



BLACK UNITY BIKE RIDE

IMPACT REPORT 2024



INTRODUCTION

Movement is a verb and a noun that the Black Unity Bike Ride (BUBR) epitomises by inspiring Black communities to lead an active life via the sport of cycling. This year has been significant for the organisation and this impact report reflects all activities executed between the months of January 2024 and October 2024.

BUBR HIGHLIGHTS OF 2024

- » Successfully registered as an independent charity on 29th April 2024 (Charity Number 1208033).
- » Delivered 11 activations across 10 months and engaged 2,525 registered attendees
- » Utilised over 1,345 volunteering hours across a variety of touchpoints
- » BUBR Africa fundraised £11,500 for a grassroots NGO in Rwanda called Twin Lakes Cycling Academy
- » Over 100 members of the BUBR community completed RideLondon-Essex 100 in 2024, including 12 first time participants aged under 25-years-old that were trained up by members of the BUBR Alliance.
- » For the first time featured in the [Mail Online](#), [Men's Health](#) and [Conde Nast Traveller](#)
- » Encapsulated six of the [UN's 17 Sustainable Development Goals \(SDGs\)](#).
3. Good Health and Wellbeing, 5. Gender Equality, 10. Reduce Inequalities,
11. Sustainable Cities and Communities, 13. Climate Action and 17. Partnership for the Goals
- » Partnered with and supported 50 Black-owned businesses reflecting a variety of industries and sectors.

Our highlights of 2024 would not have been possible without our fantastic core operations team, our army of 150 volunteers, the BUBR Alliance and our strategic partners & supporters (Sport England, London Marathon Events / London Marathon Foundation, Rapha and Sporting Equals).

As a newly formed charity we are very appreciative of the continued support and investment from our stakeholders.



ANNUAL RIDE

SUMMARY

A total of **1,129 pre-registered** for this year's flagship activation BUBR24 – only seven participants less than BUBR23.

However, **the estimated on the day turnout was 1,800** – 160% of the pre-registered total.

The average attendance across all five of our annual rides to date has been 1,300.

We attribute the additional attendees to positive weather conditions and **year-on-year growth in our brand awareness.**

