



BLACK UNITY BIKE RIDE

IMPACT REPORT 2025



INTRODUCTION

Movement is what brings us together. The Black Unity Bike Ride (BUBR) isn't just about cycling — it's built on unity, empowerment and love.

During 2025, our community came together across cities and continents, showing what Black wellness looks like in motion — joy, connection, and pride in who we are. Every ride, event and shared moment reminded us why we started and why this movement matters.

This report reflects on the growth, impact and energy that continue to drive BUBR forward — and the community that keeps it alive.

BUBR HIGHLIGHTS OF 2025

- » After 12 months as a registered charity, we refined our strategy to focus on sustainable growth — reducing the number of activations to invest more deeply in our flagship events.
- » Delivered 4 major activations across the year, engaging 3,101 registered participants.
- » Successfully launched our first UK ride outside London with BUBR Manchester, marking a milestone in our national expansion.
- » Signed a five-year partnership with London Marathon Events, strengthening our growth across the UK with their support in marketing, operations, and logistics.
- » Our community contributed over 2,151 volunteer hours, reflecting the dedication that keeps BUBR moving.
- » BUBR Africa raised £11,780 for Khaltsha Cycling Academy and Bonga Cycling Academy in South Africa — both are grassroots organisations empowering young people through cycling.
- » Featured in [ITV News Granada](#) and [BBC Sounds](#), continuing to spotlight the power of movement, unity, and representation in cycling.

Everything we achieved this year came from collective effort — the hard work of our small team, the commitment of our volunteers, and the continued support of our partners.

Thank you to Sport England, London Marathon Events, Rapha, Sporting Equals, PCUK, Give Blood Spread Love, Lime, Manchester City Council and Drip for standing with us and helping us create space for movement, connection, and joy.



ANNUAL RIDE

SUMMARY

This year we marked **six years of BUBR London** and celebrated a major milestone — our **first-ever ride in Manchester**.

In **London**, riders followed a familiar and well-loved route, starting in Leyton, passing through Shoreditch and Kennington Park, and finishing in Dulwich for BUBR Fest.

Manchester brought a new kind of energy. For the first time, the ride started and finished in the same place — Alexandra Park — with a community pit stop at Platt Fields Park along the way.

Across both cities, a total of **2,890 people registered for the ride and festival**. While BUBR Fest remained free to attend, 2025 was the first year participants paid a minimum of £5 to join the main ride — **and the response was incredible**. The **increase in London registrations** (up by around 500) shows the **continued growth of the BUBR brand, the strength of our community, and the shared belief in what we stand for.**



