



**Diversity & Inclusion Advisory Group  
Report for AGM  
24 August 2021**

The D&I Advisory group was incorporated during the year and met on a regular basis throughout the year.

The purpose of the group is to ensure that we work towards making everything we do as inclusive as possible. The group mostly comprises members from a membership/participation background, rather than from a competition background.

Progress is captured in an ongoing Action Plan, but which is summarised below.

*Initial Focus*

Our initial focus for this year has been on identifying what is going well, what barriers exist and what we need to do to make things happen.

Communications

The majority of our photography historically has been white and middle class, mostly wearing lycra. We discussed how we need to increase the photographs we use in our communications to be more representative of our membership as a whole. We have since increased our range of photographs and we try to showcase riders from different backgrounds and ethnicities to widen our reach so potential members can see “someone like me”. This has been particularly successful through the Let’s Ride channels but more work is still needed in respect of the competition side of our sport.

In addition to this, we have increased our output on social media to show different aspects of the sport, and different disciplines, and we try to share the good news stories from various disciplines to increase our reach.

Finally, there was an acknowledgement that many members would benefit from signposting and we are continuing to build on this so that people can easily find out who best to contact with their query.

Access to the right equipment and facilities

Our discussions during our meetings throughout the year have highlighted that there are challenges around access to equipment and facilities. In particular, there are concerns that this lack of access could hinder talent development. BC are conducting a barriers to youth racing project and therefore we have agreed to revisit this at a later point, in conjunction with looking at whether there is a possibility that we can have a kit swapping/selling section on our BCNW website or as a group on social media.

In the meantime, there is still work to be done around bridging the gap from recreation to racing and we are hoping to put on some events which enable people to have a go at different events.

Increase diversity in the volunteer workforce

This remains a key area of focus across our offerings, from coaching, to officials (in competition) to ride leaders to governance roles, etc. This includes those riders who have a disability. It is well-known that the key to increasing engagement is from having role models that are audience-appropriate (“you can’t be what you can’t see”) and therefore we need to do more next year in raising the profile of various people and ensuring that there are adequate opportunities to take part.

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[www.bc-nw.co.uk](http://www.bc-nw.co.uk)

*British Cycling North West Region : Cheshire, Cumbria, Isle of Man, Lancashire, Manchester & Merseyside*