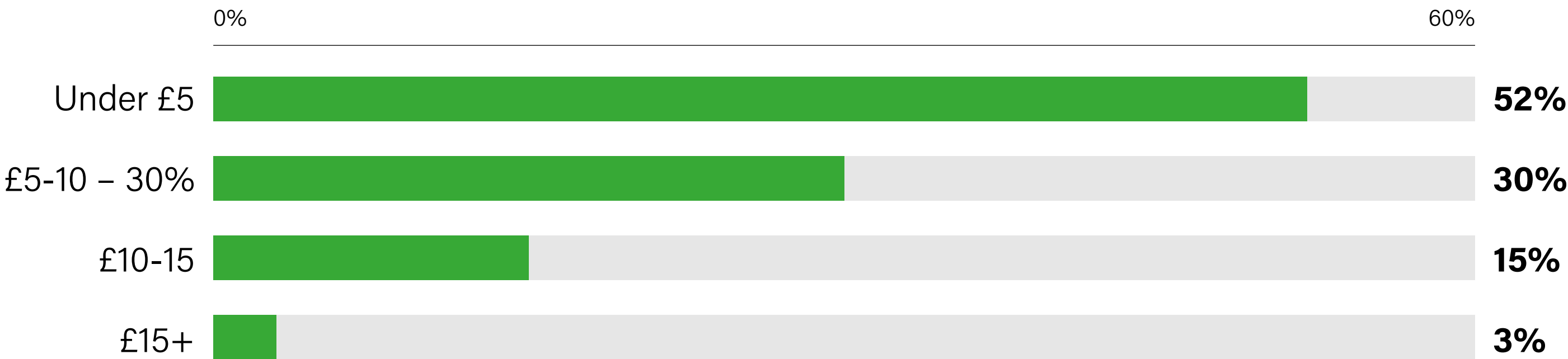


DONATIONS

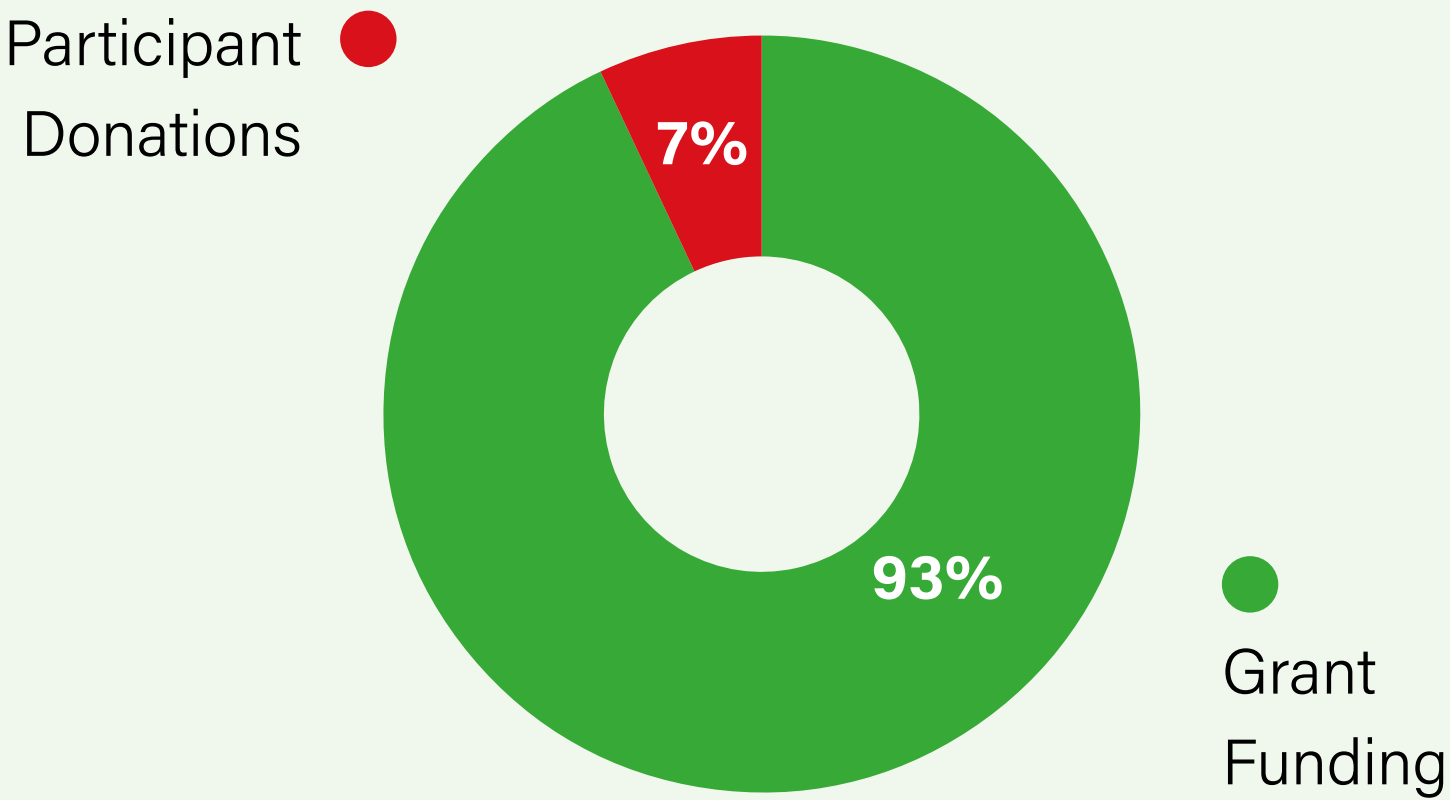
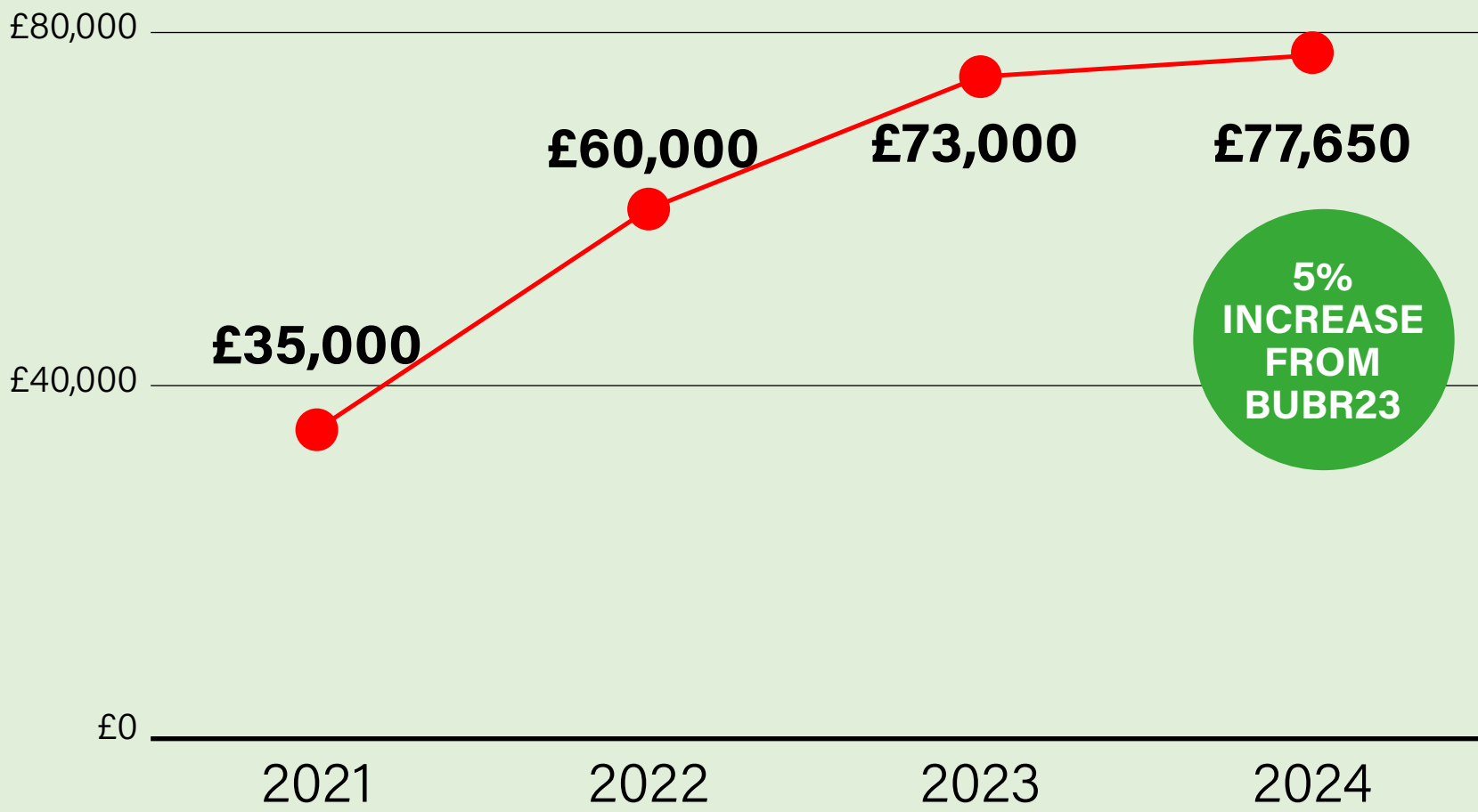
As a registered charity individual giving is a key contributor towards our long-term sustainability. Including merchandise purchased at the point of registration, the donation total achieved at BUBR24 was £5,364 – this amount is £1,628 less than what was achieved at BUBR23. Although we aspire to make the activation as inclusive as possible, a 34% year-on-year drop in donations inflates our challenge in making the event sustainable. The direct cost for BUBR24 was £77,660 – participant donations amounted to 7% of the total cost.

Our post-ride survey results presented a contrasting picture compared to our captured data. In the survey 39% stated they would be willing to donate £10+ towards the event cost and only 8% stated they would donate less than £5. Our data confirmed 18% of participants donated £10+ and 52% donated less than £5. Participants that donated £1 made up the largest group of 38% - an 11% increase from BUBR23.

For BUBR25 we will explore innovative approaches to how we can make the activation as inclusive as possible, without compromising the long-term sustainability of the charity.