DONATIONS

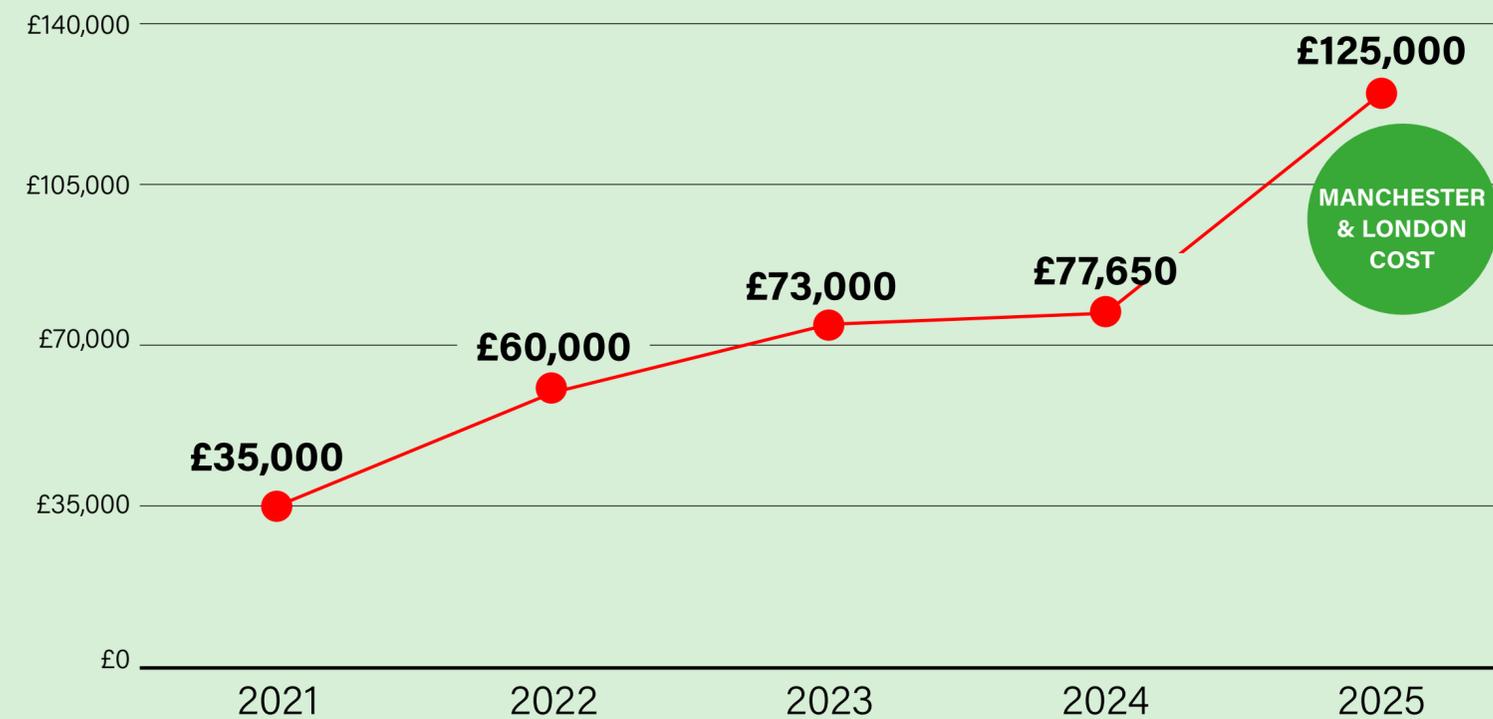
For the first time, and to support the long-term sustainability of the charity, we introduced tiered ticket pricing. Depending on when tickets were purchased, participants paid between £5 and £20 in London and Manchester.

This approach helped us plan more effectively, with steady sales from the release date rather than the last-minute rush we'd seen in previous years.

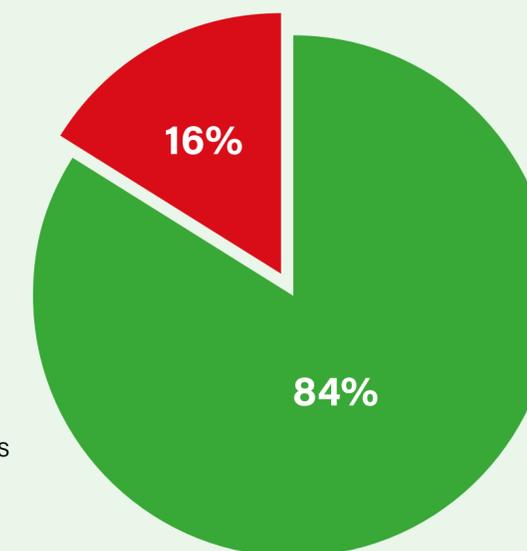
In total, ticket sales, cash donations and merchandise sales raised £19,969. With the London and Manchester rides costing around £125,000, participant and supporter contributions now make up 16% of total costs — a positive step forward from 7% last year. Continuing to grow this figure year-on-year will be key to ensuring the long-term sustainability of BUBR.



