



Peckham CC Diversity and Inclusion Report

Contents

Introduction.....	2
British cycling and diversity reports.....	3
British Cycling	3
Diversity reports	3
Other materials	4
Context and data	4
The national picture	4
Local context and Peckham CC	5
Themes and barriers	5
Socio economic barriers and expense	5
Confidence to cycle (physical, social and cycling knowledge)	6
Sense of belonging	7
Conclusion	10
Further reading / resources	10
Action Plan	11

Report written by Jemma Adams (PCC committee co-chair)
July 2020

Introduction

As a club we are already functioning in ways that promote equality and inclusion. Our inclusive ethos and sociable approach mean we have already created a welcoming space where people from different backgrounds can feel comfortable and gain a sense of belonging. This ethos is embedded in the very nature of our club and the way we interact with each other and welcome new riders. It is not always easy to pinpoint exactly what we are doing to create and sustain this, but the feedback and comments we receive from old and new members provides evidence that this is the case. Encounters with the public also show the friendly and positive reputation PCC holds within the local area and cycling community.

The achievement of this ethos and reputation is not to be taken lightly – it shows the power of the vision and approach taken by the founding members of the club and the efforts of members ever since. I know many of us are rightly proud of our ethos and what we have achieved. This report is not to take away from that, but rather to help us think through how we can build on our ethos even further. This report also seeks to help us acknowledge and respond to recent events – the killing of George Floyd, the subsequent protests and the Black Lives Matter movement. Like many individuals and organisations, it is our duty to educate ourselves further and do more to ensure we are actively anti-racist and inclusive in our work. Improving our ethnic diversity and thereby becoming more reflective of our local community is key, but this report also aims to think through other characteristics (primarily gender) and other areas within which we could improve.

There are factors beyond our control and actions that we do not yet have the capacity to fulfil, but the hope is that in thinking through our context and a range of possible actions we can create a strategic plan to help us become even more inclusive and diverse. The point is, Peckham CC has already done great work, we have an appetite to do more and we have a responsibility to continue to educate ourselves, guide the club in the direction of greater inclusivity and to be a role model to other cycling clubs. To be perfectly frank, if Peckham CC isn't going to step up, who will?

This report intends to provide us with a starting point for this work through an overview of our context, current guidance and research and a consideration of what we are already doing and how we can build on that. The primary audience is the membership of Peckham CC but we also hope to share this report with other local clubs to stimulate discussion and collaboration. Finally, I must say that this thinking and these ideas are a consolidation of conversations many of you have had in the club, discussion at previous AGMs and meetings, suggestions from individuals and the commitment of many of you. This is an opportunity to continue those conversations and we will certainly be relying on your ideas, feedback and energy going forward.

British cycling and diversity reports

British Cycling

When it comes to promoting diversity in clubs, British Cycling could do more. In fact, they could do more across all their activities. They have published the diversity report referenced below, but the initiative to do the research and write it does not seem to have come from BC. There is no obvious information or guidance around diversity in cycling on their website. A [page on diversity](#) in which they reference a diversity action plan can be found when searching on their website but there is very little information and the full action plan does not seem to be available. The information generally relates to their recruitment and their function as an employer rather than any commitment to improving diversity and inclusion in their activities. An [equality policy](#) can be found on their website. This page primarily deals with their work increasing the participation of women in cycling and their policy for equal opportunities in their recruitment/for employees and BC volunteers etc. Interestingly the diversity in cycling report they published does not actually come up in their search function.

All this suggests that British Cycling does not have a transparent, strategic approach to improving diversity and inclusion in cycling. It was also disappointing that no statement was made by BC in response to recent events. As a British Cycling affiliated club, we feel let down with the lack of transparent commitment and support from BC but nonetheless we must be proactive with this work. As a part of the cycling community, we have a responsibility to acknowledge that we are a part of the problem but also part of the solution. We must take ownership and improve the situation in whatever ways we can. This report is a first step to help us do that and it will suggest that, as a part of that work, we should seek collaboration with other local clubs and as a community ask British Cycling to take greater action.

