

British Cycling's Northwest Membership and Recreation Working Group meet on a 2 monthly basis. The groups strategic aims are to

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Grow and maximise recreational cycling opportunities within the Region

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Work with the relevant workgroups to ensure that there are accessible pathways into clubs and competition

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Grow BC membership in the Region

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Develop a more diverse recreational workforce

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Workgroup objectives that have been highlighted as a priority for 2022/23 are

Growing NW regional BC membership by promotion and information sharing amongst people already engaged with British Cycling. Increase proportion of female membership.

Developing new ways to generate new cycling opportunities for mums and children. Increase the opportunities for women in cycling.

Bridging the gap between recreational cycling and club cycling.

The development of a community hub model to bring together all elements of the cycling landscape – new Go-Ride club, Led ride programmes, Existing clubs, Pedal Party, Bike recycling schemes and local authority and transport authority initiatives. Wigan is the initial test and learn area due to existing volunteer network, relationship with local authority and other infrastructure. The pilot is well attended and proving to be successful.