



BLACK UNITY BIKE RIDE

IMPACT REPORT 2023



INTRODUCTION

Black Unity Bike Ride (BUBR) is a charitable initiative that aims to increase ethnic diversity within cycling and inspire Black communities to be more active and prioritise their wellbeing. This impact report reflects activations delivered by BUBR between **January 2023 – December 2023**.

Some of the BUBR highlights for 2023 include:

- » Hosted 12 activations with 1,600 registered attendees
- » Took a cycling group to Ghana and fundraise £13,500 for a local NGO
- » Enabled 200 from the BUBR community to partake in RideLondon 100
- » BUBR featured in [The Guardian](#) and [Sky](#) and [international press](#)
- » Had attendees at our annual ride from 31 UK locations besides London

Reflecting our core value of unity, none of our achievements in 2023 could have been executed without collaboration. We value the support from our BUBR Alliance, currently consisting of 17 Black-led cycling clubs/collectives based in London.

Alongside the BUBR Alliance, we acknowledge and thank our strategic partners and supporters;



ANNUAL RIDE

SUMMARY

A total of **1,136 people registered** for BUBR23, marking a **4.2% increase** in registrants compared to BUBR22. Of those registered, **800** actively participated, constituting **71%** of the total registrants.

The lower turnout is attributed to persistent heavy rainfall throughout the day of the ride as forecasted. Despite poor weather conditions, there was a commendable turnout and community atmosphere. Notably, the feedback received from both participants and volunteers regarding the event's organisation and their overall experience was favourable, reaffirming a consistently positive year on year trend.

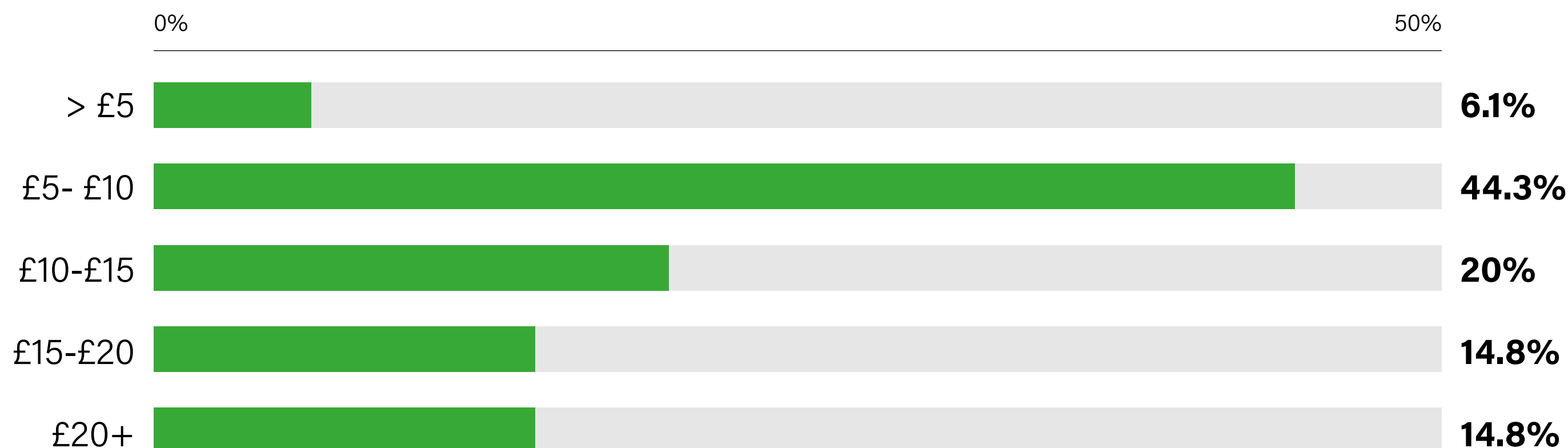




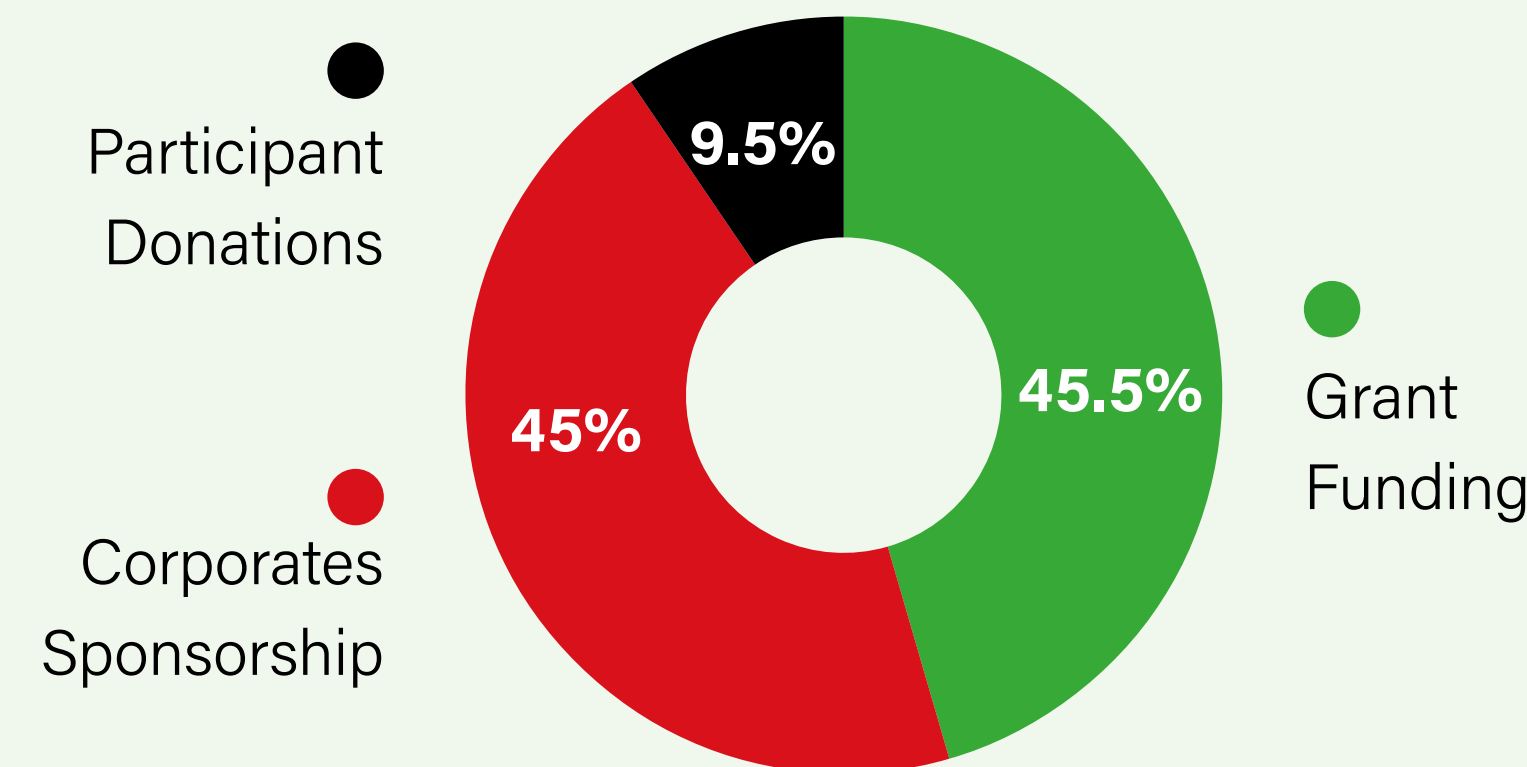
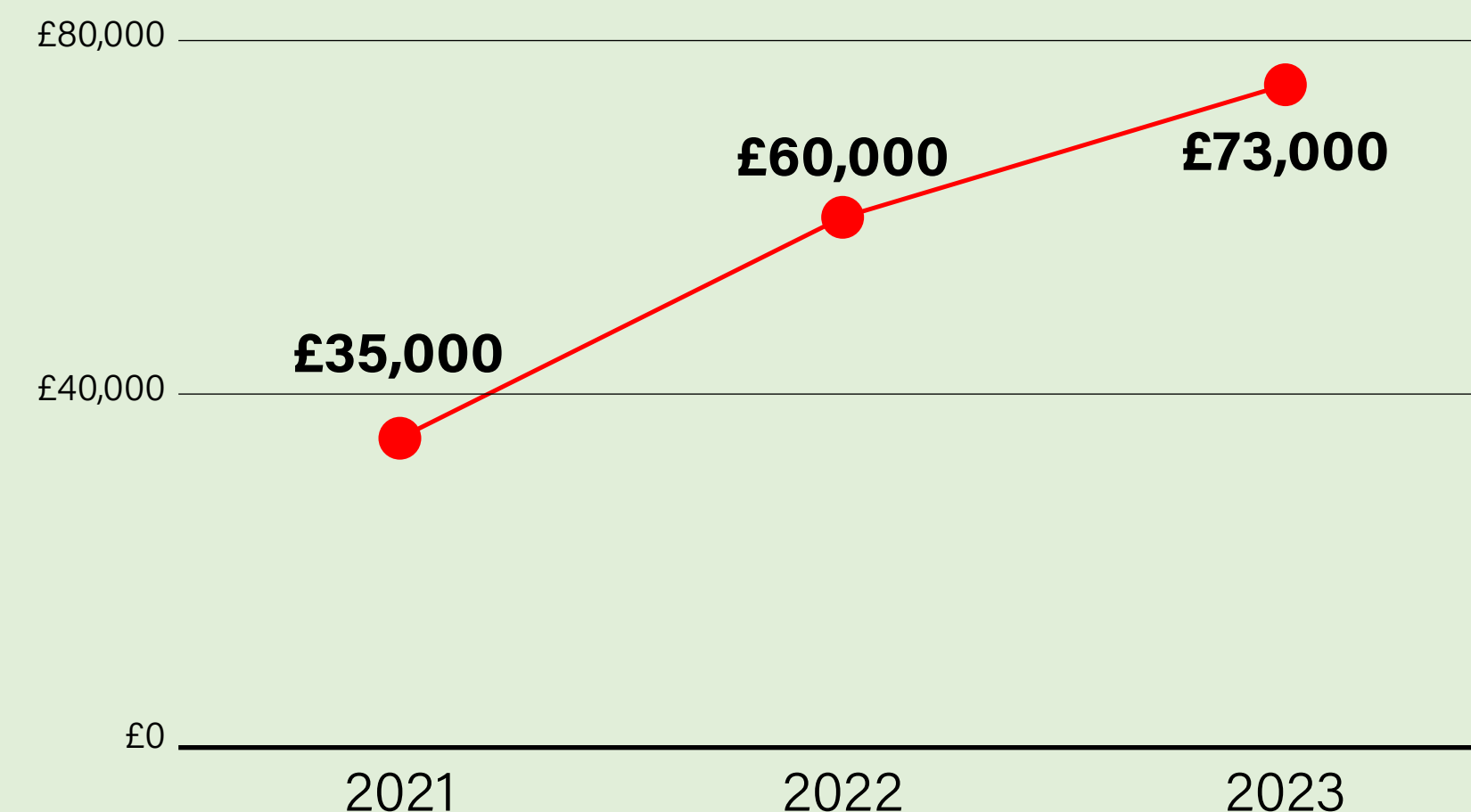
DONATIONS