EVENT DIRECT COST PROGRESSION



Participant Contributions



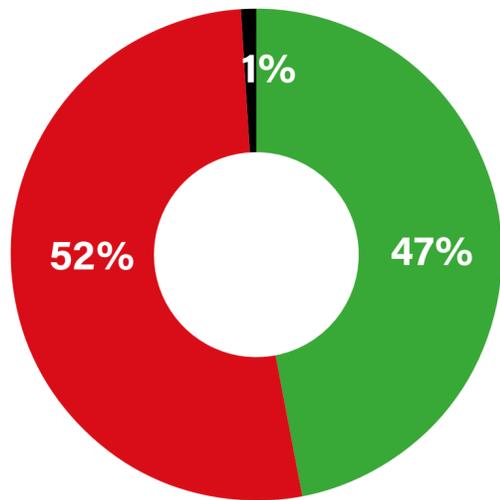
*participant contributions include ticket sales, cash donations and merchandise sales.

Other

REGISTRATION INSIGHTS

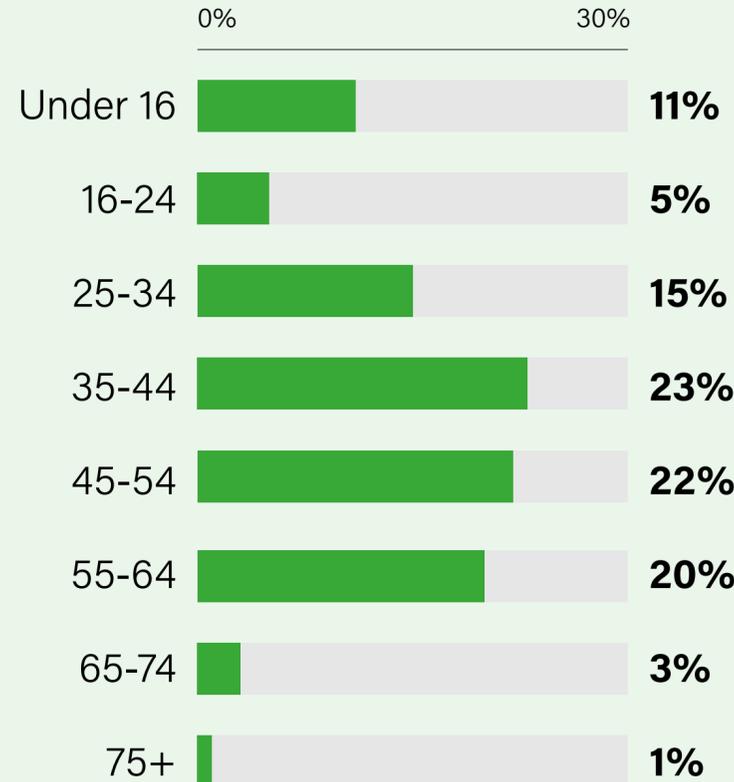
REGISTERED RIDERS: **1960**

GENDER



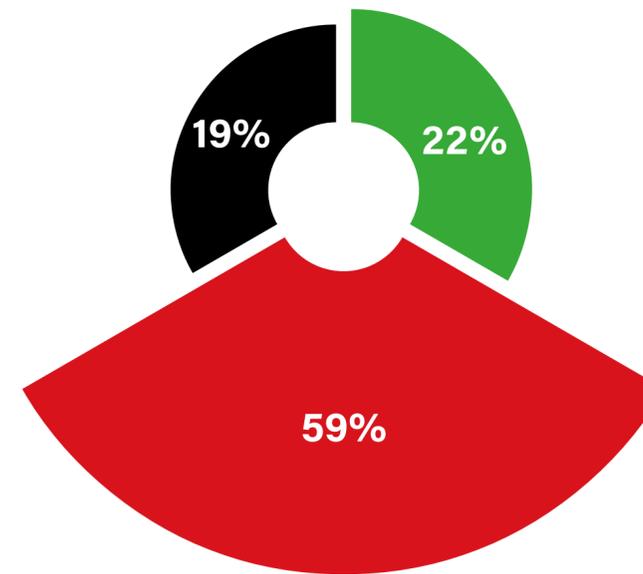
Female: **47%**
 Male: **52%**
 Prefer not to say: **1%**

