



BLACK UNITY BIKE RIDE

IMPACT REPORT 2026



In Memory of Yemisi Ipaye

This year, BUBR lost our Chair, Yemisi Ipaye. Yemi was more than a figurehead — she believed in what BUBR could be from the very beginning and showed up for this community with her whole heart.

Yemi was also a designer, known for weaving Adire and Aso Oke into her collections. This year, every rider crossing the finish line at BUBR London and BUBR Manchester received a sweat towel carrying her signature print, rendered in our Pan-African colours — a small way of carrying her creative spirit into every ride.

Her absence leaves a hole in this community that cannot be filled, but her bold, generous spirit rides with us at every BUBR event.

Rest in power, Yemisi.



2026 AT A GLANCE

BUBR is a movement built on unity, empowerment and love, expressed through cycling. 2026 was a year of consolidation rather than expansion — registrations eased back in both our UK cities, but BUBR Africa had its biggest and most successful year yet and we brought the cost of delivering the ride down significantly.



WHAT WORKED, WHAT WE'RE CHANGING

2026 didn't bring a new city or a new partner, but it taught us a lot — about our format, our costs and where our community's energy is strongest. We're sharing both sides of that honestly.

WHAT WORKED

- **BUBR Africa** had its biggest group yet — 50 riders — and broke our fundraising record, more than doubling the previous record.
- We brought the **direct cost of delivering the annual ride down significantly** against 2025.
- Our core **community of volunteers and marshals** kept the rides running to the same high standard.

WHAT WE'RE CHANGING

- **Registrations dropped** in both London and Manchester — we're treating this as a signal to re-engage, not a one-off.
- **London's new start-and-finish-in-one-place route** (a first for the city) got a mixed reception — feedback is shaping the 2027 route decision.
- **No new sponsorships or major press coverage landed this year** — partnership development is a priority for 2027.



ANNUAL RIDE – LONDON & MANCHESTER

Both cities returned in 2026 with the same flagship format. Registrations eased back in both, though the ride itself ran smoothly and at a lower cost than the year before.