BUBR22 introduced a minimum donation of £5 for adults and £3 for children. For BUBR23, minimum donations for registration were dropped to a minimum of £1 for all. Within a cost-of-living crisis we decided to make participation as inclusive as possible and remove barriers to entry. The donation total raised was £6993 (£175 less than BUBR22), which covers 9.5% of the total event cost.

The post-ride survey results also revealed that 34.8% of participants expressed they are willing to donate between £10 and £20, with an additional 14.8% indicating their readiness to donate £20 or more. This data highlights that about half of the participants are inclined to make donations exceeding £10 for BUBR2024. This insight is reassuring as BUBR is due to become an independent registered charity in 2024 and an uplift in donations will be necessary as part of our long-term sustainability plan.



EVENT DIRECT COST PROGRESSION

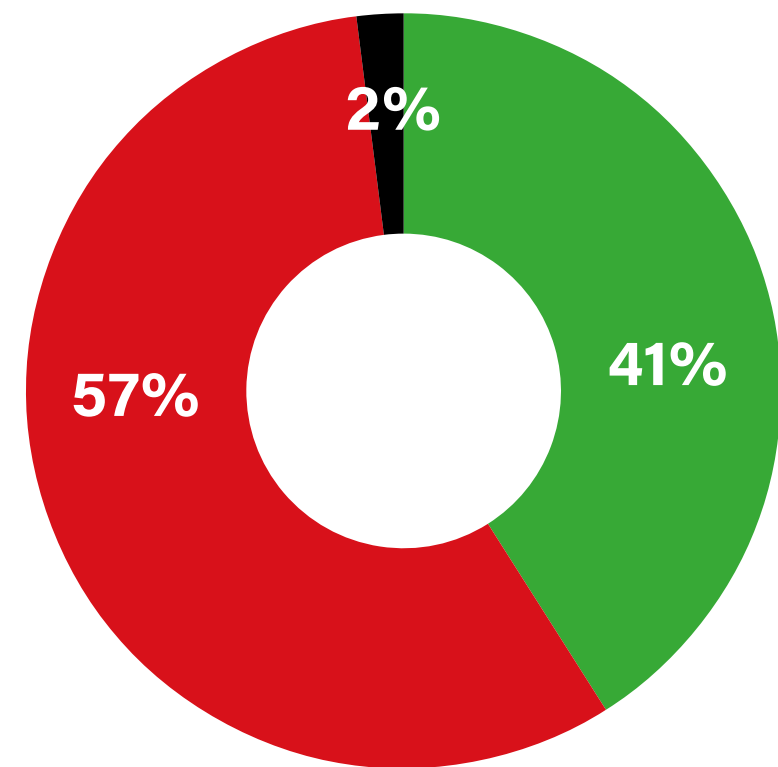


REGISTRATION INSIGHTS

REGISTERED RIDERS: **1136**



GENDER

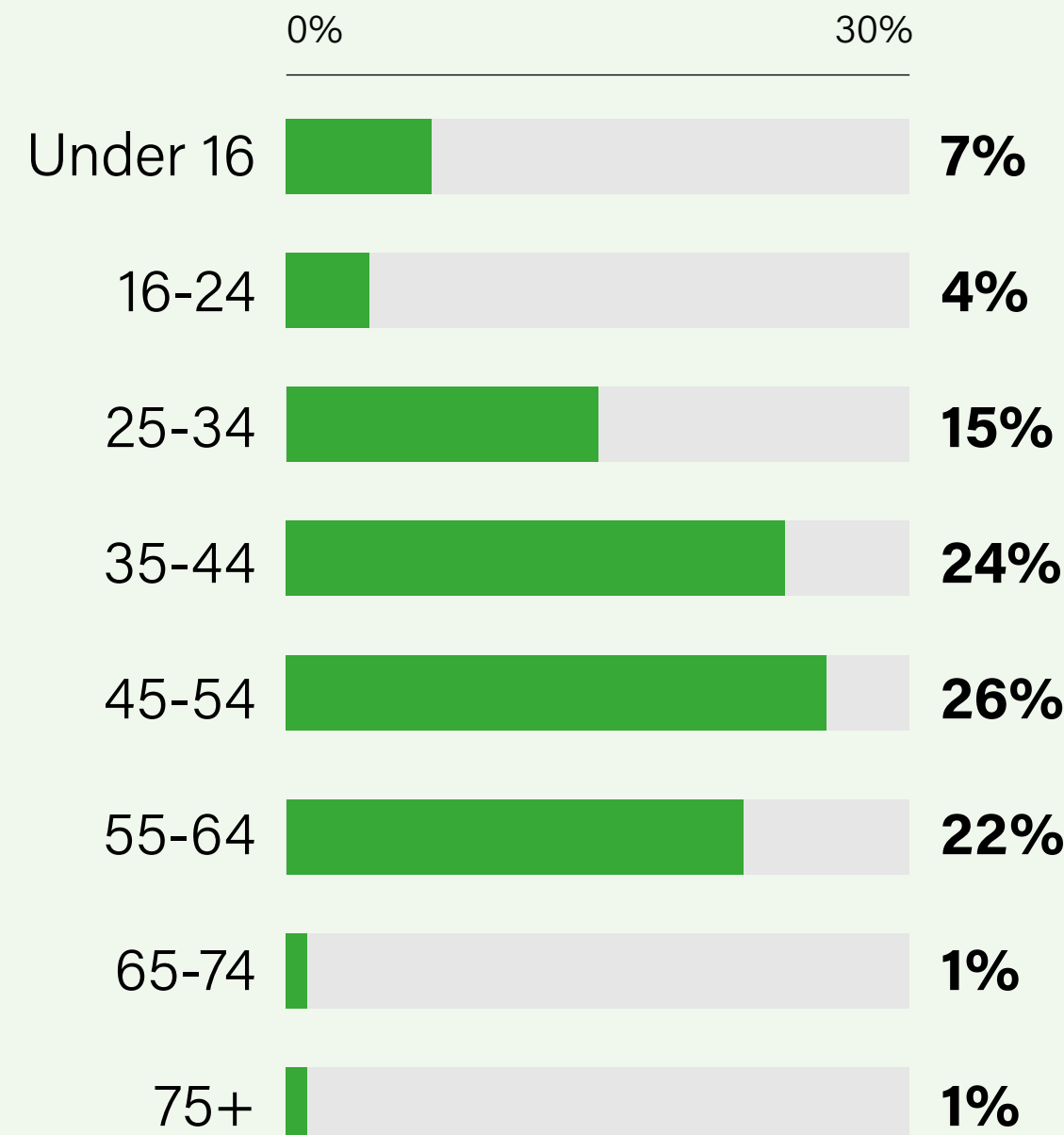


Female: **41%**

Male: **57%**

Prefer not to say: **2%**

AGE



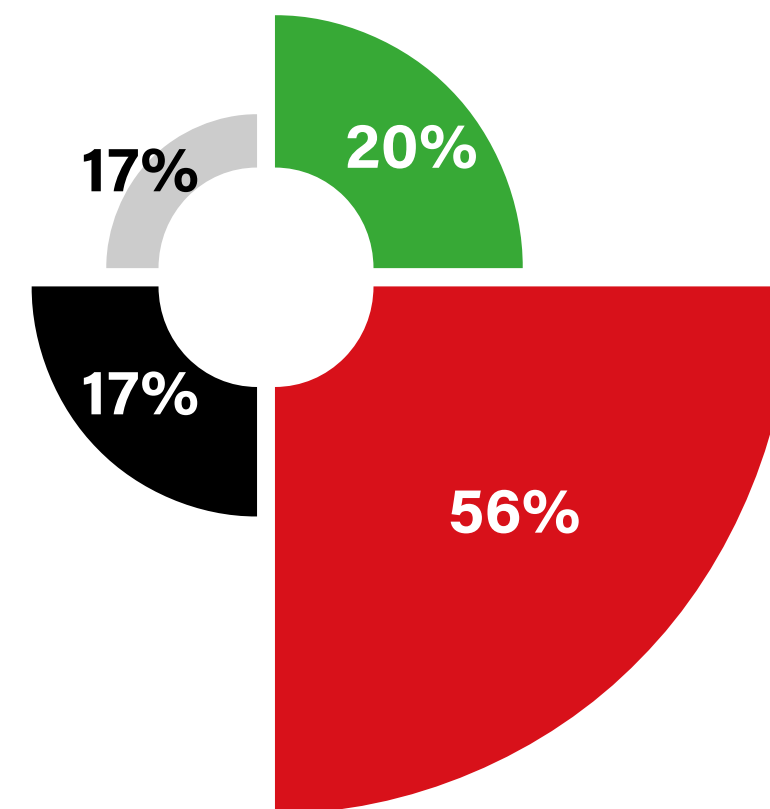
CYCLING EXPERIENCE

Beginner: **20%**

Intermediate: **56%**

Advanced: **17%**

N/A: **17%**



60% FIRST TIME TAKING PART IN BUBR ANNUAL RIDE



POST RIDE SURVEY

Following the conclusion of BUBR23 ride participants were surveyed and provided ratings on a scale from 1 to 5, where 1 represented the lowest score and 5 being the highest.