AGE



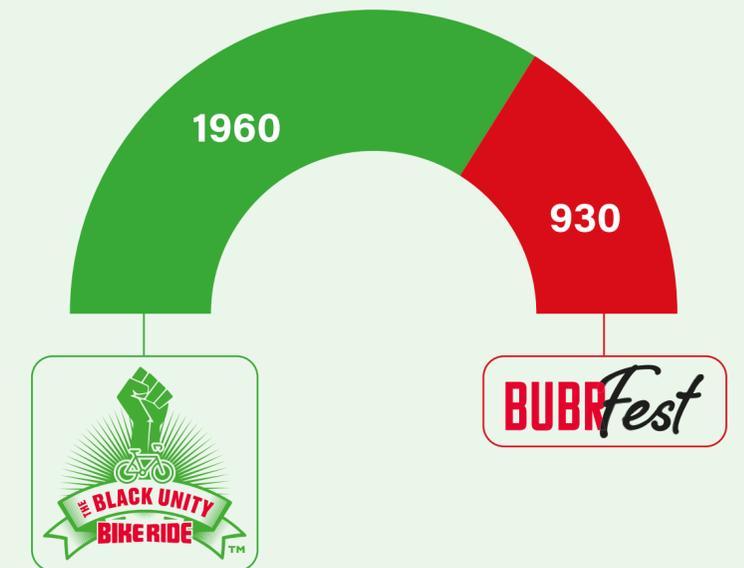
CYCLING EXPERIENCE

Beginner: **22%**
 Intermediate: **59%**
 Advanced: **19%**



59% FIRST TIME TAKING PART IN BUBR ANNUAL RIDE

TOTAL REGISTRATIONS



POST RIDE SURVEY

To help us understand both the reach and depth of our impact, we survey riders after each event. The insights help us see where we're making a difference in people's lives — and who we might still be missing.

This year, 192 participants completed the post-ride survey, which was open for fourteen days following the event. Their feedback continues to shape how we grow, improve, and broaden our reach year after year.

We recognise the limitations of a lower response rate and will explore ways to increase participation next year — including possible incentives and more accessible feedback channels — to ensure we're hearing from a broader cross-section of our community.



BUBR25 EXPERIENCE RATING

OVERALL EXPERIENCE 4.65/5



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. ★★★★★



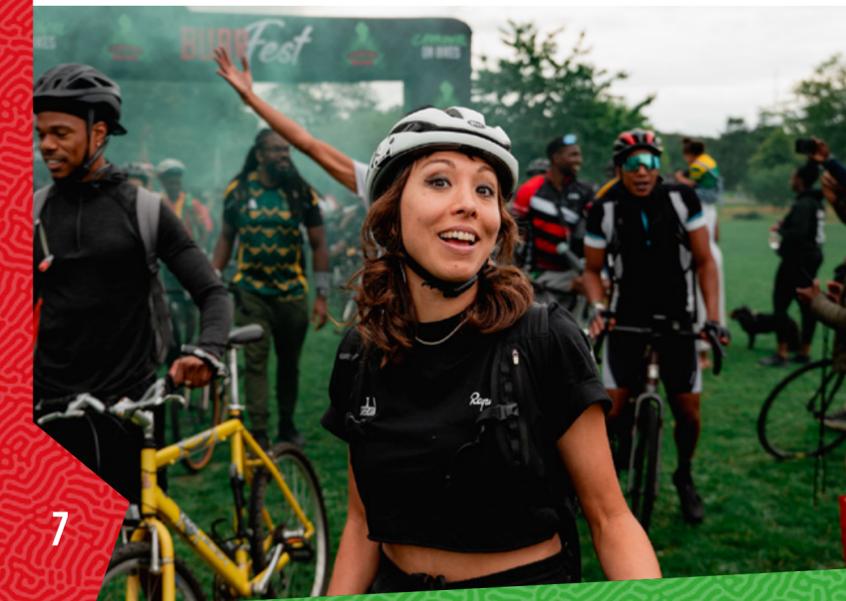
of participants consider **BUBR as well organised**



said BUBR felt **safe and welcoming**



of participants consider **BUBR's annual ride as a family friendly event, suitable for all ages and abilities**



