

# 2022 UCI MOBILITY & BIKE CITY FORUM

Shaping the Future of Active Mobility

27 & 28 Oct. 2022, Glasgow









# UCI PRESIDENT'S WELCOME

On behalf of the Union Cycliste Internationale (UCI), I am delighted to welcome you to the fourth edition of the UCI Mobility & Bike City Forum, hosted at the Technology and Information Centre of the University of Strathclyde, in UCI Bike City Glasgow.

Glasgow makes a fitting host for this year's Forum. Awarded the UCI Bike City Label in 2019, its strategic plan for cycling is part of an overall effort to make the city more livable. Targets for reducing CO2 emissions, improving population health and social inclusion are all issues to which cycling and active mobility contribute, strengthening Glasgow's reputation for sustainable urban development.

In addition, Glasgow will - alongside regions across Scotland - host the first UCI Cycling World Championships in less than a year's time, from 3-13 August 2023. This event will be one of the most important moments in the history of the sport, bringing together 13 UCI World Championships from the different cycling disciplines. The 2023 UCI Cycling World Championships aim to be a catalyst to inspire real and lasting change in Scotland's approach to cycling as a sport, a sustainable transport solution and a powerful tool against climate change and other global threats.

During this Forum, expert speakers will share valuable insights on many areas linked to cycling promotion, including: practical guidance to develop cycling cities, climate change and cycling, the cycling industry and initiatives to promote socio-economic development, and cycling as a tool for social inclusion.

This event brings together the active travel and cycling communities, alongside representatives from the UCI Bike City and Region network, National Federations, UCI advocacy and marketing partners and industry experts. Together, we can strengthen the positive impact of cycling and create a sustainable future for populations around the world.

The organisation of this Forum could not have been possible without the involvement of Glasgow Life, the University of Strathclyde and British Cycling, and we thank them all for their support.

**David Lappartient** *UCI President* 



# WELCOME FROM GLASGOW CITY COUNCIL

I am delighted to welcome you all to Glasgow for the 2022 UCI Mobility & Bike City Forum and two days of stimulating presentations and discussion, as well as the opportunity to see first-hand some of the exciting cycling initiatives in the city.

Glasgow is passionate about the importance of the bike and the impact it can make on a city and lives of its citizens, and we are excited that this Forum will showcase international best practice and innovation in this area.

Last year, Glasgow hosted COP 26, the world's largest climate summit. Glasgow has an ambitious target of achieving carbon neutrality by 2030, and our new Transport Strategy, Active Travel Strategy and the Liveable Neighbourhoods Plan aim to transform our streets through positive community engagement, into safe, attractive and welcoming environments, with the inclusion of measures to encourage active travel as the preferred choice of transport.

We have taken great strides over the past decade to make the city as cycling friendly as possible and are proud to be the only UK city to be awarded UCI Bike City status in 2019, in recognition of our plans and actions to truly embed cycling into the lives of the population. Many more people than ever before are cycling as a form of active travel, as well as for recreation, health and wellbeing. More funding is being directed towards cycling, our cycle network has expanded significantly and cycle sport in the city is thriving at all levels.

Glasgow has a global, proven track record of hosting major international conferences and events, amidst the warmest of Scottish welcomes. We hope you will take the opportunity to explore and enjoy all that Glasgow has to offer, and we look forward to welcoming you back in August for the inaugural 2023 UCI Cycling World Championships