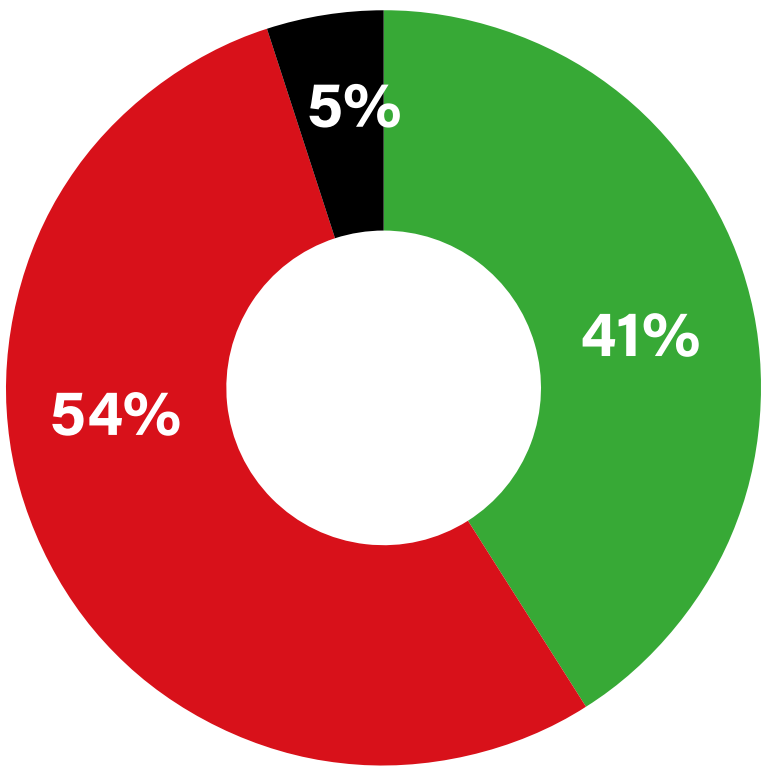
EVENT DIRECT COST PROGRESSION



REGISTRATION INSIGHTS

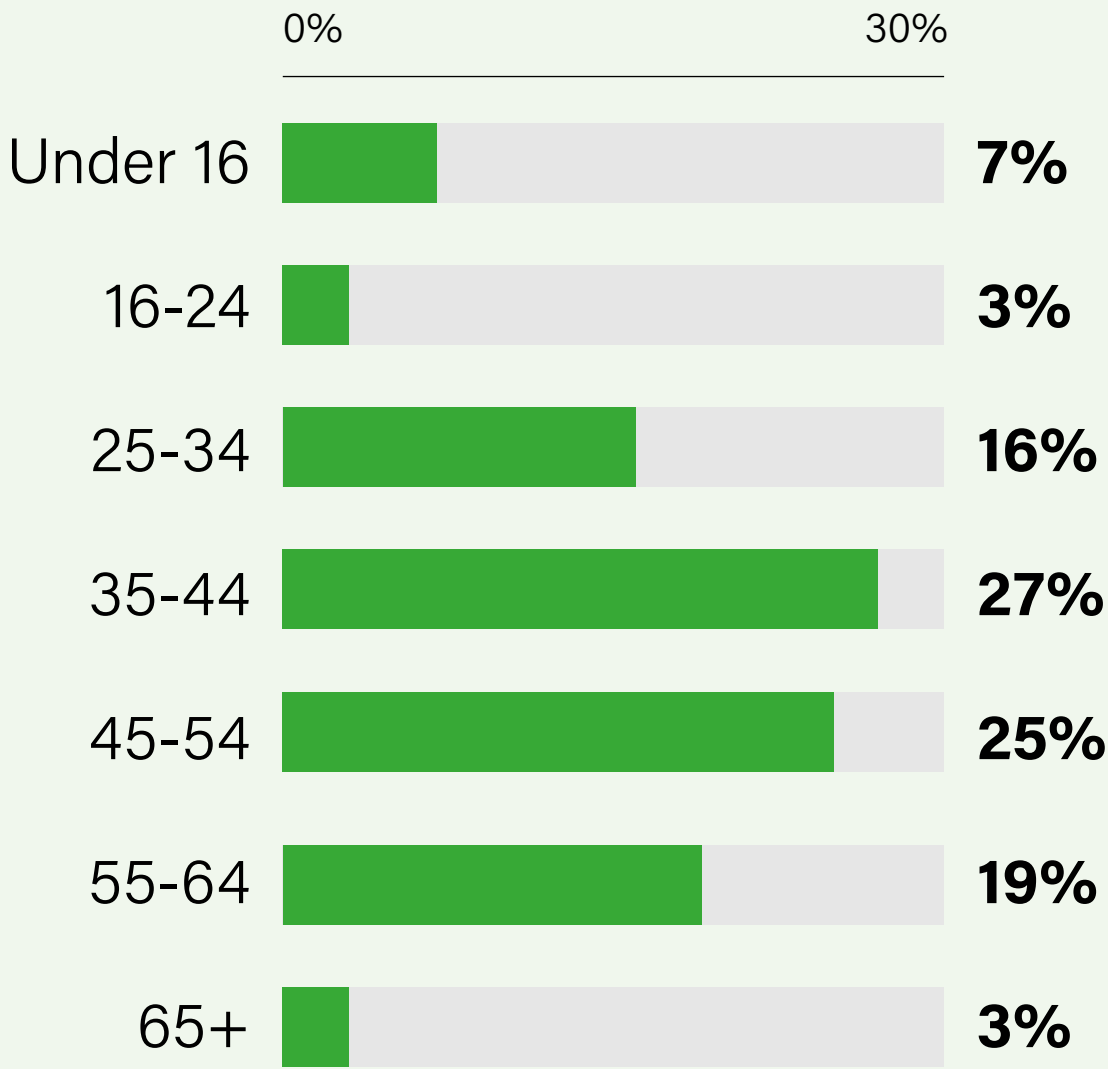
REGISTERED RIDERS: 1129

GENDER

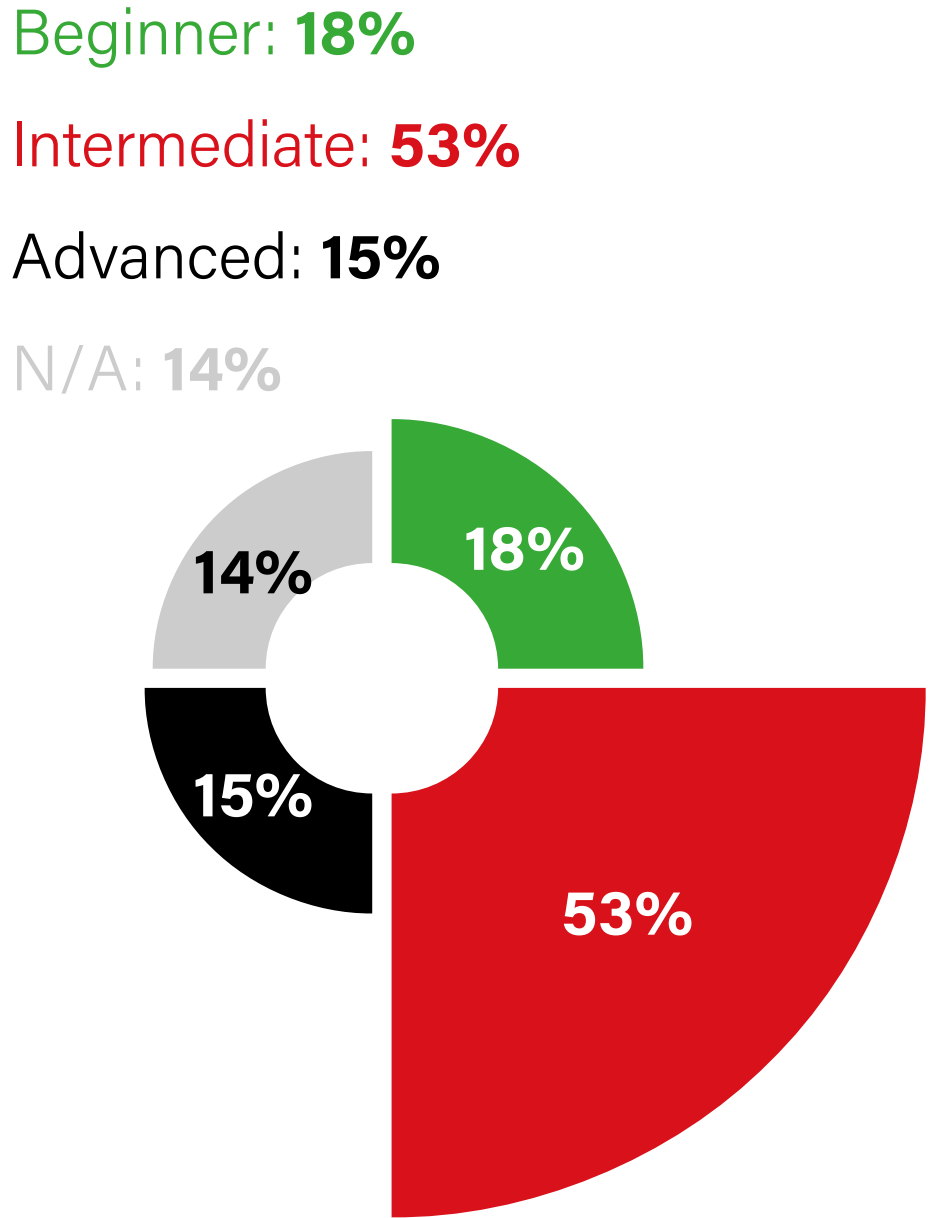


Female: 41%
Male: 54%
Prefer not to say: 5%

AGE



CYCLING EXPERIENCE



47% FIRST TIME TAKING
PART IN BUBR ANNUAL RIDE



POST RIDE SURVEY

To support our understanding of where we are having an impact on participants lives, we survey our riders post event. The survey was available for a 10-day period after the event and was completed by 108 participants.

STARTING LOCATION

THE START - Leyton Sports Ground: 92%

PIT STOP 1 - Hackney Downs: 3%

PIT STOP 2 - Somerset House: 3%

ALONG THE ROUTE: 2%



93%
OF BUBR PARTICIPANTS'
LIVE IN LONDON



BUBR24 EXPERIENCE RATING

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. ★★★★★

94%

of participants consider **BUBR activations as a positive experience**
(up 2%)

83%

have **seen a year-on-year improvement of BUBR activations**
(up 11%)

93%

of participants consider **BUBR’s annual ride as a family friendly event**
(up 5%)

80%

were **highly satisfied with registration**
(down 1%)

80%

were **highly satisfied with the email communication**
(up 5%)

77%

were **highly satisfied with the ride route**
(up 7%)

85%

were **highly satisfied with the length of route**
(up 9%)

81%

were **highly satisfied with the availability of toilets**
(up 7%)

76%

were **highly satisfied with the refreshments**
(up 2%)

70%

were **highly satisfied with the food**
(down 3%)

85%

were **highly satisfied with the facilities at each location**
(up 19%)

85%

were **highly satisfied with the quality of staffing/volunteers**
(up 9%)

BUBR24 HAS INSPIRED...

48%

to **join a cycling club** in 2024

77%

of participants to **cycle more** in 2024

75%

of participants to **prioritise their health and wellbeing more** in 2024

25%

to **start a cycling club** in 2024

53%

to **volunteer**

40%

to **purchase a new bike** in 2024