How would you rate the ride and route?

★★★★★ 4.7 average
0.3 higher than BUBR22

How would you rate BUBRFest 2023 (End of ride celebration)?

★★★★★ 4.7 average
0.3 higher than BUBR22

How would you rate the overall organisation of BUBR 2023?

★★★★★ 4.8 average
0.1 higher than BUBR22

The survey remained accessible for a period of two weeks. Out of the 800 participants who participated, 118 completed the post-ride survey, offering valuable insights about the event. Importantly, each score recorded was higher than the previous year. This reinforces the fact that BUBR22 feedback and responses from participants were carefully considered and used to enhance the event.

KPI'S

The KPIs set for BUBR23 aimed at achieving significant growth in the participation rates of women, individuals under 25, first-time riders, and novice cyclists. BUBR23 successfully exceeded targets for women and participants under 25, demonstrating remarkable progress. While narrowly missing the target for first-time riders and beginner cyclists by just 2% each.

STARTING LOCATION

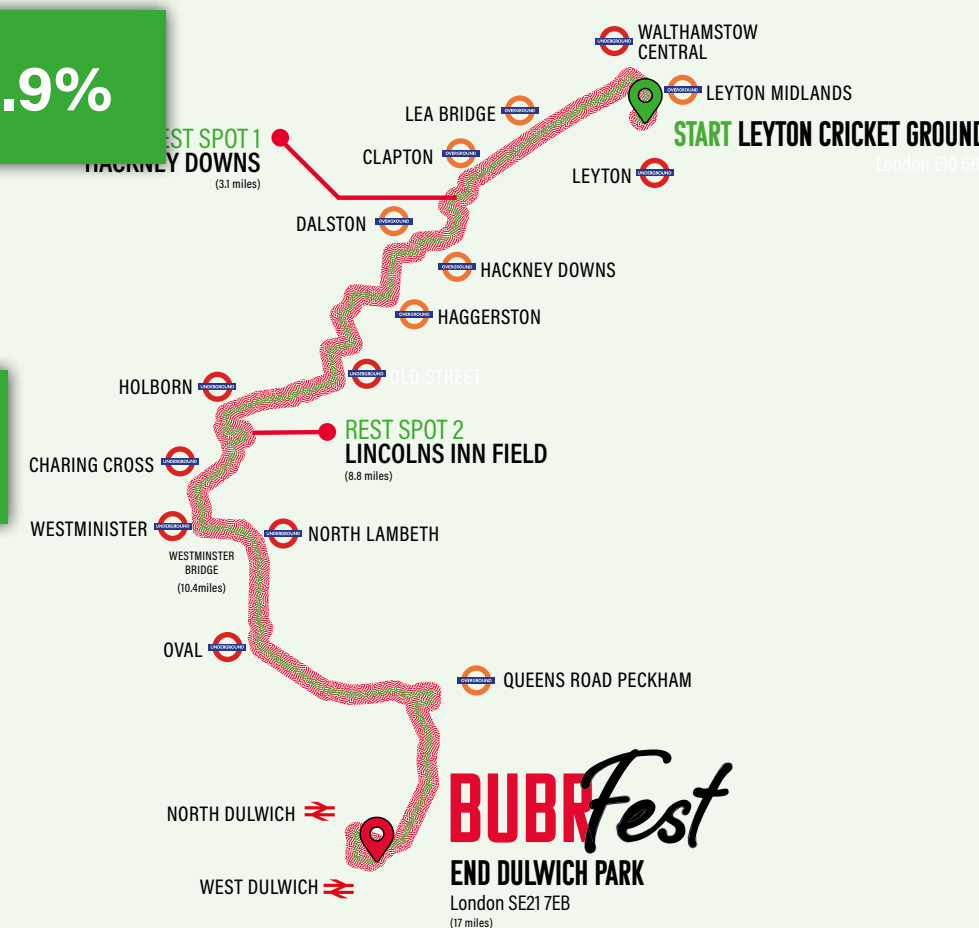
THE START - Leyton Sports Ground: 94.9%

PIT STOP 1 - Hackney Downs: 0.8%

PIT STOP 2 - Lincoln's Inn Field: 2.5%

BUBRFest - Dulwich Park: 1.7%

ALONG THE ROUTE: N/A

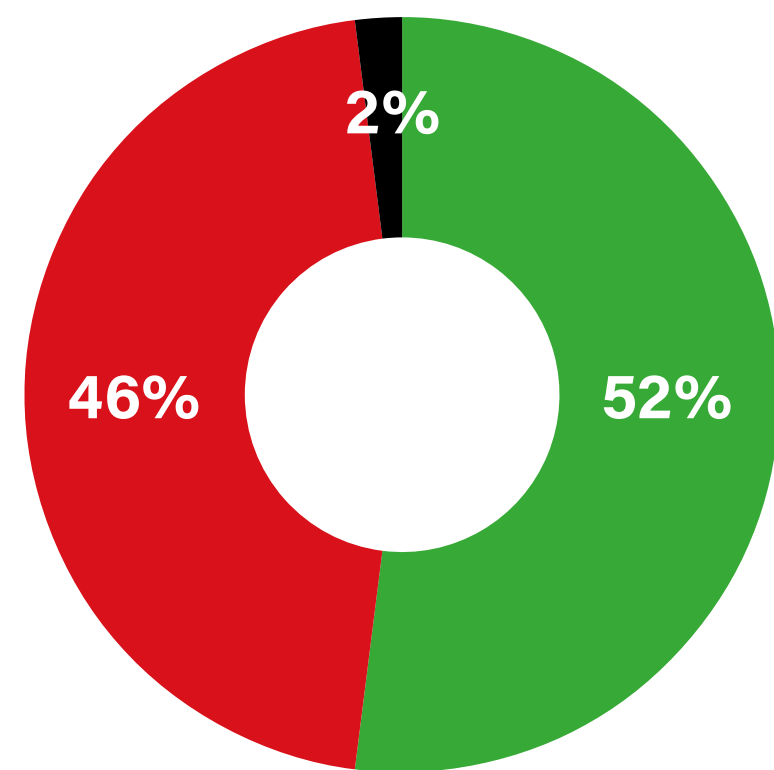


POST RIDE SURVEY INSIGHTS

118 PARTICIPANTS



GENDER

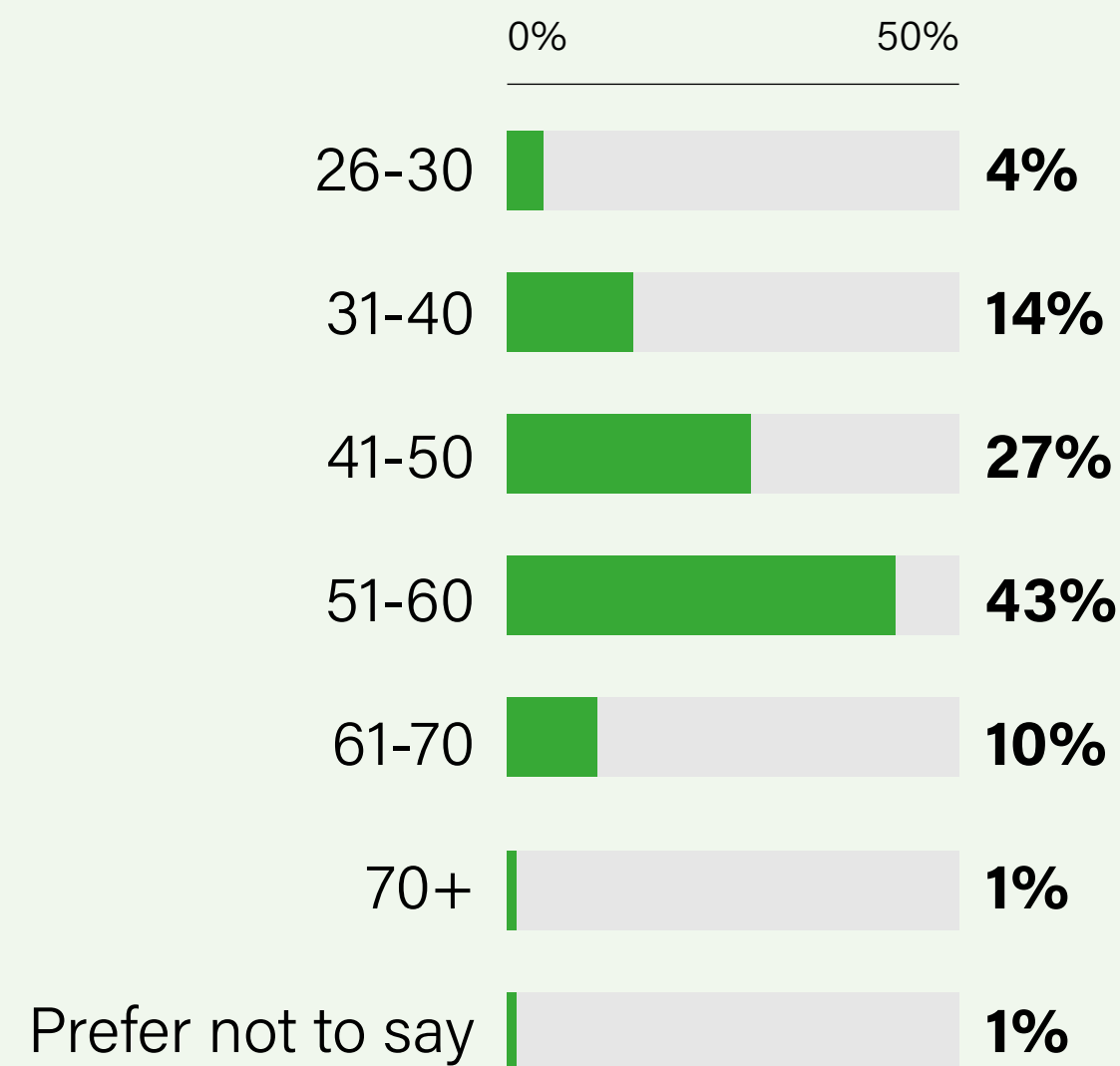


Female: **52%**

Male: **46%**

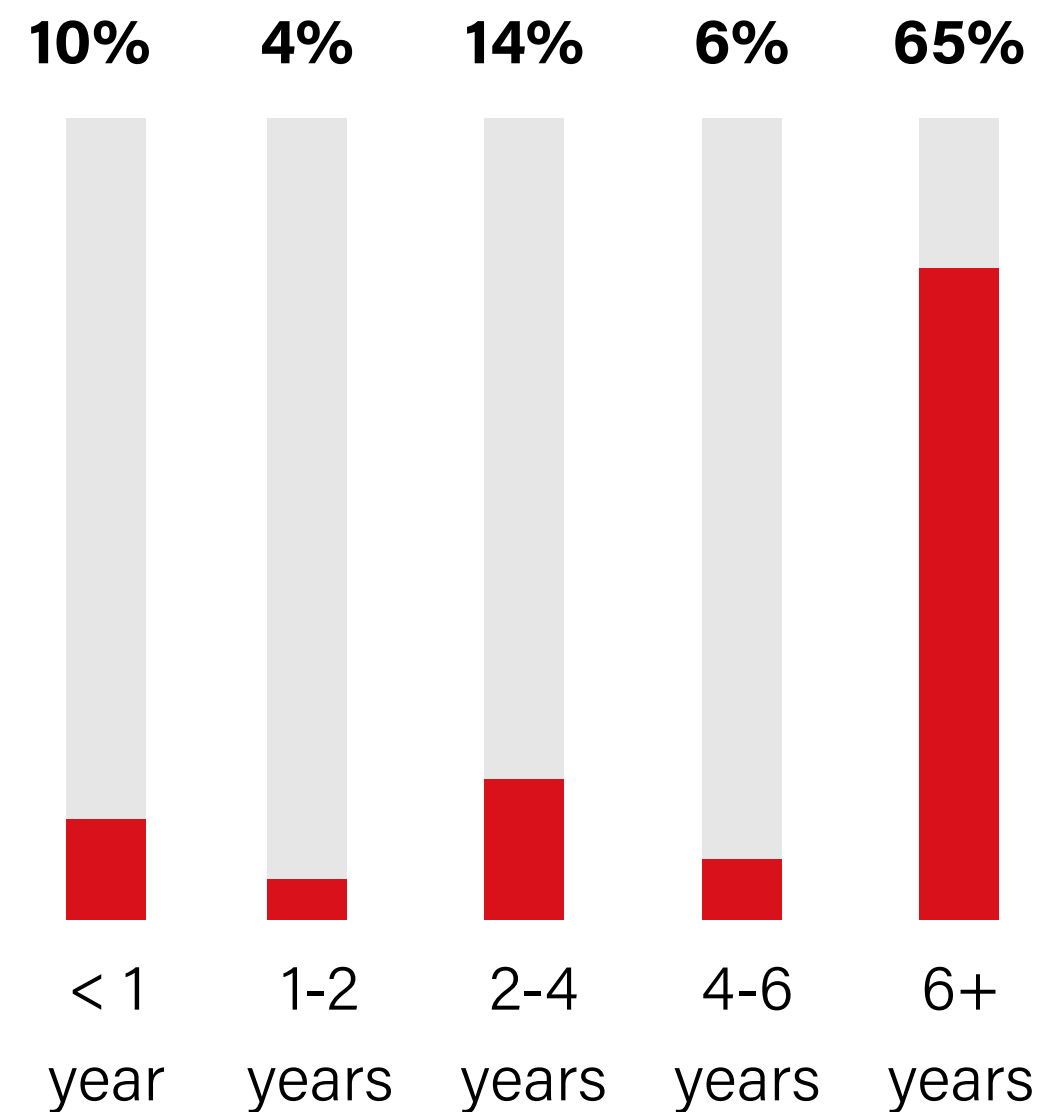
Prefer not to say: **2%**

AGE



CYCLING DURATION

Most surveyed participants had more than six years of riding experience, 10% had been riding less than a year. The majority described themselves as recreational riders.



RIDER PROFILE

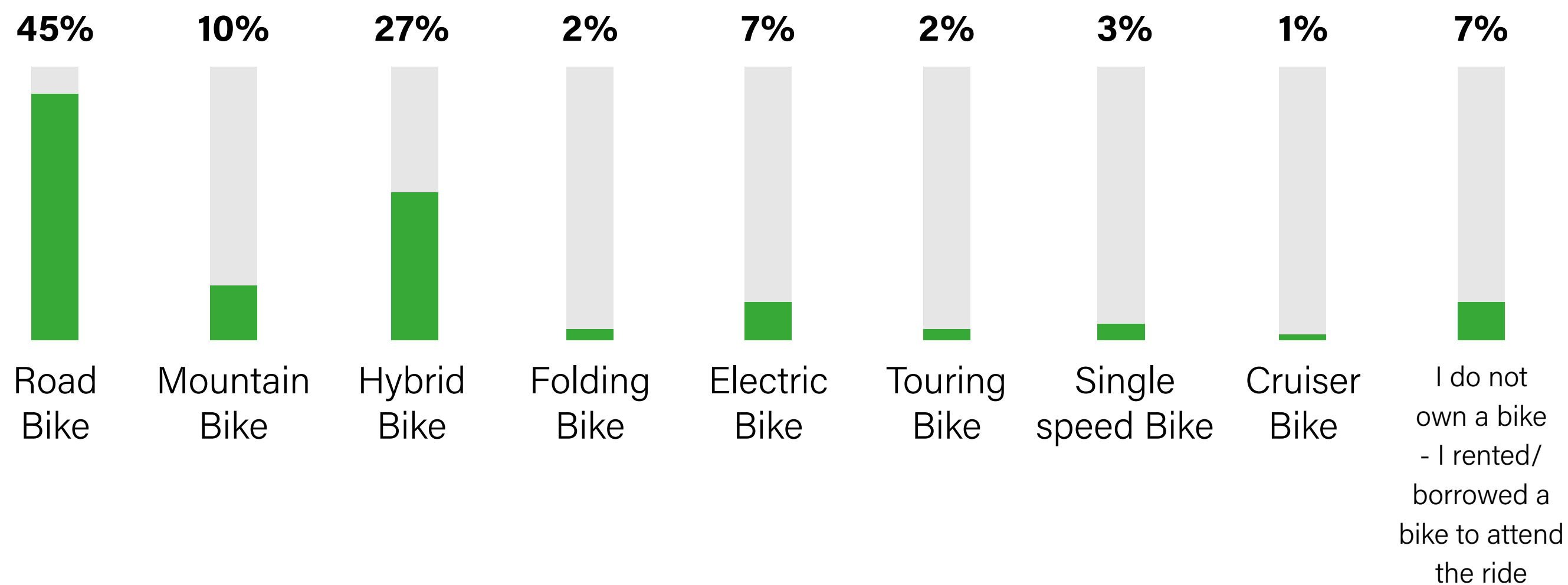
- 9%** Social rider
- 13%** Commuter
- 27%** Regular rider
- 13%** Fitness cyclist
- 3%** Crew cyclist
- 35%** Recreational rider