Diversity reports

I have looked at two main reports about diversity and inclusion in cycling. They are:

[Diversity in Cycling](#) published British Cycling - written by a Kingston Wheelers member, Andy Edwards, in consultation with Mani Arthur (founder of the Black Cyclists Network) and Junaid Ibrahim (founder of Brothers on Bikes) and others. The report focuses on ethnic diversity in cycling clubs, but there is some intersectionality with women and it includes insight from BAME female riders.

The report includes a number of recommendations along with personal insight and commentaries from BAME riders. Along with these testimonies, the report also includes insight gained from the qualitative data gathered in a survey the author carried out. Whilst this qualitative data is highly valuable, some of the data is not as robust as it could be. The survey had responses from men and women from black and Asian communities (according to the methodology page) but no full breakdown is provided and it's interesting to see some of the findings are contradictory to other reports. Also, some of the content is not expressed well and some irrelevant points are included. Despite this, it is a useful read, particularly because it includes often ignored voices – I would highly recommend reading for the quotes and testimonies alone. The report is available on the British Cycling website and I have seen the BCN and Mani reference it and encourage engagement.

[Women and girls' club toolkit](#) published by British Cycling - launched as part of the #OneinaMillion campaign which aims to reduce the historic gender gap within cycling, this toolkit is designed to help clubs understand potential barriers to female participation. It is focused more on traditional club aims for getting people into racing so a lot of it is not totally relevant to us, but still a useful read.

Other materials

The above were the most useful reports in terms of helping us as a club, but I also looked at some other organisations, resources and reports:

- [Diversity in Sport Governance – Annual Survey 2018/19](#), published by Sport England, UK Sport and Inclusive Boards - Focused on diversity in sports boards but includes some information on diversity in sports participation and volunteering more generally.
- [Does more cycling mean more diversity in cycling?](#) article published in Transport Reviews: A Transnational Transdisciplinary Journal (2015) – more about cycling as form of transport and the cultural, infrastructure and other reasons women and certain age groups have lower participation rates.
- [Wheels for Wellbeing](#) – charity based in Brixton which aims to enable disabled people to access cycling. They provide cycling sessions and campaign to improve infrastructure and enable more people to cycle.
- [Sporting Equals](#) – organisation that works to promote ethnic diversity across sport and physical activity. Their services include community brokerage to help groups and clubs engage with local BAME communities and they are also developing research into BAME communities and sport.
- [Pride Sports](#) - aims to challenge homophobia in sport and improve access to sport for LGBT+ people. Website includes listings of LGBT+ sports clubs, LGBT+ calendar and they also run webinars on LGBT inclusion in sport.

Context and data

The national picture

- Cycling is a predominantly white sport in the UK (and most other countries). White ethnic participation rates are twice as high as those for black and Asian groups and around one and a half times the size of Chinese participation rates.¹
- Only 11% of sports volunteers are from BAME backgrounds, 85% white British and 4% other white ethnic groups.²
- People from BAME backgrounds are twice as likely to have a negative experience when taking part in physical activity at local sport and leisure clubs.³
- Across British Cycling affiliated clubs only 18% of riders are women.⁴

¹ *Diversity in Sport Governance – Annual Survey 2018/19*, p. 9.

² *Diversity in Sport Governance – Annual Survey 2018/19*, p. 9.

³ *Diversity in Sport Governance – Annual Survey 2018/19*, p. 9.

⁴ *Women and girls' club toolkit*, p. 1. It is also worth noting that currently you can only be recorded as male or female on the BC system, gender non-binary people are not recognised in any of the data.

Local context and Peckham CC

When looking at London boroughs with prominent cycling clubs, **we are in the borough with the highest proportion of non-white population⁵**

Hammersmith & Fulham 32%	Wandsworth 29%
Islington 32%	Kingston upon Thames 26%
Kensington and Chelsea 29%	Richmond upon Thames 14%
Southwark 46%	Sutton 21%

The *Diversity in Cycling* report suggests that if London clubs were representative of their communities **at least 14%** of members would be non-white, but typically should be around 25-30%.⁶

We currently do not collect data on the ethnicity of our members and it is also not captured by British cycling so we cannot report on what proportion of our members are non-white.

