjoy free guided
rides in East
For all abilities,
from easy
to challenging.
Sign up at
goskyride.com

sky | RIDE
Local

Let's Ride

Enjoy free guided
rides in Kirklees.
For all abilities,
from easy
to challenging.
Sign up at
goskyride.com

BRITISH
CYCLING | sky



goicycling

Cycle
Yorkshire

Kirklees
COUNCIL

Leeds

Guided Rides

Great routes and support from trained leaders

Big Bike Events

Big traffic-free rides for all ages and abilities

Ride Social

Rides organised by our social network for cyclists

Cycling in Leeds

Leeds is a great place to cycle, and now there are even more opportunities to get out and about on your bike in the area.

This year Leeds is hosting a big city centre Sky Ride, and a series of Sky Ride Leeds - organised rides supported by British Cycling Ride Leaders. Keep an eye out for Social Cycling Groups and Break the Bikes rides for women too!



go:cycling

Find a ride

Search for a ride near you.

Location / Postcode

FIND

Coming Soon

[The Wyke Beck Way Ride](#)

Sunday 1st June 2:00pm

[Leeds 17 to Thorne Road Ride](#)

Wednesday 4th June 7:00pm

[Fly away from Kippax to RSP...](#)

Sunday 8th June 10:00am

< 1 2 3 4 5 >

||

Clubs

Support

Where to ride



British Cycling can help you to find a club that's right for you. Use the [club finder](#) link to find a club near you. There are some great cycling clubs in and around Leeds who will be happy for you to come along and ride with them, including:

[Halifax Imperial Wheelers Cycling Club](#)

Contact: Andrew Mann

Phone: 01274 600828



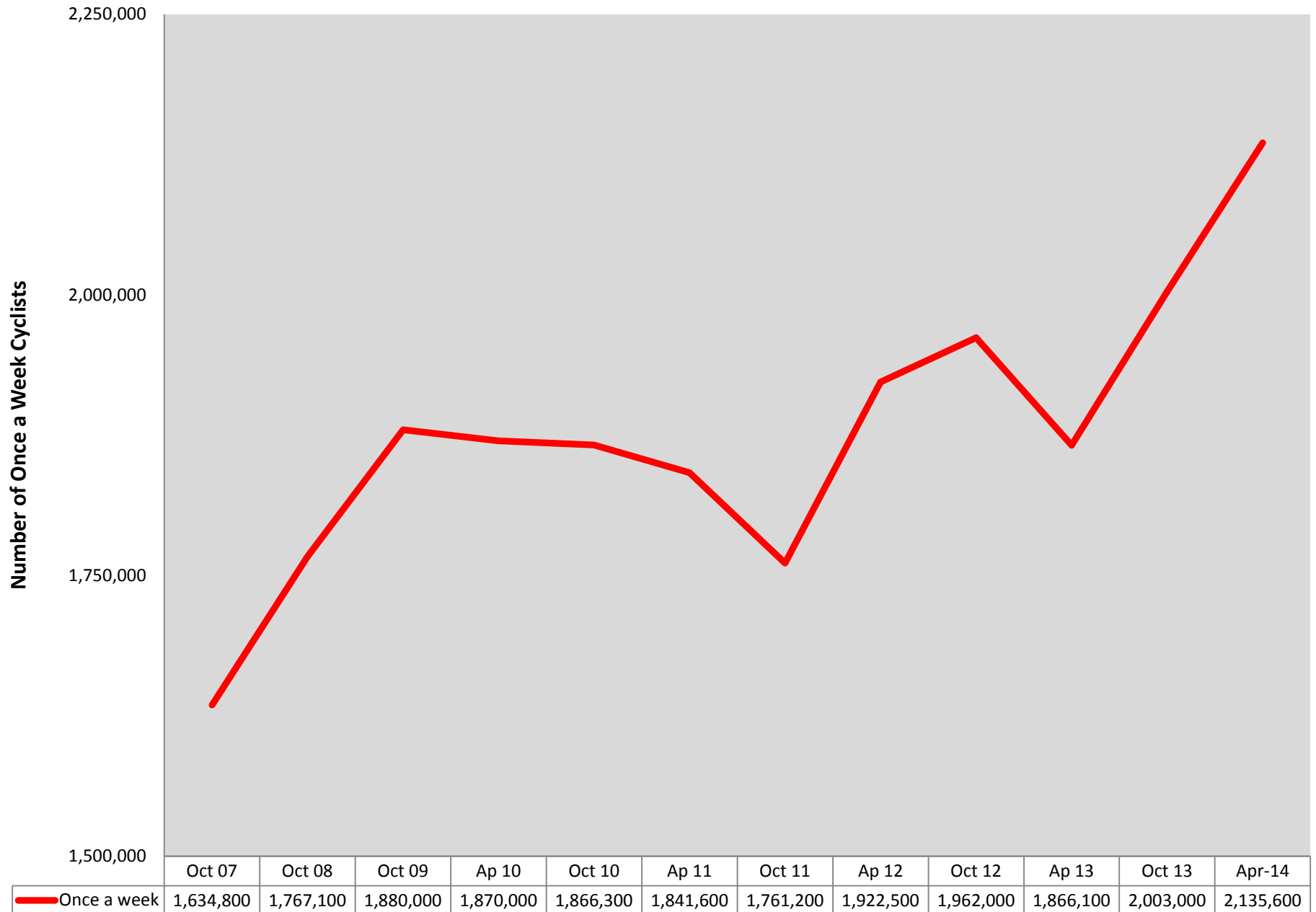
Be the first to know about new Sky Rides, competitions and exclusive news.