BIKE BRANDS INFO

OWNED BIKE TYPE

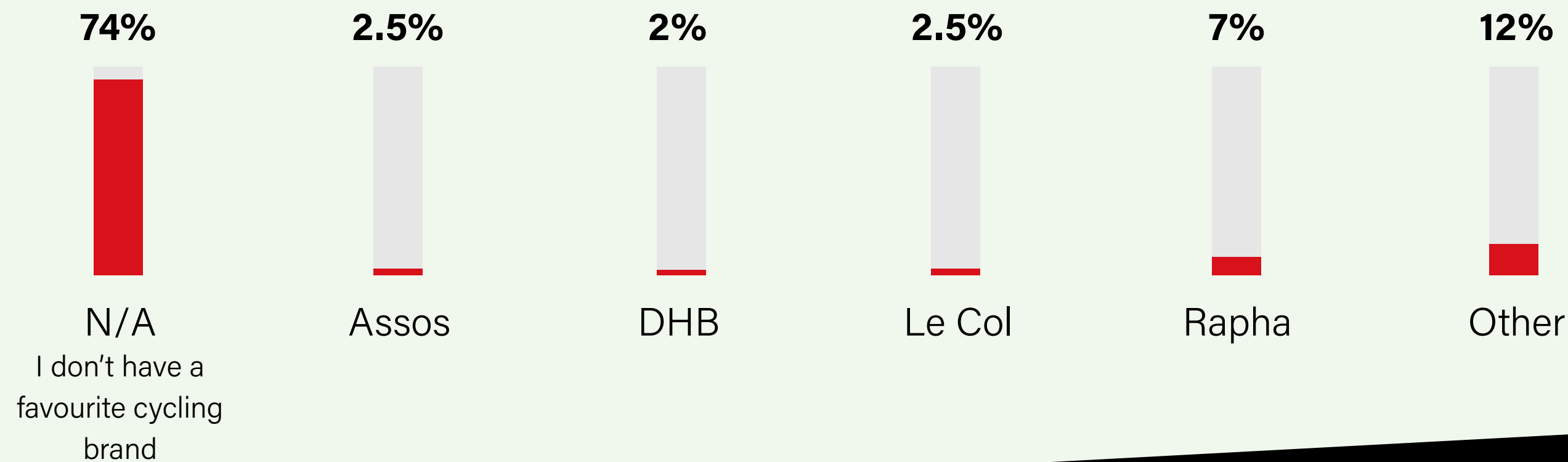


The diversity of bike ownership within the BUBR community exemplifies the event's commitment to inclusivity. In BUBR22, 0.5% of participants didn't own a bike, whereas in BUBR23, this number increased to 7%, indicating YoY growth and a heightened appeal to newcomers and individuals who don't typically engage in everyday cycling. This shift also underscores the potential interest in collaborating with a bike brand to offer bike rental services for the event, meeting the growing demand from participants without their own bikes.



FAVOURITE CYCLING CLOTHING BRAND

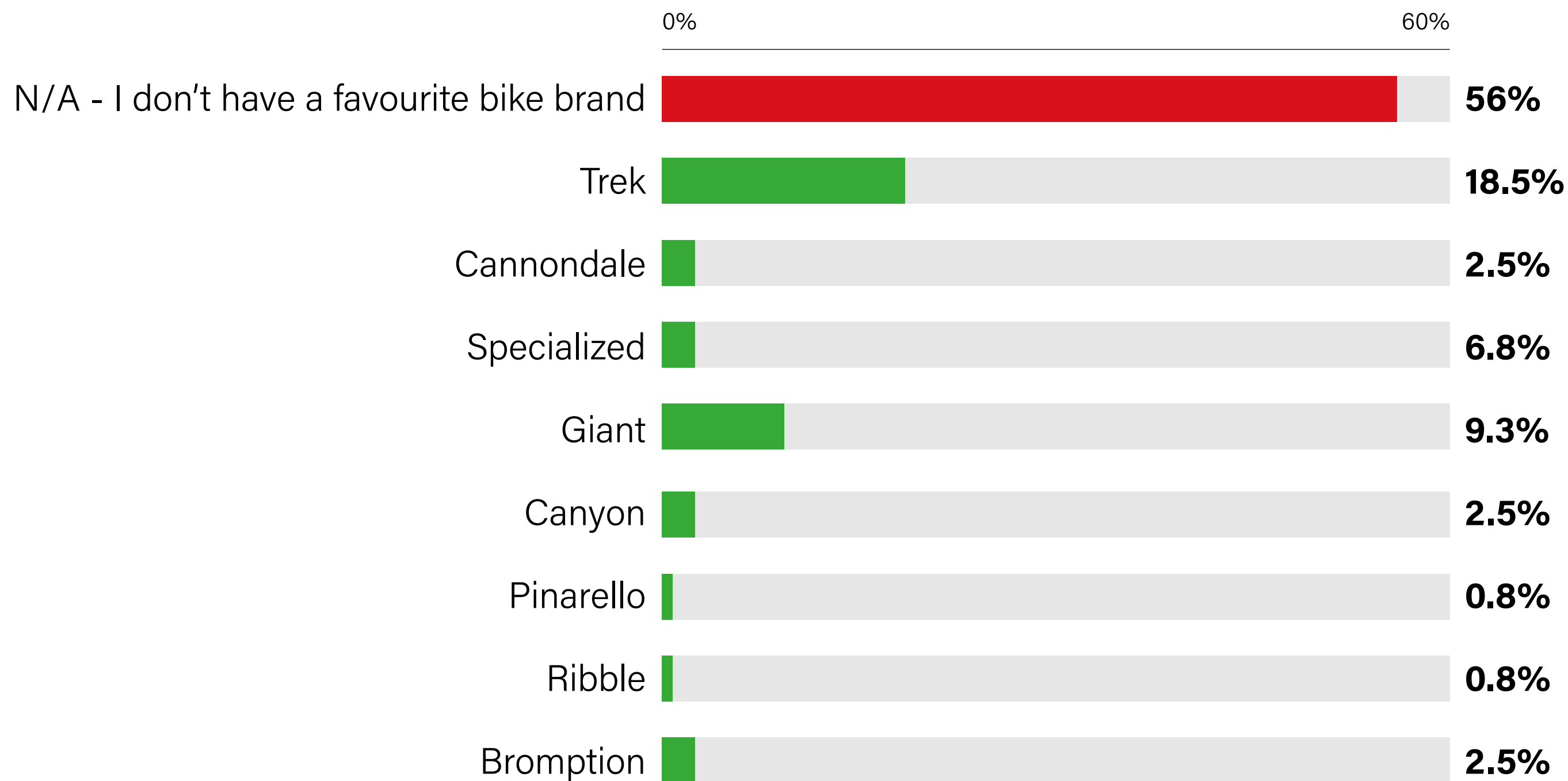
The largest segment of BUBR23 riders do not have a specific favourite, which presents an opportunity for a cycling brand that has an appetite to diversify its existing customer base. Rapha is the named brand with the largest market share and they have partnered with BUBR since 2021.





FAVOURITE BIKE BRAND

The largest segment of BUBR23 riders do not have a specific favourite, which presents an opportunity for a bike brand that has an appetite to diversify its existing customer base. Second highest % was Trek who has partnered with BUBR between 2021-23.





BUBR23 EXPERIENCE RATING

RATING OF EXPERIENCE

The methodology used in our post-ride survey was based on a scoring rating of 1-5 (with 5 being the highest score). The percentage statements used within this report represent the highest scores of 4 and 5 combined.



92%

of participants rated **BUBR23** as a very **positive experience**
- up from 82%

72%

felt that BUBR23 had **significantly improved** upon BUBR22
- down from 76%

88%

strongly agreed that BUBR23 was **family friendly and suitable for all**
- up from 79%

81%

were **highly satisfied** with the event **registration process** for BUBR23
- up from 69%

75%

were **highly satisfied** with **email communication leading up to BUBR23**
- up from 63%

70%

were **highly satisfied** with the **ride route** for BUBR23
- up from 68%

76%

were **highly satisfied** with the **length of the ride** for BUBR23
- up from 65%

74%

were **highly satisfied** with the **availability of toilets** at BUBR23
- up from 68%

74%

were **highly satisfied** with the availability of **free refreshments** at BUBR23
- up from 67%

73%

were **highly satisfied** with the **food options at BUBRFest23**
- up from 66%

66%

were **highly satisfied** with the **facilities available overall at each location** of BUBR23
- down from 68%

76%

were **highly satisfied** with the **quality of volunteers/staffing** at BUBR23
- up from 69%

BEST MOMENT OF THE DAY

"THE UNITY, THE VIBE FUN,
LAUGHTER & COMMUNITY"

"SEEING SO MANY PEOPLE OF
COLOUR ON A BIKE!"

"THE FRIENDLY ORGANISERS,
NEVER DONE ANYTHING LIKE
THIS BEFORE"

"RIDING WITH THE DIASPORA AND
THE MUSIC. JOYOUS."

"SEEING A LARGE TURNOUT OF
PEOPLE DESPITE THE RAIN AT
DULWICH PARK."

"THE FEELING OF UNITY"

"THE ATMOSPHERE,
MUSIC AND FOOD"

"TRAVELLING THROUGH CENTRAL
LONDON AND BEING NOTICED"

"GOING ACROSS THE
FINISH LINE"

"CARNIVAL VIBES"

"LINCOLN LNN FIELD WHERE IT
RAINED BUT NO ONE CARED!"

"EVERYONE UNITED AS A GROUP
THROUGH THE CITY"

"RIDING IN THE RAIN
AND WITH FAMILY"

"ALL OF IT!"

"MUSIC UNITY AND
ACKNOWLEDGEMENT
ACROSS LONDON"



BIGGEST IMPRESSION OF BUBR23

"THE SHEER NUMBERS AND DIVERSE ABILITIES ALL BEING WELCOMED AND SUPPORTED"

"HOW WELL IT'S BEEN SUPPORTED BY THE BLACK AND BROWN COMMUNITY."

"THE SPIRIT OF PEOPLE AND ORGANISERS / VOLUNTEERS"

"THE NUMBER OF RIDERS AND ENTHUSIASM OF THE NON-RIDING VOLUNTEERS IN THE RAIN"

"THE ORGANISATION AND TURNOUT"

"ENCOURAGEMENT AND MUSIC GREAT ATMOSPHERE THAT THE OFFICIALS CREATED"

"MORE DIVERSITY, AGE AND MALE/FEMALE RIDERS"

"THE ATTENDANCE, DESPITE THE RAIN"

"VERY WELL ORGANISED"

"CARNIVALESQUE ATMOSPHERE"

"GROWING SENSE OF COLLEGIALLY. PEOPLE COME BACK YEAR AFTER YEAR"

"OVERALL ORGANISATION"

"FRIENDLINESS OF EVERYONE"

"THE SMILEY FACES THAT MET US AT EVERY STOPPING PLACE"

"MORE WOMEN CYCLING"

"MORE FAMILIES WITH CHILDREN OF ALL AGES"

"THE AMOUNT OF VOLUNTEERS WILLING TO ASSIST"

"THE FREE DRINKS AND FOOD."

