

An aerial photograph of a lush green valley. In the foreground, a dense forest of tall, thin trees covers a slope. A dirt road winds through the valley, and a group of about seven cyclists is riding along it. The background features rolling green hills under a cloudy sky. The text 'Wales. Made for bikes' is overlaid in a large, yellow, sans-serif font across the middle of the image.

Wales. Made for bikes

BEICIO CYMRU

STRATEGY 2024-2030

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BACKGROUND

The plan has been developed with considerable engagement and consultation from key stakeholders, and we thank everyone who contributed over the last 12 months. This process began with the member roadshows back in May 2023, continued through stakeholder sessions in the autumn, and included those who took time to complete our survey.

We complemented the consultation with desk-based research and staff engagement. We heard a great deal, and our objectives will address the headline areas we consolidated.

It was clear, and remains a critical point, that the sport would not exist without the incredible volunteers, coaches, commissaires, and event organisers. We at Beicio Cymru hugely appreciate all that you do.

The Board and staff team at Beicio Cymru extend a genuine thank you to all the volunteers and cyclists across the sport who contribute so much.

We look forward to working with you to deliver our shared vision for cycling in Wales.

Wales.

Made for

bikes

WELCOME

WELCOME TO “WALES, MADE FOR BIKES,” THE BEICIO CYMRU STRATEGY FOR 2024–2030.

Whether you are just beginning your cycling journey or are training and aspiring for a gold medal, Beicio Cymru is here for you. In the coming years we aim to connect the diverse communities and cultures through our shared passion for cycling, combined with the pride we have in our amazing country and the incredible experiences Wales has to offer to every kind of rider.

As the National Governing Body for Cycling in Wales, we recognise our responsibility to govern the sport and invest our resources diligently.

This strategy acknowledges that we can, and we want to do more to increase our tangible output for cycling in Wales by empowering our cycling enthusiasts to help shape and build the future of the sport.

Our journey to this new direction has been an inspiring one. We have listened, understood, and been encouraged by the aspirations, challenges, and opportunities we have in front of us. This collaborative effort has provided the crucial background needed to formulate our strategy for the future of our incredible and diverse sport in Wales.

You will see that we have a new brand identity for Beicio Cymru, with a new name, a new look and unifying message. We are proud to show that our brand identity is more than a design look and feel, it is built out of our Vision. In Wales we are all incredibly proud of our country and our heritage, we wanted to reflect that pride, alongside the need for us to evolve as a governing body. Shifting our focus to lead through collaboration, with a fresh, modern, dynamic and flexible brand to ensure our relevancy and to connect better across the many disciplines involved in cycling.

WE PROMISE TO KEEP THE CONVERSATIONS GOING, ENSURING THAT THE DIALOGUE BETWEEN CYCLISTS, PARTNERS, AND OUR ORGANISATION REMAINS OPEN AND WELCOMING, WITH ACCESSIBLE AND RESPONSIVE COMMUNICATION CHANNELS. IN WHATEVER FORM YOUR CYCLING PASSION TAKES, WE ARE HERE TO SUPPORT YOUR JOURNEY.

We extend our thanks to those who contributed through our facilitated workshops, the Cycling to the Future Survey, and those who have continually engaged with us, striving to make cycling in Wales better.



ADAM WALKER
Chair, Beicio Cymru



CAROLINE SPANTON
CEO, Beicio Cymru

WHERE WE ARE

SNAPSHOT OF HEADLINE FIGURES 2023/24



BRITISH CYCLING MEMBERS

4558

ADULT MALE

979

ADULT FEMALE

484

UNDER 18 BOYS

234

UNDER 18 GIRLS

101

QUALIFIED COACHES

70

EVENT VOLUNTEERS

115

BREEZE CHAMPIONS

54

RIDE LEADERS

304

EVENTS DELIVERED

12020

UNIQUE ENTRIES

WHERE WE ARE

SNAPSHOT OF HEADLINE FIGURES 2023/24



12,229



7,432



9,899



1,056

FOLLOWERS ON SOCIAL MEDIA

4

ATHLETES TRANSITIONED INTO HIGH PERFORMANCE PROGRAMMES (GB)

33

ATHLETES IN TALENT DEVELOPMENT PROGRAMMES (WALES)