BEST MOMENT OF THE DAY

"THE PUBLIC REACTION TO THE GOOD VIBES. I LOVE HOW OTHER BLACK PEOPLE WILL CELEBRATE OTHER BLACK PEOPLE DOING NORMAL STUFF LIKE RIDING A BIKE. BLACK JOY IS REAL."

"THE ENERGY THAT CAME WITH RIDING AS A COLLECTIVE WAS PALPABLE. THE MUSIC, THE MARSHALS, BYSTANDERS ON ROUTE GETTING CAUGHT UP IN THE ATMOSPHERE AND CHEERING US ON, FAMILIES RIDING TOGETHER. NO DRAMA. A GENUINELY HEARTWARMING EXPERIENCE."

"TAKING OVER SOMERSET HOUSE"

"BEING ABLE TO CYCLE THROUGH LONDON LISTENING TO MUSIC AND TALKING TO OTHER CYCLISTS. IT FELT LIKE A CARNIVAL ON WHEELS. ALSO STOPPING FOR LUNCH AT SOMERSET HOUSE WAS EXQUISITE."

"ENJOYED THE WHOLE DAY, BUT LOVELY TO SEE YOUNG ONES OUT ENJOYING THE DAY, AWAY FROM THEIR PHONES & COMPUTERS. DIDN'T SEE OR HEAR MY GRANDSONS WORRYING ABOUT THEIR PHONES ONCE ALL DAY."

"RIDING WITH MY FRIENDS AND MEETING NEW ONES."

"IT WAS A SERIES OF MOMENTS OVER THE COURSE OF THE DAY, I RODE WITH SO MANY DIFFERENT PEOPLE I KNEW ALONG THE ROUTE"

"RIDING THROUGH THE FINISH LINE WITH MY FAMILY AND ALL FEELING A HUGE SENSE OF ACHIEVEMENT, WHILE BEING CONGRATULATED BY THE MEMBERS OF THE TEAM AND OTHERS. IT IS SUCH AN AMAZING END TO SUCH A BRILLIANT BIKE RIDE & DAY."

"CYCLING THROUGH LONDON AS A LARGE CONFIDENT COLLECTIVE WITH MUSIC PLAYING AND MAKING AN IMPACT ON PEOPLE'S VISION OF JOYFUL BLACK PEOPLE"

"THAT SATURDAY WAS MY BIRTHDAY, 66 YEARS YOUNG. LOVELY CYCLING AND THE WEATHER WAS GREAT. IT WAS A GREAT ATMOSPHERE AND WELL MAINTAINED FROM START TO FINISH. HOPEFULLY THERE'LL BE MORE BUBR RIDES."

"CYCLING WITH MUSIC, PEOPLE SHOUTING 'ROLLING!' WHEN THE LIGHTS TURNED GREEN. THE FINAL STOP AT DULWICH PARK, THE FOOD, YOGA AND CANE JUICE WERE ABSOLUTELY PHENOMENAL."

"SEEING THE SUN GO DOWN..AND BEING IN A SEA OF BLACK CYCLISTS..AND STOPPING TRAFFIC...EPIC"

"WHEN AN ELDERLY BLACK WOMEN STOPPED US WITH TEARS IN HER EYES IN DULWICH AND SAID HOW HAPPY SHE WAS TO SEE SO MANY POSITIVE IMAGES OF BLACK PEOPLE AND THAT WE HAD MADE HER WEEKEND."