"FAMILIES BRAVING THE WEATHER!"

"EVERYTHING, IT JUST KEEPS GETTING BETTER AND BETTER..."

"VERY YOUNG CHILDREN RIDING THE WHOLE ROUTE. MORE PLEASE!!"

"IMPROVED SET UP FOR THE BUBR FESTIVAL. STAGE MUSIC AND FOOD"

"THE AGE RANGE OF THE RIDERS"

"THE AMOUNT OF FAMILY GROUPS ON THE RIDE"

"THE SCALE OF THE START AND FINISH LINE"

"ORGANISATION AND SUPPORT GIVEN TO ALL"

"HOW MUCH IT'S GROWN AND WILL CONTINUE TO GROW"

"COMMUNITY SPIRIT"



BUBR INSPIRATION

50%

said BUBR23 inspired them to **join a cycling club**

68%

said BUBR23 inspired them to **cycle more often**

69%

said BUBR23 inspired them to think about their **health and wellbeing**

25%

said BUBR23 inspired them to **start a cycle club/ crew**

51%

said BUBR23 **inspired them to volunteer**

38%

said BUBR23 encouraged them to **buy a new bike**



VOLUNTEER PROFILE

VOLUNTEERS REGISTERED

114

Ground Staff

100

Ride Marshals

214

Total registered

VOLUNTEERS ATTENDED

86

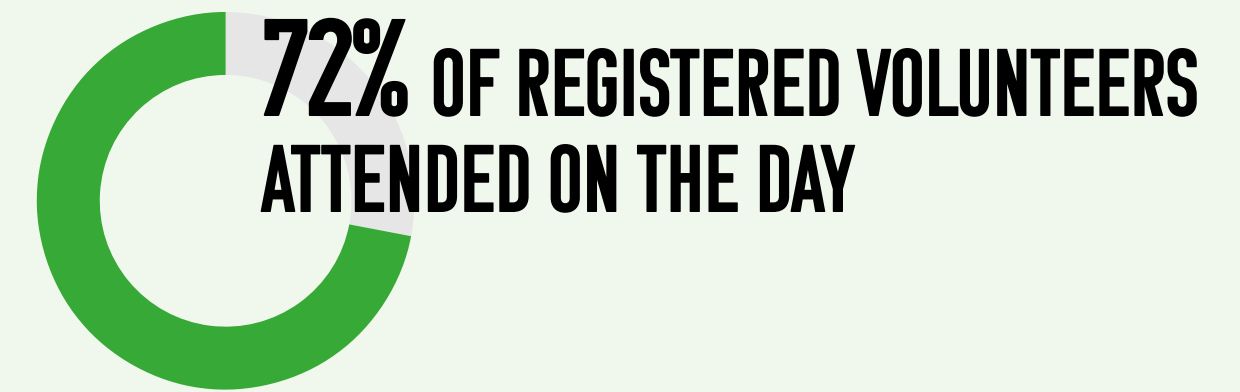
Ground Staff

75

Ride Marshals

161

Total registered





SURVEY RESPONDENTS

53% OF VOLUNTEERS RESPONDED TO THE SURVEY

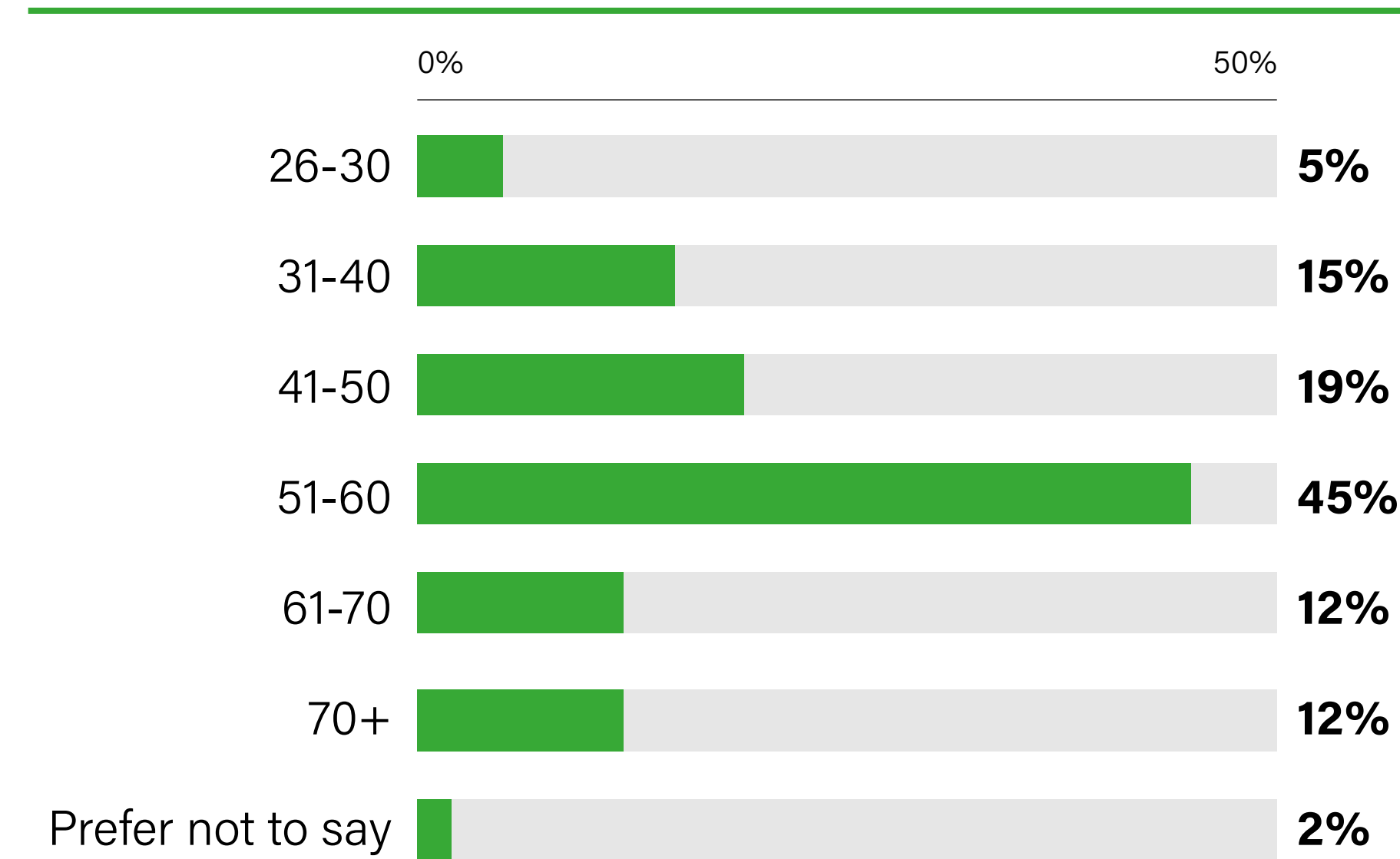
Ground Staff: 36



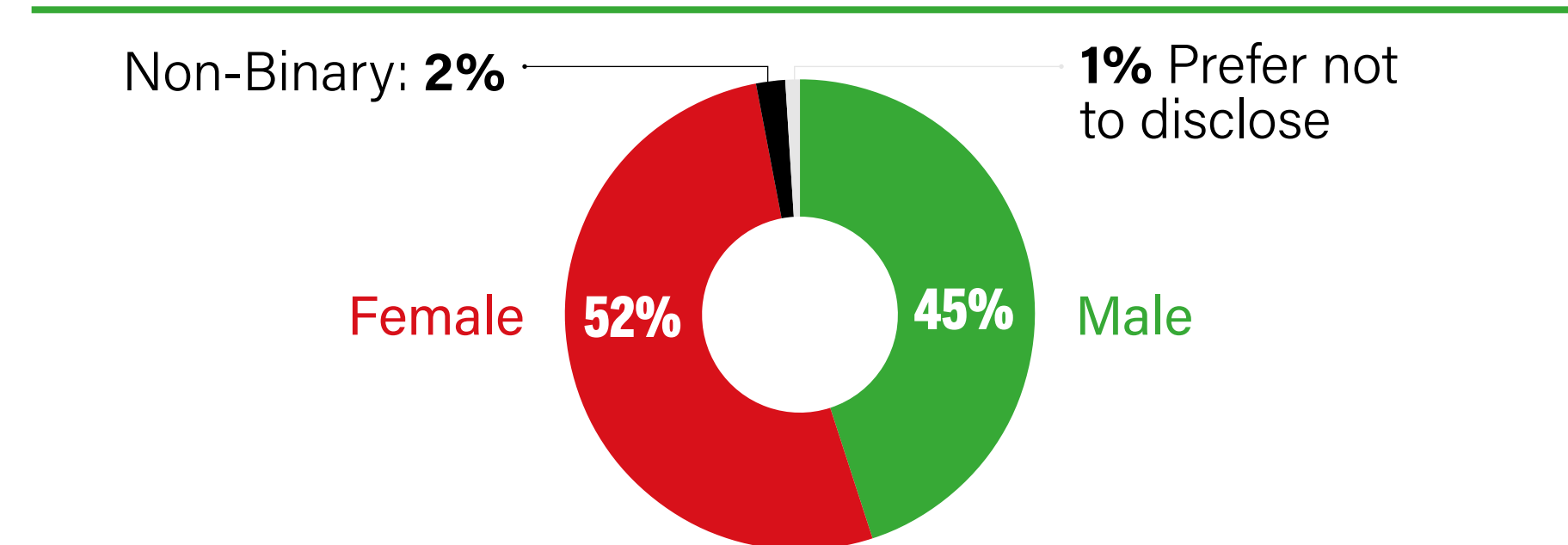
Ride Marshals: 49



VOLUNTEER AGE