As it says above, across BC affiliated clubs, 18% of riders are women and we seem to be about in line with this in PCC:

- 12 women registered as a Friend of PCC (out of 70 current members)⁷ = 17%
- 30⁸ women on the WhatsApp group (164 people in total) = 18%

These figures show that our membership is pretty much in line with the national BC average. We are at least hitting the national benchmark, but there is certainly a long way to go before we see gender parity in our club and in clubs across the country.

Themes and barriers

From the reading I have done I have picked out the key themes that seemed relevant for us to understand and consider. For each of these themes I have tried to note what we are already doing to tackle any barriers and added some ideas and questions to prompt further actions. These actions are then listed and categorised in the draft action plan at the end of the document.

Socio economic barriers and expense

The Diversity in Cycling report talks about income inequality in the UK and acknowledges that there are disparities in income by ethnicity.⁹ However, they suggest that there is a sufficiently large enough proportion of people across all ethnicities with the means to take up cycling as a sport. They report that their survey did not show income or expense to be a barrier to entry, although it did highlight that there is a perception by some that cycling is an elitist middle-class sport. I am not sure this should necessarily be taken as the final word – the survey was limited in terms of the number of people involved and if they were surveying people already in the sport then clearly income and expense were not an exclusionary issue for them. It is also not clear in the report what the breakdown of respondents was so this answer could be influenced by gender, ethnicity and other factors). Highlighting the middle class elite perception of cycling is important though, as this image reinforces a perception of ‘whiteness’ (and probably ‘maleness’).

⁵ *Diversity in Cycling*, p. 28

⁶ *Diversity in Cycling*, p. 28

⁷ Note that renewal reminders have been ceased for the duration of the virus lockdown so we have a number of lapsed members and our numbers are likely to increase again after lockdown. (05/05/20) Including elapsed members the figure is 14 women out of 104 members = 13.5%.

⁸ This figure is based on me counting women in the WhatsApp group based on names and profile pictures – I recognise this is a very flawed system that relies on me making assumptions about people's gender identity.

⁹ *Diversity in Cycling*, p. 29.

When thinking about the participation of women in cycling, expense is raised as a potential barrier. The *Women and girls' club toolkit* suggests that expense can be an issue for women, not necessarily due to income or socio-economic background (although they will of course play a part for some people), but more because women often report feeling that they have other more important things they need to spend money on.¹⁰ This in itself is potentially a gendered perspective, with women possibly feeling less able to spend disposable income on cycling equipment. The gender pay gap may also influence this with many women earning less and therefore having less disposable income. The toolkit recommends that that clubs offer free rides and reassure riders that top-of-the-range equipment is not needed. These are both things we already do.

What does this mean for PCC?

It is not within our power or means to address any socio-economic barriers that do exist for people, but I think we are already challenging that elitist perception and the classic perception that cycling is for middle aged, middle class, white males. Generally, we don't look like that – we have diversity of ages, a visible number of women, a range of road bikes and our inclusive ethos means we are not elitist and snobby about what bikes people ride. We already offer free rides and have made a commitment to that being a standard practice for the club.

- Could we do more to point new riders towards inexpensive bikes and kit?
- Community event to promote cycling and engage different people with cycling to try and show it is not elitist etc.

Confidence to cycle (physical, social and cycling knowledge)

The *Women and girls' club toolkit* suggests that confidence may be a barrier for women's participation in club cycling. They talk about both confidence in physical ability and confidence socially to join a club. To an extent this is probably true for many women, but it is important to recognise that physical and social confidence could be a barrier for many different people for many different reasons. People of all different characteristics could feel intimidated by club riding because of what they expect the physical expectation to be and/or because of social aspect of meeting new people, fitting in and knowing how to interact socially. It is worth being mindful of this and it connects to the next theme below.

