

# Places to Ride – British Cycling’s Extra Funding Scheme

## Introduction

In September 2019, for the first time since 1982, the world’s best cyclists came to Yorkshire for the UCI Road World Championships. This major international event included a range of men’s and women’s races, across age groups and included for the first-time, paracycling. Yorkshire delivered an inclusive, innovative and inspiring Road World Championships, with different towns and cities throughout Yorkshire seeing the event live in their local communities. Across England, we now hope to deliver a lasting legacy.

The Places to Ride programme is funding the development of new or the improvement of existing cycling facilities in communities across England. The programme has been made possible through a £15million commitment from Government and is being delivered through a partnership of British Cycling, Sport England and the Department for Digital, Culture, Media and Sport (DCMS).

There are a number of things we want to achieve with this investment, but most importantly we want to:

- Encourage more people from a range of different backgrounds regardless of gender, age, ability or ethnicity to engage with cycling in all its forms. We want to provide more opportunities for people to enjoy riding in an accessible and inclusive environment; focusing especially on provision that responds to the needs of women and girls and people with a disability.
- Invest in opportunities that connect local communities and address barriers to engaging with cycling. Recognise the wider benefits of riding a bike to enable societal benefits such as community cohesion, reducing social isolation and promoting health and well-being through prevention.
- Ensure we deliver a lasting legacy of active environments that provide high quality and affordable opportunities to engage with cycling now, that will continue to be deliverable in the future.

## Eligibility Criteria

Teaming up with Crowdfunder UK, we want to invest in innovative and exciting projects that perhaps would not traditionally see British Cycling as a source of funding or indeed consider sport to be their main area of work. We're keen to hear from any sports club or community organisation with a great idea that will make a difference to the places where people ride. We believe that investment in community-based, accessible cycling facilities and equipment will drive increased participation, encouraging existing cyclists to cycle more regularly and encouraging new cyclists to take part.

In addition to the primary objectives set out above, the Places to Ride fund seeks to:

- Promote cycling in under-represented groups – Support projects which prioritise and innovate to create opportunities to engage people who are new to cycling, especially considering access for women and girls, young people and people with a disability and older people in the community.
- Promote volunteering – Support projects which recognise the role and importance of volunteers for cycling in the community and that offer multiple opportunities to get involved.
- Encourage innovation – We are very keen to support a diverse range of projects including those which offer innovative solutions that respond to the needs of different consumers.
- Encourage co-locations with other sports and community services – We aim to support projects that embrace efficiency and appeal to a broader range of participants through co-location with different sports or community facilities responding to local needs.

Eligible Organisations will:

- Be located and working in England or be for the benefit of beneficiaries that reside in England
- Be seeking investment for internal or external building / modernisation works or cycling equipment
- Involve the local community in the development and delivery of their project.

The Places to Ride programme is distributing public money, therefore organisations must also meet eligibility requirements.

## Exclusions

There are some things that we're not able to fund, these primarily being:

Projects that apply to or seek to improve public-highways

- Projects that are not free from road-traffic
- Projects located outside of England
- Organisations without a trustee board/management committee (with 3 people minimum)
- Applications from individuals, or which are for the benefit of one individual
- Projects promoting religion
- Organisations seeking to distribute grants on our behalf
- Projects intended for private gain
- Revenue only projects – for example, facility hire, consultant fees, staffing, running costs, coaching costs, transport costs, subscriptions and so on
- Applications seeking funding in excess of £15,000 except in exceptional circumstances
- Applications for less than £1,000
- Routine maintenance arising from wear-and-tear
- Retrospective funding – paying for works that have already started or been completed
- Projects previously funded by British Cycling or Sport England other than in exceptional circumstances
- Projects that are for school use only or restrict membership in any way
- Vehicles, including minibuses.

We are also unlikely to support applications:

- Where organisations are in serious financial deficit
- From large national charities which enjoy widespread support.

## Pledge Criteria

If your application is approved, you'll get match funding of up to 50% towards your initial crowdfunding target, up to a maximum of £15,000.

To receive a pledge, you will need to do two things (the 'fund conditions'):

1. raise at least 25% of your initial target,
2. raise this from a minimum number of supporters.

The breakdowns of this are below:

- 25 supporters if your target is up to £5,000
- 50 supporters if your target is between £5,001 and £10,000
- 75 supporters if your target is between £10,001 and £15,000
- 100 supporters if your target is £15,001 and above

If either of these fund conditions are not met, the pledge will be withheld until both have been met.

If these two fund conditions are met, British Cycling will pledge up to 50% of your target (unless your target is over £30,000), which means your campaign will then be at 75%. You must then raise the remaining 25% from your crowd, to achieve 100% of your funding target and receive the Places to Ride funds.

If the project fails to reach 100% of the target the British Cycling Places to Ride pledge will be cancelled. The project owner will be encouraged to review what went wrong and, if appropriate, to attempt to crowdfund again.

Note – British Cycling reserve the right to vary these pledge criteria; projects will be notified if their pledge criteria will vary from the stated terms above.