



REGIONAL DELIVERY PLAN 2021



TOGETHER WE ARE TRANSFORMING BRITAIN INTO A GREAT CYCLING NATION

**PURPOSE/
PILLARS**

**Grow
Participation**

**Healthy
Domestic
Sport**

**Maximise
Elite Success**

PRIORITIES

Membership

**Children &
Young People**

**Health of the
Sport**

**Diversity &
Inclusion**

**DELIVERY
5 P's**



Partnerships



Places



People








Pathway



Pipeline

OUR OBJECTIVES

GEARS FOR GROWTH

GEAR 1	PATHWAYS: Grow and sustain the participation base, widen access and develop progressive pathways for more people to cycle more often	
GEAR 2	PIPELINE: Develop a seamless and accessible talent pathway providing opportunities for riders to be the best they can be	
GEAR 3	PEOPLE: Grow, support and nurture the cycling workforce (paid and unpaid)	
GEAR 4	PLACES: Develop and grow the network of safe and accessible cycling facilities	
GEAR 5	PARTNERSHIPS: Secure and grow partnerships with a range of partners such as regional boards, core cities, local authorities and HSBC UK	

The Gears for Growth will be underpinned by the foundations below, these will be front of mind when developing and implementing the plans:

LEADERSHIP – Provide insight and leadership in the region, supporting the regional team and board to represent the needs of cycling through effective ways of working

DIVERSITY & INCLUSION – Cycling should be accessible for everyone regardless of background or circumstance and we will strive to improve access through our work in the regions

PROFILE – Grow the profile and reach of the regions work through improved communication and promotion

PRIORITIES OVER THE NEXT 12 MONTHS



Pathways

Cycle Sport

1. Rebuild a balanced, coordinated, flexible, competitive cycling calendar across all disciplines with a strong geographical spread that is supported by an appropriate volunteer workforce and meets the key themes of the Discipline Plans.
2. Ensure that effective pathways exist from recreational rides through clubs and Talent Development Centres (TDC) so that we are continually growing participation in the sport and maximising elite success.

Clubs and Children & Young People

1. Maximise the output of the NW Go Ride coaches in Manchester and Tameside schools and communities, driving-up young people's participation in Ready Set Ride, Go Ride competition and Go-Ride Racing whilst providing effective signposting and access to pathways.
2. Through effective club engagement and affiliation, maximise clubs and groups participation opportunities.

Recreation

1. Broaden the reach of and increase participation in recreational ride programmes across the NW region and particularly where Community Activator resource is present in GM. Deliver Let's Ride Manchester 2021. Seek opportunities to encourage more cyclist to become British Cycling members.
2. Develop the Ride Leader / Breeze Champion volunteer base and route / ride availability to deliver more rides and increased participation (particularly at entry level).

Pipeline

1. Continue to develop TDCs across the region (Greater Manchester (GM) / Lancashire) – Road, Mountain Bike, Track and identify a team of female coaches that can link into TDCs and act as ambassadors for women and girls coaching across the region.
2. Identify opportunities to expand cycling development and racing chances for people from ethnically diverse communities and the LGBTQ+ communities.

People

1. Implement a regional training plan and Continuous Professional Development (CPD) process for both paid and volunteer staff using all available resources and technologies.
2. Re-engage with 'dormant' / 'latent' coaches and identify appropriate coaching opportunities for them to ensure they are retained and active within the sport.

Partnerships

Existing Partners

1. Work closely with our local authority partners in Manchester, Tameside and Lancashire to increase participation in cycle sport and recreation and seek opportunities to develop British Cycling business in other NW local authority areas.
2. Work with a range of landowners (National Trust, Canal & Rivers Trust, Forestry England, Wildlife Trust and the private sector) to develop cycle sport and recreational cycling across the NW.

Future Partnership Opportunities

1. Pursue a place-based approach with Sport England Local Delivery Pilot areas to identify a new way of supporting and delivering cycling activity in Blackburn with Darwen, Hyndburn, Oldham, Manchester, Liverpool.
2. Develop new partnership opportunities with Wirral, Carlisle, Cheshire West, Access Sport (GM) and progress to full partnership status.

NW Regional Board

1. Fully establish the new NW Regional Board structure including workgroups for Membership & Recreation and Diversity & Inclusion and support the Board in implementing the good governance review and increasing its visibility.
2. Support the Introduction of the NW Regional Academy and implement across the NW region giving young talented riders the opportunity to develop both in and out of the saddle.