Whilst highlighting physicality as a potential barrier for women, the *Women and girls' club toolkit* does also suggest that physicality and the opportunity to improve fitness is also a motivator for women, as it will be for many people. This motivating factor should be remembered when considering this theme.

Another element to cycling confidence is the more practical side of local road knowledge and routes, confidence fixing mechanical issues and knowing what gear to wear and carry. The *Women and girls' club toolkit* highlights infrastructure of roads as a barrier for women's participation and suggests that clubs tackle this by sharing local route knowledge to build confidence.¹¹ The toolkit also reports that 55% of women say the weather puts them off cycling – 8% higher than men.¹² We obviously can't do anything about the weather but in line with the above points, we can continue to provide advice on good wet weather gear and we can continue to consistently running the club ride despite rain to show it's not an issue.

¹⁰ *Women and girls' club toolkit*, p. 4.

¹¹ *Women and girls' club toolkit*, p. 5.

¹² *Women and girls' club toolkit*, p. 5.

What does this mean for PCC?

Through our comms, website and email/Facebook responses to enquiries we always make our inclusive, relaxed approach known to new members whilst being clear that we are a road cycling club and riders must be able to look after themselves. Creating this balance between inclusion and ensuring new members know what to expect of us as a road cycling club has been a hard task at times, but generally the club (and our amazing ride leaders) have been consistent in creating this balance. At the end of the day new members will feel more confident and relaxed if they are clear on what we do and how we ride and if we are honest with them about whether they sound ready to ride with us or not. This can be (and has already been) done by offering encouragement and advice, making it clear they might not be ready to join us quite yet, but that we look forward to them joining us for a ride when they are ready.

We are also clear on the website, in our comms and ride briefings on what equipment we expect people to bring (and know how to use). We share advice on kit and best riding gear and we also share local knowledge of quiet roads and good routes. Furthermore, we talk through hand signals and group riding practice in our ride briefings to make sure everyone knows what to do and what to expect.

- We are not currently able to offer coaching to new riders or rides for complete beginners but we are exploring options for local coaching sessions and we should continue to pursue this when possible.
- We could do more to signpost people to beginner's rides offered by British Cycling or local coaches (I know this has been done in email responses, but perhaps links on our website would be helpful?)
- We have previously tried beginners rides for new women, but as has been discussed previously in club meetings, this approach did not lead to more female members. As our capacity increases, we should reconsider this and pursue new ways to engage women with beginners' rides.
- Could we offer more opportunities to positively exploit the motivating factor of physicality and improving physical confidence and ability – we already support this to an extent by offering a range of rides but we could do more to offer opportunities for those who are less confident to jump unknowingly into a faster group to progress up to that point.
- How can we better support people to develop their mechanical knowledge – not knowing how to fix a puncture is a barrier for some people. Can we organise basic mechanical courses or point people towards online tutorials?

Sense of belonging

This is perhaps the most important theme and the most pertinent barrier for many potential club cyclists. All the above factors and barriers can be easily overcome if people join the club and feel that they belong, that it is a space for them and they can be a part of it. As already discussed, the white (male) elitist image of cycling is an issue we need to help tackle and it can be a particular problem for engendering a sense of belonging.

The “elitist” tag is problematic, not because of cost or income, but because it implies a lack of inclusion and “whiteness”. It reinforces the perception to prospective BAME riders that cycling is not for “people who look like me”.

*Overcoming the “elitist” perception, especially in London, is an important step forward.*¹³

Part of tackling this is trying to ensure people can see themselves within the club. This involves representation – whether people can see people who share their characteristics – but I think it's also about whether people can see themselves fitting into the ethos of the club. It therefore matters how the club acts and behaves. Are they friendly? Do they welcome and acknowledge new people? Do they ride responsibly in the local area? Are they only accepting of expensive bikes and snobby towards more basic models? Are they easy to approach if you see them in the café? And so on. The good news is, we know we're already pretty great at a lot of this! As we reflected on at the start of this report, people join us and become a part of the club because of how friendly and approachable you, our members, all are. We live out our motto, *United we roll*, and it is noticed by people. We therefore have a very strong foundation we can build on, but there is more we can do to further to try and make sure new riders gain a sense of belonging.