"ARRIVING AT SOMERSET HOUSE AND SEEING IT FULL OF BLACK CYCLISTS TAKING UP SPACE AND THE FINISHERS T-SHIRT WAS THE ICING ON THE CAKE"

BIGGEST IMPRESSION OF BUBR24

"THE MARSHALS. THEY WERE PROFESSIONAL IN THEIR DIRECTIONS, KEEPING US TOGETHER AND SAFE, LOOKING AFTER BEGINNER AND YOUNG RIDERS."

"THE ORGANISATION, LOVE, POSITIVE ENERGY AND PROFESSIONALISM."

"THE AMOUNT OF BLACK CYCLIST THAT TURNED UP."

"THE NUMBERS GROW EACH YEAR, MORE AND MORE PEOPLE RIDING IS AMAZING."

"SOUND SYSTEM IN SOMERSET HOUSE"

"THE FREE T-SHIRTS AT THE END, WASN'T EXPECTING THAT AT ALL."

"HAVING VOLUNTEERS WITH IPAD ACTIVELY REGISTERING PEOPLE. SAVED SO MUCH TIME."

"THE UNITY, INCLUSION, ORGANISATION, ENERGY OF THE PEOPLE. VERY TOUCHING."

"THE AMOUNT OF VOLUNTEERS WHO WERE SO HELPFUL AND EAGER TO MAKE IT A GOOD EXPERIENCE, ANTICIPATING ANY NEEDS."

"THE VARIETY OF PEOPLE PRESENT"

"THE ORGANISATION. THE PLANNING. THE EXECUTION. ON POINT, AS FAR AS WE COULD TELL..."

"THAT VERY YOUNG CHILDREN HAD BEEN TRAINED AND WERE QUITE CAPABLE OF PARTICIPATING WITH CONFIDENCE."

"THE FESTIVAL IN THE PARK! ARRIVING AT THE END WITH THE SUN, YOUR FINISHERS T-SHIRT, MUSIC, HOT FOOD AND DRINK POINTS AND THINGS TO DO E.G. CYCLE SMOOTHIES, YOGA, FIRST AID."

"THE FREE ADIDAS FINISHER T-SHIRTS PROVIDED AT THE END."

"THE SCALE, LEVEL OF PARTICIPATION, THE QUALITY OF THE MARSHALLING AND THE GENERAL SENSE OF TOGETHERNESS"

"THE SLICK OPERATION OF GETTING SO MANY PEOPLE OF ALL AGES AND RIDING ABILITIES ACROSS LONDON SAFELY AND WHILST ALSO HAVING FUN."

"GREATER SENSE OF COMMUNITY, COLLECTIVE GROUP RIDING. THE WRISTBAND AND FINISHERS SHIRT"

"THE WHOLE EVENT, THE VOLUME OF VOLUNTEERS, GETTING TO SOMERSET HOUSE. NEVER BEEN THERE BEFORE."

"THE ABSOLUTE SENSE OF COMMUNITY ACROSS THE RANGES OF AGES, RACE, CLASS AND THE UNSPOKEN AGREEMENT THAT IN THESE TROUBLE TIMES INCLUSIVENESS IS VERY IMPORTANT. PLUS, THE PROFESSIONALISM OF ALL INVOLVED IN THE ORGANISATION AND EXECUTION OF THE EVENT."

"THE ORGANISATION! THE WHOLE THING RAN SO SMOOTHLY, AND I CAN'T IMAGINE THAT IT'S AN EASY TASK TO ORGANISE AN EVENT OF THIS SCALE IN CENTRAL LONDON. HATS OFF!"

DESCRIBE THE BLACK UNITY BIKE RIDE 2024 IN 1 WORD

COMMUNITY

VIBES

TOGETHERNESS

ICONIC

EXCELLENT

FANTASTIC

UNITED

PROUD

FUN

EXHILARATING

MAGNIFICENT

NECESSARY

POWERFUL

BEAUTIFUL

BLEXCELLENCE

RECALIBRATING

UNITY

INSPIRING

ELEVATING

FAMILY

AMAZING

EMPOWERING

PURPOSEFUL

STRENGTH

AWESOME

POSITIVE

SPIRITUAL

WONDERFUL

EPIC

EXEMPLARY

ENERGETIC

VIBRANT

JOY

BRILLIANT

LIT



VOLUNTEER PROFILE

VOLUNTEERS REGISTERED

90

Ground Staff

100

Ride Marshals

190

Total registered

VOLUNTEERS ATTENDED

58

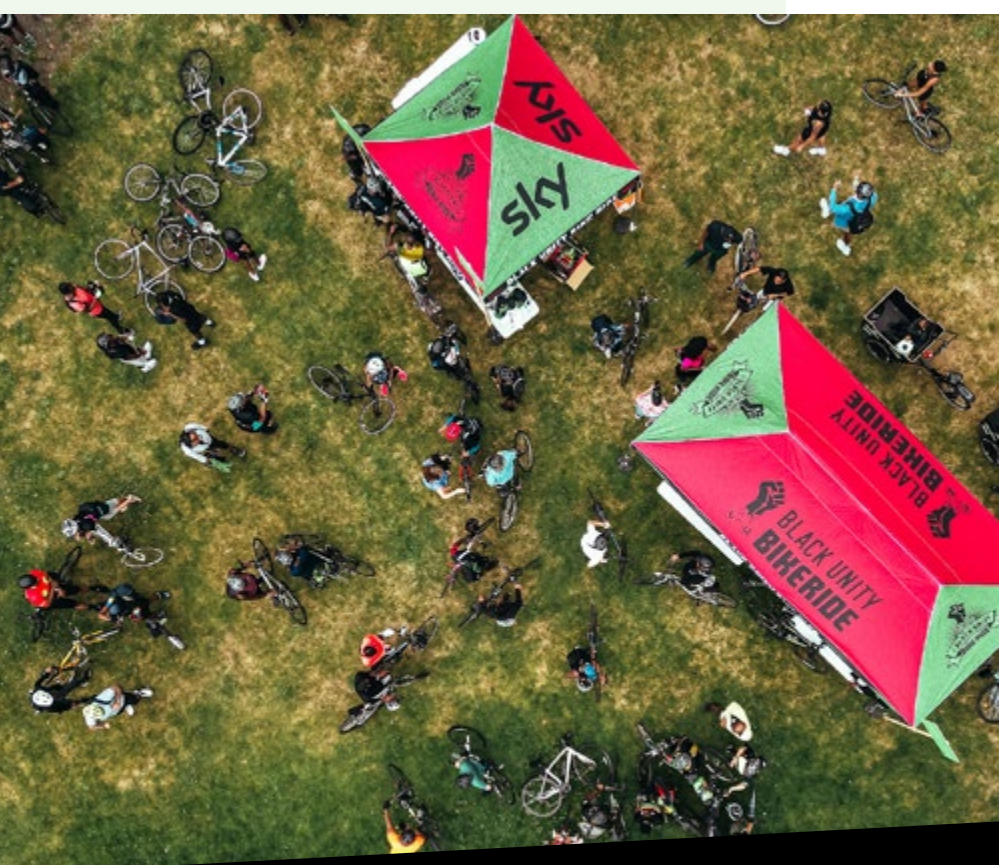
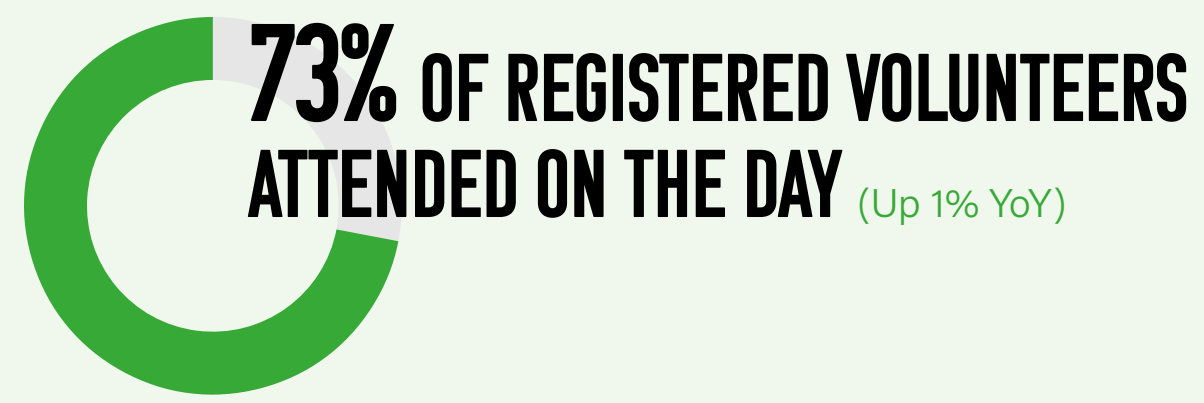
Ground Staff