[Read More >](#)

Summary

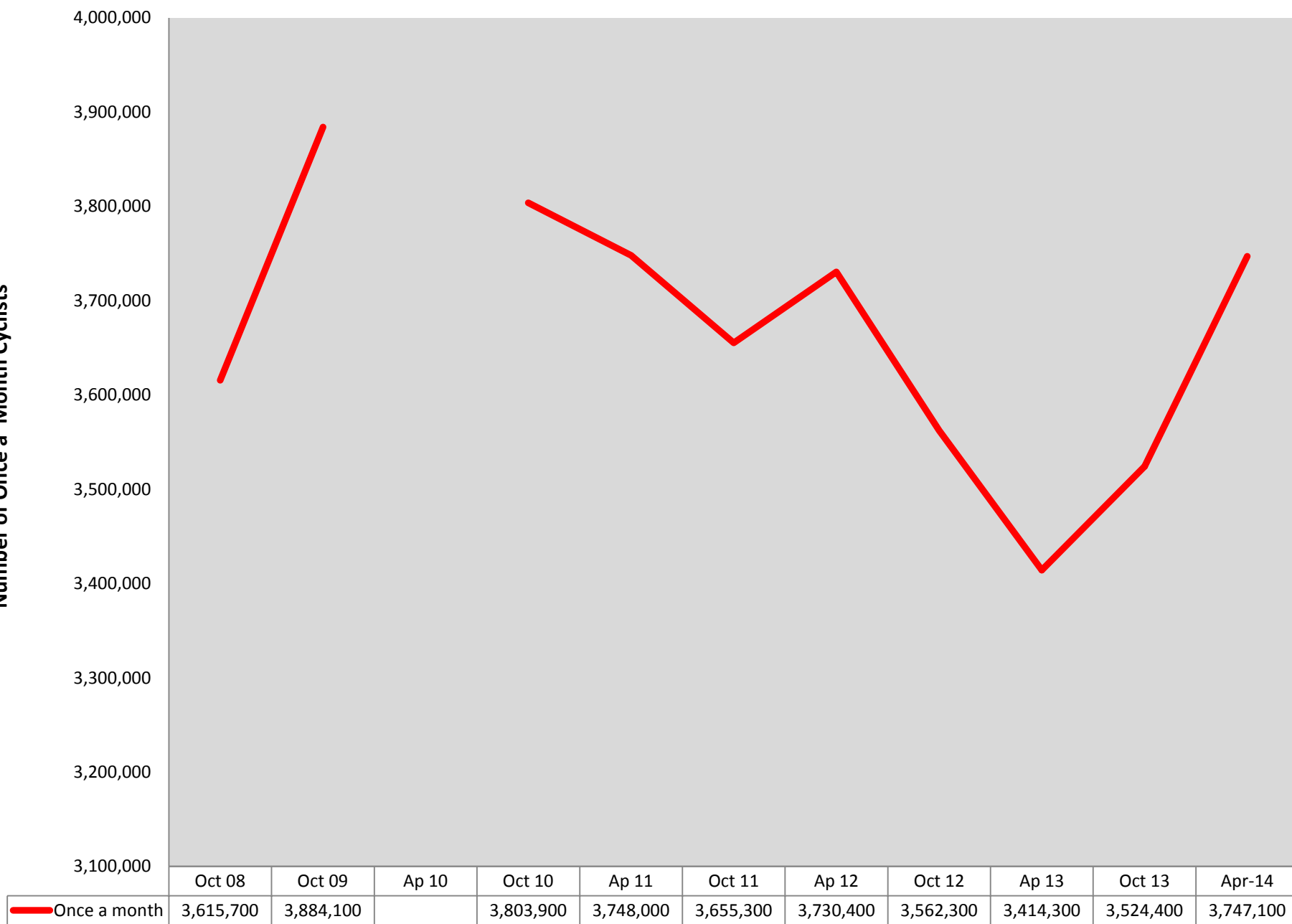
- 15 Partnerships covering 22 Local Authority area
- 5 Sky Ride Events
- 1 collaboration mass participation event
- Up to 1000 rides
- 50,000 opportunities to get involved
- Biggest ever marketing and communications reach
- BC and Local Authority Investment into Yorkshire in 2014 - £1.5million (Recreation)