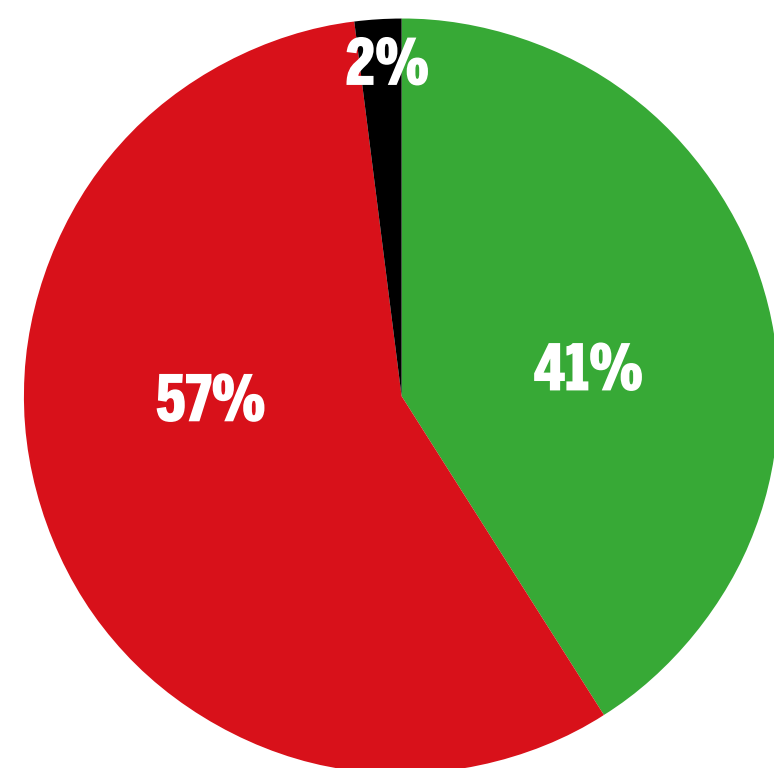


GENDER





ROLE ON THE DAY

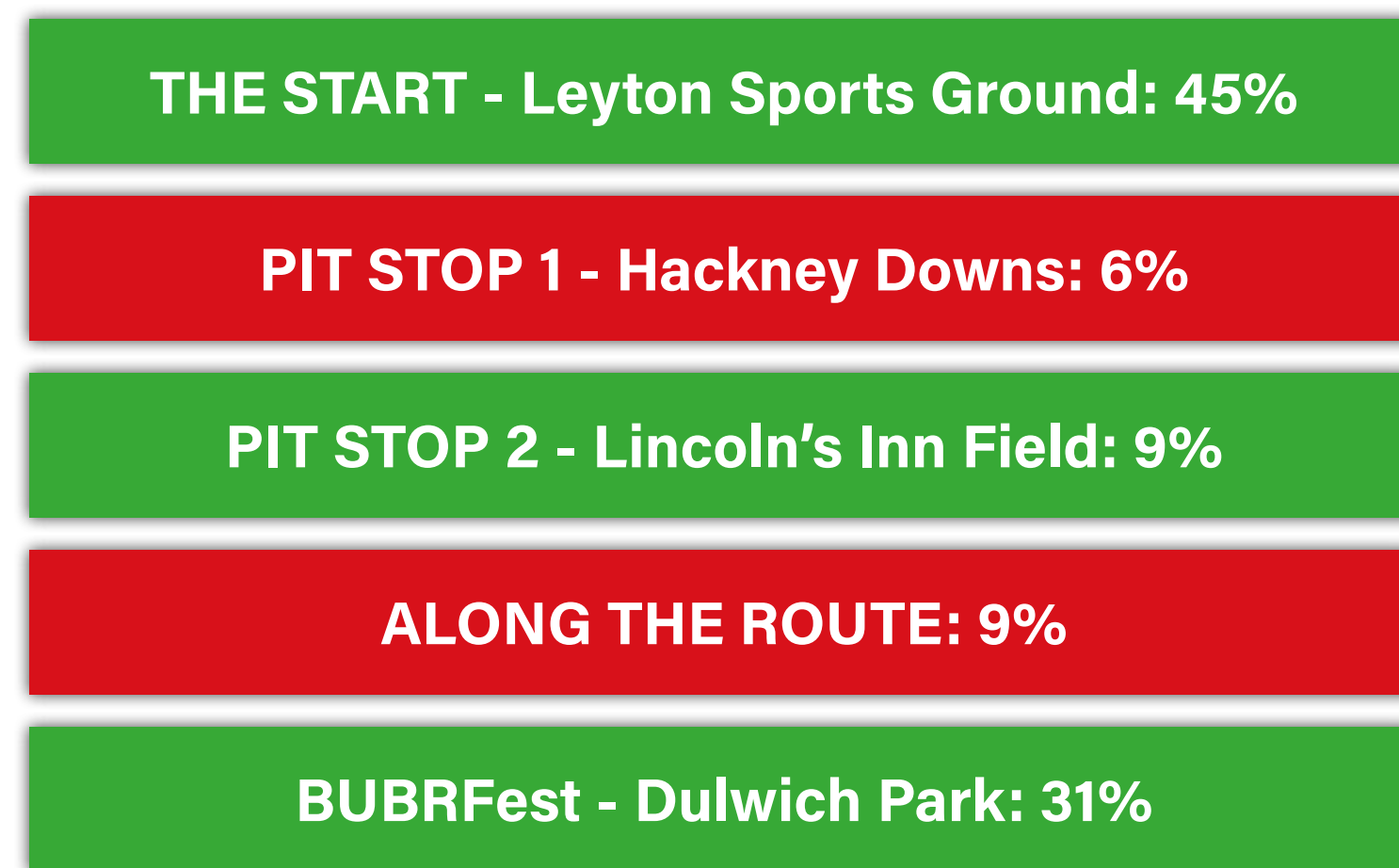


Ride Marshal: **41%**

Ground Staff: **57%**

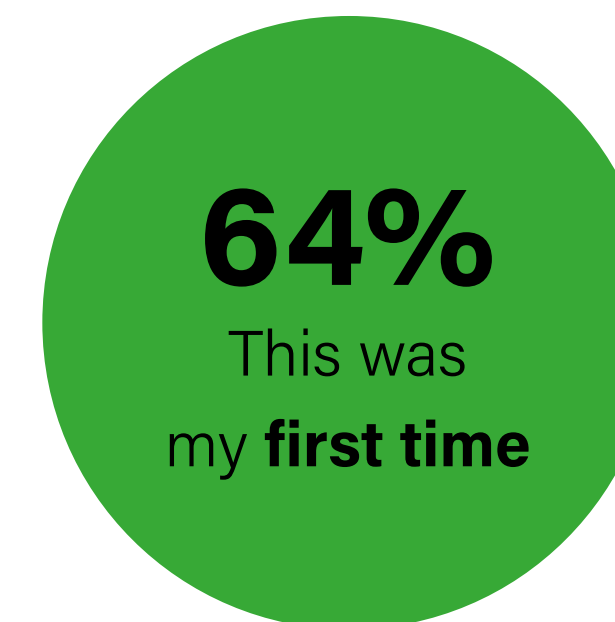
Both (Ride Marshal & Ground Staff): **2%**

VOLUNTEER LOCATION



HAVE YOU VOLUNTEERED FOR BUBR BEFORE?

- Yes, at **BUBR 2020**: 5%
- Yes, at **BUBR 2021**: 9%
- Yes, at **BUBR 2022**: 22%



VOLUNTEERS RATING OF EXPERIENCE

The methodology used in our post-ride survey was based on a scoring rating of 1-5 (with 5 being the highest score). The percentage statements used within this report represent the highest scores of 4 and 5 combined.



67%

of volunteers were **highly satisfied** with the **recruitment process** for BUBR23

66%

of volunteers were **highly satisfied** with **email communication** leading up to BUBR23 (9% higher than 2022)

59%

of volunteers were **highly satisfied** with the **training provided** leading up to BUBR23 (2% higher than 2022)

68%

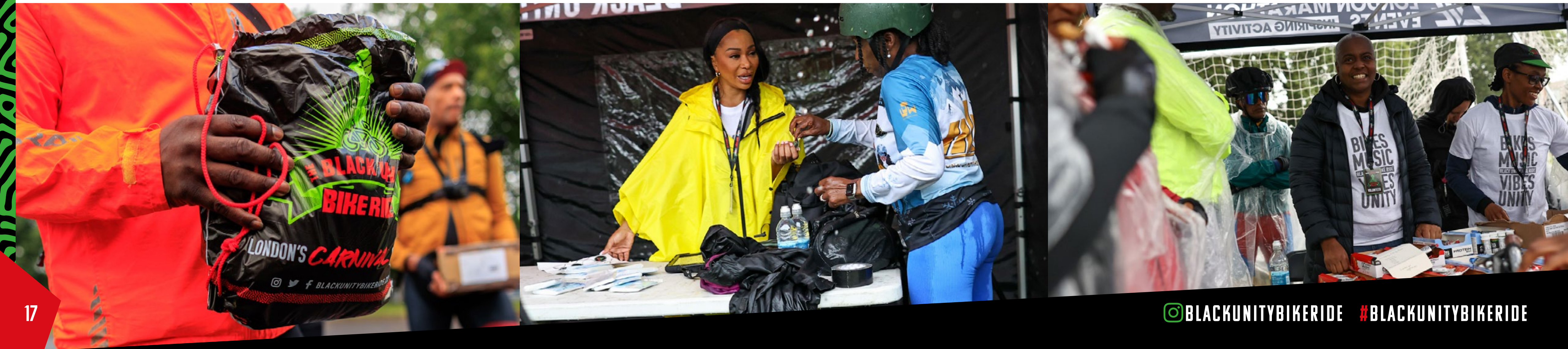
of volunteers were **highly satisfied** with the **leadership** of BUBR23

96%

When asked if they would **volunteer again** with BUBR, **96% said yes** (5% higher than 2022)

64%

For 64%, BUBR23 was their **first experience volunteering** with BUBR.