NUMBER OF WELSH ATHLETES IN THE OLYMPIC SQUAD

3

2020

9

2024



1.9%



6.4%



6.1%



10.3%

ENGAGEMENT ON SOCIAL MEDIA

10%

UNMET DEMAND FOR CYCLING FOR YOUNG PEOPLE

2%

NUMBER OF YOUNG PEOPLE IN CYCLING CLUBS

44%

LATENT DEMAND FOR CYCLING FOR YOUNG PEOPLE

COMMONWEALTH MEDALS

6

2018

7

2022

We are pleased to report an encouraging rise in women's participation in cycling and positive and significant progress in developing athletes into World Class programmes. The figures also reveal a decrease in the number of clubs and members over the past few seasons, and despite a strong demand for cycling among young people, their participation in clubs remains low, indicating unmet needs. It is essential to create opportunities to engage this eager demographic. We need to ensure we address and understand the needs of young cyclists to foster their involvement and ensure that continued success across all areas of our sport.

ENJOYMENT OF THE OUTDOORS

"I love being outdoors. Keeping fit and healthy. The challenge, and enjoying our amazing countryside."

MENTAL WELL-BEING

"It frees the mind, it clears my head. Getting out on my bike lifted the sky for me when all I could see was darkness in my life."

ENVIRONMENTAL CONCERNS

"Better for our planet. Better for me. Reduce carbon footprint in my travel."

Why people in Wales are on their bikes... in their own words...

FAMILY AND SOCIAL BONDS

"Cycling with my family helps us live an active healthy lifestyle. It is a great sport that can be done with friends and family across all generations."

SOCIAL INTERACTION AND COMMUNITY

"Fantastic mode of transportation, great fun, keeps you fit and moving. We love going out on our bikes as a family, it's so lovely to all do something active together."

ADVENTURE AND EXPLORATION

"Seeing places. Enjoy exploring new areas, tackle new tracks, being outdoors, and having fun. Adrenalin rush doing tricks on the BMX ramps."

HISTORICAL OR LIFELONG CONNECTION TO CYCLING

"Never lost the thrill since ditching the stabilisers in the 1970s. To keep fit and retain the skill I learned as a child."

CONVENIENCE AND PRACTICALITY

"Quickest way to get to work. Fresh air, being with friends. Most practical transport solution."

Why people in Wales are on their bikes... in their own words...

FREEDOM AND INDEPENDENCE

"Freedom to go almost anywhere powered by you! Love the freedom to explore and the fun of riding to meet my friends."

COMPETITION AND CHALLENGE

"The thrill of racing and competing. I like the intense competition of the racing and meeting new people from all over the UK. Being able to race in cyclocross in the morning and then cheer on my Mam and Dad on the same course later in the day! I push myself hard on the track to keep getting better and represent Wales and even GB one day."

PHYSICAL HEALTH AND FITNESS

"Cycling can make you feel skilful, powerful, and free. Individual fitness and wellbeing."



OUR PURPOSE

To lead and empower the sport of cycling across Wales.

A scenic photograph of three cyclists riding on a paved mountain road. The road curves through a valley with steep, grassy hillsides. The sun is low in the sky, creating a warm, golden light. The cyclists are in the foreground, riding away from the viewer. The road is flanked by stone walls. The overall mood is peaceful and adventurous.

OUR VISION

Cycling is a sport, a lifestyle and an inspiration – from mountain views to epic valleys, around lakes, forests, castles, communities and coastlines, on playgrounds, pump tracks and podiums. Whatever adventure someone may choose, we want to connect and empower generations to know Wales is made for bikes.

OUR VALUES

Our values will underpin how we act, behave, and build relationships across the whole of the sport, throughout our cycling communities and with our stakeholders.

Inspire

Ensure we excite people to engage in our sport.

Empower

Maximise strengths and give people confidence to deliver.

Integrity

Always strive to do what is right and hold ourselves to account.

OUR GUIDING PRINCIPLES

To help us achieve our purpose, we will adopt five core guiding principles that represent ways of working and that will influence every decision we make to achieve the strategic priorities.

Welfare & Safety

We will ensure that the welfare and safety of our people is at the forefront of our decision making.

Partnerships and Collaboration

We will work with, and through others to maximise external expertise, resources, delivery and networks.

Effective Communication

We will listen, act decisively and with transparency.

Equality Diversity & Inclusion

We will ensure that our decisions are underpinned by the principles of equality, diversity, and full inclusivity for all.

Sustainable decision making

We will operate on a commercial and sustainable basis to ensure we invest time, resource and money wisely to benefit our sport and our Country.

OUR STRATEGIC FRAMEWORK

PURPOSE

To lead and empower the sport of cycling across Wales.