LONDON

1693 Registrations
(↓ vs 2025)

£12,385 Revenue raised

123 Volunteers

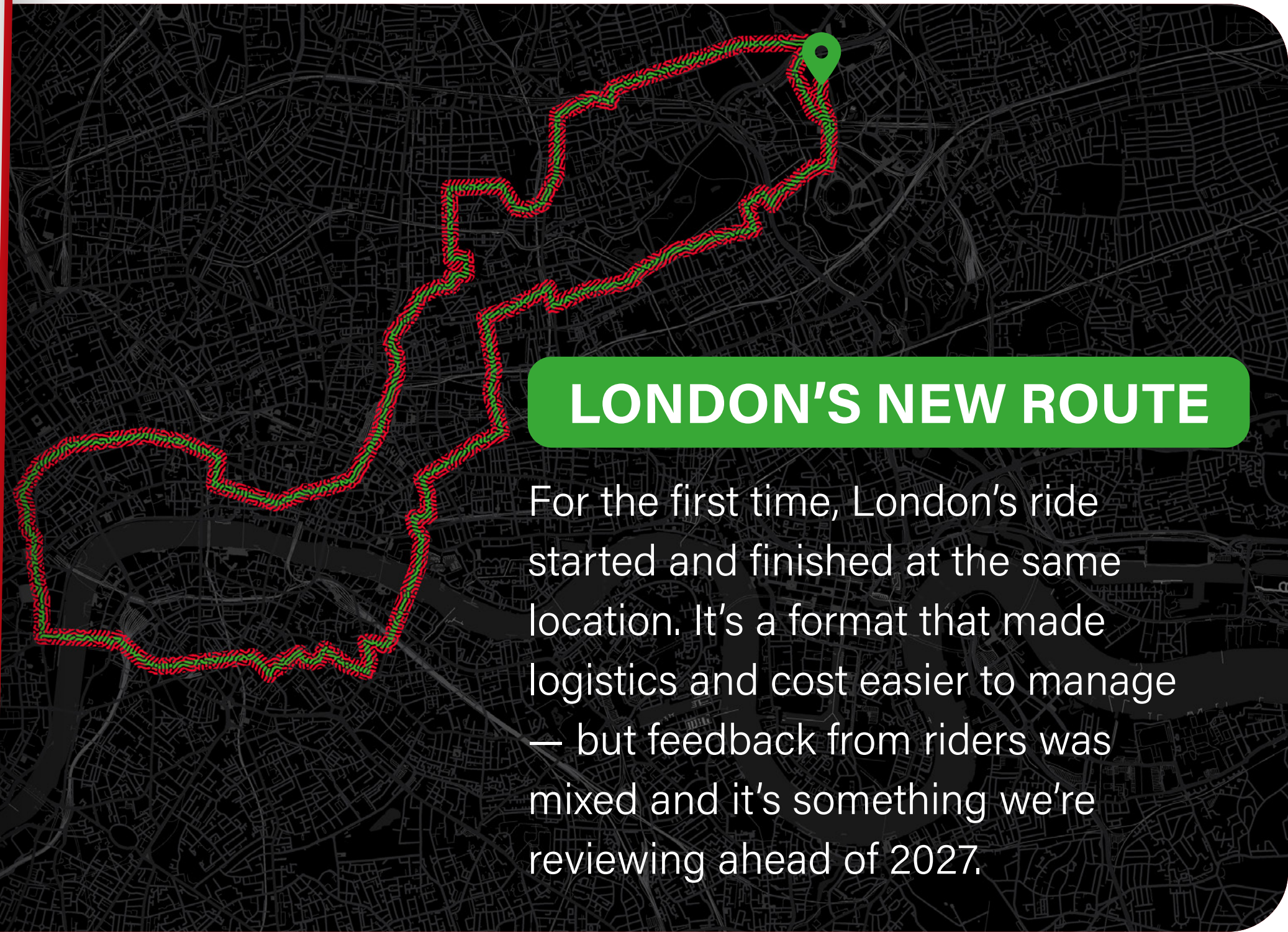


MANCHESTER

264 Registrations
(↓ vs 2025)

£1,525 Revenue raised

19 Volunteers



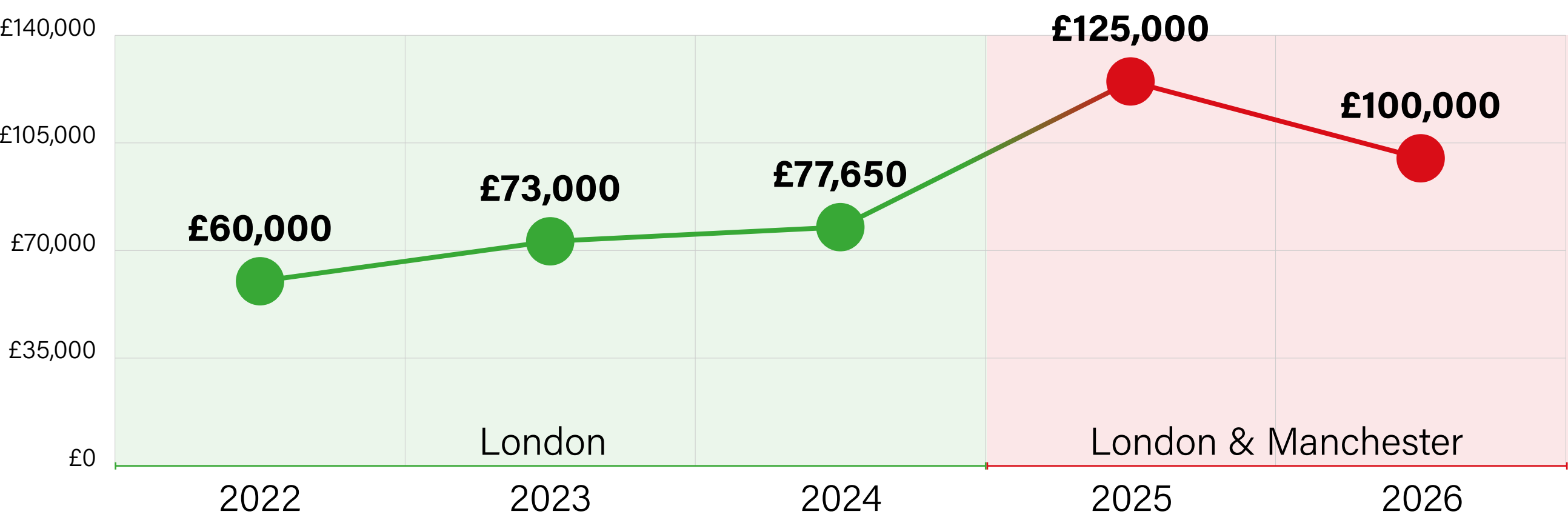
LONDON'S NEW ROUTE

For the first time, London's ride started and finished at the same location. It's a format that made logistics and cost easier to manage — but feedback from riders was mixed and it's something we're reviewing ahead of 2027.