IMPACT ON HEALTH, WELLBEING AND CONNECTION TO THE BLACK COMMUNITY



BUBR 2025 HAS INSPIRED:

90%

to **cycle more regularly**

87%

to think about their **health and wellbeing**

74%

to **volunteer for a community cause**

74%

to **start or join a community group**

BUBR 2025:

98%

felt a **sense of Black joy and celebration**

97%

feel **events such as BUBR are important for uplifting and uniting the Black community**



BEST MOMENT OF THE DAY

CHILDREN AS YOUNG AS 4 RIDING THE ROUTE

CYCLING ACCOMPANIED BY SO MUCH FABULOUS MUSIC. KEPT ME MOTIVATED AND BOPPING. ESPECIALLY WHEN I WAS FLAGGING TOWARDS THE END.

THE MUSIC AND ENERGY OF THE COMMUNITY COMING TOGETHER AND BUMPING INTO FRIENDS I DIDN'T KNOW WERE COMING.

EVERYTHING ABOUT THE DAY WAS SUPER AMAZING. I WAS BUZZING WITH JOY AND PURE EXCITEMENT TO BE PART OF THE BUBR. EVERYONE WAS FRIENDLY AND WELCOMING.

SEEING MY DAUGHTER'S CONFIDENCE WITH CYCLING ON THE ROADS BUILD, AS THE DAY WENT ON.

POSITIVE VIBES, AND COMMUNITY FEELING. BIG SHOUT OUT TO ALL THE MARSHALS!

I FOUND OUT ABOUT THE EVENT WHILST FINISHING MY MORNING RIDE. I CYCLED BACK THROUGH LEYTON AND ONE OF THE STAFF ON THE GATE WAVED ME DOWN, SAYING EVERYONE IS WELCOME. I'M SO GLAD I JOINED, AND I MET SO MANY NICE PEOPLE ON THE RIDE.

THE ENDING WHEN THERE WERE VOLUNTEERS WELCOMING US IN THE PARK.

I HAVEN'T REALLY RIDDEN SINCE I WAS A CHILD. I REALLY ENJOYED RIDING WITH MY GROUP. I STARTED OFF IN GROUP 5. THE MUSIC WAS REALLY GOOD. I FELT I HAD LEARNT A LOT AT THIS EVENT WHICH HAS MADE ME WANT TO IMPROVE MY RIDING SKILLS. SO, WHEN I RETURN TO BIRMINGHAM, I WILL BE LOOKING TO SEE IF I CAN TAKE SOME PROFICIENCY LESSONS TO IMPROVE MY RIDING.

BEING AMONGST THE BLACK COMMUNITY AND SEEING THE JOY

RIDING THROUGH WHITEHALL,
PUMPING REGGAE.

SEEING SO MANY ACTIVE ETHNIC
MINORITIES DOING SOMETHING
POSITIVE. CYCLING, DANCING, THE
FRIENDLY ATMOSPHERE. CROSSING
THE FINISH LINE AHEAD OF A
4-YEAR-OLD BOY!

THE JOY OF SAFELY RIDING THROUGH
SOME OF THE LANDMARKS OF
OUR GREAT CITY IN THE COMPANY
OF GREAT PEOPLE AND MUSIC!
WELL DONE BUBR! IT WAS MY FIRST
EXPERIENCE AND LOOK FORWARD
TO MANY MORE JOY RIDES!