**Councillor Susan Aitken** Leader of Glasgow City Council



# 'THE WORLD'S FRIENDLIEST CITY 2022'

**TIME OUT** 

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# **AGENDA**

# 2022 UCI MOBILITY & BIKE CITY FORUM

### **THURSDAY 27 OCTOBER 2022**

9.00 – 9.45	Welcome coffee and registration
9.45 – 10.15	Official welcome  Tony Mitchell - UCI Management Committee  Councillor Susan Aitken - Glasgow City Council  Trudy Lindblade - 2023 UCI Cycling World Championships  Bob Howden - British Cycling
10.15 – 10.30	UCI Bike City Label awards
10.30 – 11.00	Opening keynote address  Alex Dowsett - Professional rider with UCI WorldTeam Israel-Premier Tech
11.00 – 11.45	<ul> <li>Lessons in active travel from cycling cities</li> <li>Tony Mitchell - Bike Auckland</li> <li>Dana Yanocha - Institute of Transportation &amp; Development Policy (ITDP)</li> <li>Daisy Narayanan - Head of Placemaking and Mobility at Edinburgh City Council</li> </ul>
11.45 – 12.15	<ul> <li>Wollongong 2022 – A cycling for all mission in UCI Bike City Wollongong</li> <li>Kerry Hunt - Wollongong City Council</li> <li>Mark Sleigh - Destination Wollongong</li> </ul>
12.15 – 13.30	Lunch
13.30 – 14.15	<ul> <li>Climate change, cycling and a sustainable future</li> <li>Jill Warren - European Cyclists' Federation (ECF)</li> <li>Dr Madeleine Orr - Loughborough University London</li> <li>Anders Eia Linnestad - Tour of Scandinavia</li> </ul>
14.15 – 15.00	The cycling industry and socio-economic development  Manuel Marsilio - CONEBI  Stuart Patrick - Glasgow Chamber of Commerce  Ties van Dijk - Shimano  Leigh Richards - Nextbike UK
15.00 – 15.30	Coffee and networking break

15.30 – 16.00	Fireside chat with Patrick Harvie MSP - Minister for Zero Carbon Buildings
	Active Travel and Tenants Rights

### 16.00 – 16.45 Cycling as a tool for social inclusion

- Lauren Freeman OutRide
- Shgufta Anwar Women on Wheels
- Jeremy Ford Qhubeka
- Aneela McKenna 2023 UCI Cycling World Championships

### 16.45 – 17.00 Wrap-up and closing remarks

- Concluding remarks from the UCI
- Announcement of the 2023 UCI Mobility & Bike City Forum

### 18.00 – 21.00 Forum networking drinks and civic dinner at Glasgow City Chambers

### FRIDAY 28 OCTOBER 2022

### 10.00 – 12.00 Bike tours of Glasgow cycling infrastructures and initiatives

- 1. Sir Chris Hoy Velodrome tour & track cycling session
- 2. Cycling network connecting communities
- **3.** Inclusive cycling promotion

### 12.15 – 15.15 UCI Bike City & Region network workshop (for network members only)

- Networking lunch
- UCI Bike City Label updates
- Thematic presentations with UCI Bike Cities and Regions

## DETAILED PROGRAMME

### 2022 UCI MOBILITY & BIKE CITY FORUM

### **OFFICIAL WELCOME**

Opening the fourth edition of the UCI Mobility & Bike City Forum, UCI Management Committee member and President of the UCI Cycling for All & Sustainable Cycling Commission **Tony Mitchell** will highlight recent developments within the UCI in the areas of cycling for all and sustainability, including with the recent launch of the UCI's new Agenda 2030. He will be joined by Councillor **Susan Aitken** from Glasgow City Council; **Bob Howden**, the President of British Cycling; and **Trudy Lindblade**, the CEO of the 2023 UCI Cycling World Championships, who will all deliver welcome speeches.

The UCI will also present the UCI Bike City label trophies to 2022 recipients.

### **OPENING KEYNOTE ADDRESS**

As a professional rider from Great Britain, world record holder, cycling coach, and founder of the Little Bleeders charity, **Alex Dowsett** will share how his cycling career has helped shape his wider role and ambitions as a cycling advocate. Currently encouraging both the general public to take up cycling, and working with young haemophiliacs to support safe cycling, Alex will illustrate through his own experience how the sport can strengthen the wider use of the bicycle for health, transport and social impact.

### **LESSONS IN ACTIVE TRAVEL FROM CYCLING CITIES**

Cycling can act as a catalyst for redesigning streets to be more people-centred, accessible, and climate-friendly. Cities around the world have recognised the benefits of active mobility, and in particular of cycling as a sustainable, accessible and healthy mode of transport. This session will feature speakers from three different continents working directly with public authorities to develop strategies, programmes, and infrastructure to promote safe cycling for all.

### Speakers:

- Tony Mitchell Chair of Bike Auckland (New Zealand)
- Dana Yanocha Research Manager at the Institute of Transportation & Development Policy (ITDP)
- Daisy Narayanan Head of Placemaking and Mobility at Edinburgh City Council

# WOLLONGONG 2022 - A CYCLING FOR ALL MISSION IN UCI BIKE CITY WOLLONGONG

The 2022 UCI Road World Championships were recently held in Wollongong, Australia. But long after the final rainbow jersey is awarded and the national teams have departed, the city in New South Wales will continue reaping the benefits from the eight-day event. Awarded the UCI Bike City Label in 2021, Wollongong, in the Illawarra region, has been engaging with a wide variety of partners and local organisations through the implementation of the Wollongong Cycling Strategy 2030, which was approved by Wollongong City Council in 2021. Representatives from Wollongong will share practical examples of initiatives which were delivered both before and during the UCI Road World Championships to encourage cycling at all levels within the community and make Wollongong the place to ride.