Places

1. Maximise Places to Ride fund applications and work with the range of partners to progress projects to a successful conclusion that fit strategically with British Cycling aims across the NW region.

NORTH WEST

Population: 7.1m

Area total: 14,165km²

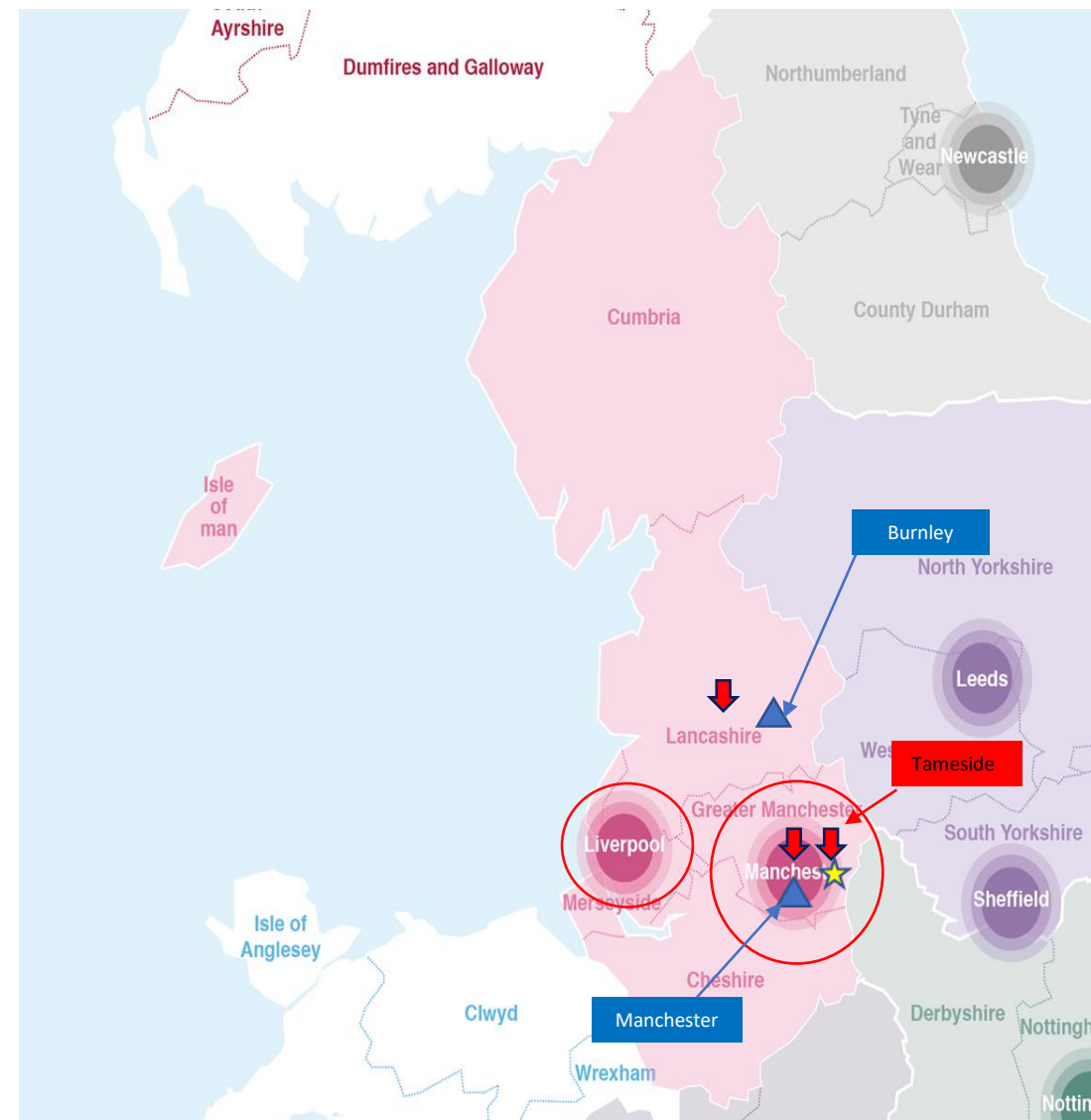
Core cities: Manchester, Liverpool, Preston, Warrington, Blackpool, Chester, Carlisle

Areas of largest population ○

Partnership Areas ↓

Education Hub ▲

Talent Development Centre ★



WHERE ARE WE NOW - January 2021:

NW REGION

DELIVERY PRIORITIES



Pathways



Pipeline



People



Places



Partnerships



Let's Ride

1 city events, 12,000 people
259 leaders trained, 157 active
5,189 through-put
(B,G,RS,LRPU)
124 Breeze champions
2,356 Breeze throughput

HSBC UK Go-Ride

4,224 school throughput
2,843 community throughput

Cycle Sport

217 regional events
2 national series/championships
1,489 participants
2,397 licence holders
398 female licence holders
544 Youth / Junior licence holders
119 Female Youth / Junior licence holders

Talent

2 development centres – Road/Circuit
5 Club Clusters – CX/Track/MTB/BMX
2,188 club rider throughput
956 females engaged

Total Membership: 14,542 | Senior: 13,411 | U18: 1,131 | Race: 1,200 | Ride: 8,246 | Male: 12,160 | Female: 2,382

THE CYCLING
WORKFORCE
(trained & active)

EVENT VOLUNTEERS

432

LEADERS

259

CLUB COACHES

1,106 (coaches and leaders)

215 COMMISSAIRES

192 EVENT ORGANISERS

YOUNG VOLUNTEERS

2

233

BC AFFILIATED CLUBS

43

HSBC UK GO-RIDE CLUBS



CORE CITY / LA PARTNERSHIPS

Core City 1
Partnership areas 2



21

DEDICATED FACILITIES

8 BMX
6 CYCLE CIRCUITS
3 CYCLE SPEEDWAY
1 INDOOR VELODROME
1 OUTDOOR VELODROMES
2 MTB



WORKING TOGETHER TO TRANSFORM BRITAIN INTO A GREAT CYCLING NATION

NW REGION



NW REGIONAL BOARD

Alan Gornall	Chair
Heather Bamforth	Board Member & Vice Chair
Carole Leigh	Regional Secretary
Ian Roberts	Treasurer
Alan Roper	Board Member
Fred Bamforth	Board Member
Len Woffindin	Board Member
Danielle Riley	Board Member
Dave Greatorex	Board Member
Christian Braybrooke	Press & Media Coordinator
Gary Scott	Coaching / Regional Team Coordinator
Phil Braybrooke	Regional Competition Administrator



NW Regional Board Work Groups

Road	Fred Bamforth
Track	TBC – new for 2021
Mountain Bike	Len Woffindin
Cyclocross	Len Woffindin
Regional Delivery Plan & Finance	Heather Bamforth
Membership & Recreation	Danielle Riley
Diversity & Inclusion	Heather Bamforth
Event Support Group	Phil Braybrooke
Coaching & Youth	Gary Scott
NW Regional Academy	Heather Bamforth

NORTH WEST REGIONAL DELIVERY PLAN

GEAR 1

PATHWAYS: Grow and sustain the participation base, widen access and develop progressive pathways for more people to cycle more often



Start line: With an excellent club network, a good range of cycle facilities, competitive events and recreational rides being offered throughout the region, the NW has an ideal base from which to grow participation across all forms of cycling.

Priorities:

Cycle Sport

1. Rebuild a balanced, coordinated, flexible, competitive cycling calendar across all disciplines with a strong geographical spread that is supported by an appropriate volunteer workforce and meets the key themes of the Discipline Plans.
2. Ensure that effective pathways exist from recreational rides through clubs and Talent Development Centres (TDC) so that we are continually growing participation in the sport and maximising elite success.

Clubs and Children & Young People

1. Maximise the output of the NW Go Ride coaches in Manchester and Tameside schools and communities, driving-up young people’s participation in Ready Set Ride, Go Ride competition and Go-Ride Racing whilst providing effective signposting and access to pathways.
2. Through effective club engagement and affiliation, maximise clubs and groups participation opportunities.


Recreation

1. Broaden the reach of and increase participation in recreational ride programmes across the NW region and particularly where Community Activator resource is present in GM. Deliver Let’s Ride Manchester 2021. Seek opportunities to encourage more cyclist to become British Cycling members.
2. Develop the Ride Leader / Breeze Champion volunteer base and route / ride availability to deliver more rides and increased participation (particularly at entry level).


Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
1.1	<u>Cycle Sport</u> Rebuild a coordinated NW Region cycle sport events calendar across all disciplines, genders & categories & better support & signpost riders to events.	REO		Q1		
1.2	Seek out new NW event organisers and courses to enhance and develop the road racing calendar across NW.	REO		Q1-Q2		
1.3	Hold ‘come & try me sessions for BMX, MTB, CX, Cycle Speedway for young riders and adults & signpost to clubs.	CCO / GRC		Q1-Q4		
1.4	Develop diverse clubs & groups coaching opportunities across the NW Region to encourage more people from ethnically diverse communities into cycle sport.	CCO / CDM / GRC		Q1-Q4		




NORTH WEST REGIONAL DELIVERY PLAN

GEAR 1		PATHWAYS: Grow and sustain the participation base, widen access and develop progressive pathways for more people to cycle more often 				
Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
1.5	Agree a plan with NW Cycle Speedway to support its growth and that of its club network.	CDM / REO / CCO		Q1		
1.6	<u>Recreational Cycling</u> Return recreational ride programme throughput levels towards those achieved in 2019 specifically in partnership areas (Manchester, Tameside & Lancashire) via targeted action plans agreed with stakeholders.	CDM / CA		Q1-Q4	5,189 (2020 throughput)	25,000 throughput
1.7	Train Guided ride and Breeze ride leaders across the NW to signpost recreational riders to club & group opportunities & to encourage BC membership.	CA		Q2-Q3		
1.8	Consult with ethnically diverse communities, those from the LGBTQ+ communities and those with accessibility issues to identify recreational ride leaders in partnership areas through targeted engagement plans.	CDM / CA		Q1-Q2		
1.9	<u>Club Network</u> Increase the number of Go Ride Clubs & club membership across the NW and implement the findings of the Clubs and Groups Review, promoting high standard clubs & sharing good practice relating to diversity & accessibility	CCO / GRC		Q1-Q4	5,959 members (2020)	6,500 members
1.10	<u>British Cycling Membership</u> Increase British Cycling membership in the NW by 6.5% in 2021 through growth in recreational rider & club membership & targeted audience marketing.	CDM		Q1-Q4	14,452 members (2020)	15,500 members 14,719 (+1.8%)

NORTH WEST REGIONAL DELIVERY PLAN

GEAR 2	PIPELINE: Develop a progressive and accessible rider pathway providing opportunities for riders to be the best they can be 					
Start line: The NW has an extensive range of cycling facilities across the region and a strong number of experienced and knowledgeable coaches. The infrastructure and resource is there to increase the number of riders progressing from recreational riding through clubs to TDCs.						
Priorities: 1. Continue to develop TDCs across the region (Greater Manchester (GM) / Lancashire) – Road, Mountain Bike, Track and Identify a team of female coaches that can link into TDCs and act as ambassadors for women and girls coaching across the region. 2. Identify opportunities to expand cycling development and racing chances for people from ethnically diverse communities and the LGBTQ+ communities.						
Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
2.1	<u>Go-Ride Coaching</u> Deliver a minimum of 4,500 Go Ride / Ready Set Ride opportunities per Go Ride Coach in Manchester, Tameside, NCC and better signpost riders via Go-Ride Coaches to Talent Development Centres (TDCs) & Tameside Disability Hub.	CCO		Q1-Q4	8,011 opportunities (2020)	17,000 opportunities 5,004 (end June)
2.2	Establish and deliver the Go-Ride Community Coach partnership with Access Sport in Salford targeting women, girls & ethnically diverse communities specifically.	CDM / CCO / GRC		Q1		
2.3	<u>Talent Development Centres</u> Deliver weekly TDCs at Tameside and Salt Ayre (Road & Circuit) and club clusters at the NCC and Tameside (CX & Track) and seek to diversify participation.	CCO / GRC		Q2-Q4	X4 per week (2020)	X4 per week
2.4	Work with the Greater Manchester BMX club network and superb range of facilities to develop BMX talent.	CCO / GRC		Q2-Q3		

NORTH WEST REGIONAL DELIVERY PLAN

GEAR 2 PIPELINE: Develop a progressive and accessible rider pathway providing opportunities for riders to be the best they can be 

Start line:
The NW has an extensive range of cycling facilities across the region and a strong number of experienced and knowledgeable coaches. The infrastructure and resource is there to increase the number of riders progressing through from recreational riding through clubs to TDCs.

Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
2.5	Further develop the mountain bike TDCs at Clayton Vale, Kendal and Tameside and raise awareness through school sessions.	CCO / GRC		Q2-Q4		
2.6	Repeat the delivery of the NW virtual Talent Development Workshop to educate, promote and inform clubs and young racers.	CCO / GRC		Q2		
2.7	Facilitate the introduction of regular coaching sessions for NW youth road and track (NCC, Tameside, Salt Ayre, Carlisle) and particularly young female riders and run regular Go-Ride racing events.	CCO / GRC		Q2-Q4		
2.8	<u>Talent Identification</u> Deliver female only road, circuit and track race skills and confidence building sessions to support female entry into the sport – Tameside / NCC / Salt Ayre.	CCO / GRC		Q2-Q4		
2.9	Hold non-club talent testing days in NCC, Tameside, Carlisle, Salt Ayre.	CCO / GRC		Q2-Q4		
2.10	Support the launch of the NW Regional Board Academy to give Junior and U23 riders not continuing with the formal talent development programmes the chance to be the best they can be.	CDM / CCO	£100 BC pump-prime funding for programme development matched by £100 from NW Board	Q1-Q4		



NORTH WEST REGIONAL DELIVERY PLAN

GEAR 3		PEOPLE: Grow, support and nurture the cycling workforce				
<p>Start line: The NW Region has a dedicated and professional British Cycling staff committed to delivering the highest quality in all levels of cycling. The region also has an extremely proactive, knowledgeable and passionate volunteer workforce that underpins all of the British Cycling delivery programmes. Where necessary we will look to add additional diverse resource in the British Cycling team and work steadily to grow and nurture the volunteer workforce to be as inclusive as possible. Training and CPD will be important elements in how we achieve this.</p>						
<p>Priorities:</p> <ol style="list-style-type: none"> 1. Implement a regional training plan and Continuous Professional Development (CPD) process for both paid and volunteer staff using all available resources and technologies. 2. Re-engage with 'dormant' / 'latent' coaches and identify appropriate coaching opportunities for them to ensure they are retained and active within the sport. 						
Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
3.1	British Cycling Staff Implement the required actions resulting from the BC Staff Culture Survey across the NW Regional Team.	CDM		Q1-Q2		
3.2	Identify via performance management, appropriate personal development & CPD opportunities to develop and enhance the NW Regional Team.	CDM	£600 - initial trianing / CPD funding	Q1		
3.3	Integrate each of the British Cycling NW Team to support the NW Regional Board in its strategy setting and delivery.	CDM		Q1		
3.4	Identify social media training opportunities for the NW BC Team and implement increased social media activity using the #letsrideNW channels..	CDM / CA		Q1-Q2		

NORTH WEST REGIONAL DELIVERY PLAN

GEAR 3

PEOPLE: Grow, support and nurture the cycling workforce



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Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
3.5	<u>Volunteer Workforce</u> Through regular training and the creation of a volunteer mentoring scheme, ensure there is a diverse, supported, competent and resourced workforce that allows the regional racing calendar to run effectively throughout the season.	CDM / REO	£200 BC matched by £200 NW Board	Q1-Q2	1,741 trained volunteers (2020)	1,860 trained volunteers (2021)
3.6	Develop better signposting to regional volunteer workforce opportunities via NW social media channels & NW Board website.	CDM		Q1		
3.7	Using the young volunteers course, increase the recruitment of younger volunteers (Officials and Organisers) and coaches.	REO		Q1-Q2	23 (2020)	30 (2021)
3.8	Develop an active and up to date regional coaching register.	CCO		Q1		
3.9	Re-engage with 'dormant' / 'latent' coaches via CPD and the provision of coaching opportunities.	CCO		Q1-Q2		
3.10	Target specific coaching groups & utilise coaching bursaries to increase coaching opportunities e.g., female coaches to coach female riders.	CCO	£ by application to BC / NW Board	Q1-Q4		

NORTH WEST REGIONAL DELIVERY PLAN

GEAR 3

PEOPLE: Grow, support and nurture the cycling workforce



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The NW Region has a dedicated and professional British Cycling staff committed to delivering the highest quality in all levels of cycling. The region also has an extremely proactive, knowledgeable and passionate volunteer workforce that underpins all of the British Cycling delivery programmes. Where necessary we will look to add additional resource in the British Cycling team and work steadily to grow and develop the volunteer workforce. Training and CPD will be important elements in how we achieve this.

Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
3.12	<u>Regional Board</u> Develop a successional plan for the NW Board membership that increases its diversity of ethnic minority & LGBTQ+ groups.	CDM		Q2		
3.13	<u>Recreation</u> Celebrate the efforts of the Ride Leaders / Breeze Champions and the wider recreation volunteer workforce via social media, webinars and other communications channels.	CA	£50	Q1-Q4		
3.14	Working with partner authorities, maximise attendance at Guided Ride / Breeze Champion Ride Leader training courses across the NW in 2020 & utilise authority knowledge & experience to engage with communities not normally reached .	CA		Q2-Q3		
3.15	<u>Education</u> Develop a coordinated NW education programme & NW education hub network that meets the needs of the NW Region and effectively utilises the training skills of regional staff in delivery.	CDM		Q1-Q2		
3.16	<u>Other</u> Organise a 2021 NW Region Cycling Celebration to recognise the volunteer workforce.	CDM	£250 BC matched by £250 NW Board	Q4		

NORTH WEST REGIONAL DELIVERY PLAN

GEAR 4

PLACES: Develop and grow the network of safe and accessible cycling facilities



Start line:

The NW Region has some of the best dedicated cycling facilities in the country with the National Cycling Centre as its flagship. We are committed to ensuring that the quality and availability of all NW facilities is maintained and grown to reflect the population and demand in each sub-region. We will work with the 'Places to Ride' fund to identify new facility opportunities and be creative with whom we partner to deliver these.

Priorities:

1. Maximise Places to Ride fund applications and work with the range of partners to progress projects to a successful conclusion that fit strategically with British Cycling aims across the NW region.

Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
4.1	Support facility development groups to increase the usage of underused cycling facilities, particularly; Palatine, Knowsley Velodrome, Litherland and Carlisle.	CDM / REO		Q1-Q2		
4.2	Maximise the success of applications to the Places to Ride Fund and ensure cycling development plans exist for all new facilities.	CDM		Q1	6 small-scale / 0 large-scale (2020)	7 small-scale / 6 large-scale (2021)
4.3	Develop relationships with landowner organisations for opportunities for recreational rides e.g. National Trust, Canal & Rivers Trust, Forestry England.	CDM / CCO / REO / CA		Q1-Q2		6 large-scale / 15 small-scale secured - £2.18m
4.4	Develop an on-line interactive map of NW cycling facilities to better signpost people and increase their usage.	CDM / REO	£100 BC	Q3		
4.5	Working with partner authorities, identify community hubs to grow & embed cycling e.g. Manchester, Tameside, Salford, Carlisle	CDM / CA		Q1-Q3		



Start line:

The NW Region has significant core city partnerships with Manchester Active and other partnerships with Tameside and Lancashire County Council. These are crucial relationships that support the delivery of everything that British Cycling delivers in the NW region. We look to strengthen these and identify further partnership opportunities across the NW that enable us to increase the penetration and delivery of what we do and increase revenues accordingly.

Priorities:

Existing Partners

1. Work closely with our local authority partners in Manchester, Tameside and Lancashire to increase participation in cycle sport and recreation and seek opportunities to develop British Cycling business in other NW local authority areas.
2. Work with a range of landowners (National Trust, Canal & Rivers Trust, Forestry England, Wildlife Trust and the private sector) to develop cycle sport and recreational cycling across the NW.

Future Partnership Opportunities


1. Pursue a place-based approach with Sport England Local Delivery Pilot areas to identify a new way of supporting and delivering cycling activity in Blackburn with Darwen, Hyndburn, Oldham, Manchester, Liverpool.
2. Develop new partnership opportunities with Wirral, Carlisle, Cheshire West, Access Sport (GM) and progress to full partnership status.

NW Regional Board

1. Fully establish the new NW Regional Board structure including workgroups for Membership & Recreation and Diversity & Inclusion and support the Board in implementing the good governance review and increasing its visibility.
2. Support the Introduction of the NW Regional Academy and implement across the NW region giving young rider participants the opportunity to develop both in and out of the saddle.

Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
5.1	<u>NW – General</u> Pursue a place-based approach with NW Local Delivery Pilot areas to identify opportunities to support and deliver cycling activity in a different way (Blackburn with Darwen, Hyndburn, Liverpool, Manchester, Oldham)	CDM		Q1-Q4		
5.2	Create partnerships to support delivery e.g., Canal & Rivers Trust, Forestry England.	CDM / CA		Q1-Q2		