THE ENTIRE EVENT WAS THE
HIGHLIGHT. I ENJOYED THE
SPECTACLE OF EVERYONE COMING
TOGETHER AND TAKING OVER THE
STREETS IN SUCH A JOYOUS,
AFFIRMING AND CELEBRATORY
WAY. MANCHESTER HAS NEVER
SEEN ANYTHING LIKE THIS. THE
TURNOUT WAS AMAZING. IT WILL
BE EVEN BIGGER AND BETTER NEXT
YEAR AS PEOPLE ARE ALREADY
SHARING PHOTOS AND STORIES
AND RECRUITING FRIENDS AND
FAMILY FOR THE NEXT ONE. ANOTHER
HIGHLIGHT WAS RECONNECTING
WITH A CHILDHOOD FRIEND I LOST
CONTACT WITH OVER 40 YEARS AGO
WHICH WAS INCREDIBLE. I AM
ALREADY A KEEN CYCLIST, BUT THIS
HAS INSPIRED ME TO FIND OTHER
BLACK CYCLISTS TO RIDE WITH NOW
THAT I KNOW THEY ARE OUT THERE.
THANK YOU FOR BRINGING THIS TO
MANCHESTER.

GOING THROUGH THE CENTRE OF
MANCHESTER
AND SEEING LOOK ON PEOPLE'S
FACES. PLUS, A FAMILY CAME OUT
OF HIS HOUSE TO GIVE RIDERS
BOTTLES OF WATER.

RIDING THE STREETS OF
MANCHESTER WITH MY COMMUNITY,
THE PEACE LOVE AND UNITY,
RESPECT SHOWN TO ONE ANOTHER,
BEAUTIFUL TO SEE. TO ALL THAT
WERE INVOLVED IN ORGANISING
THE EVENT...RESPECT. I HAD A
WONDERFUL DAY. THANK YOU

DESCRIBE BUBR 2025 IN ONE WORD

BURB' RILLIANT! MOVING! MAGICAL! VIBES!
UNITY! FUN! TRADITION! CHILL! COLLECTIVE!
NEEDED! UNIQUE! VIBETASTIC! COMMUNITY!
INVIGORATING! BIGBADANDHEAVY! FAMILY!
JOYOUS! SENSATIONAL! FABFABFAB!
EXHILARATING! AFFIRMATION! CULTURE! PRIDE!
EMANCIPATING! BELONGING! INCLUSIVE!
FULLJOYMENT! POWERFUL! REPARATIVE!
ONELOVELYNESSE! EMPOWERING!

VOLUNTEER PROFILE

278

Volunteer Registrations
60% of registered
volunteers were new

194

Volunteers Attended
70% of the total registered
Down 3% YOY.

161

Ride Marshals registered
vs 110 attended

117

Ground Staff registered
vs 83 attended.



SURVEY RESPONDENTS

32% OF VOLUNTEERS RESPONDED TO THE SURVEY

Ground Staff: 37 (60%)

Ride Marshals: 24 (40%)