The *Diversity in Cycling* report prompts consideration of some very practical things (for example, whether we always meet socially at the pub and who that might exclude) and it is a useful document in helping you to think through how small things we might do (either intentionally or not) can impact on others. One example of this, that has already been raised and challenged by a club member already, is the use of the term 'chain gang' when we describe the through and off formation. This may seem a small thing, but how might that term impact people and why do we use it when it could be upsetting or unsettling for some? I am sure nobody holds that intention when using the term, but saying 'pace lining' or 'train' instead is an easy change and would show inclusion and respect to all our fellow cyclists. These types of small changes and considerations can make a big difference and can be a clear way we communicate to our community and new riders that we are inclusive and want people to feel they belong.

The importance of the small things and the difficulties our cycling etiquette can cause are also highlighted in the *Diversity in Cycling* report and Mani from the Black Cyclists Network has spoken quite a bit on this matter. It is worth watching [this video](#) done by Francis Cade interviewing Mani about BNC and his experience as a black cyclist. Under the video Mani wrote this, which clearly relates this point about belonging and welcoming new riders:

In my opinion cyclists are some of the best people in the world. And that's coming from a guy who has been involved in the most diverse team sport in the world (Football). When I say there is a lack of diversity in cycling or that 99% of cycling clubs are white or that people of colour have a slightly different experience to white people when it comes to cycling. I am not alluding to racism or inequality. Of the many conversation I have had with fella cyclists of colour, no one has ever said that they were turned away from a club because of the colour of their skin. What I am trying to highlight is that we as cyclists in general are a bit snobby. So this creates a big obstacle for the newbie. This conversation is more about creating a welcoming atmosphere for newbies - especially people of colour and women of colour. Let me give you an example. I have travelled around the world. Usually I bump into fellow cyclists and we hit it off straight away because we have that bond. Would we have that bond if I was wearing some ill fitting shorts and riding a crusty looking bike? Probably not. My new friends would probably analyse my bike, then analyse me, then decide I don't look pro enough to hang with them. We have all probably encountered this kind of situation and have gone away feeling dejected regardless. This is where race and representation makes a difference. If you are white, your perspective is that you have been rejected because you are not cool enough. You can rationalise it as that and move on. You can see it as a challenge and make adjustments or you can find another

¹³ *Diversity in Cycling*, p. 30.

group of white folks to ride with or you can give up. But there's no further connotation. If you are a person of colour, you go through the same process. You rationalise it. But on top of that, you also take not of that fact that the people you want to be like are do not look like you. As a result, you will wonder whether you belong in the first place. That's dramatically different from the point of view of someone white who had suffered that setback. The white person will probably think "those guys are snobs. I will just look for another group of guys to ride with". A person of colour thinks "I feel like an outsider because there are no other people who look like me. I see very few black faces in this sport, so if I go to another group of white guys, they may do the same and tell me to beat it". And that why representation matters. If you are a cycling club, you can help by promoting diversity at your club. Give more exposure to your members who are people of colour. It will encourage other people of colour to think that they too can become a club cyclist and represent their local club.¹⁴

The relationship between a sense of belonging and cycling etiquette is in many ways contradictory and complex – the very thing that can make you feel a part of the group and that you belong (knowing the rules of group riding, chatting about sock length, not ever wearing white bib shorts) can be the very things that make others feel excluded and that they don't belong (if they don't know the rules, have no interest in sock length, or turn up to a ride in white bibs). This doesn't mean we should abolish and ignore all our beloved rules and intricacies of cycling, but there is a way to take joy in these things whilst also making sure we don't take them too seriously and thereby exclude people. It seems in many ways that this is a balance we have managed to create as a club already. We do talk about sock length, but there are others in the club who don't feel the same passion about it and it just doesn't matter – they are as much included and a part of conversations as everyone else. This is in large part because our members are just a friendly, non-judgemental and an interesting and interested bunch – we are capable of talking about more than bikes and don't judge each other about our equipment or knowledge of cycling etiquette.

