

FOCUS ON: LOCALITY OF MANCHESTER – 6 FEMALE RIDE LEADERS TRAINED THROUGH BRITISH CYCLING

Active Lives data highlights that there has been a reduction of 2.2% in inactive females in Manchester (20/21 data)



Naz attended the course because she was motivated by the low levels of women, and particularly girls, cycling in the area where she lives – Cheetham in North Manchester. She was supported to the course with some confidence-building sessions and was also lent the equipment that she needed. She did really well on the day and passed, impressing everyone with her demonstration of how to fix a puncture which she had learnt in advance from You Tube!

THE LOCAL PILOT HAS:

- Invested in capacity (officers) to focus on the development of walking and recreational/utility cycling, because these activities were highlighted as 2 of the most popular activities that residents wanted to do.
- Changed the conversation with British Cycling and this North Manchester culturally diverse community
- Invested in a mosque-based bike library containing 10 bikes which is being used for rides led by these trained leaders

WHAT'S DIFFERENT BECAUSE OF THE INFLUENCE OF THE LOCAL PILOT?

- a. The Leaders course was re-developed for those who don't traditionally cycle which has encouraged less proficient cyclists to do the course.
- b. Bikes and other equipment were lent to those who didn't have their own but were keen to attend the course, and they have since been supported to secure their own.
- c. The course was delivered to people from the North Manchester community, rather than previous courses where attendees have generally come from the more affluent South of the city where people are more likely to cycle.
- d. Future development of local cycling will be led by those community members attending the course, but supported by the officers in a flexible way without constraining targets.
- e. One of the officers has supported British Cycling colleagues to; understand the local community and the course participants in advance, including their level of cycling experience and their aspirations as Ride Leaders.
- f. She (the officer) has also supported the North Manchester community to access this course by; listening to their needs and working with them to support those needs.

WHAT'S SIGNIFICANT IN THIS EXAMPLE?

- The relationship built between the officer and British Cycling colleagues, based on honesty in working with this community
- The potential influence of this example on future delivery of Ride Leader training which will enable British Cycling to be more inclusive and supportive to those who do not traditionally cycle. In addition, influencing them to consider the suitability of their products more broadly in diverse and underrepresented communities, where support, understanding and learning is required to engage those communities in cycling as a viable activity choice.
- The ripple effect where the officer is also enabling a variety of other organisations delivering cycling in the city to better connect to Manchester's communities, particularly those under-represented in cycling. She is also influencing other organisations who work in that community to become champions of walking and cycling.

RATIONALE:

- The calculated cost of inactivity per year across Greater Manchester relating to the top 5 diseases (and including absence from work) equates to £324,405,923 (economic costs to NHS clinical commissioning groups 2016).
- 46% of Asian females in Manchester are inactive (Active Lives 20/21)
- 84.5% of Asian Females in Manchester had not cycled in the last year (Active Lives 20/21)
- Only 16.8% of inactive females in Manchester strongly agreed that they had the ability to be active (Active Lives 20/21)