11%

have been volunteering since 2021

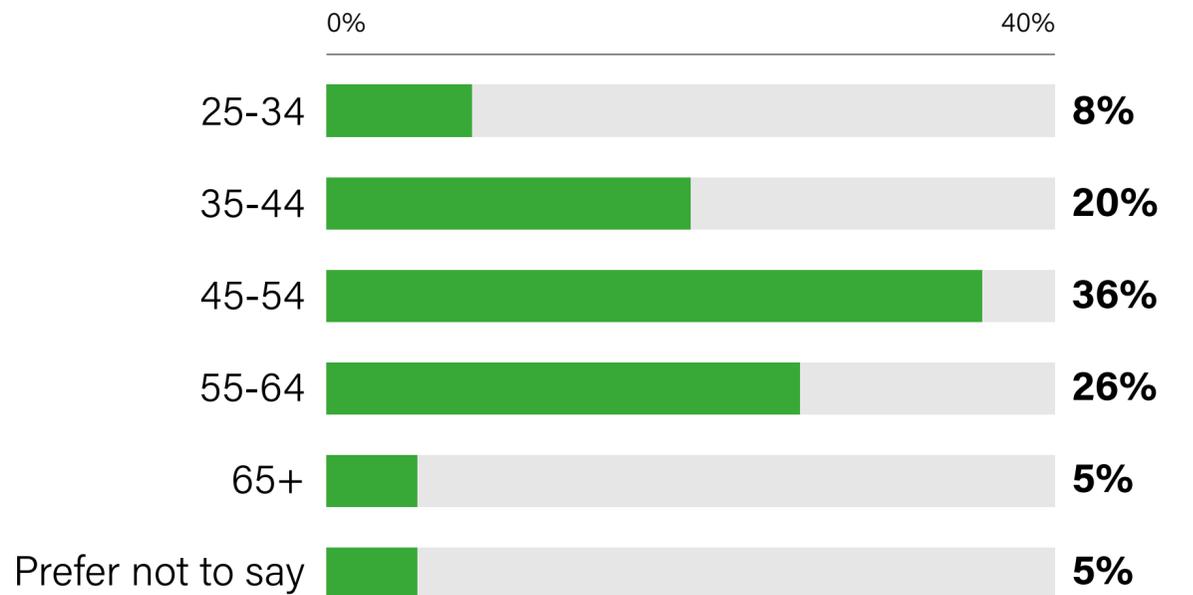
28%

have volunteered before

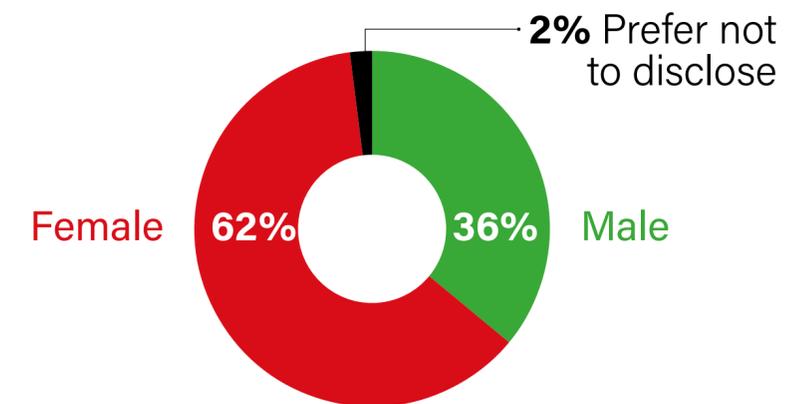
61%

were new volunteers

VOLUNTEER AGE



GENDER

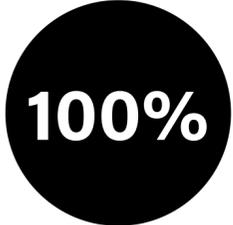


OVERALL EXPERIENCE 4.52/5



VOLUNTEERS RATING OF EXPERIENCE

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felt **volunteering** was rewarding



would **volunteer again**



would **recommend** volunteering to a friend



felt **supported by the** organising team



feel **BUBR is a meaningful** space for Black joy and unity



VOLUNTEER HIGHLIGHTS

TEN MINUTES INTO MY SHIFT, I KNEW I WANTED TO CONTINUE VOLUNTEERING WITH YOU AND MAKE IT AN ANNUAL AFFAIR.

THE INTERGENERATIONAL, MULTI-CULTURAL DISPLAY OF CYCLING JOY AND UNITY IS ALWAYS SO SPECIAL!

SEEING THAT THE NUMBER OF CHILDREN UNDER 16'S SEEMS TO BE INCREASING.

IT WAS BEAUTIFUL TO SEE BEAUTIFUL FAMILY AND FRIENDS GREETING EACH OTHER.

HELPING AND SUPPORTING RIDERS WHO WERE NOT 100% CONFIDENT CYCLING ON THE ROAD BE IT WITH A BABY OR A CYCLE NOT IN GREAT WORKING CONDITION OR JUST THERE TO ASSURE THEM THAT WE WERE THERE FOR THEIR PROTECTION.