DONATIONS & EVENT COST

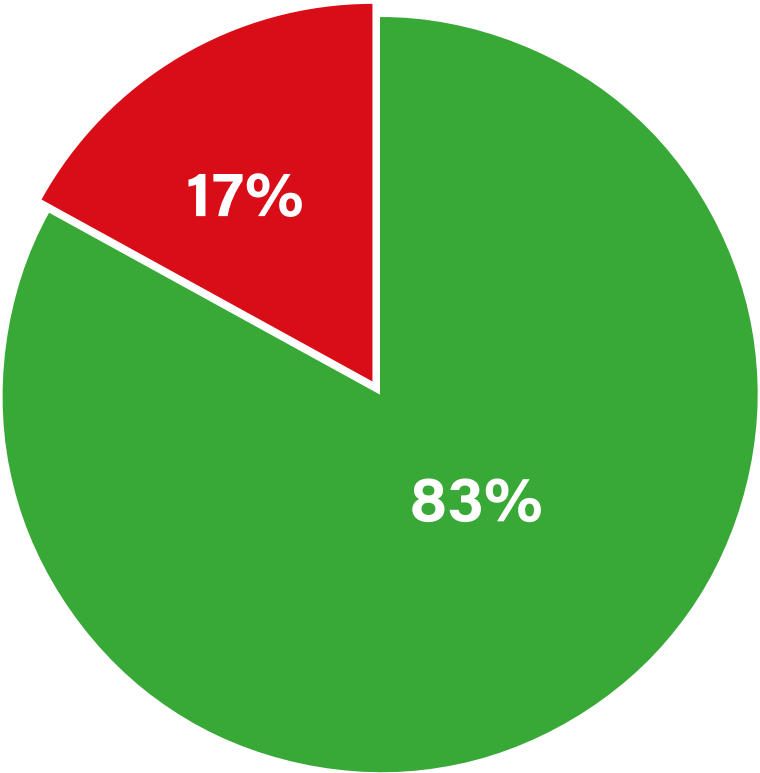
One of the clearest wins of 2026: the direct cost of delivering the annual ride came down, partly thanks to London's new single-site format. Tiered ticket pricing continued into its second year.