81

Ride Marshals

139

Total registered
161 attended BUBR23,
14% drop on total volume of
volunteers for BUBR24



SURVEY RESPONDENTS

34% OF VOLUNTEERS RESPONDED TO THE SURVEY

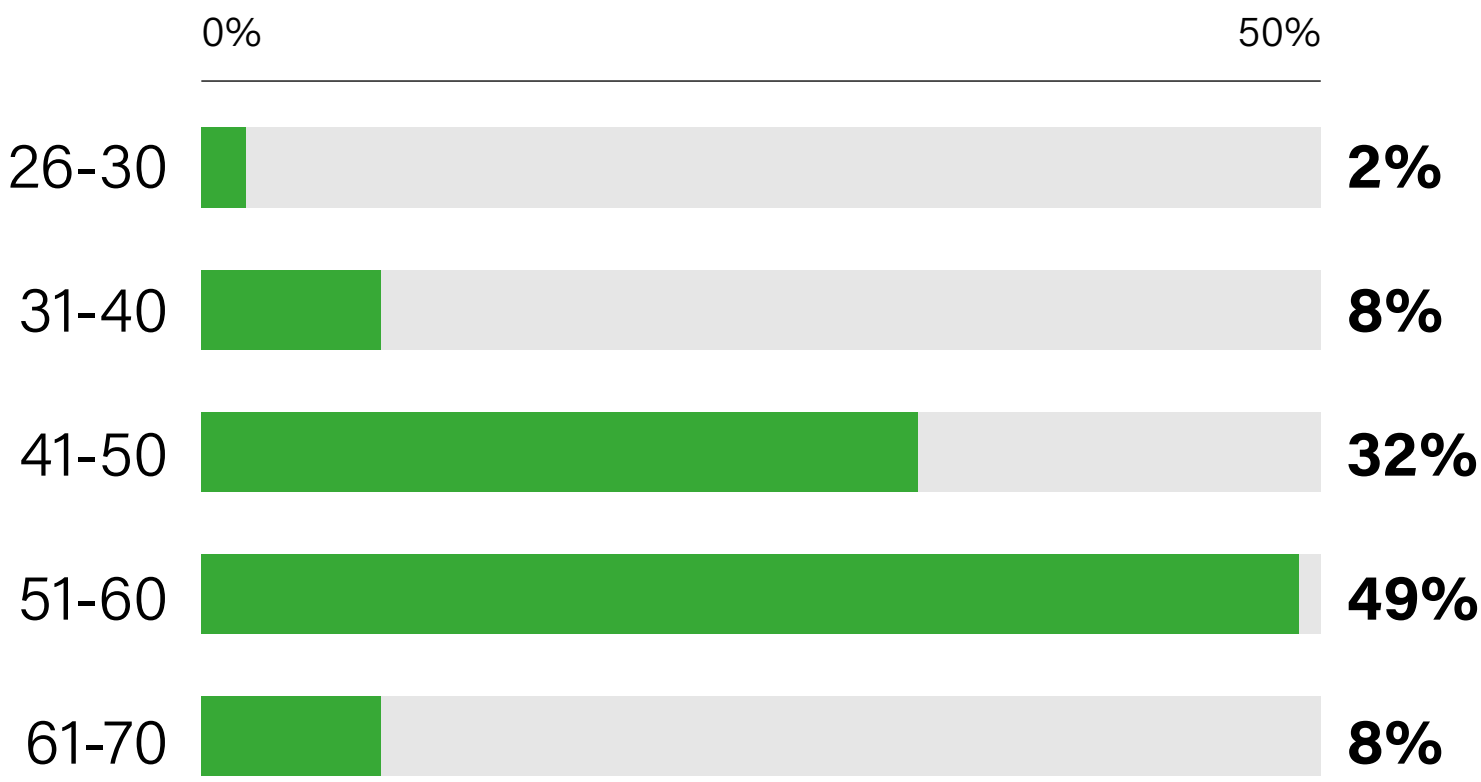
Ground Staff: 20



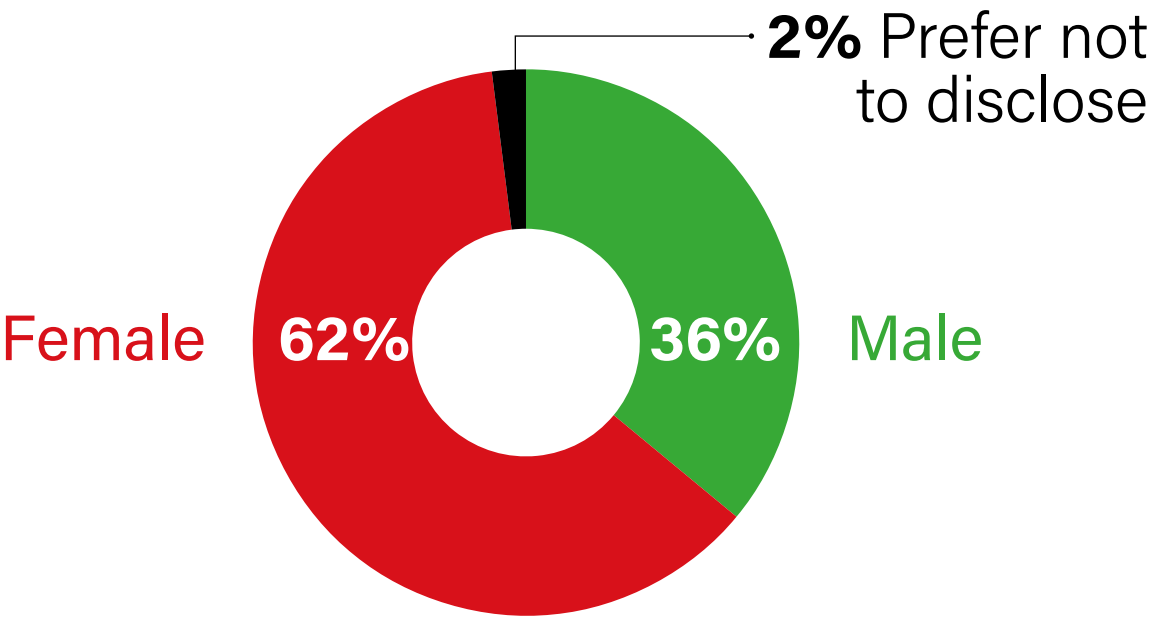
Ride Marshals: 27



VOLUNTEER AGE

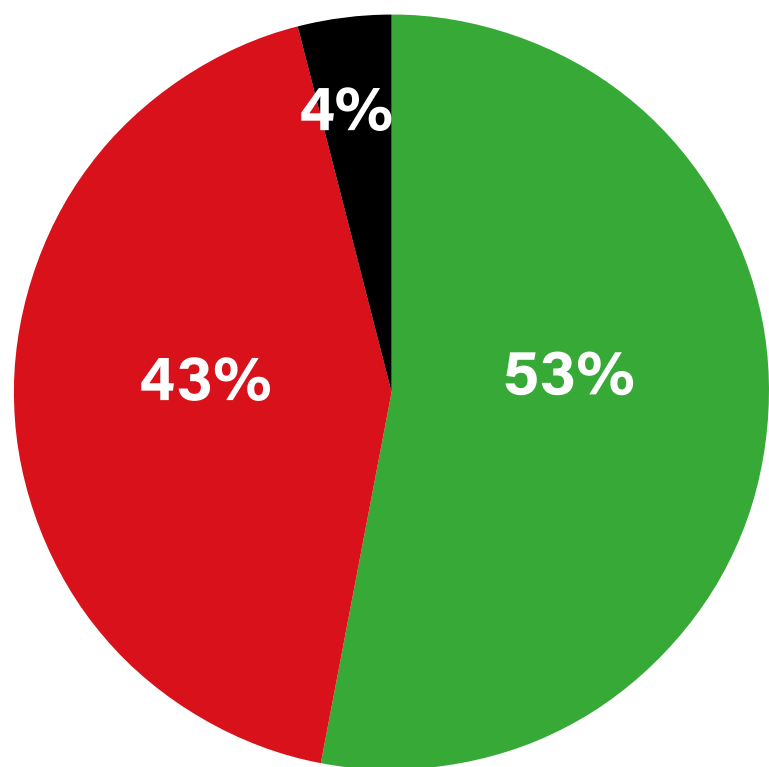


GENDER





ROLE ON THE DAY



Ride Marshal: **53%**

Ground Staff: **43%**

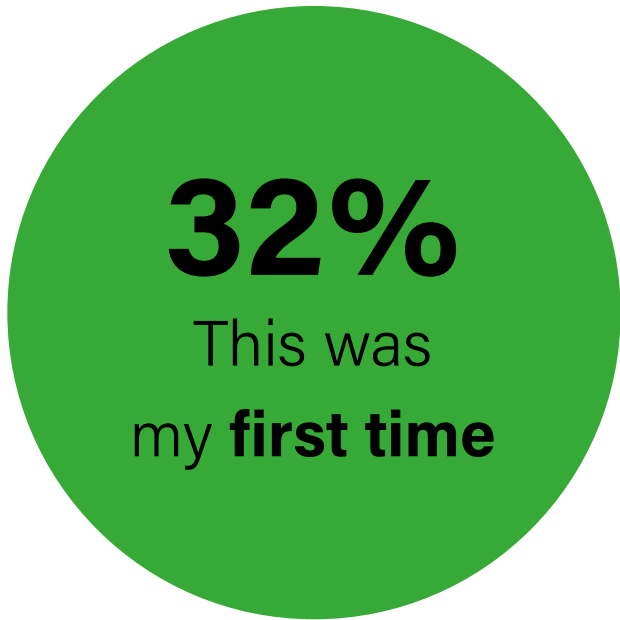
Both (Ride Marshal & Ground Staff): **4%**

VOLUNTEER LOCATION



HAVE YOU VOLUNTEERED FOR BUBR BEFORE?

- 👍 Yes, at **BUBR 2020**: 4%
- 👍 Yes, at **BUBR 2021**: 8%
- 👍 Yes, at **BUBR 2022**: 15%
- 👍 Yes, at **BUBR 2023**: 40%



*68.1% of volunteers returned from previous years.

VOLUNTEERS RATING OF EXPERIENCE

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75%

were **highly satisfied with the recruitment process**
(up 8%)