BEING AT THE FINISH LINE WELCOMING THE RIDERS. THE ATMOSPHERE WAS AWESOME! GREETING FRIENDS WHO HAD RODE FROM LEYTON TO DULWICH ESPECIALLY AS ONE WAS HER FIRST TIME

HELPING AN IRISH MUM WHO WAS WITH HER LITTLE GIRL GET TO THE NEXT STATION. IT WAS THEIR FIRST TIME, AND SHE IS NOW INTERESTED IN BEING A RIDE MARSHAL.

MEETING FRIENDS AGAIN WHO VOLUNTEERED AT PREVIOUS BUBRS. MEETING NEW VOLUNTEERS AND WORKING AS A TEAM TO PREPARE FOR THE ARRIVAL OF RIDERS AT DP.

THE PARTICIPANTS WERE SO GRATEFUL, AND IT WAS AMAZING TO SEE SO MANY PEOPLE ON BIKES!

CHEERING EVERYONE ON AS THEY LEFT SHOREDITCH. THE POSITIVE ENERGY AND SMILES WERE SO INFECTIOUS.

SEEING THE RIDERS COME INTO SHOREDITCH PARK AND CHEERING THEM ON AT THE FINISHING LINE IN DULWICH PARK.

FEELING LIKE PART OF A GREAT TEAM. HELPING OTHERS ENJOY THE EVENT AND FEELING VALUED AND RECOGNISED.

BUBR AFRICA

CAPE TOWN

For the **third-year running**, BUBR Africa returned to the Motherland for a cycling experience that meant a lot to everyone involved. This year we travelled to **Cape Town, South Africa**, riding through the city, along the coast, and into the townships, connecting with local cyclists along the way.

BUBR Africa has always been a unique and authentic way for our community to connect with Africa — through shared movement, culture, and conversation. **This year, we were proud to support Khaltsha Cycling Academy and Bonga Cycling Academy**, both are organisations creating opportunities for young people to learn and lead through cycling.

The trip captured the true spirit of BUBR — unity, empowerment and love in motion.

A short film of the trip can be viewed [here](#).

PARTICIPANTS RATED THEIR EXPERIENCE ON THE TRIP AS 4.8 OUT OF 5



FUNDRAISED £11,780

FOR KHALTSHA CYCLING ACADEMY AND BONGA CYCLING ACADEMY AND DONATED CYCLING KIT PROVIDED BY RAPHA



20 MALE

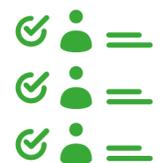


16 FEMALE



6 DAYS

OF CYCLING; **500KM** DISTANCE AND **5,000M** OF ELEVATION



50 HAVE SIGNED UP FOR BUBR AFRICA 2026: **SENEGAL**



CONCLUSION

BUBR is more than an annual cycling event — it's a movement built on unity, joy, and the belief that Black communities deserve space to move freely, connect deeply, and live active, healthy lives.

2025 was a milestone year. We celebrated six years of BUBR London, delivered our first-ever ride in Manchester, and returned to the Motherland for our third BUBR Africa trip, this time to Cape Town, South Africa.

London saw its highest number of rider registrations to date, showing how the movement continues to grow in strength and reach. Manchester's debut brought new faces, fresh energy, and proved that the BUBR spirit can travel and connect across cities.

Across both UK rides and festivals, 2,890 people registered to take part — a powerful reflection of a community that continues to show up for one another. Despite introducing tiered ticket pricing for the first time, participation remained strong, helping us plan more effectively and take important steps toward long-term sustainability.

Through ticket sales, donations, and merchandise, the community contributed £19,969, and over 2,151 volunteer hours were given to deliver safe, inclusive, and joyful experiences across the UK and South Africa. We also raised £11,780 for Khaltsha Cycling Academy and Bonga Cycling Academy, who are both supporting young people to lead through cycling.

Looking ahead to 2026, we'll build on this momentum — expanding to Birmingham and hosting our biggest BUBR Africa trip yet in Senegal. Wherever we ride, our purpose remains the same: to move together, to celebrate who we are, and to keep creating spaces where Black joy, connection, and community thrive.

