

Appendix 1

British Cycling/ HSBC UK Partnership Proposal for Cardiff.

- **HSBC UK City Ride:** Deliver a High Profile event aimed at primarily new, lapsed and occasional cyclists and Families. To show how easy it is to cycle and to showcase the City's streets in a traffic free environment. Target attendance for 2018 will be 8,000.
- **HSBC UK Let's ride** – the umbrella for all of the participation programs, the web site www.letsride.co.uk is a separate entity to both the British and Welsh Cycling websites and allows users to search for information, rides and other riders using the system. Its target is to buddy people up with other cyclists, to provide a portal where people can access a local ride, and to cater for new and experienced cyclists.
- **HSBC UK Ride Social** – An online platform for riders to create and join rides across the UK. There are no ride leaders, just members of the public who want to ride with other people. Sign up, create a ride and wait to see who joins you. A USP of this concept is that by organising a ride through ride social it removes the personal liability of those leading the rides and thus 'ride creators' need no formal training. This platform has been seen to be a useful recruitment tool for clubs and social cycling groups across England.
- **HSBC UK Guided Rides** – These are rides currently taking place within core cities only (Cardiff), there are currently 18 ride leaders trained to lead along designated risk assessed routes within the city with a target of 40 to be trained by the end of the year. All the rides and routes are searchable through let's ride and can be joined for free, guided rides are set to start in Cardiff from September 2017. Will deliver 50 led rides per annum, each ride will have 24 places (1200 opportunities).
- **HSBC UK Breeze** – Breeze may be the concept people are most familiar with, these are rides run for Women only by trained ride leaders or 'champions'. This program has had massive success throughout Wales over the last three years and has made a recent move into mountain biking. Breeze caters for women of all abilities and is particularly good at giving confidence to new cyclists.
- **HSBC UK Let's Ride 'pop up'** – Designed as a 'mini cycling festival' let's ride pop up will be holding 5 events within each core city (Cardiff) throughout the summer months. The idea is to get as many local clubs, shops, volunteers and cycling enthusiasts on board to provide free information and closed road riding experiences in a festival style fun day. We have no formal dates to start the 'pop ups' at present as the concept is currently being trailed, watch this space!
- **HSBC Go Ride** – primarily a delivery led programme to get more children into cycling. The programme would have two coaches targeting Cardiff, with three main priorities – schools, holiday and event activities, and community club development. The holiday and taster sessions would be aimed to attract new cyclists, the club development to ensure there is somewhere for the kids to go and continue to develop their cycling skills, and the schools would be aimed at getting kids on bikes (mostly primary), with the aim of setting up an after school club. The programme would be aimed to get more people, particularly U18s, into cycling, and embedding behaviour change. Each Go Ride coach has a target to deliver 4000 opportunities PA.
- **Developing the Coach and Volunteer Workforce.** A programme of training and development for coaches and volunteers including rider leadership training, officiating at events training. The aim is to recruit 200 additional volunteers during the program.