What does this mean for PCC?

We already have a firm ethos of inclusivity and belonging, but we can always continue to educate ourselves, make sure we are aware of others and can empathise with different perspectives and experiences. The question is, how do we build on that?

- How can we promote diversity and more diverse representation in the club – comms, publicity, working with our BAME and female members to increase visibility and hear their views?
- Find ways to hear about the experiences that aren't positive, either in our club or others, to try and ensure we understand these different experiences and the different things that may make joining the club harder for some. Collaboration with the BCN and other diversity networks could help with this.

¹⁴ Quote from Mani Arthur - www.youtube.com/watch?v=-5Ke_uoW7lw&app=desktop

Conclusion

This is not a conclusion as such as this document is only a starter for ten and we need to work together to think through our actions going forward. I hope some of the information and data provided here has helped outline our current situation, our context and some of the areas and themes we need to consider to improve our diversity and inclusion.

Further reading / resources

[Black British Cycling and Back Lives Matter article by DR Marlon Moncrieffe](#)

Herne Hill Velodrome Virtual Velofete 2020 included a Women's Cycling Panel and an interview with Dr Marlon Moncrieffe (both can be found on the recording from the Sunday).

www.hernehillvelodrome.com/velofete/

Action Plan

This action plan is not a finished plan, but rather it offers some ideas to help us build on what we are already doing. We will not be able to carry out all the actions immediately and some may not be within our capacity for a while, or maybe not right for the club at all. The committee, in consultation with the club members, will develop this plan going forward, deciding what we should focus on and a timescale for that work. The committee has already agreed to some initial actions that we feel are necessary, important and will help us get this work further off the ground. These actions are highlighted in green below.

Area of action	Focus	What we are already doing	What more could we do	Agreed action	Timescale
Club ethos		We have our ethos statement on the website which makes it clear that we are committed to being an inclusive and welcoming club.	<ul style="list-style-type: none"> Add an even more explicit statement to the ethos page saying we welcome people of all ethnicities, genders, sexualities etc 		
Policy and committee	Diversity policy / statement		<ul style="list-style-type: none"> Develop a short diversity and inclusion policy or statement of commitment in consultation with our members. Consider what goals we would want to set out in this – would need to collect data to set a benchmark. 		
	Committee		<ul style="list-style-type: none"> Committee representation – consider a commitment to gender equality on the committee, or other proportional representation (e.g. at least one woman out of the four positions). Consider additional committee roles – diversity lead, women's cycling lead. These roles, or a combined role could be focused on improving diversity and 	Committee will discuss this action before the AGM and annual survey. The club will be consulted in any decisions on this and approval sought at the AGM.	Develop options by October ready to consult with members in lead up to/at AGM (Dec 2020)

			oversee/champion this work in the club. Having such a post/s would show commitment and help us to be held to account on our aims.		
Connecting and collaboration	Diversity networks		<ul style="list-style-type: none"> Establish links with diversity networks and groups, including: <ul style="list-style-type: none"> Black Cyclists Network Brothers on Bikes Women of colour cycling group (monthly meet ups at Look Mum No Hands) Cycle Out London Pride Sports Wheels for Wellbeing Contact these networks and groups, connect with them on social media – to seek collaborative opportunities and build relationship. In doing so we can let them know that we exist, that we have an inclusive ethos and that we want to improve our diversity. They then may be able to direct their members to us and we can create a mutually supportive relationship. 	<p>Committee to ask social media team to make these connections.</p> <p>Committee work with SM team to develop comms to send to the diversity networks to express our commitment to diversity and to try and establish mutual relationship of support.</p>	<p>SM connections to be made in July.</p> <p>Committee to develop comms July/August and contact networks by end Aug.</p>
	Working with local clubs		<ul style="list-style-type: none"> Set up SE London cycling clubs diversity network / action group Arrange meeting for SE clubs to come together to discuss the 	Committee will share this club diversity report with local SE clubs and convene a meeting of representatives to share ideas and good practice.	Contact clubs in July and convene