VISION

Cycling is a sport, a lifestyle and an inspiration – from mountain views to epic valleys, around lakes, forests, castles, communities and coastlines, on playgrounds, pump tracks and podiums. Whatever adventure you choose, we will connect and empower generations to know Wales is made for bikes.

VALUES

INSPIRE

EMPOWER

INTEGRITY

STRATEGIC OBJECTIVES

01

EMPOWERING A CYCLING CULTURE

We will build a strong cycling community across Wales by improving connections, sharing experiences, and promoting cycling for everyone.

02

EXCITE GENERATIONS OF RIDERS

We will create inclusive and accessible cycling opportunities to encourage and to retain young people to participate, making cycling a skill for life.

03

ELEVATE CYCLING EXCELLENCE

We will offer a high-quality, accessible talent pathway to help athletes and coaches become world-class elite performers.

04

MOTIVATE AND VALUE PEOPLE

We will support and provide opportunities to our people, increasing and creating a diverse workforce who enjoy their roles, continuously develop, and feel valued.

05

RELEVANT & EFFECTIVE GOVERNANCE

We will establish a governance structure that promotes diversity, engagement and ensures a safe, sustainable and relevant organisation.

OUR TACTICS

- Increase the visibility and awareness of our sport
- Using digital platforms and social media to create a cycling community, share experiences, and inspire activities
- Strengthen our efforts to campaign, advocate and influence to increase investment to support cycling in Wales
- Implement a major events plan with partners to secure high-profile cycling events in Wales
- Support Wales on a global stage by ensuring Wales is recognised as a premier cycling destination

- Implement a children's and young people's plan to increase participation
- Focus on reducing the gender gap in cycling increasing opportunities for girls and women
- Support clubs to grow and develop new opportunities where needed
- Establish regional and stakeholder groups to address specific cycling needs in each area, fostering collaboration and implementing accountable action plans
- Deliver a diverse events calendar with local, regional, and national competitions

- A comprehensive plan in place for talent development across para and able-bodied disciplines, aligning with British Cycling pathways
- Build relationship with British Cycling to ensure consistency of athletes progressing onto GB pathway programmes
- Prioritise athlete welfare and provide education programmes
- Coach and club development plan developed to support talent development programmes

- Increase, diversify and retain volunteers/commissaires/event organisers
- Provide high quality education and training opportunities
- Increase the number of women and girls getting involved and progressing in all workforce areas of cycling
- Embrace, recognise and reward our workforce
- Regularly review, understand and respond to customer and staff satisfaction

- Ensure all compliance and capability requirements are met in line with the Governance and Leadership Framework
- Develop an income generation and diversification plan
- Continually progress and embed safeguarding standards across the sport.
- Each priority discipline has a commission in place, linked to the Board and with a working action plan
- Sustainability plan to reduce carbon footprint, promote sustainable events, and support active travel in alignment with the Welsh Government's Net Zero plan is in place
- Implement an income generation plan to secure additional revenue for the organisation

GUIDING PRINCIPLES

WELFARE & SAFETY

PARTNERSHIPS AND COLLABORATION

EFFECTIVE COMMUNICATION

EQUALITY DIVERSITY & INCLUSION

SUSTAINABLE DECISION MAKING

01

STRATEGIC OBJECTIVES

EMPOWERING A CYCLING CULTURE

We will build a strong cycling community across Wales by improving connections, sharing experiences, and promoting cycling for everyone.

TACTICS

Increase the visibility and awareness of our sport.

Use digital platforms and social media to create a cycling community, share experiences, and inspire activities.

Strengthen our efforts to campaign, advocate and influence to increase investment to support cycling in Wales.

Develop a major events plan with partners to secure high-profile cycling events in Wales.

Support Wales on a global stage by ensuring Wales is recognised as a premier cycling destination.

01

EMPOWERING A CYCLING CULTURE

KEY ACTIONS

Create a communications and marketing plan to increase our social media presence and influence. Include the development of campaigns connected to key points in time and in the cycling calendar.

Development and implementation of a major events plan with partners to secure high-profile cycling events in Wales, strategically elevating cycling's profile, inspire

participation and attracting potential commercial sponsors.

Collaborate with key partners and others to influence policy decisions and secure investments for sustainable change in cycling across Wales.

Work with Visit Wales to support Wales as a destination for cycling activity both for the Welsh population and for tourists.

PLANNED OUTCOMES

Increased social media following and engagement.

High profile events delivered in Wales.

