

Diversity in Cycling Andy Edwards

SUMMARY OF RECOMMENDATIONS

While there are examples that do not reflect well on the cycling community, many BAME respondents had positive experiences of cycling clubs. The fact remains, cycling clubs and the cycling community as a whole can do much more to improve diversity.

PROMOTE VISIBILITY (BUT BE AUTHENTIC)

If your club has members from BAME backgrounds, with their permission, include those members in any visual representation of club membership. This helps make BAME participation visible to others; consider deploying ambassadors as a point of contact.

If you do not have many BAME members or none at all, do not try to be something that you are not, but do promote your values: if you are open to all newcomers regardless of race and gender say so. We all have to start somewhere, but let's make a start.

PROMOTE ACCESSIBILITY

Many larger clubs have different rides across the week with different start times. Not everyone can make 9am on a Sunday morning. Promote a range of options. Provide context to cycling club culture, what it means to be in a club, to ride in a group and general dos and don'ts. Clubs are intimidating, but especially so for BAME riders.

BE INCLUSIVE

Inclusion is essential to diversity. It is not just about having BAME riders present but ensuring riders of all backgrounds feel included and visible. Work with others both within your club and the broader community to share knowledge and promote pathways. Connect with groups such as Brothers on Bikes (BoB), Black Cyclists Network (BCN) and the Women of Colour group (WOC) featured in this report and be sure these groups are aware of your club.

TELL MORE THAN ONE STORY

Challenge stereotypes that cycling is the preserve of middle-aged middle class men in Lycra. It is not. Cycling in the UK and Europe has been traditionally a rural and working class sport that has grown so much its appeal is universal. Cycling is for everyone.

Get to know riders from BAME backgrounds, both on social media and in real life. Listen to many different stories. Visit Dr Marlon Moncrieffe's Black British Champions In Cycling exhibition and learn about these powerful stories of confronting racial barriers in cycling.

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RAISE YOUR OWN RACIAL AWARENESS

Many white people are uncomfortable talking about race. That is because most of us are

not equipped to have the conversation. Read, listen and learn. If one person stands out in

a group, be aware they may feel an extra level of intimidation than any other newcomer.

Be sure that person feels welcome without overdoing it. What may seem a curious encounter for you is often incredibly uncomfortable for the other person.

Don't stare, smile and say hello!

MONITOR PROGRESS

Quantify your membership through capturing ethnicity data on joining/ renewal forms. Monitor progress over time. Larger clubs and organisations should certainly do this.