75%

were **highly satisfied with the email communication**
(up 9%)

74%

were **highly satisfied with the training provided**
(up 15%)

74%

were **highly satisfied with the volunteer leadership**
(up 6%)

WOULD VOLUNTEER AGAIN

89% WOULD VOLUNTEER AGAIN (down 6.6%)

53%

Yes as
Ride Marshal

36%

Yes as
Ground Staff

11%

Maybe



VOLUNTEER THOUGHTS

"IT'S AN HONOUR TO SERVE. I'M FAR FROM A PRO, BUT BUBR REALLY EXPOSED ME TO THE JOYS OF CYCLING AND THE RELATIONSHIPS I'VE BUILT."

"THANK YOU FOR GIVING US MORE REASONS TO BE GRATEFUL"

"GOOD ATMOSPHERE AT THE FESTIVAL. THE FIRST TIME I DID THE RIDE. VERY ENJOYABLE."

"IT WAS AN AMAZING DAY THAT HAS REALLY SUSTAINED ME THROUGH THE DAYS THAT HAVE FOLLOWED, WHEN IT HAS FELT THE STREETS ARE A LESS SAFE PLACE. I JUST REMEMBER THE ENERGY, LOVE AND CAMARADERIE OF BUBR AND IT GIVES ME HOPE. MY ONLY DILEMMA NOW IS DO I VOLUNTEER AGAIN NEXT YEAR OR TAKE PART!"

