

Annual report of the North West Membership and Recreation Group.

The group have met virtually on 5 occasions over the last 12 months. The group is made up of several members who run social cycling groups in the Greater Manchester, Merseyside and Lancashire regions, the group is chaired by Danielle Riley and facilitated by the Beth Barrett BC NW recreation manager. Approaches have been made for groups from Cumbria and Cheshire to also join, however these invites have not been taken up, but work continues to identify key stakeholders in these geographic areas to join the work group.

Items that have been discussed include providing opportunities for those BC members who do not engage in club activities and how we can best serve their needs. This has included identifying education and training that they could access without having to become part of BC recognised Recreation programmes as this has been identified as a barrier to some due to the minimum commitment required.

Road safety for vulnerable users has also been discussed and the work group were given an insight into the project being run by Cheshire Police Road Traffic Unit to educate cyclists and motorists on sharing the road respectfully. This included information from a survey conducted by Cheshire Police and how this information has been used to identify locations where "Operation Close Pass" is run and also roads where cyclists have been advised to ride two abreast. Engagement has happened with a number of local cycling clubs in the Cheshire area including Tatton Velo and Cheshire Maverick who have both undertaken British Cycling's Ride Leadership awards and had input from Cheshire Police. This is ongoing work with Cheshire Police with an update due on how the campaign has worked.

Identifying how BC can convert those members who have started through the BC recreation programmes who want to progress into cycling clubs has also been discussed, with clubs who actively encourage new cyclists and link in with the programmes being identified, this has included looking at the development of clubs like Bury Clarion and Kendal Road Club who have strong links with Breeze and Go Ride and encourage participants from these programs to join their clubs. A project run by Cheshire Maverick to encourage "lockdown" cyclists to continue to cycle was also looked at to see whether other clubs could learn from good practice on how to provide a transitional arrangement from recreational to club cyclist.

A five year strategy for the work group was developed with aims for the first year, third year and fifth year identified. These included expanding the make up of the work group to be more diverse in the type and range of cycle groups that were invited to join the work group and also ensuring that all geographical areas of the north west are fairly represented as it is currently skewed to the Greater Manchester area. However this wasn't felt to be a problem as other areas could learn from good practice within GM. Transport for Greater Manchester has recently gone into partnership to extend its offerings to residents of GM and this includes a large education program.

Danielle Riley

Workgroup Chair

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