

Regional partnerships 2017/2018

British Cycling's Partnership Department are working in partnership with four Local Authorities – Leeds (core city), Sheffield (core city), Bradford and York.

HSBC UK City Ride - Mass Participation Big Bike Rides

Yorkshire will be host to 2 City Rides this year. Sheffield took place on 16/08/17 with **8000** participants, showing year on year growth since its 2014 inception. Leeds takes place on 10/09/17 with registrations on track and marketing for the event in full swing including the route map and promo [video](#) release.

Let's Ride Pop Up Events

2017 sees a new style event being piloted in select core cities including Sheffield and Leeds. These monthly closed road pop up events have begun in Leeds at the Brownlee centre on 09/07/17 and welcomed 120 people. Sheffield's events start on 24/09/17. These events are designed to showcase British Cycling's other programmes, local opportunities and enable people to try cycling in a welcoming and safe environment.

The three key programmes

Through the three key British Cycling recreational programmes (see below), our **413** trained leaders have delivered **922** rides in our partnership areas (1st April - 11th August 17) equating to **15,072** opportunities to ride a bike.

HSBC UK Guided Rides

As part of a new approach with our new principal sponsors HSBC UK, guided rides are now much more flexible, allowing our trained Ride Leaders to choose the best time for them and their participants to ride, with local leaders owning individual routes to give a better guided ride experience.

We now have a pool of **303** trained Ride Leaders in the region and across Yorkshire in our partnership areas we will deliver **150** HSBC UK guided rides in the 2017 partnership year.

HSBC UK Breeze, Bike Rides for Women

Our **110** trained Breeze Champions have delivered **370** Breeze rides this partnership year, with **1347** women taking part in a Breeze ride in Yorkshire.

New pilots are taking place in the region around MTB and using closed road circuits to deliver sessions with free bikes hire to ladies with concerns over road use and who may not have access to a bike. The Brownlee Breezer's group welcomes over 50 ladies regularly to their weekly sessions in Leeds.

HSBC UK Ride Social

To date in Yorkshire partnership areas **418** Ride Social rides have taken place in the region with **3242** people attending. Over **10,000** people in Yorkshire are Ride Social users and **75** local groups have been created.