NORTH WEST REGIONAL DELIVERY PLAN

GEAR 5		PARTNERSHIPS: Grow, develop and sustain partnerships with a range of partners including LA's, core cities, HSBC UK and regional boards 				
<p>Start line: The NW Region has significant core city partnerships with Manchester and Liverpool City Councils and has several other local authority partnership opportunities in the pipeline. These are crucial relationships that support the delivery of everything that British Cycling delivers in the NW region. We look to strengthen these and identify further partnership opportunities across the NW that enable us to deliver what we do more effectively or extensively.</p>						
Reference	Activities	Responsibility (lead/support)	Cost BC / other	When	Baseline	Target (if known)
5.3	<p><u>Regional Board</u> Work closely with the Regional Board Chair and Board Members to deliver the highest standards of governance and decision-making and implement any actions from the BC Governance Review.</p>	CDM		Q1-Q2		
5.4	<p>Fully implement the new NW Board workgroups ensuring their input into the NW RDP and support the preparation of a 2-year NW reserves expenditure plan that meets the objectives of the Board and the needs of the Region.</p>	CDM		Q1		
5.5	<p><u>Local Authorities</u> Retain current partnership agreements with Manchester Active, Active Tameside and Lancashire County Council & develop & deliver partnership action plans.</p>	CDM		Q1-Q2	3 partnerships	3 partnerships
5.6	<p>Develop new partnership opportunities with Tameside Council, Cheshire West & Chester, Wirral and Carlisle to deliver community activation and Go-Ride programmes.</p>	CDM		Q1-Q4		2 new partnerships

PRIORITY PROJECTS- TEST & LEARN



NW Regional Junior / U23 Road Racing Academy

Outline/Target

- Develop a pathway into top level racing for NW road cyclists up to U23 who have been unsuccessful in gaining access to the GBCT Talent Development programme.

Who is it For?

- Road cyclists who have been unsuccessful in obtaining a place on the GBCT Talent Development Programme.

What will be delivered?

- Mentoring programme for each rider.
- Learning and development both in and out of the saddle.
- Access to regional racing calendar.
- Opportunity to ride for the NW Region Team.

Monitoring

- Individual rider monitoring in terms of ability, training and out of saddle learning.
- Opportunity to extend the learning aspect through partnerships with NW educational establishments (initially Burnley College).

Data Capture

- Throughput through the NW Academy – Junior male, junior female, U23 male, U23 female.
- Riders from ethnically diverse communities and LGBTQ+ (where identifiable).
- Number of club coaches involved
- Number of events, Academy riders entering.

Cycle Nation Project

Outline/Target

- Delivery of pilot Cycle Nation project in selected local authority areas across NW, Yorkshire, West Midlands, SW regions.
- NW will lead and receive feedback from other regions as part of the test and learn project.

Who is it For?

- Selected people in communities previously not interacted with.
- Bespoke method of delivering cycle training to introduce/reintroduce people into cycling as an activity.

What will be delivered?

- Recreational cycling activity training in community settings.
- 'Train the trainer' approach leading to sustainability.

Monitoring

- Qualitative
- Methodology testing.
- Case studies.
- Link to LDP work.

Data Capture

- Number of people accessing cycling for first time / first time in a while.
- Number of different communities engaged with.
- Case studies.
- Periodic surveys to gauge impact and sustainability of approach.