			issues and seek shared actions, learn from each other.	Meeting will also have aim of inviting those clubs to join us in writing to British Cycling to ask them for greater commitment to improving diversity in cycling and clubs.	meeting for August.
Visibility and outreach	Website	Our website shows a great range of pictures of women, older members etc but has little (if any) ethnic diversity.	<ul style="list-style-type: none"> • Improve ethnic diversity in our website images. Can we include some different pictures with our BAME members? Visibility is important so that when different types of people look at our website they see themselves represented – it is a visual cue that they are welcome. • Add links on our website to the diversity cycling networks and campaigns. Sign posting these clubs and networks may be of use to current and prospective members and it also makes it clear that we want to encourage and support diversity and inclusion. • Signpost to local coaching, training opportunities for beginners, those who want to improve and women only training: <ul style="list-style-type: none"> - BC Breeze rides - Women's cycling at HHV 	<p>Committee/website team to review images and improve diversity.</p> <p>Committee/website team to create blog page on the website.</p> <p>Committee seek volunteers in club to provide blog content – notice to go out in newsletter.</p>	July

			<ul style="list-style-type: none"> - Bikeability • Add a blog page to the website where different people could contribute blogs about their experience of cycling. This could provide a shop window for the club that would help recruitment generally and support diversity. Blogs could provide content for the newsletter as well. 		
	Newsletter	Some diversity in our images used in the newsletter – generally ensure that group photos show mix of genders.	<ul style="list-style-type: none"> • Promote diversity networks and include notifications of events/rides being run by the diversity cycling networks. • Include more about the achievements of diverse cyclists and progress in the support for women's cycling etc. • Use diversity and inclusion calendar to create themed newsletter editions. e.g. pride month, include piece about LGBTQ+ cyclists – to highlight different people and experiences in cycling. • Include more diverse imagery (see website actions) • Links to blog posts (if we action that) or articles from club members about their experiences 		

			or about diversity in cycling more generally.		
	Social media	<p>Paul (through the PCC Instagram account) has already made a connection with the Black Cyclists Network and has had positive interaction with them.</p> <p>The images we use on SM already reflect the diversity we do have in the club.</p>	<ul style="list-style-type: none"> • Social Media team make sure we are connected on Instagram and twitter with the cycling diversity networks (see above) and other individuals who promote diversity in cycling, including: <ul style="list-style-type: none"> - Yewande Adesida (Black female track cyclist) - Mani Arthur (founder of BCN) - Jools Walker (co-founder of Women of Colour network) • Improve the diversity if the images we use further. 	See action above	
	Events		<ul style="list-style-type: none"> • Organise cycling focused community event – proposal from George B suggested we consider: <ul style="list-style-type: none"> - urban cross racing in and around Peckham (specifically estates) for various categories like, children, women-only, veteran, elite and more - could have BMX racing with the support of Peckham BMX - a closed-road area for all people to ride bikes - working with local food and drinks businesses - arrange for there to be bikes freely available for 		

			<p>people to try (could invite Wheels for Wellbeing who bring a range of accessible bikes)</p> <ul style="list-style-type: none"> - bike-powered cinema to run short films. - draw sponsorship and local influential cyclists like Alec Briggs and Neil Phillips of the Tekkerz team (and perhaps Specialized by extension). - Charitable event with donations to local support initiatives (Pecan - food banks, and others). <p>HHV have their Velofete which includes some of these elements, but what we are thinking about here is an event that seeks to tackle social inequality and try and bring different types of people together to try out cycling. The HHV event has previously highlighted diversity in cycling, and we may want to consider working with them to bring about this work, but there could be great power in an event that took place in Peckham, not Dulwich, and which focused on our specific local community and tackling disadvantage.</p>		
	Ride events	We have previously organised rides for the Rapha women's 100.	<ul style="list-style-type: none"> • Organise more rides and events to celebrate diversity throughout the year, e.g. 'pride ride' for Pride month. 		