### Speakers:

- Kerry Hunt Director, Community Services at Wollongong City Council
- Mark Sleigh General Manager of Destination Wollongong

### CLIMATE CHANGE, CYCLING AND A SUSTAINABLE FUTURE

Cycling represents one of the planet's great hopes to shift society towards zero-carbon methods of transport and to address some of the greatest threats to humanity: climate change, air pollution and premature death from inactivity. This panel will discuss different ways in which cycling, both as a sport and mode of transport, is a key gateway in the fight against climate change, with specific examples of initiatives and campaigns which have set sustainable development as a primary objective.

### Speakers:

- Jill Warren CEO of the European Cyclists' Federation (ECF)
- Dr Madeleine Orr Sport ecologist at Loughborough University London
- Anders Eia Linnestad Race Director of the Tour of Scandinavia

### THE CYCLING INDUSTRY AND SOCIO-ECONOMIC DEVELOPMENT

In 2020, during the global COVID pandemic, the global market for bicycles was estimated at about USD \$54 billion, and according to the ITDP, is expected to reach USD \$78 billion by 2026. With fuel prices continuing to rise, and active mobility increasing becoming a clear priority for cities, people continue turning to bicycles for an affordable, accessible, and clean mode of transportation. Increased demand in bicycles can spur new economic opportunities in various sectors, including bicycle manufacturing, tourism, shared micro-mobility, and local goods delivery. At the same time, many cycling brands have strengthened their commitments to sustainable development and social impact. This session will feature a broad array of speakers representing both the cycling industry and the wider business community, who will be able to share key insights into current and future trends.

### Speakers:

- Manuel Marsilio General Director at the Confederation of the European Bicycle Industry (CONEBI)
- Stuart Patrick Chief Executive of the Glasgow Chamber of Commerce
- Ties van Dijk Strategic Management Officer at Shimano Europe
- Leigh Richards Business Development Manager at Nextbike UK

### FIRESIDE CHAT WITH PATRICK HARVIE MSP

Since taking on the position of Active Travel Minister in the Scottish Government in the summer of 2021, **Patrick Harvie MSP** has been dedicated to making the streets of Scotland safer for people to walk, wheel and cycle. In this fireside chat led by our Forum MC, **Hannah Walker**, participants will learn more about his key role, the work undertaken by the Scottish Government to promote cycling, and key future objectives with regard to promoting active mobility across the country.

### CYCLING AS A TOOL FOR SOCIAL INCLUSION

The bicycle is recognised as a healthy, sustainable and accessible tool around the world – yet many barriers exist with regard to access and wider cycling participation. This session will highlight various programmes and organisations from around the world which are focused on widening access through social inclusion programmes, and breaking down these barriers to ensure that cycling can benefit users of all ages, abilities, and backgrounds.

### Speakers:

- Lauren Freeman Riding for Focus Program Manager at OutRide
- Shgufta Anwar Founding Director of Women on Wheels
- Jeremy Ford Qhubeka Trustee
- Aneela McKenna EDI Lead at the 2023 UCI Cycling World Championships and founder of the Mòr Diversity Consultancy

### **WRAP-UP AND CLOSING REMARKS**

The UCI's Advocacy & Development Manager Isabella Burczak will summarise the key messages shared throughout the day's presentations and exchanges, to wrap up the 2022 edition of the Forum

Looking forward towards 2023, the UCI will then announce the date and location of the 2023 UCI Mobility & Bike City Forum, in collaboration with the next event hosts.

# **GUEST SPEAKERS**

2022 UCI MOBILITY & BIKE CITY FORUM

### **EVENT MC**

HANNAH WALKER
CYCLING COMMENTATOR

Hannah Walker is highly passionate about life on two wheels, whether it be riding in the country lanes to keep fit, riding to the local shops and cafe, or commentating on professional races around the globe.

### **EXPERT SPEAKERS**

SHGUFTA ANWAR FOUNDING DIRECTOR - WOMEN ON WHEELS

Shgufta is currently founding director of Women on Wheels, a community Cycling Hub for, led and managed by women where she along with other passionate women breaks down barriers to get women cycling for health, transport and most importantly for pure joy of it! Shgufta is not new to women's cycling programmes. Prior to that she set up community cycling hubs for Glasgow charity (Bike for Good), headed up active travel and developed and delivered women's cycling programmes. And prior to that again she ran a number of climate change projects at Al-Meezan, a Muslims women's charity in Glasgow where a key achievement was a cycling programme for women and their families. Shgufta is a communications specialist with a wealth of experience in multimedia marketing mix developed in the cycling, automotive and retail sector.