Increased investment into cycling facilities, infrastructure and programmes.

Cycling cited as the reason to Visit Wales, increases for both road and mountain biking.

02

STRATEGIC OBJECTIVES

EXCITE GENERATIONS OF RIDERS

We will create inclusive and accessible cycling opportunities to encourage and to retain young people to participate, making cycling a skill for life.

TACTICS

Reduce barriers for young people to access cycling.

Focus on reducing the gender gap in cycling, increasing opportunities for girls and women.

Support clubs to grow and develop new opportunities where needed.

Establish regional stakeholder groups to address specific cycling needs in each area, fostering collaboration and implementing accountable action plans.

Deliver a diverse events calendar with local, regional, and national competitions.

02

EXCITE GENERATIONS OF RIDERS

KEY ACTIONS

Create a children and young people's plan and work with stakeholders to support delivery.

Continue to deliver the women and girls action plan and ensure environments are inclusive.

Review the club infrastructure alongside latent demand, work to support clubs to establish youth programmes
Implement stakeholder groups across all of the

Sport Wales partnership areas to support delivery of programmes to increase young people's participation with a clear action plan in each region.

Longer term events plan is developed with required resources.

PLANNED OUTCOMES

Increase youth participation and membership.

Increase female participation in cycling.

Double our female membership.

Increased number of clubs/networks.

Increased numbers of partners delivering cycling activity.

Increase in events delivered and participants taking part.

03

STRATEGIC OBJECTIVES

ELEVATE CYCLING EXCELLENCE

We will offer a high-quality, accessible talent pathway to help athletes and coaches become world-class elite performers.

TACTICS

A comprehensive plan in place for talent development across para and able-bodied disciplines, aligning with British Cycling pathways.

Build relationship with British Cycling to ensure consistency of athletes progressing onto GB pathway programmes.

Prioritise athlete welfare and provide education programmes.

Coach and club development plan in place to support talent development programmes.

Continued delivery of international success.

03

ELEVATE CYCLING EXCELLENCE

KEY ACTIONS

Review past performance and talent programmes to develop a Talent plan to include both athlete and coach development.

Work collaboratively with British Cycling Talent Development and GBCT team to ensure effective transition of athletes.

Work with partners to deliver education and support programmes for athletes on the pathway.

Regional talent development pathways developed in priority disciplines.

PLANNED OUTCOMES

Sustained success in Commonwealth Games 2026 and 2030.

Increased number of athletes accessing Wales based talent programmes or supported into English based programmes due to discipline.

Increased numbers of athletes transitioning into British Cycling talent programmes.

Increased numbers of athletes from the Welsh pathway competing at World level events.

Increased number of coaches accessing CPD to support delivery of talent programmes.

Improved relationships with clubs and coaches to support the pathway.

Profile raised of Welsh athletes achieving success.

04

STRATEGIC OBJECTIVES

MOTIVATE AND VALUE PEOPLE

We will support and provide opportunities to our people, increasing and creating a diverse workforce who enjoy their roles, continuously develop, and feel valued.

TACTICS

Increase, diversify and retain volunteers/ commissaires/event organisers to support growth and talent development.

Provide high quality education and training opportunities.

Increase the number of women and girls getting involved and progressing in all workforce areas of cycling.

Embrace, recognise and reward our workforce.

Regularly review, understand and respond to customer and staff satisfaction.

MOTIVATE AND VALUE PEOPLE

KEY ACTIONS

Understand the needs of the workforce across priority disciplines and within our clubs to develop a plan to address priority areas.

Develop an interactive and engaging digital platform for learning and CPD for our workforce to access regularly.

Create female specific and young person's leadership opportunities, maximising the young ambassador's programme.

Maximise recognition programmes to celebrate and reward our workforce and attract others to get involved.

Implement an annual customer and staff satisfaction survey and deliver improvements.

PLANNED OUTCOMES

Increased numbers of volunteers/commissaires/event organisers.

A more diverse workforce.

Increased CPD opportunities and a more confident workforce.

Increased number of women and girls involved in our workforce.

Increased young people involved in leadership.

Positive recognition for key volunteers from across the sport.

Workforce Satisfaction levels increased.

05

STRATEGIC OBJECTIVES

RELEVANT & EFFECTIVE GOVERNANCE

We will establish a governance structure that promotes diversity, engagement and ensures a safe, sustainable and relevant organisation.

TACTICS

Ensure all compliance and capability requirements are met in line with the Governance and Leadership Framework.