Data collection and monitoring progress	Friends of Peckham CC scheme	BC collects information on people's gender (male/female only) when they register as a Friend of PCC which we can see on the club dashboard. We currently collect no other data.	<ul style="list-style-type: none"> • Consider using a joining and renewal forms to collect further information about 'Friends' and monitor the diversity in the club. There would be an administrative and other burdens/responsibilities that would need to be considered with this action. It would also only capture our 'friends' and not our full membership. • Diversity survey as part of our annual survey carried out before the AGM. This would give us the Can we run a diversity survey (could frame it around inclusion and belonging) - could ask people about themselves so we can collect member data and also ask for their views on how they did/didn't feel included and what measured they think they might find helpful/others might find helpful. <ul style="list-style-type: none"> - BAME inclusion - how can we reflect our community more (one of the most diverse boroughs but we don't yet reflect that) - Thinking about women's inclusion as well - Parents and carers - can we do more to ensure inclusion, 	Committee to develop method for data collection in club – consider including diversity questions in annual survey	Develop ready for annual survey and AGM (Nov/Dec 2020)
--	------------------------------	---	--	---	--

			<p>more family social events could be a start?</p> <ul style="list-style-type: none"> - Age - do we need to do more to be inclusive of all ages - Question about whether people found the club intimidating - etiquette and rules to mystifying etc? - Disability (hard to know how we can support this - probably beyond our regular club rides and events but we can at least connect with disability networks and try to support them in any way we can) - LGBT inclusion - perhaps not so much of an issue but is it strange that we take part in a sport that has so few LGBT role models? - question about whether members feel they have to spend money on expensive kit to fit in and feel included? 		
Accommodating different requirements		<ul style="list-style-type: none"> • We already ask for any dietary requirements for trips etc. • Our post ride coffee is fairly inclusive – it doesn't include alcohol, there are different food and drink 	<ul style="list-style-type: none"> • For trips, ask if there are any other requirements – this could include religious requirements (e.g. prayer space, ride times to suit prayer – particularly important for Muslim cyclists) or other needs related to 		

		options, riders are welcome to join without having to purchase anything if they don't want to.	<p>someone's particular characteristics.</p> <ul style="list-style-type: none"> • Be mindful that pub/drinking culture might make events exclusive rather than inclusive. The demographic of our local population probably means this is not a big issue, but we should consider it and try and ensure there's some variety in events. 		
Making rides and cycling more accessible	Diversity ambassadors		<ul style="list-style-type: none"> • Create ambassadors – perhaps female cycling ambassador and BAME cycling ambassador as points of contact for new riders from those groups who may want to talk to someone first or meet up with someone before rolling up to first ride. 		
	<p>Signposting to coaching, information and support</p> <p>(links to website actions)</p>		<ul style="list-style-type: none"> • Signpost to other rides e.g. breeze rides if people need practice before reaching club level. • Point people towards skills coaching if they want some help before joining us on a club ride (perhaps form a link with that local chap) • Could have a 'if you're new to club riding' section on the website pointing people towards Breeze rides, or other local options to build up some skill before coming out with us. 		

	Mechanical support / training		<ul style="list-style-type: none"> • Tutorials on fixing a puncture / signposting people to these resources on the website etc • Organise a basic mechanics training session. 		
Campaigning			<ul style="list-style-type: none"> • Asking for more information from BC about how they are helping make cycling more diverse and inclusive and whether they can do more to support clubs in this work (joint letter to BC with other local clubs perhaps) 	Committee to convene meeting with other local SE cycling clubs to discuss writing a joint letter to BC asking for greater commitment to improving diversity and inclusion in cycling.	Planning and comms in July with aim of convening meeting in August.