# ALEX DOWSETT PROFESSIONAL RIDER WITH UCI WORLDTEAM ISRAEL-PREMIER TECH

Alex Dowsett is a British professional road cyclist, who currently rides for UCI WorldTeam Israel-Premier Tech. Alex is a two-time stage winner at the Giro d'Italia (2013 and 2020), six time National Time Trial Champion, and former World Hour Record Holder, breaking track cycling's world hour record with a distance of 52.937 km in 2015. Alex is the only known elite professional sportsman with haemophilia and in 2016, he established his charity Little Bleeders to raise awareness of haemophilia and encourage other young haemophiliacs to take up safe sports as a way of managing their health and well-being with a rare blood disorder.

JEREMY FORD
DIRECTOR & TRUSTEE - QHUBEKA

Jeremy Ford is Director and Trustee of the Qhubeka Charity, a social mobility charity headquartered in South Africa. He has been involved with this dynamic charity for over five years and helps direct the charity's marketing, communications and fundraising efforts. Qhubeka supplies their unique Africanmanufactured bicycles to change the lives of children, women and key workers across South Africa, and beyond. Qhubeka is a charity of the Tour de France and the Tour de France Femmes; a partner with CyclingUK and the UK's #BikelsBest campaign. Jeremy's work for Qhubeka is pro bono, with his 'day job' being the European Head of Marketing for the elite global law firm Skadden.

### **LAUREN FREEMAN**

RIDING FOR FOCUS PROGRAM MANAGER - OUTRIDE

As the Riding for Focus Program Manager, Lauren manages and supports all the operations of Outride's Riding for Focus Schools—that's nearly 200 schools and 50,000 students! Lauren is a California native who fell in love with

bicycles as an undergraduate student at UC Davis. She/they believes that bikes are a tool for social justice and strives to work through a transportation equity lens to diversify ridership, improve infrastructure for safer streets, and to encourage accessibility of bikes to disinvested and marginalized communities. Lauren received her Master of Public Health from New Mexico State University and has worked in many roles working with youth and families and population health.

### **PATRICK HARVIE MSP**

MINISTER FOR ZERO CARBON BUILDINGS, ACTIVE TRAVEL
AND TENANTS RIGHTS - SCOTTISH GOVERNMENT

Patrick Harvie spent his childhood in Dumbarton, and attended Dumbarton Academy followed by Manchester Metropolitan University. Before becoming an MSP he worked for a sexual health charity as an LGBT youth worker in Glasgow, and was involved in the campaign to repeal Section 28 during the Scottish Parliament's first session. Patrick was elected as an MSP for the Glasgow region in 2003, has served as Convenor of the Transport, Infrastructure and Climate Change Committee during session 3, and as Co-Leader or Co-Convenor of the Scottish Green Party since 2008. He was appointed Minister for Zero Carbon Buildings, Active Travel and Tenants' Rights in August 2021.

# KERRY HUNT DIRECTOR, COMMUNITY SERVICES - WOLLONGONG CITY COUNCIL

Kerry Hunt is the Director Community Services at Wollongong City Council. Kerry has worked in local government since graduating from the University of Wollongong with a Bachelor of Arts (Psychology), and a Master of Policy (Social). Kerry is passionate about the revitalisation and transformation of cities through partnerships, enabling policy frameworks, service excellence and leadership. As a senior Executive, she works with others to secure investment and deliver flagship global events in the city such as the 2022 UCI-Road World Championships. She is responsible for Councils major sport and recreation initiatives including cycling infrastructure such as mountain bike networks, bike skills parks and the city's new criterium track. Kerry is committed to inclusive and accessible facilities and infrastructure for all residents and visitors and believes community and industry partnerships are a critical factor for success.

### MANUEL MARSILIO GENERAL DIRECTOR CONEBI

Manuel Marsilio is the General Manager of CONEBI – the Confederation of the European Bicycle Industry. Based in Brussels, CONEBI represents the interests of the Bicycle, Pedal-Assist E-Bike and Parts & Accessories Industries before the EU Institutions. Expert of the EU legislative process and involved in several European Commission's working groups, Marsilio oversees CONEBI's political analysis of the mobility, internal market and industrial ecosystems in Europe. Marsilio co-authored a 2021 report of the United Nations on Mobility as a Service that provides a thorough analysis on the role of digital platforms in multimodal transportation and, together with his colleagues, supported the development of the first-ever Pan-European Masterplan for Cycling Promotion organised under the aegis of the United Nations and the World Health Organization - via THE PEP - released the same year. Marsilio is also among the representatives of WBIA (World Bicycle Industry Association) in the context of the World Forum for the Harmonization of Vehicle Regulations, the Working Party on Transport Economics & Trends and the Global Forum for Road Traffic Safety – all organised by the United Nations. Last but not least, Marsilio is a sports enthusiast.