Develop an income generation and diversification plan.

Continually progress and embed safeguarding standards across the sport.

Each priority discipline has a commission in place, linked to the Board and with a working action plan.

Have a sustainability plan that aims to reduce our carbon footprint, by promoting sustainable events, and supporting active travel in alignment with the Welsh Government's Net Zero ambitions.

05

RELEVANT & EFFECTIVE GOVERNANCE

KEY ACTIONS

Regularly review and update the governance action plan.

Establish commissions with the right people and with clear terms of reference to ensure commitment and action.

Complete research in sustainability and develop a plan to affect change across all of what we do.

Implement an income generation plan to secure additional revenue for the organisation.

PLANNED OUTCOMES

A strong financial position with increased revenue and financial resilience.

Achieve a balanced and diverse representation in governance structures including commissions and working groups to ensure diversity.

Have maintained compliance and made year on year progress in essential welfare, safety, and governance requirements.

Sustainability plan in place and advancements made to reduce our carbon footprint.



TRACKING PROGRESS

WE WILL CONTINUALLY MONITOR OUR PROGRESS AND TRACK THE IMPACT OF OUR INITIATIVES.

BY REGULARLY REVIEWING, REFLECTING, AND MAKING NECESSARY AMENDMENTS, WE WILL ENSURE OUR STRATEGY REMAINS EFFECTIVE AND RESPONSIVE. WE WILL REPORT BACK REGULARLY TO MEMBERS AND STAKEHOLDERS ON OUR PROGRESS AND WELCOME ONGOING FEEDBACK AND ENGAGEMENT.

APPENDIX

THE FOLLOWING TABLE OUTLINES THE SUPPORT EACH DISCIPLINE CAN EXPECT FROM BEICIO CYMRU – SUPPORT IS GROUPED INTO GOLD, SILVER AND BRONZE AND WE INTEND TO GROW THIS SUPPORT OVER TIME – DEPENDENT ON INCREASING THE INCOME AND RESOURCES INTO THE ORGANISATION.

This support will be reviewed annually and discussed with each discipline through our commissions which will be integral to our commitment to relevant and effective Governance.

TABLE 1

BRONZE SUPPORT

Access to Welsh Cycling's digital platform which will provide information about where to ride in Wales and who you can ride with in Wales such as local clubs, community groups and networks.

How to choose, find and look after you bike – and a load of advice on how to enjoy biking in Wales.

Access to enter a range of fun events, festivals, competitions, inclusive for all which will grow across the country.

How to get into coaching & volunteering and professional roles in cycling.

Advice, events & training that support coaches, volunteers, and professional roles in cycling.

How to nominate, thank and recognise those coaches and volunteers who make a difference to our events and campaigns.

Involvement in Beicio Cymru's network groups to join us to ensure Wales is made for Bikes.

SILVER SUPPORT

Access for riders to a structured Wales specific events and competitions programme.

Development programmes developed and delivered across Wales to increase numbers participating and encourage more people to ride, built around the needs of the riders and catering for their motivations.

Focus on Youth programmes – through schools and other community providers.

Support for coaches through targeted coach development and mentoring support to help them to be great.

Support to ensure the discipline is more inclusive for disadvantaged people.

Support to introduce/build/expand a talent pathway.

Commissions established.

Regional Development staff support.

GOLD SUPPORT

Access for riders to a talent development programme.

Coach Development programme.

GB Pathway potential and Commonwealth Games Discipline prospect.

International Competition support where applicable.

In our three-tiered support structure, each higher tier includes all the benefits of the lower tiers, plus additional advantages.

TABLE 2

Articulation of Beicio Cymru phased support across each discipline at different points of the strategic period. The years are aspirational and dependant on income generation and will be reviewed annually in line with budget setting and using data and insight.



VIRTUAL/GYM BASED CYCLING/E-BIKES - FURTHER RESEARCH NEEDED



Thank you to everyone who contributed to our new strategy, we look forward to working collaboratively in the coming years.

Together, we will drive growth, ensuring that cycling in Wales engages, inspires and excels everyone on their journey.

**LET'S MOVE FORWARD AND ENSURE
THE WORLD KNOWS THAT WALES
IS MADE FOR BIKES!**

WALEES.
MADE FOR
BIKES

BEICIO CYMRU

Welsh Cycling Union, Ltd 04354971
Geraint Thomas Velodrome, Velodrome Way, Newport, Wales, NP19 4RB



With thanks for the continued
support of our partners