Once a week participation 2008-2014

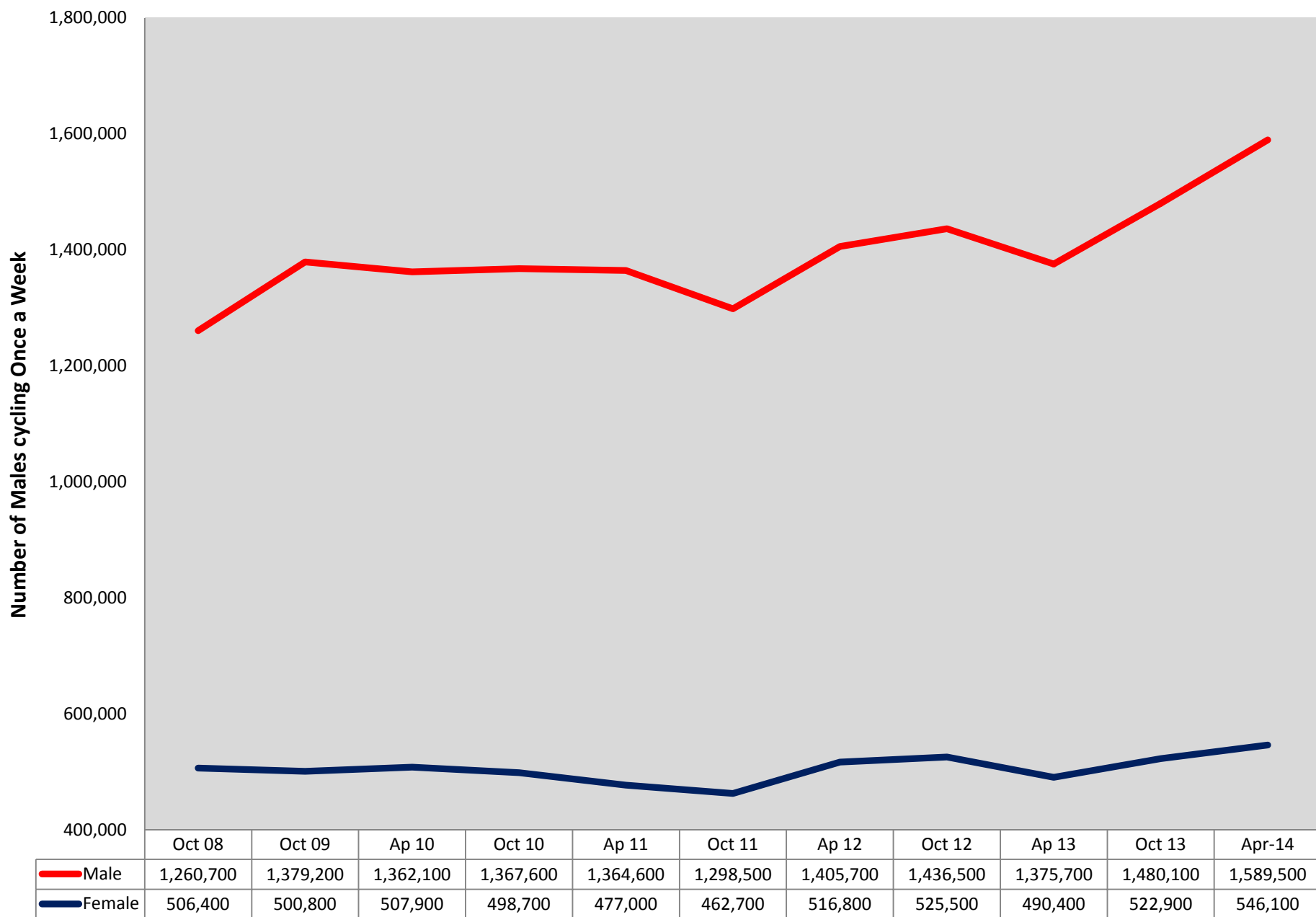


Once a month participation 2008-2014

Number of Once a Month Cyclists



Once a week participation (Gender) 2008-2014



Latent Demand 2008-2017