### **ANEELA MCKENNA**

EDI LEAD - 2023 UCI CYCLING WORLD CHAMPIONSHIPS AND FOUNDER OF MÒR DIVERSITY

Cycling consultant, mountain bike coach, guide, mentor and entrepreneur
- Aneela McKenna is an award-winning equality, diversity and

inclusion (EDI) change-maker who truly recognises the power of the bike. Her infectious passion and determination to amplify marginalised voices and assist others understand and embrace EDI enriches industry and organisational culture whilst increasing representation in the outdoors and in public life. She is founder of the Mòr Diversity Consultancy, EDI Lead for the 2023 UCI Cycling World Championships, chair of British Cycling D&I Advisory Group, Board member of Scottish Cycling's Participation and Development Committee and partner of Go-

Where Scotland MTB adventure outfitters. Aneela co-founded Tweed Valley Trails Association, and works closely with Santa Cruz Bicycle's PayDirt initiative, supporting Ride Sheffield's EDI journey. Her community efforts include supporting the Glasgow Refugee cycling project; co-founding The FNY Collective and MissAdventures (women and girls MTB advocacy groups) and the MTB Colour Collective in the UK.

# TONY MITCHELL UCI MANAGEMENT COMMITTEE MEMBER AND CHAIR OF BIKE AUCKLAND

Tony Mitchell is an advocate for people on bikes and has held many roles in the world of cycling. Tony's current roles include the Chair of Bike Auckland, an organisation that represents and Advocates for people on bikes, safer streets, better infrastructure and action against Climate Change. He is also a Member of the UCI Management Committee, the President of Oceania Cycling, and of course the President of the UCI's Cycling for All and Sustainable Cycling Commission. With an extensive background in business and governance, he is the former CEO of the New Zealand Marking Association, and former Executive Chair of the New Zealand Shareholders Association. Tony is a father of 5 children and lives in Auckland New Zealand. He was born and raised in New Zealand, but spent many years in Oxford in the UK where he established a cycling club and racing team. Tony received the UCI Merit Award this year in September for his services to cycling. Tony sees his purpose as creating a platform for change that communities can utilise to and benefit from.

### **DAISY NARAYANAN**

HEAD OF PLACEMAKING AND MOBILITY - EDINBURGH CITY COUNCIL

Daisy Narayanan is the Head of Placemaking and Mobility at the City of Edinburgh Council where she leads on delivering a city-wide integrated approach to transport and placemaking. She trained

as an architect and urban designer and over the last decade, her work has focussed on sustainable transport and climate action. Daisy sits on the Board of Architecture and Design Scotland and The Saltire Society. She is a member of the Evidence Group of Scotland's Climate Assembly and sits on the judging panel for Scottish Transport Awards. She has recently been awarded an MBE for services to Inclusive Urban Planning and elected to the Fellowship of the Royal Society of Edinburgh.

Drawing on her previous experience working in India, Singapore, England and Scotland, Daisy believes passionately in the importance of creating inclusive places for people: places that reflect and complement the communities that live in them. A music aficionado, a bookworm and a linguist, Daisy spends her time enjoying the Scottish outdoors with her husband and two children.

# ANDERS EIA LINNESTAD | RACE DIRECTOR - TOUR OF SCANDINAVIA

44 years old from Tønsberg south of Oslo. Grew up with cycling and former rider. Working full time with cycling since 2006. Head of cycling in a Norwegian company from 2006 until 2018 responsible for a UCI Continental team and Tour of Norway. Race director of Tour of Norway (UCI Pro Series) since 2012. Race director of Ladies Tour of Norway, now Tour of Scandinavia (UCI Women's Worldtour) since 2018. Has been leading the Eco lighthouse certification process of Tour of Scandinavia over the last year.