EVENT DIRECT COST PROGRESSION



WHERE 2026 FUNDING CAME FROM

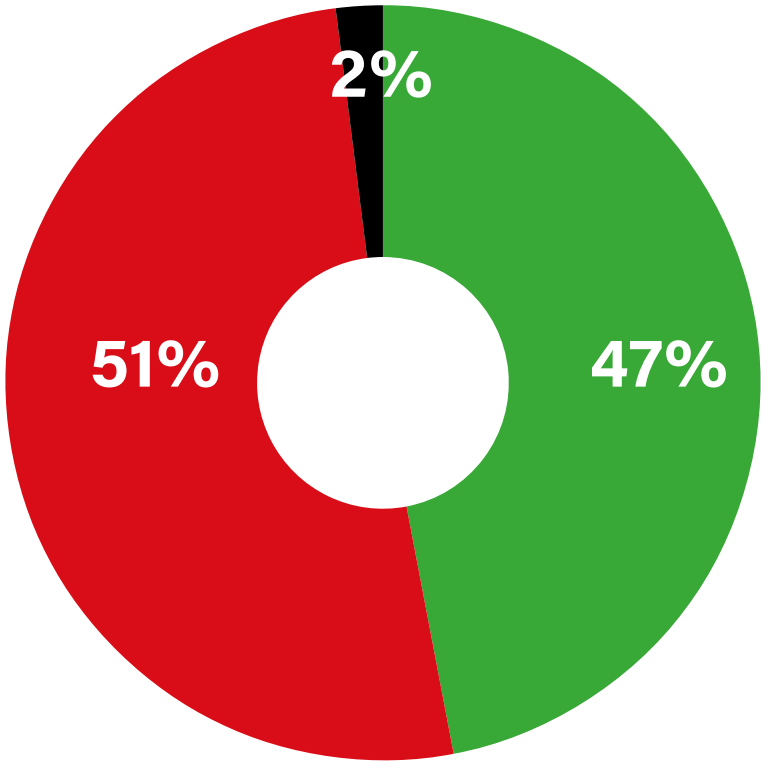
Participant Contributions ●
Other ●



REGISTRATION INSIGHTS

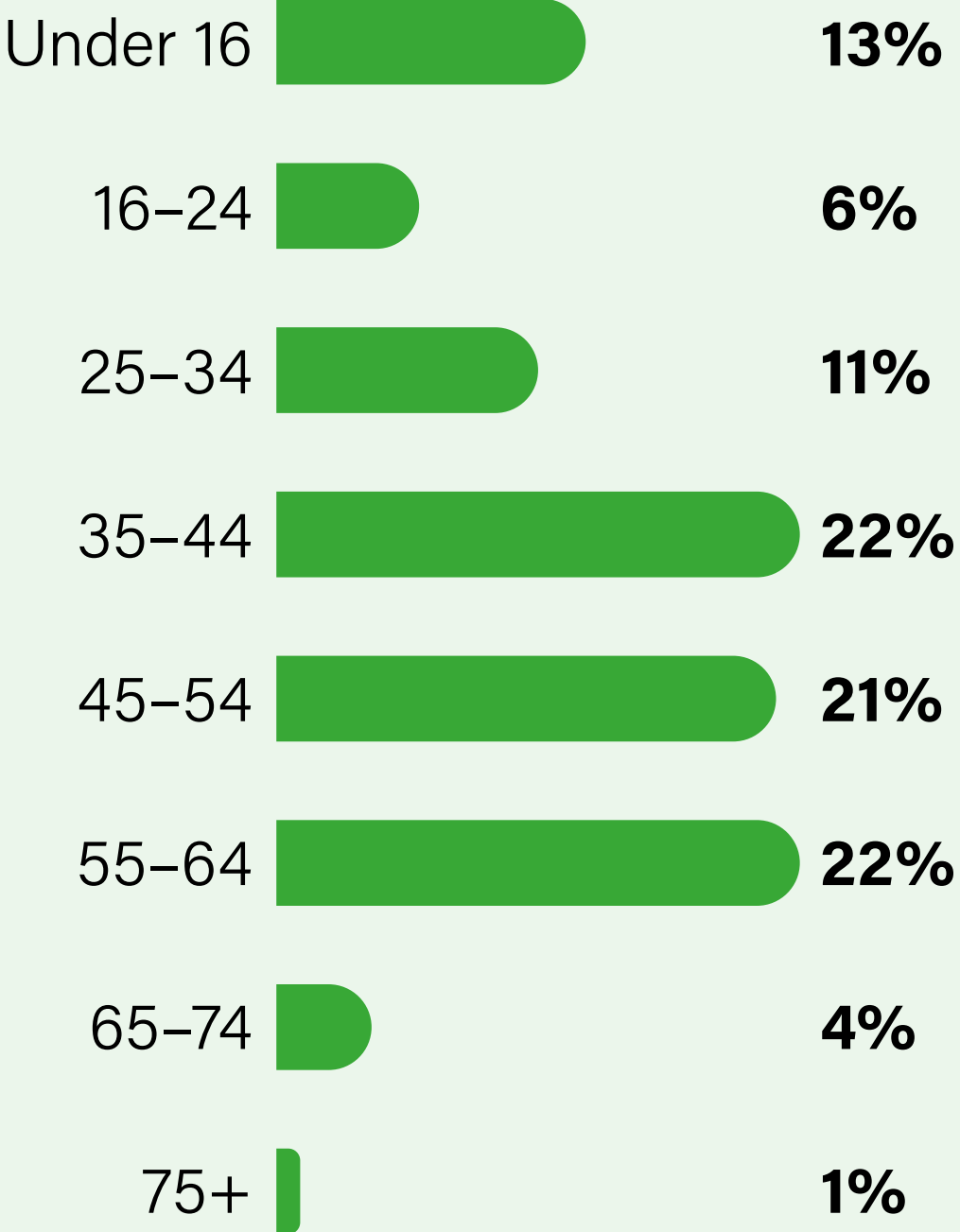
Registered Riders: 1651

GENDER



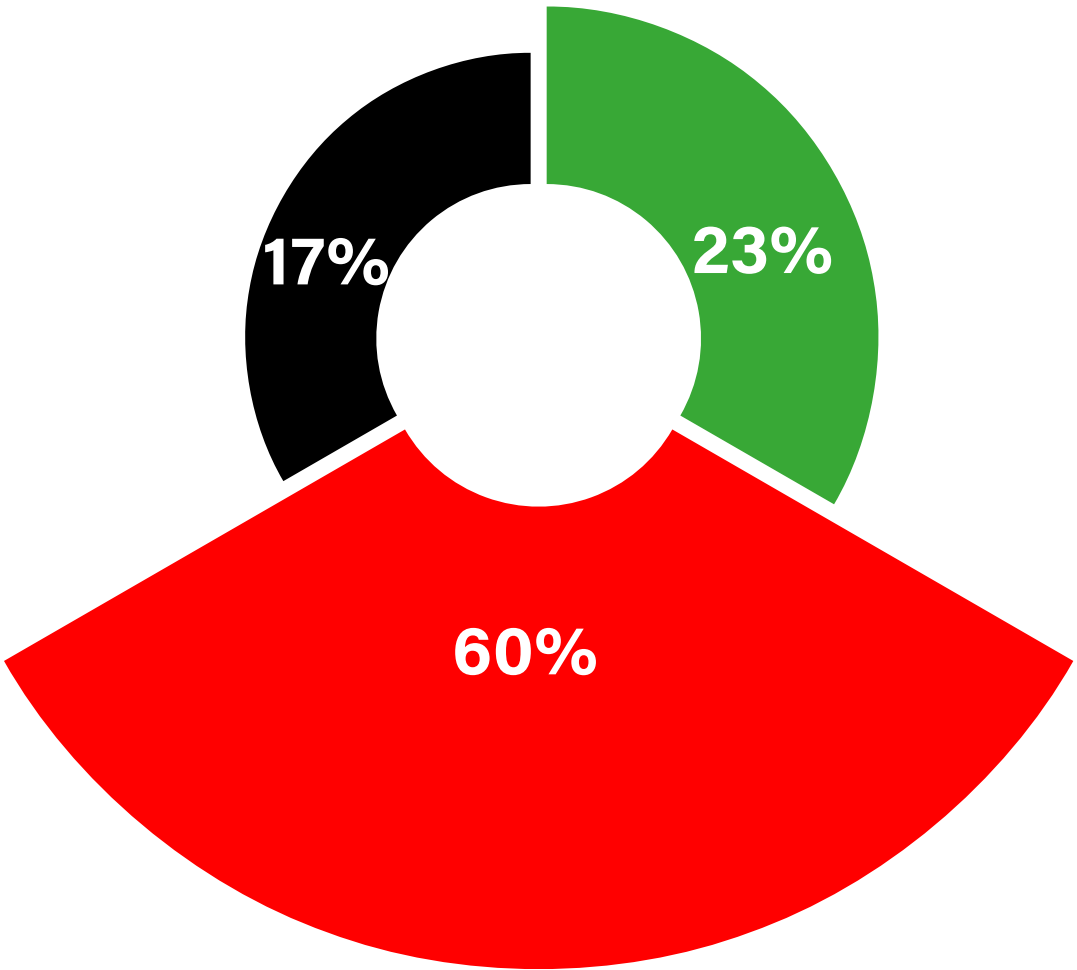
Female: 47%
Male: 51%
Other: 2%

AGE



CYCLING EXPERIENCE

Beginner: 23%
Intermediate: 60%
Advanced: 17%



48%
First-time riders
on the 2026
annual ride

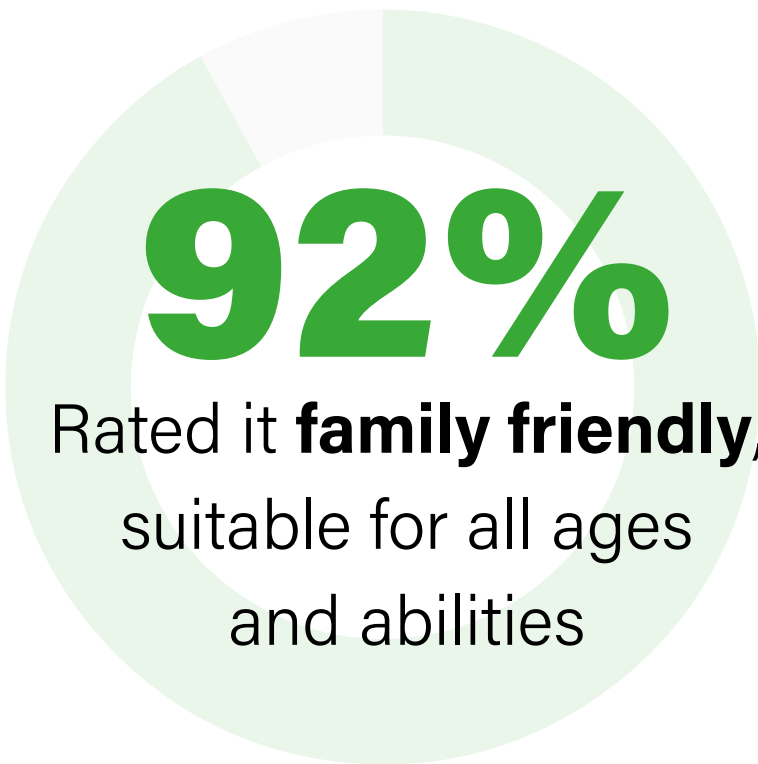
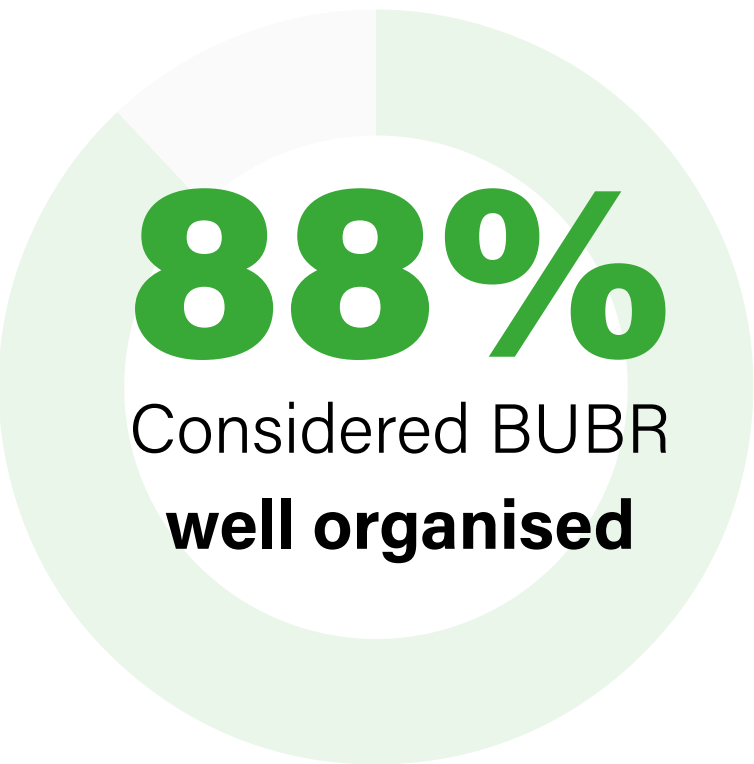


POST-RIDE SURVEY

Based on 141 responses

(≈8.5% of registered riders) collected within 14 days of the event.

Overall experience rating: 4.4/5 ★★★★★



IMPACT ON HEALTH & WELLBEING

BUBR 2026 has inspired:

90%

To **cycle more regularly**

82%

To think about their **health and wellbeing**

68%

To **volunteer** for a community cause

68%

To **start or join a community group**

SOCIAL VALUE STATEMENT

Our 2026 rides in London and Manchester generated an estimated £290,000 in social value, and from 2027 we'll be measuring it directly.

METHODOLOGY NOTE: UK rides only, using Sport England's social value model. Indicative estimate.



VOICES FROM THE RIDE

"Riding through the capital with my people – Black people."

"The route felt very stop-start from the beginning compared to the old starting point from Leyton, but points for it starting and finishing in the same place."

"Being able to take part in something for our culture with my 4 kids (aged 13 – 4) is something special. My 4yr old has done it 2 years in a row, riding her own bike amongst people of all ages just having good vibes and showing love, I love this for her."

"My son from first participating in his bike seat and now finishing his first BUBR on his own bike."