DESCRIBE THE BLACK UNITY BIKE RIDE 2023 IN 1 WORD

INSPIRING

PHENOMENAL

GREAT

POSITIVE

COMMUNITY

LOVE

EXCELLENCE

INCLUSIVE

FUN

AMAZING

FAMILY

ENERGETIC

EMPOWERING

INCLUSIVE

VIBES

EXHILARATING

FANTASTIC

UNSTOPPABLE

TOGETHERNESS

SPECIAL

JOYOUS

CELEBRATION

SPIRITUAL

IMPRESSIVE

POWERFUL

EPIC

FABULOUS

SENSATIONAL

UPLIFTING

COMMUNITY

INSPIRATIONAL



VOLUNTEER THOUGHTS

IT IS A FANTASTIC EVENT CAN'T WAIT FOR NEXT YEAR

JUST AN EXCELLENT DAY WITH LIKE MINDED INDIVIDUALS

BUBR IS ON THE RIGHT TRACK TO BECOMING HOUSEHOLD NAME

I LOVE THIS EVENT AND I HAVE ATTENDED FOR THE LAST FOUR YEARS AND CONTINUE TO LOOK FORWARD TO IT EVERY YEAR AS IT GETS BIGGER AND BETTER.

BUBR IS GREAT WITH THE POTENTIAL TO GROW INTO SOMETHING MASSIVE.

I CAN'T WAIT FOR NEXT YEAR.

SUCH AN AMAZING EVENT. THE ORGANISATION WAS SECOND TO NONE. GLAD TO BE PART OF THE TEAM

I AM SO PROUD TO HAVE BEEN A PART OF SUCH A PHENOMENALLY UNITING INITIATIVE.

IT WAS JUST A MEMORY FOR ME AND SOMETHING THAT I'M GOING TO SHARE WITH EVERYBODY. THANK YOU

LOVED THIS EVENT AND HOPE TO RIDE ONE DAY WITH YOU.

I THINK IT WAS A BRILLIANT EVENT. I WAS PROUD TO BE A PART OF IT.

I'M TRULY HUMBLLED TO BE PART OF THIS MOVEMENT. THANK YOU

IT WAS EXTREMELY IMPRESSIVE TO SEE SOMETHING SO WELL ATTENDED IN SUCH POOR WEATHER CONDITIONS

I WAS WELCOMED WARMLY, DIRECTED AND SUPPORTED WELL BY TEAM MEMBERS. HAD A GREAT TIME DESPITE THE RAIN!!!

THIS IS ALREADY A FANTASTIC EVENT AND I CAN SEE THE LEVEL OF ORGANISING THAT HAS GONE INTO MAKING IT THE SUCCESS IT IS.

TRULY BLOWN AWAY WITH THIS YEAR'S BUBRFEST

THE WHOLE CONCEPT IS AN OUTSTANDING INITIATIVE, AND I WAS VERY IMPRESSED WITH THE LEADERSHIP TEAM.

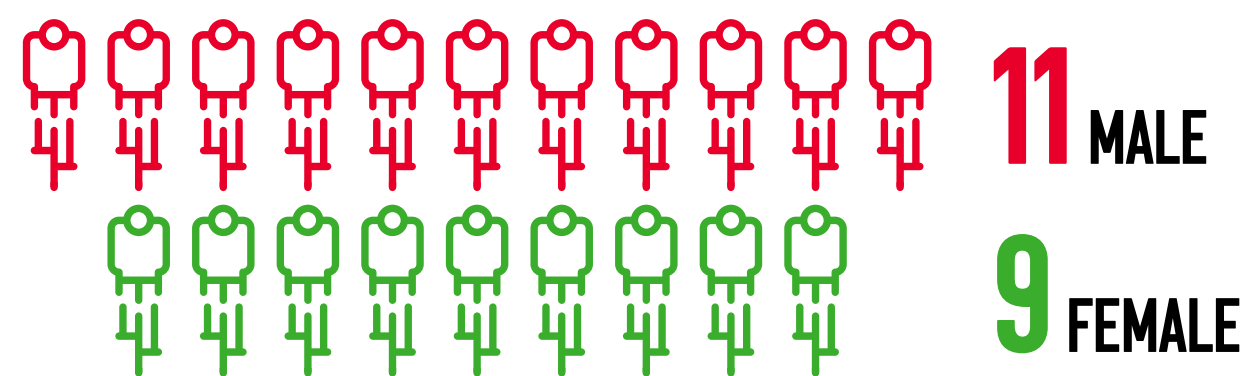
IT WAS A PRIVILEGE TO DO THIS RIDE AND LOADS OF FUN.

BUBR AFRICA

For the first time BUBR took 20 riders to Ghana in west Africa, where they rode over 400kms in five days. Being a Pan-African inspired initiative, the tour was a very special experience and was captured well in this short [video](#). Following this epic trip BUBR Africa will visit a different nation on the continent annually from now on, the destination for 2024 is [Rwanda](#).

FUNDRAISED £13,500

FOR LOCAL GRASSROOTS CYCLING NGO IN EASTERN GHANA



PARTICIPANTS RATEE THEIR EXPERIENCE ON THE TRIP AS 4.6 OUT OF 5

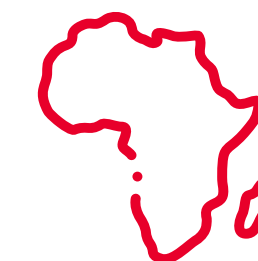


84%

FOUND THE RIDING DAYS CHALLENGING

92%

IT WAS THEIR FIRST CYCLING TOUR IN AFRICA



100%

PLAN TO ATTEND FUTURE BUBR AFRICA TOURS

100%

WOULD RECOMMEND BUBR AFRICA TO A FRIEND?



COME RIDE WITH US @ THE OLYMPIC VELOPARK

Since summer 2021 and reinforcing our pillar of empowerment, BUBR has adopted the Lee Valley VeloPark as our home. The iconic location is a London 2012 Legacy venue in Stratford East London. In 2023 we held five activations and serviced 163 registered attendees at the VeloPark.

We hosted three exclusive two-hour development sessions on their one-mile outdoor road circuit. Each session was led by experienced volunteer ride leaders from the BUBR community, of which 40% had at least Level 1 British Cycling coaching credentials. In addition, we provided **32 members** of the BUBR community with the exciting opportunity to ride on the **same indoor velodrome track** where gold medals were won at the **London 2012 Olympics**.

Each of the **one-hour sessions** included 16 participants having exclusive use of the track. They were coached by Lee Valley VeloPark staff and used purpose built fixed-gear bikes that had no brakes and could only be ridden forwards.

The sessions were inspiring and was the first time on the Olympic track for most of the participants.

98% were from **African/African-Caribbean heritage**

GENDER SPLIT at the sessions were **50% Male**, **48% Female**, **2% non-binary**

45% were using the **venue for the first time**

38% were either **beginners or novice riders**

98% would **recommend the activation to a friend**



RIDELONDON-ESSEX 100

2023 was the second year in a row that the BUBR community had presence the this iconic cycling event, thanks to our strategic partners London Marathon Events. This year we increased the volume of places to **200** and the participant breakdown looked like this:

- » **76%** represented **19 Black-led collectives**, majority are within the **BUBR Alliance**
- » **57%** completed the **100-mile distance**
- » **40%** were partaking for the **first time**
- » **35%** of participants were **women**
- » **13%** were aged **under 35**

In addition to participation, this year we introduced the **BUBR VibeStation** - a cheering spot where family and friends could congregate and support their loved ones on route. We were there from 6:45am until 5:30pm with our music and vibes. We aim to grow the presence of the VibeStation at RL24.



CONCLUSION

What started as an impulsive idea has now established itself as a recognised entity that has inspired nearly 70% of its community to prioritise their health and cycle more. A community that spans an age range of 5-80, a community that champions Black women in cycling and witnesses close to 50% representation in all our activations.

For 2023 we set ourselves five key objectives and achieved two of them:

- *Successfully execute the inaugural BUBR Africa tour
- *Grow the BUBR presence at RideLondon-Essex 100 year-on-year

In addition, we have achieved three key priorities:

- » Grown our income beyond what we had budgeted for the year
- » Added resource to improve functionality and increase our capacity
- » Continued to grow our audience with 60% of riders at our annual ride being first-timers and 64% of volunteers being first timers too

We did not achieve all that we had planned for 2023 and we still have work to do to ensure long-term sustainability. However, we are very proud of the impact we have achieved for 2023 and we are very grateful to all of our stakeholders that have helped us make it happen. With continued support, we aspire to grow the quality of our activations as well as positively impact the health and wellbeing of the Black community.

In 2024 we aspire to increase attendance at our annual event as well as add a couple of new activations to our roster.