### **DR MADELEINE ORR**

SPORT ECOLOGIST - LOUGHBOROUGH UNIVERSITY LONDON

Dr. Madeleine Orr is a sport ecologist at Loughborough University London. She is the founder and co-director of The Sport Ecology Group, an international consortium of academics who drive climate action in the sport sector through research and public education initiatives. Orr's research examines the impacts of climate change on sport, with a focus on resilience and adaptation. She recently authored the 'Sport for Nature Report' for UNEP and is recognized as a global thought leader in sport. Her research has been covered in global news outlets including ESPN, BBC, Reuters, and Time Magazine, and she has been named to the Environmental Educators 30 Under 30 list by NAAEE (2020), the 30 Under 30 in Sustainability list by Corporate Knights Magazine (2020), and Forbes' 30 Under 30 list (2021).

### STUART PATRICK CBE

CHIEF EXECUTIVE - GLASGOW CHAMBER OF COMMERCE

Stuart Patrick CBE is Chief Executive of Glasgow Chamber of Commerce, committed to increasing trading opportunities for Chamber members and delivering a strong business influence on the growth of the Glasgow city region. Stuart joined the Chamber in 2009 and has worked with the Chamber's team, Board and Governing Council to build the Chamber's policy voice, evolve member services and support Glasgow in the delivery of an ambitious economic International trade, transport investment, city centre growth, key industry strategies and youth employment are all important issues for the Chamber. Stuart has spent over 25 years in urban economic development including 17 years at Scottish Enterprise where he focused on the economic transformation of Glasgow ultimately leading Scottish Enterprise Glasgow and becoming Senior Commercial Director for Scottish Enterprise itself. At the beginning of his career Stuart trained with Ernst & Young where he qualified as a Chartered Accountant and he has an MBA from Strathclyde University. He took his first degree at Glasgow University. Stuart takes an active interest in Glasgow's economy and is a member of the Glasgow Economic Leadership Board, the Sustainable Glasgow Board and co-chairs the Glasgow City Centre Taskforce. He is also chair of Glasgow City of Science and Innovation. He was appointed CBE in 2019 for services to business and the Glasgow economy. Stuart has a number of personal interests around Glasgow including a directorship of Clyde Gateway URC, chair of the Cottier Project and a board member of City of Glasgow College. He is also a Non-Executive Director of the Scotland Office.

### **LEIGH RICHARDS**

BUSINESS DEVELOPMENT MANAGER- NEXTBIKE UK

Leigh has over 15 years in the cycling industry, with a passion for getting people on 2 wheels. With a recent focus on micromobility and the urban transport sector, he stands behind his beliefs about the benefits of cycling for fitness, health, convenience and overall wellbeing. He currently works with the cities where nextbike operate throughout the UK, focussing on partnering with organisations and community groups to bring bikeshare to the masses and promote cycling as a whole.

### **MARK SLEIGH**

GENERAL MANAGER - DESTINATION WOLLONGONG

Mark is the General Manager of Destination Wollongong, Wollongong's destination marketing agency, responsible for delivering visitor economy growth by positioning Wollongong and surrounds as a premier regional tourism, events and conference destination. Mark has extensive executive experience in both the private and public sector, and is passionate about the role visitors play in creating a vibrant and diverse local economy. He is a strong believer in the power of events, and the importance of collaboration across the widest possible range of stakeholders, to drive growth and prosperity for places. Mark has led the development and implementation of Wollongong's ground-breaking strategic program that is deliberately leveraging Wollongong's status as the only UCI Bike City in the southern hemisphere, to deliver broad and sustained benefits for Wollongong and beyond. The program is managing and monitoring a range of initiatives using the Bike City Label to drive Wollongong's image and reputation, visitor attraction and expenditure, community infrastructure, attitudes and behaviours, technology and innovation, and future events pipeline. The program was developed in consultation with UCI and local stakeholders including Wollongong City Council and the University of Wollongong.

# TIES VAN DIJK STRATEGIC MANAGEMENT OFFICER – SHIMANO EUROPE

I would describe myself as creative, curious, positive, sporty, and openminded. I am generally interested in how products and services can generate more value. I am eager to learn from (all) the things that happen in the world. I try to use this to develop myself as a person in my work & daily life. I believe that different perspectives can teach us that many products and services add a lot of value. More than we might think firsthand, however, (sometimes) to see this, we need to look beyond our comfort zone. I strive in an environment in which I can use my strategic and innovative capabilities for a better (world). I also believe that the start of this better world, might only be one bike ride away. Happy to discuss with you how we or the bike can achieve this!