NW PRIMARY TARGETS AND INDICATORS

REFERENCE	DESCRIPTION	KPI	2019 baseline	2020 baseline	2021 target
PATHWAY- PRIMARY TARGET	GROW PARTICIPATION: Increase our presence in Schools	Number of Go-Ride Coaching Opportunities Delivered: Female Disabled Diverse Ethnicity	27,360 11,026 NA NA	8,011 3,379 NA NA	17,000 7,000 500 1,700
PATHWAY- PRIMARY TARGET	GROW PARTICIPATION: Expand the reach of the recreational programmes	Total Let's Ride Programme throughput (Includes Let's Ride MPEs)	36,797	5,189	25,000
PATHWAY-PRIMARY TARGET	GROW PARTICIPATION: Convert more cyclists to become BC members	Total number of British Cycling members % female membership	16,585 17.0	14,542 16.4	15,500 17.0
PARTNERSHIPS- PRIMARY TARGET	GROW PARTICIPATION: Bring in partnership investment to facilitate regional delivery	Total number of local authority partnerships Total value of partnership income	4 £157,500	3 £57,500	5 £99,500
PLACES-PRIMARY TARGET	GROW PARTICIPATION: Communities can access traffic free places to ride within 15 minutes of home	Number of completed Places to Ride projects: Small Large	0 0 0	6 6 0	13 7 6
PEOPLE-PRIMARY TARGET	HEALTHY DOMESTIC SPORT: Grow the number of volunteers with appropriate training and CDP	Total Number of trained, active volunteers Coaches Officials Ride Leaders Young Volunteers	2,076 1,262 432 344 38	1,741 1,106 375 259 23	1,860 1,150 400 280 30
PATHWAY-PRIMARY TARGET	HEALTHY DOMESTIC SPORT: A strong network of accessible, sustainable and affiliated clubs and groups	Total affiliated club membership	6,686	5,959	6,500
PATHWAY-PRIMARY TARGET	HEALTHY DOMESTIC SPORT: Improve accessibility and inclusivity of cycling, with the demographics of those riding a bike being more reflective of our society	Number of female race entries: Female entry %	8,367 20.7	3,065 25.0	8,000 22.5
PATHWAY- PRIMARY TARGET	HEALTHY DOMESTIC SPORT: Sustainable event calendar across all disciplines, with accessible and high-quality opportunities for riders to race	Overall number of license holders Male Female	2,999 2,503 496	2,397 1,999 398	2,750 2,300 450
PIPELINE- PRIMARY TARGET	MAXIMISE ELITE SUCCESS: Increase the number of opportunities for talented riders	Number individuals participating in TDC's: Throughput Female Male	3,876 1,410 2,466	2,188 956 1,232	3,250 1,400 1,850


TRACKING PROGRESS	NW SECONDARY TARGETS AND INDICATORS				
REFERENCE	DESCRIPTION	KPI	2019 baseline	2020 baseline	2021 target
PATHWAY-SECONDARY TARGET	GROW PARTICIPATION: Grow the participation opportunities in clubs and groups	Number of U12 members in affiliated clubs	tbc	tbc	tbc
PATHWAY-SECONDARY TARGET	GROW PARTICIPATION: Grow the participation opportunities in clubs and groups	Number of U18 members in affiliated clubs	tbc	tbc	tbc
PATHWAY-SECONDARY TARGET	GROW PARTICIPATION: Expand the reach of the recreational programme	Number of participants in recreation activity: Breeze - W & G Disabled participants Guided Rides – W & G Disabled participants	5,740 344 3,535 401	2,356 141 524 47	4,500 270 2,700 240
PLACES-SECONDARY TARGET	GROW PARTICIPATION: Communities have access to traffic free places to ride within 15 minutes of their home	Places to Ride user figures: Facility throughput Unique users	tbc	tbc	tbc
PATHWAY-SECONDARY TARGET	HEALTHY DOMESTIC SPORT: Convert more cyclists to become BC members	% BC Membership within affiliated clubs:	41	39	45
PATHWAY-SECONDARY TARGET	HEALTHY DOMESTIC SPORT: Sustainable event calendar across all disciplines, with accessible and high-quality opportunities for riders to race	Total Event Throughput	27,941	1,489	25,000
PATHWAY-SECONDARY TARGET	HEALTHY DOMESTIC SPORT: Sustainable event calendar across all disciplines, with accessible and high-quality opportunities for riders to race	Number of license holders per category Youth Youth Female Junior Junior Female	211 54 89 17	411 94 133 25	450 100 150 30

NW REGIONAL DELIVERY PLAN- REGIONAL BUDGET

DELIVERY BUDGET	EXPENDITURE				
REFERENCE	DESCRIPTION	PROGRAMME	BC COST	OTHER COST	TOTAL
2.10	Pump-prime funding to support the launch of the NW Road Racing Regional Academy and specifically the educational development programme for riders.	Pipeline	£100	£100 (NW Board)	£200
3.2	Personal development training and CPD courses for BC regional staff.	People	£600		£600
3.5	Training programme support for volunteer workforce.	People	£200	£200	£400
3.10	Bursary support for coaches to support new and strategic coaching opportunities.	People	£ by application to CDM	£ by application to NW Board	£ by application.
3.13	Support for recognition of Recreational Programme volunteers.	People	£50		£50
3.16	NW Region Cycling Celebration	People	£250	£250	£500
4.4	Development of on-line interactive map of cycling facilities	Places	£100		£100



NW REGIONAL DELIVERY PLAN

DELIVERY BUDGET	INCOME 			
REFERENCE	DESCRIPTION	PROGRAMME	INCOME AIM	TOTAL
3.14	Direct payment from LAs for Recreational Ride Leader / Breeze Champion courses (£1,750 per course x2)	Recreation	£3,500	£3,500