



# 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**

# 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.



**WORKING TOGETHER TO TRANSFORM BRAIN INTO A GREAT CYCLING NATION**

# NORTH WEST

Population: 7.1m

Area total: 14,165km<sup>2</sup>

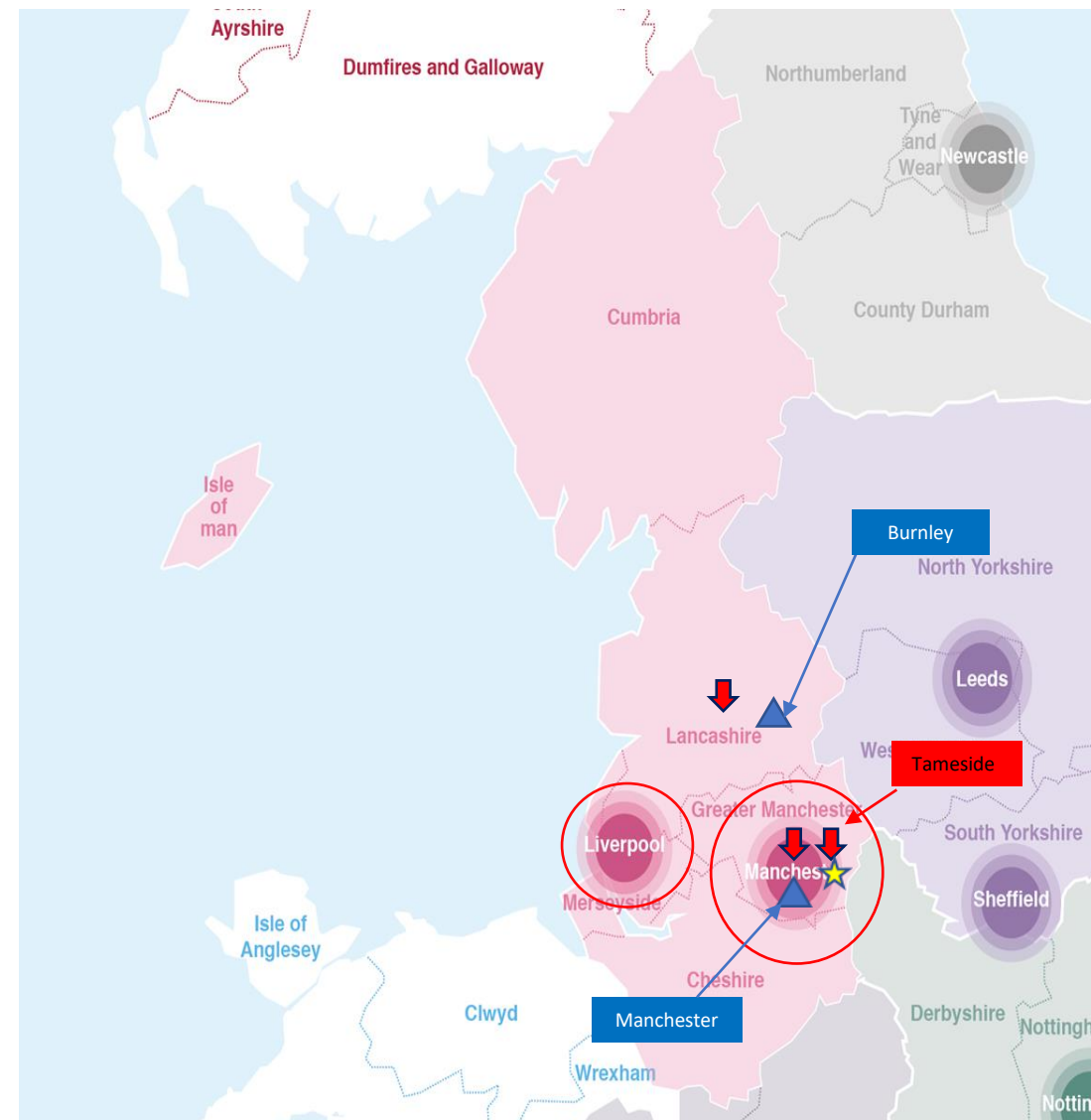
Core cities: Manchester, Liverpool, Preston, Warrington, Blackpool, Chester, Carlisle