JILL WARREN | CEO – EUROPEAN CYCLISTS' FEDERATION (ECF) |

Jill Warren is CEO of the European Cyclists' Federation (ECF), a Brussels based civil society NGO that advocates for policies, legislation and funding to enable more and better cycling as a sustainable and healthy means of transport and leisure. ECF also centrally coordinates the development of the EuroVelo cycle route network and organises Velo-city, the premier annual cycling summit and global knowledge exchange platform for cycling planning and promotion. Prior to joining ECF, Jill spent over 20 years in progressively senior roles at major international law firms. A US and Dutch national, Jill hails from the Chicago area and has spent the past 30 years living and working in Germany, London and Brussels. She holds an MBA from the Université Libre de Bruxelles. Jill is an avid everyday and recreational cyclist who enjoys exploring the world by bicycle.

### **DANA YANOCHA** RESEARCH MANAGER - ITDP

As Research Manager for ITDP, Dana tracks trends in sustainable transportation and oversees a portfolio of research focused primarily on cycling, bikeshare, and other forms of shared mobility. She led the development of key ITDP publications including the 2018 Bikeshare Planning Guide, Taming Traffic, and several policy briefs including Making the Economic Case for Cycling. Dana also manages ITDP's Cycling Cities campaign, which brings together a global coalition of cities and partner organizations to call for 25 million more people near safe cycle lanes by 2025.

# PRACTICAL INFORMATION

### **CONFERENCE VENUE**

The 2022 UCI Mobility & Bike City Forum, organised in partnership with the University of Strathclyde and in collaboration with Glasgow Life, will be hosted at the Technology and Innovation Centre of the University of Strathclyde.

In the heart of the city centre, the TIC is an ideal location from which to explore Glasgow's rich architecture, the 'Style Mile' of pedestrianised shopping streets, Merchant City district, and discover more about the city's medieval past.

### OFFICIAL ACCOMMODATION

Glasgow Convention Bureau is the official accommodation provider for the conference and has negotiated specially discounted rates with a wide range of hotels, which can all be accessed <u>here</u>.

### TRAVEL INFORMATION

Glasgow is in west central Scotland. It's Scotland's largest city and is easily accessible from the rest of the UK and overseas by train, sea, road and air.

### Train

Glasgow is well connected by train from across the UK by 2 main stations:

- Glasgow Central Station links Glasgow to the south
- Glasgow Queen Street Station operates routes mainly to Edinburgh and the north

To book tickets, visit <u>scotrail.co.uk</u>, <u>tpexpress.co.uk</u> and <u>avantiwestcoast.co.uk</u>. To view all available routes from across the UK, visit <u>thetrainline.com</u>.

If you're planning a trip from London to Glasgow, check out the <u>Caledonian Sleeper's website</u> and arrive refreshed after a comfortable overnight journey.

### Sea

You can travel to Scotland by ferry from the major ports of Belfast and Larne in Northern Ireland. Ferries dock at Cairnryan in the southwest of Scotland, with a bus service taking passengers to the city centre in 2 hours 10 minutes.

You can also travel from mainland Europe. You can arrive in either:

- Hull in the northeast of England where it's around a 4 hours drive to the Scottish border.
- Newcastle, which is around a 2 hours 40 minutes drive from Glasgow.

Find out more information at stenaline.co.uk and dfds.com.

### Road

Scotland has an extensive motorway road network. Glasgow is linked to the following places:

- Edinburgh with the M8
- England on the M74
- Stirling with the M80
- West coast of Scotland with the M77

For more information on Scotland's road network, visit the <u>Transport Scotland website</u>.

### Air

Glasgow has 3 international airports nearby, with connections across the UK and the world:

- Glasgow Airport is the closest airport to the city centre. Catch the express bus service from outside the terminal and arrive in Glasgow in around 15 minutes. Visit glasgowairport.com for more information.
- Glasgow Prestwick Airport is 32 miles (51km) from Glasgow. It is very accessible with train and bus services to the city centre. Find out more at glasgowprestwick.com.
- Edinburgh Airport is 39 miles (63km) from Glasgow. There is a direct bus service from the airport to Glasgow's Buchanan Bus Station which takes around 1 hour. Head to <a href="edinburghairport.com">edinburghairport.com</a> for more information.

### COVID-19

For the latest advice on travelling to Scotland during the COVID-19 pandemic, head to <u>VisitScotland's</u> <u>website</u>.

# **ABOUT GLASGOW**

### THE CITY OF GLASGOW

Glasgow is undoubtedly one of Europe's most dynamic cultural capitals: steeped in culture, rich in history, but above all, alive with an excitement you can sense as you walk through its elegant Victorian streets, squares, parks and gardens.

