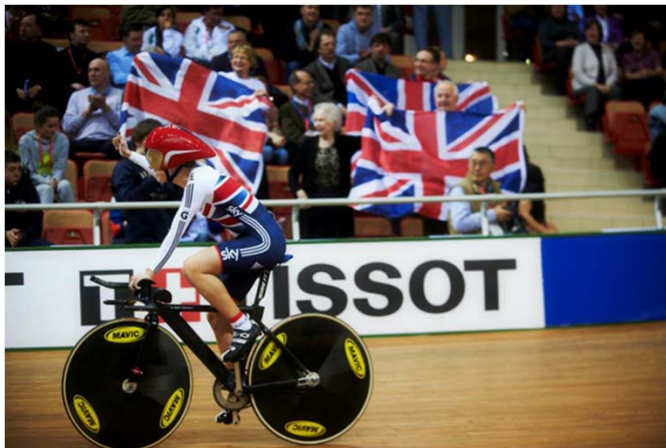




# Where now for Leisure Centres and Sports Facilities?





Cycling, a sport for an elite and the masses



Planning future success and broadening the appeal

What does sport funding now look like?



# Inspiration to participation



## Inspiring a nation to get on their bikes





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



**PARALYMPIC MEDALS**  
**INCLUDING 28 GOLD**  
 LOTTERY FUNDING PERIOD 1997 - 2012

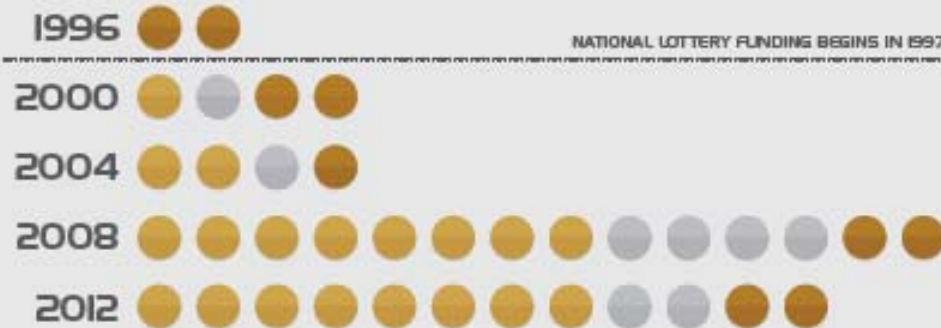
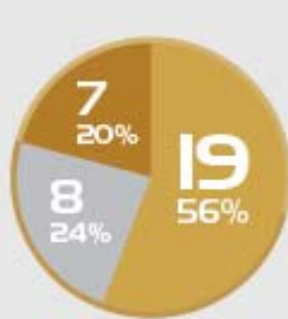


**WORLD CHAMPS MEDALS\***  
**INCLUDING 35 GOLD**  
 LOTTERY FUNDING PERIOD 1997 - 2012  
 \*IN OLYMPIC DISCIPLINES

**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%



47%



42%



33%



32%



29%



25%

## Looking forward: 2013-17



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.