Areas of largest population ○

Partnership Areas ↓

Education Hub ▲

Talent Development Centre ★



4



WORKING TOGETHER TO TRANSFORM BRITAIN INTO A GREAT CYCLING NATION

# NW REGIONAL DELIVERY- STRATEGY

	Pathway	Pipeline	People	Places	Partnerships	Outcomes
<b>Aim:</b>						
<b>January-March 2021</b>	<p>Rebuild a coordinated NW Region cycle sport events calendar across all disciplines, genders &amp; categories.</p> <p>Seek out new NW event organisers and courses across NW.</p> <p>Agree a plan with NW Cycle Speedway to support its growth and that of its club network.</p>	<p>Establish and deliver the Go-Ride Community Coach partnership with Access Sport in Salford.</p> <p>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</p>	<p>Ensure there is a diverse, supported, competent and resourced workforce that allows the regional racing calendar to run effectively.</p> <p>Using the young volunteer course, increase the recruitment of younger volunteers (Officials and Organisers) and coaches.</p>	<p>Support facility development groups to increase the usage of underused cycling facilities, particularly; Palatine, Knowsley Velodrome, Litherland and Carlisle.</p> <p>Maximise the success of applications to the Places to Ride Fund and ensure cycling development plans exist for all new facilities.</p>	<p>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).</p> <p>Fully implement the new NW Board workgroups ensuring their input into the NW RDP</p>	<ul style="list-style-type: none"> <li>Post Covid19 return to competitive events across all disciplines.</li> <li>Balanced, diverse workforce to support all forms of cycling.</li> <li>Maximised use of facilities to develop cycling across the NW.</li> <li>Work innovatively &amp; reach communities not previously engaged with.</li> </ul>
<b>April-June 2021</b>	<p>Hold 'come &amp; try me' sessions for BMX, MTB, CX, Cycle Speedway for young riders and adults &amp; signpost to clubs.</p> <p>Develop diverse clubs &amp; groups coaching opportunities across the NW Region to encourage more people from ethnically diverse communities into cycle sport.</p> <p>Increase the number of Go Ride Clubs &amp; club membership across the NW and implement the findings of the Clubs and Groups Review</p>	<p>Deliver weekly TDCs at Tameside and Salt Ayre (Road &amp; Circuit) and club clusters at the NCC and Tameside (CX &amp; Track) and seek to diversify participation.</p> <p>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.</p>	<p>Target specific coaching groups &amp; utilise coaching bursaries to increase coaching opportunities.</p> <p>Develop a successional plan for the NW Board membership that increases its diversity of ethnic minority &amp; LGBTQ+ groups.</p> <p>Develop a coordinated NW education programme &amp; NW education hub network</p>	<p>Develop relationships with landowner organisations for opportunities for recreational rides e.g., National Trust, Canal &amp; Rivers Trust, Forestry England.</p>	<p>Create partnerships to support delivery e.g., Canal &amp; Rivers Trust, Forestry England.</p> <p>Work closely with the Regional Board Chair and Board Members to deliver the highest standards of governance.</p> <p>Retain current partnership agreements with Manchester Active, Active Tameside and Lancashire County Council &amp; develop &amp; deliver partnership action plans.</p>	<ul style="list-style-type: none"> <li>Broadened &amp; diverse reaching coaching across Go-Ride, Clubs &amp; Talent.</li> <li>New partnerships to develop cycling opportunities in locations previously not reached.</li> <li>Effective education programme across the NW.</li> </ul>
<b>July-September 2021</b>	<p>Train Guided ride and Breeze ride leaders across the NW to signpost recreational riders to club &amp; group opportunities &amp; to encourage BC membership.</p>	<p>Work with the Greater Manchester BMX club network and superb range of facilities to develop BMX talent.</p> <p>Deliver female only road, circuit and track race skills and confidence building sessions to support female entry into the sport</p>	<p>Working with partner authorities, maximise attendance at Guided Ride / Breeze Champion Ride Leader training courses across the NW</p>	<p>Develop an on-line interactive map of NW cycling facilities to better signpost people and increase their usage.</p> <p>Working with partner authorities, identify community hubs to grow &amp; embed cycling e.g., Manchester, Tameside, Salford, Carlisle</p>		<ul style="list-style-type: none"> <li>Clear signposting between recreational riding and clubs &amp; groups opportunities.</li> <li>Development of cycling hubs in partner areas.</li> </ul>
<b>October-December 2021</b>	<p>Return recreational ride programme throughput levels towards those achieved in 2019.</p> <p>Increase British Cycling membership in the NW by 6.5% in 2021</p>	<p>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.</p>	<p>Organise a 2021 NW Region Cycling Celebration to recognise the volunteer workforce.</p>		<p>Develop new partnership opportunities with key local authorities &amp; other stakeholders.</p>	<ul style="list-style-type: none"> <li>Achievement of 2021 cycling targets / kpis.</li> <li>New formal partnerships in NW.</li> </ul>