"JUST HUGE LOVE AND APPRECIATION FOR CREATING SUCH A BEAUTIFUL EVENT AND CONSTANTLY PUSHING PAST BARRIERS TO BUILD COMMUNITY. THIS EVENT IS A GAME-CHANGER!"

"I AM PROUD TO BE A MEMBER OF THE BUBR FAMILY. THANK YOU FOR CREATING THIS OPPORTUNITY. I'M SURE NEXT YEAR WILL BE BIGGER AND BETTER."

"IT IS MASSIVELY EMPOWERING AND MOTIVATING TO WITNESS THE CONTINUED GROWTH AND SUCCESS OF BUBR. THIS YEAR WAS DEFINITELY THE BEST YET AND WHILST IT IS ALWAYS A PRIVILEGE TO BE INVOLVED, THIS YEAR RAISED THE BAR. THIS WAS SPECIAL!"

"AS A WHITE VOLUNTEER I FELT PART OF SOMETHING THAT WASN'T MY BACKGROUND, BUT WELCOME NONETHELESS."

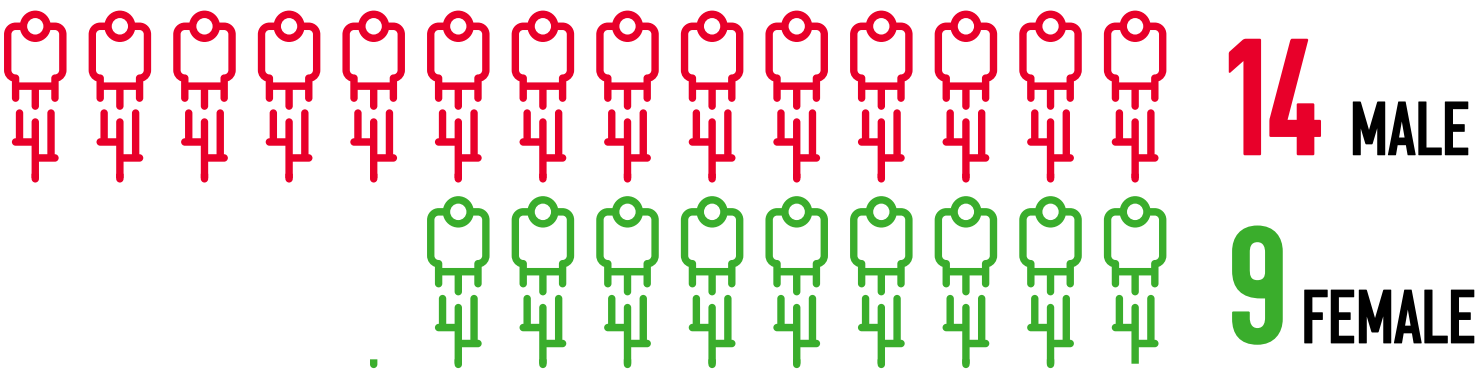
"EVERYONE WAS FRIENDLY AND WELCOMING. HELPFUL TEAMWORK"

"I'M VERY HAPPY TO BE A SMALL PART OF THIS AND WILL BE SPREADING THE WORD FOR NEXT YEAR"

BUBR AFRICA

For the second year in a row, **BUBR Africa** executed a cycling tour to the Motherland that offered a lot more than just cycling. This year we visited **Rwanda** and the trip was even more significant due to the fact that we arrived exactly **30 years after the horrific genocide** that changed the country forever. It was a surreal experience, that took us across four different regions of the country. A short film of the trip can be viewed [here](#)

FUNDRAISED £11,500
FOR A GRASSROOTS NGO IN RWANDA CALLED TWIN LAKES CYCLING AND DONATED CYCLING KIT TO TLCA PROVIDED BY RAPHA



PARTICIPANTS RATEE THEIR EXPERIENCE ON THE TRIP AS 4.7 OUT OF 5



6 DAYS OF CYCLING;
400KM DISTANCE AND
6,000M OF ELEVATION

21 HAVE SIGNED UP FOR
BUBR AFRICA 2025



COME RIDE WITH US @ THE OLYMPIC VELOPARK

- » Executed **FIVE** activations
- » Engaged **68 REGISTERED PARTICIPANTS**
- » **49%** male / **45%** female / **6%** prefer not to disclose
- » **36%** experienced the Olympic Velopark venue for the first time
- » **42%** self-identified as beginner/novice cyclist



RIDE LONDON-ESSEX 100

2024 was the third year in a row that the BUBR community took part in the sportive. **105 participants completed the event:**

- » **63%** completed the 100-mile distance
- » **34%** completed the sportive for the first time
- » **34%** of participants were women
- » **15%** were aged under 35-years-old
- » **12 FIRST-TIME PARTICIPANTS AGED UNDER 25-YEARS-OLD** completed the sportive and were trained up by [No Limit Cycling Club](#) and [Chain Gang Cycling Club](#) – two members of the BUBR Alliance.

After piloting the concept in 2023, this year we increased the presence of our **VibeStation** at miles 15 + 90. We were there from 6am-6pm and provided support, encouragement and respite for hundreds of participants that took part in the sportive. A team of 10+ volunteers enabled us to be seen and take up space. We were able to provide a warm welcoming spot for friends and family of riders who came to support and cheer on their loved ones that completed the sportive.



CONCLUSION

BUBR is more than an annual cycling event - it's a movement to empower Black communities to lead active, healthier lives. Founded in 2020 to celebrate unity and diversity, BUBR has become a transformative force, fostering community, wellness, and representation within cycling.

2024 has been a landmark year for BUBR, showcasing tremendous growth, expanded reach, and tangible impact on the communities we serve. This report has highlighted our achievements that far exceed our size, resource and capacity, making a compelling case for continued support from our community, sponsors and funders who share our vision.

This year we achieved our highest volume of 1,800 riders at our annual ride – which increased to 2,000 when including the non-riders that attend the BUBRFest finale at Dulwich Park. We know we have huge potential to continue growing our community, this sentiment is reinforced by the fact that 47% of attendees and 32% of volunteers at BUBR24 were first timers.

This year we have inspired over half of our participants to volunteer, 48% to join a cycling club, 77% to cycle more often and most importantly 75% to prioritise their health and wellbeing more.

However, we also witnessed a drop in attendance at our outdoor sessions at the VeloPark, which is testament to how the Black-led cycling space has positively evolved since 2020. There is a lot more choice of clubs to ride with now and a lot more collectives are hosting high quality group rides multiple times on a weekly basis.

The data insights from 2024 have influenced our strategy for 2025-2028, which will focus on growing our impact and geographical reach by delivering high quality activations that evidence our value-add.