# What next.....

---



Partnerships

Participation

Elite

Cycle Sport

Facilities

Fans

Young people

Clubs and Volunteers

Membership



# 2014: an exciting year for cycling

First Women's Tour – May

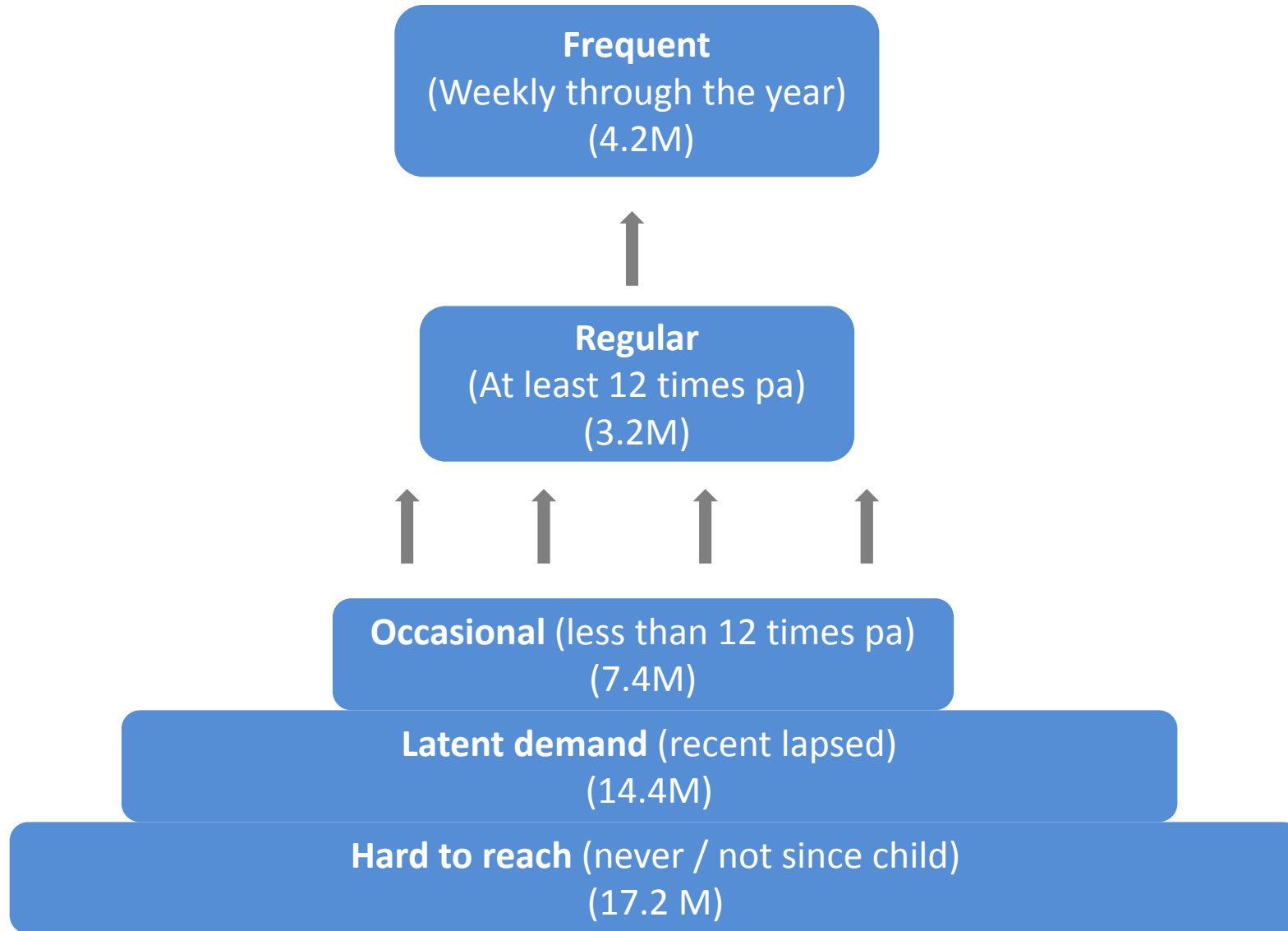
Tour de France – July

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)



It's total freedom.  
Just me, my bike and the road.

**Chris Froome**, Team Sky

# My Bike. My Weekend.

Find a ride near you at [goskyride.com](http://goskyride.com)




**sky ride**  
Leeds

Sunday 7 July

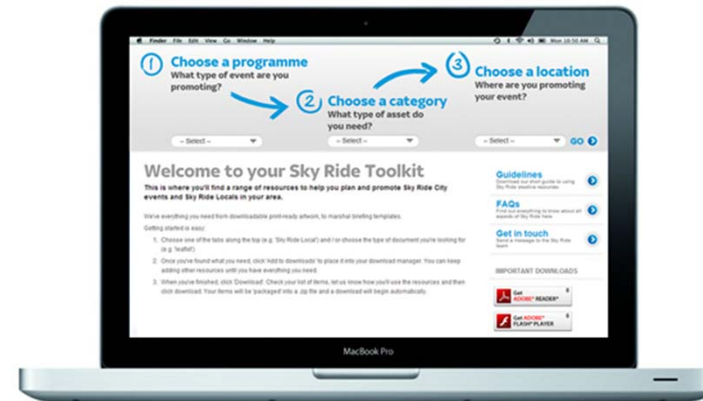
Take part in Leeds' first ever Sky Ride

Victoria Gardens  
10am - 4pm



**My Bike. My Leeds.**

Ride together on traffic free streets. Visit [goskyride.com](http://goskyride.com)