Describe BUBR 2026 in one word:

**Unity ▪ Community ▪ Black Joy ▪ Carnival ▪ BUBRilliant
Resilience ▪ Freedom ▪ Oneness ▪ Camaraderie**



VOLUNTEER PROFILE

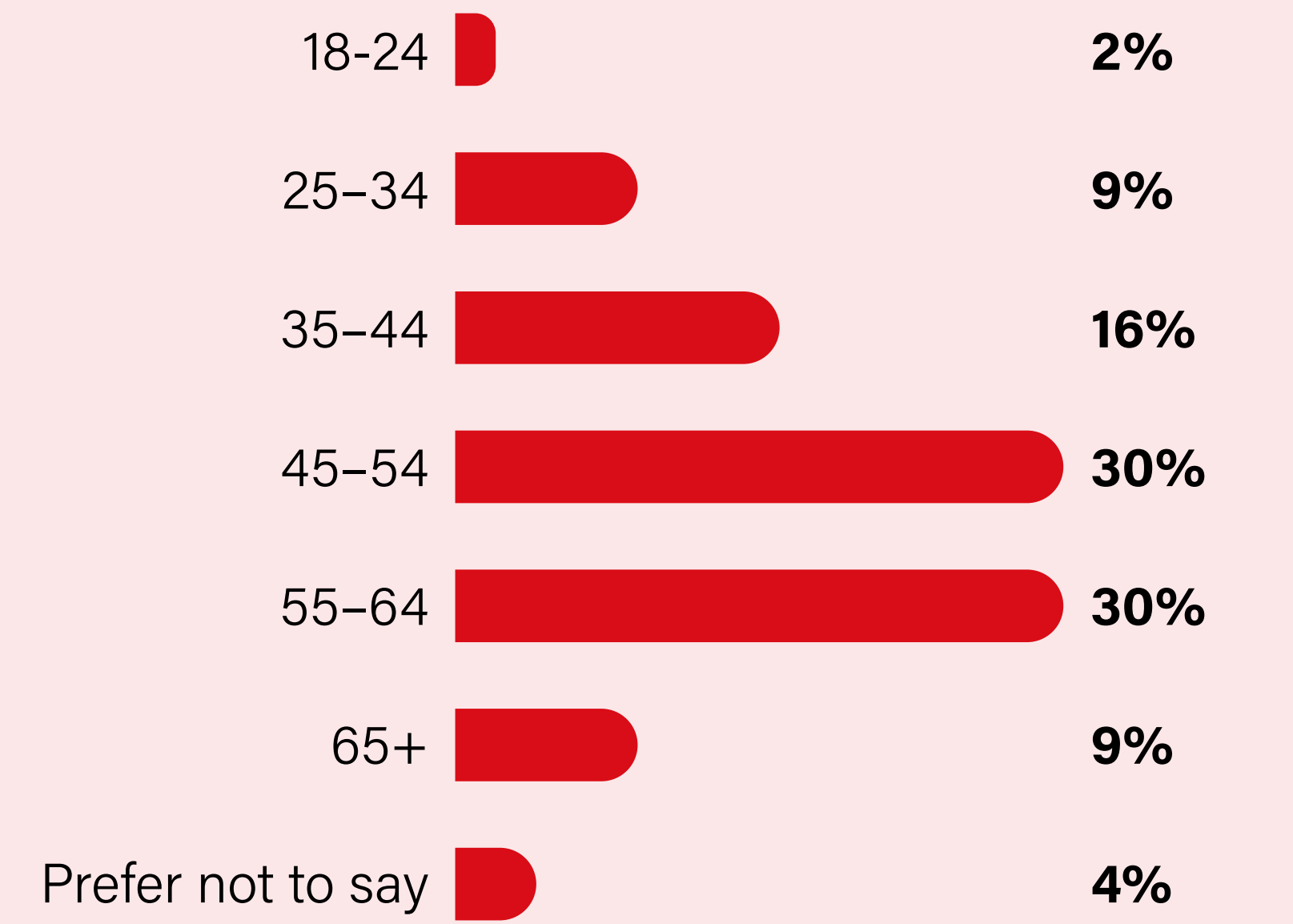
266 Volunteer registrations

142
Volunteers attended (53%)

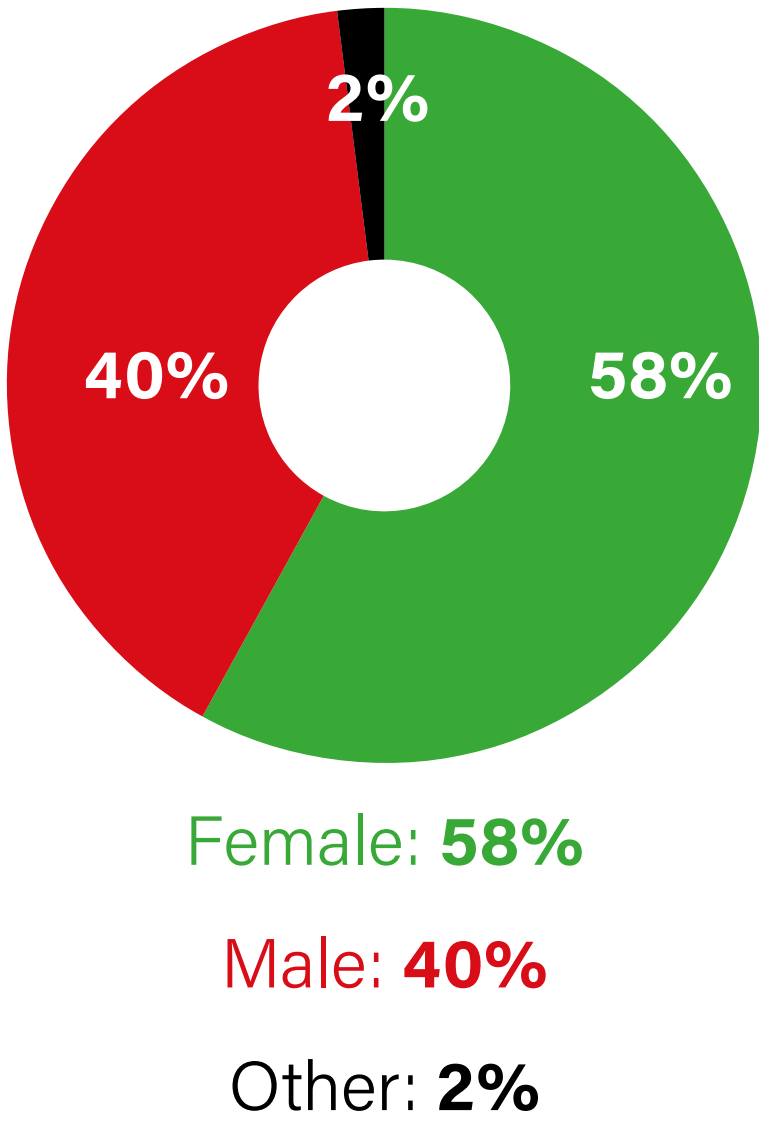
134
Ride marshals registered

132
Ground staff registered

VOLUNTEER AGE



VOLUNTEER GENDER



VOLUNTEER EXPERIENCE

Overall experience rating: 4.5/5 ★★★★★

96%

Felt volunteering was rewarding

96%

Would volunteer again

94%

Would recommend it to a friend

"Spending time with a Senegalese rider who came to the UK specifically to be with us after BUBR Africa: Senegal."

"Cheering the riders as they arrived back at the finish line. This was really special because it was clear that it made a real difference to them."



BUBR AFRICA – SENEGAL

While registrations eased back at home, BUBR Africa had its strongest year yet. 50 riders joined us — our biggest group ever — and together they broke our fundraising record, doubling the previous year’s total.

£24,616.99
Fundraised — a new record,
more than double 2025

50
Riders on the trip —
our biggest group yet

4.6/5
★★★★★
Trip experience rating

5 Days
500km of cycling



In 2026 we opened sales for two international trips at once for the first time — BUBR Diaspora’s inaugural trip to Jamaica and BUBR Africa’s next destination, Tanzania. Both set off in 2027.

**UNITY, EMPOWERMENT
AND LOVE
IT’S A GLOBAL TING.**

LOOKING AHEAD TO 2027

2026 was a steadier year for our UK rides — registrations dipped in both London and Manchester, and we didn't land any significant new partnerships or press coverage. We're taking that seriously. But BUBR Africa proved the appetite for this movement is still growing, with our biggest group yet and a record-breaking fundraising total, and we opened sales this year for a brand new international trip, BUBR Diaspora. In 2027, our focus is on winning back momentum in London and Manchester, reviewing the route format based on rider feedback, delivering our first BUBR Diaspora trip to Jamaica and building the partnerships we didn't secure this year.

PARTNER WITH US IN 2027

- Help us rebuild registrations in London and Manchester
- Sponsor or support BUBR Africa's continued growth
- Back our first BUBR Diaspora trip, to Jamaica
- Join our volunteer or marshal team for 2027

Get in touch: info@blackunitybikeride.com

2027 AT A GLANCE

- Reviewing the London route format based on 2026 feedback
- Renewed focus on registration growth in both UK cities
- BUBR Africa returns, building on a record-breaking year
- BUBR Diaspora delivers its first trip, to Jamaica
- Actively pursuing new partnerships and press coverage

