



CELEBRATING CULTURE
IMPROVING HEALTH
BUILDING BELONGING



www.blackunitybikeride.com

THE CHALLENGE

Black communities are the least physically active ethnic group in the UK

Health and wellbeing inequalities persist

Barriers include lack of trust, safety and visible representation

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THE OPPORTUNITY



Participation rises when people feel they belong

Culture + community unlock sustained activity

Brands can play a real role in sustainable positive change

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WHO WE ARE

- A community-led, culturally relevant charity
- Creator of the largest annual Black community bike ride in Europe
- National footprint - London + Manchester
- International footprint – Ghana, Rwanda, South Africa + Senegal
- Partners: Sport England, London Marathon Events, Rapha, Lime & Drip Water



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OUR IMPACT

- **12,000+** participants and 50 activations since 2020
- Flagship events with a **91% satisfaction rating**
- **78%** cycle more, **77%** prioritise wellbeing and **74%** inspired to volunteer
- Every **£1** invested in BUBR generated **£12.23** of social/system value

WHO IS OUR AUDIENCE



85% identify
as being of
Black heritage

60% are aged
between 25-55

41%
are women



BUBR ACTIVATIONS



**BUBR AFRICA
SENEGAL**
(May 2026)



**BUBR
MANCHESTER**
(July 2026)



**BUBR
LONDON**
(August 2026)

WHY PARTNER WITH BUBR

Authentic reach into underrepresented audiences with consumer value of £4.5bn

Credible EDI + wellbeing impact

High-quality content & storytelling



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WHAT BUBR OFFERS

- Experiential activations at events
- Employee ride/volunteering opportunities
- Content, data & impact reporting
- Cultural credibility



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EXAMPLES OF BUBR IN ACTION:



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