1 Choose a programme  
What type of event are you promoting?

2 Choose a category  
What type of asset do you need?

3 Choose a location  
Where are you promoting your event?

Welcome to your Sky Ride Toolkit

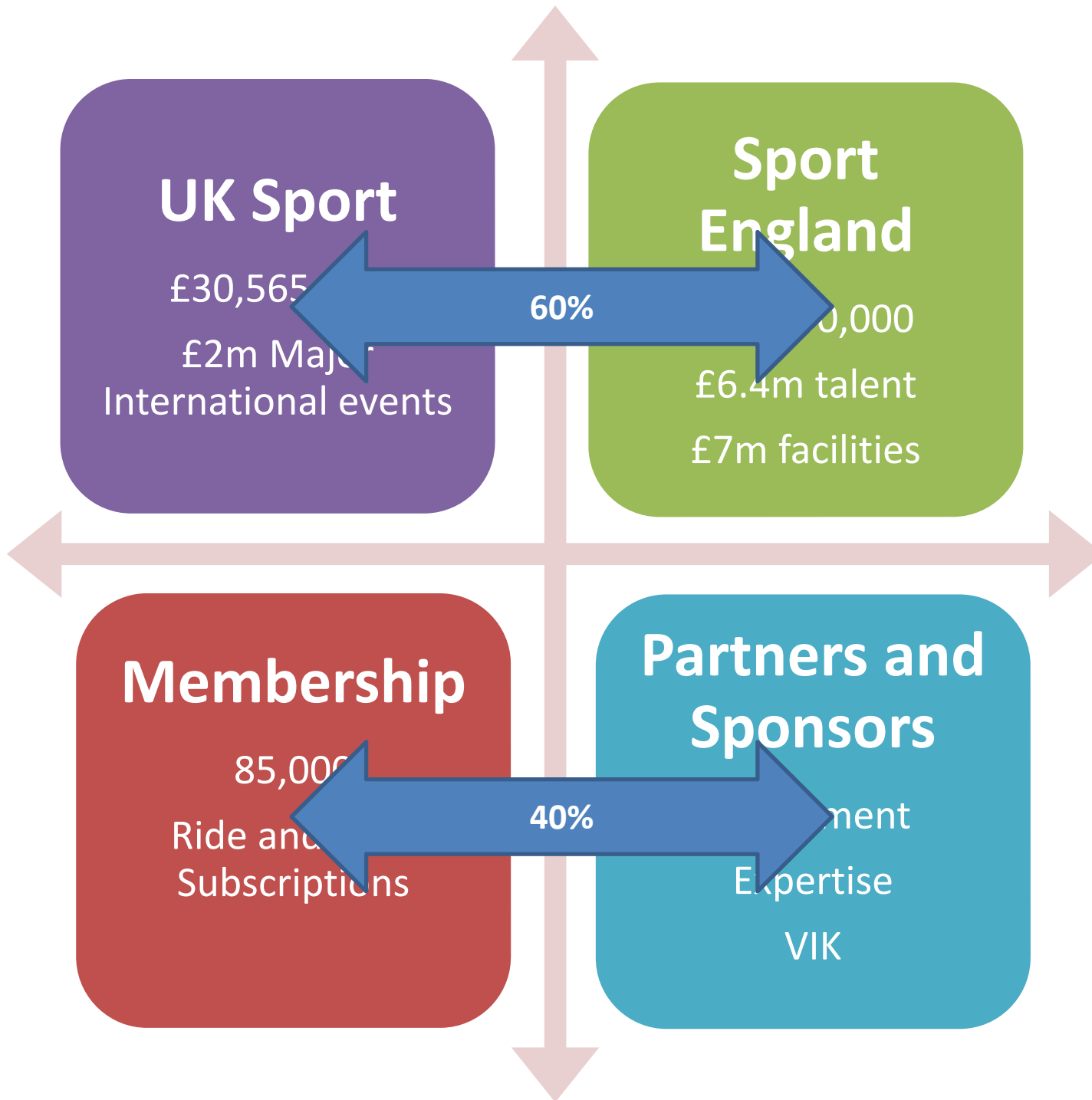
This is where you'll find a range of resources to help you plan and promote Sky Ride City events and Sky Ride Locals in your area.

Guidelines  
FAQs  
Get in touch

IMPORTANT! DOWNLOADS  
Get SKY RIDE READY!  
Get SKY RIDE LOCALS!



What does sport funding look  
like now?



# Sponsorship Structure



# 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**



**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



**PARTICIPATION**  
**£1.3m new cyclists**

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

208m CYCLE JOURNEYS TAKEN ACROSS THE UK IN 2010

**WORK PERFORMANCE**  
**1** Regular Cyclists take 1 less sick day than non-cyclists

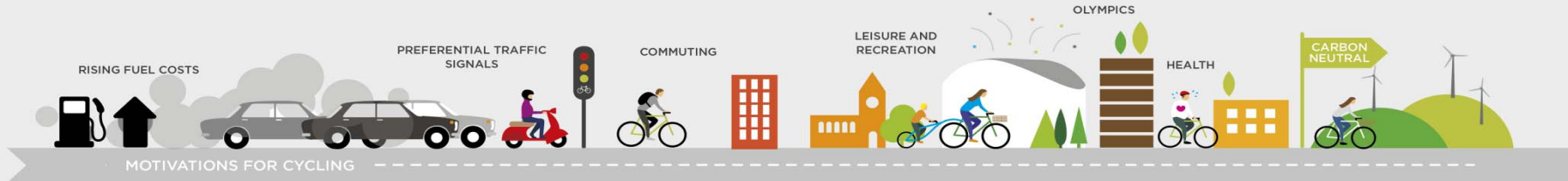
- saving the economy £128m a year in reduced absenteeism
- inactivity costs in the UK = £760m per annum



TOTAL ANNUAL COST OF TREATING OBESITY = £4.2b

**GROSS CYCLING PRODUCT**  
**£2.9b** = £230 per cyclist annually

**MARKET POTENTIAL**  
**£141m**  
= value of 1m additional Regular Cyclists over next two years



\*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.**

# Challenges

A more balanced economy

Self reliance

Growing and protecting assets

Commercial opportunities

Making a compelling case

Public Funding



Joel Lavery, National Partnerships Manager

[joellavery@britishcycling.org.uk](mailto:joellavery@britishcycling.org.uk)

0161 274 2000