



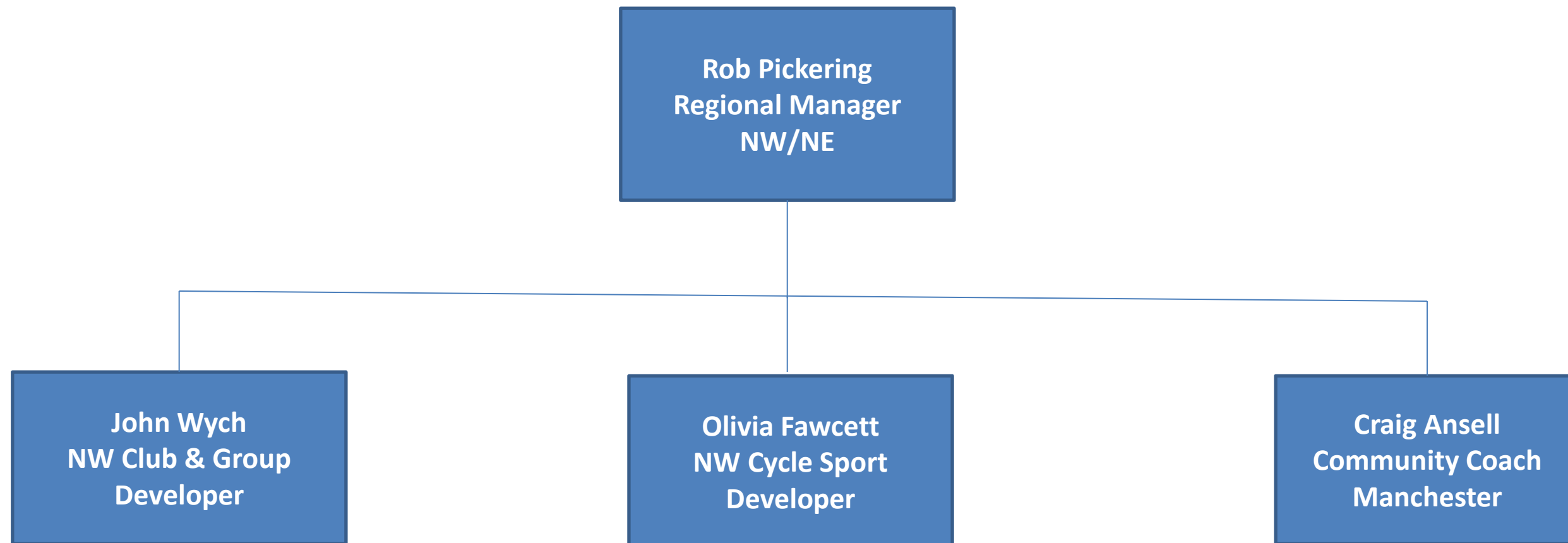
# British Cycling Northwest Region Our strategic plan 2022 - 2025





**Rob Pickering – British Cycling Regional Manager NW/NE**

# Welcome to the NW Team!





BRITISH  
CYCLING



*Lead our sport*



*Inspire our communities*





# Our Purpose

*“Lead our sport, inspire our communities”*

# Our Principles

*Communities first, Governing with integrity,  
Building for the future, Always inclusive, Lead  
champion cheer*

# Our Values

*Passion, Unity, Innovation, Integrity*

# Strategic priorities



# Northwest Region strategic priorities 2022-2025



- Develop a network of City Academies across the Northwest.
- Working with the Talent team, maximise opportunities to use Northwest cycling facilities to develop Regional Schools of Racing/Talent Development Centres for BMX Racing / Freestyle & Mountain Bike whilst growing participation in Road.
- In conjunction with the Talent Team, further develop the Northwest Regional Road Racing Academy, improve links to the Road talent pathway & Education & support through a strong Northwest Youth League & Go-Ride Racing offer.
- Increase, develop & diversify the team of cycling coaches / club coaches across the region to support the talent pathway
- Utilise opportunities to expand the Disability Hub network in the Northwest & work with the Talent team to integrate into the Para Talent Pathway.



# Northwest Region strategic priorities 2022-2025



- Drive maximum participation in all British Cycling community ride programmes and ensure signposting is effective into clubs/groups and the talent pathway
- With partners, work with underrepresented communities to understand the barriers to cycling & create tangible, sustainable cycling offers that allow people to adopt cycling as part of their daily lives
- Maximise & utilise the work of the Northwest Region Diversity & Inclusion (D&I) Advisory Workgroup to ensure D&I is at the heart of all decision-making and event/activity delivery & changes the image of cycling & branding to engage more people into the sport.
- Implement the Discipline Plans as far as they touch the priorities in the Northwest Region.
- Create compelling cycling discipline event calendars that have opportunities for all ages, sexes and categories

# Northwest Region strategic priorities 2022-2025



- Position the Northwest Regional Board & team so that it has the maximum reach to members & non-members offering clear, regular communication of Regional Delivery Plans, events and activities.
- Grow & diversify the volunteer base across the Northwest Region and implement strategies to recruit, retain & reward based on the ethos of 'larger volunteer base, lower commitments'
- Maximise the effectiveness of existing partnerships & identify & develop new ones that enhance the ability to deliver against priorities in the Northwest Region





# Northwest Region strategic priorities 2022-2025



Flagship  
events

- Maximise community / cycling development plan legacy through the delivery of flagship events across the Northwest region
- Position the Northwest Region as one that regularly hosts international and national events and maximise attendance at the Northwest's world class facilities
- Support & promote non-Olympic cycling disciplines such as Cycle Speedway

# Northwest Region strategic priorities 2022-2025



- Increase the number of Go-Ride clubs in the Northwest and ensure they have effective entry signposting & are embedded in local communities
- Use a range of recreational events & activities to introduce young people to cycling & provide opportunities to learn to ride & develop cycling skills
- With partners & stakeholders, develop & implement a diverse, young volunteer model & pathway & support through the development of educational programmes





# Northwest Region strategic priorities 2022-2023



- Using innovative approaches and tangible offers, Increase the Northwest British Cycling membership to 15,600 (+5.5%) & the proportion that are female to 20% (from 17%)
- Develop & implement a City Hub model using Manchester & Wigan as the pilots & take learnings from these roll-outs into other locations.
- Complete all Places to Ride projects in the Northwest & work with the owners to promote the facilities & deliver exciting cycling development plans.

# Northwest Region strategic priorities 2022-2025



- Implement an effective communications plan for the Northwest region to better engage with members & encourage potential new members to join British Cycling
- Uphold the highest standards of governance across the Northwest region ensuring all volunteers are effectively inducted to British Cycling & receive on-going training
- Implement and oversee a dynamic risk management system and robust risk register for the Northwest regional area



**Thank you for listening**

**Are there any questions?**