### A UCI Bike City

Glasgow received the UCI Bike City Label in 2019 thanks to its outstanding strategies combining commitment to elite cycling and investment in cycling for all.

Glasgow and locations across Scotland will host the inaugural UCI Cycling World Championships from 3 to 13 August 2023. The city has a proud history of delivering world-class events including the 2014 Commonwealth Games, 2018 European Championships and most recently the world's largest climate summit; COP26.

Glasgow has an ambitious target of achieving carbon neutrality by 2030, and its new Active Travel Strategy and the Liveable Neighbourhoods Plan are amongst a number of transport related strategies, which aim to transform streets through positive community engagement, into safe, attractive and welcoming environments, with the inclusion of measures to encourage active travel as the preferred choice of transport.

### Voted World leading must see city

Glasgow has been named one of the World's top ten must see cities by Fodor's and was also crowned World's Friendliest City by Rough Guides.

### **Entertainment**

- Glasgow is now the envy of many European cities for its amazing and eclectic restaurant and café scene - with over 3,000 restaurants to choose from across the city, delegates won't be short of somewhere to eat
- With more than 700 bars and cosy pubs, and over 130 music events in the city each week, there are endless places to network with colleagues after the day's conference

### **Cultural Hub**

- Scotland's cultural hub with over 20 museums and galleries most offering free entry
- Home to Scotland's most visited museum: Kelvingrove Art Gallery the most popular museum outside London – you can see Salvador Dalí's world-famous Christ of St John of the Cross, and enjoy works by Van Gogh, Whistler, Monet, and Botticelli
- Home to Scottish Opera, the Royal Scottish National Orchestra, BBC Scottish Symphony Orchestra and Scottish Ballet
- Home to the European Museum of the Year 2013 Glasgow's Riverside Museum of Transport

### Architecture & design

Glasgow has an extraordinary architectural landscape, from the Victorian splendour of Glasgow City Chambers and the Art Nouveau magic of Charles Rennie Mackintosh's Glasgow School of Art, to Zaha Hadid's ultra-modern design for Riverside Museum. The city's skyline is truly iconic!

### Green City

The Gaelic translation of Glasgow, literally means Dear Green Place – a very appropriate name for a city which boasts over 90 parks and gardens within its city boundaries. Why not take a walk around Kibble Palace in the Botanic Gardens, visit the Highland Cattle at Pollok Country Park, take a cycle around the city or enjoy a leisurely round of golf at one of the world class courses Glasgow has on its doorstep.

# **CYCLING IN GLASGOW**

Getting around Glasgow by bike is a convenient and fun way to travel.

### Bike Hire

Glasgow is home to a fantastic cycle hire scheme, operated by OVO Bikes. Bike hire is available 24/7 from many locations across the city, visit OVO Bikes' website for information on how to get started.

https://www.nextbike.co.uk/en/glasgow/

### Cycle routes in Glasgow

With over 300km of cycleways in the city, visit the Glasgow City Council website for useful information on cycling in the city.

https://www.glasgow.gov.uk/index.aspx?articleid=19366

For ideas of the best city routes to follow by bike, check out these Smarter Travel Routes on the Smarter Travel Glasgow website.

https://www.smartertravelgla.co.uk/Routes/LandingPage

OVO Bikes have teamed up with 12 independent and sustainable businesses to create a special cycle route. Check out where to visit on the OVO Bikes green route map on the next page.

### **Cycling tours**

If you're short on time, a cycling tour around Glasgow is a great way to see lots of the city in a morning or afternoon. Visit the Glasgow Bike Tours website: <a href="https://glasgowbiketours.co.uk/">https://glasgowbiketours.co.uk/</a> or Gallus Pedals website <a href="https://www.galluspedals.com/">https://www.galluspedals.com/</a> to see the range of tours they have on offer. Their routes are designed to take in good cycling surfaces and are suitable for a range of fitness levels.

### Bike shops in Glasgow

There are lots of independent retailers throughout the city, whether you need a new bike or the smallest of parts. Check out:

- https://www.billybilslandcycles.co.uk/
- https://www.bikeforgood.org.uk/
- https://www.philiplangcycles.co.uk/

### Cycling facilities

Looking for something a bit more adventurous? Glasgow has plenty of other activities involving bikes. From trying out the track at the Chris Hoy Velodrome to experiencing the indoor electric bike arena at iMotoX.





# THE UCI BIKE CITY LABEL NETWORK

The current network of UCI Bike Cities and Regions brings together diverse places that are united by a common commitment to develop and strengthen cycling in all forms - as an elite sport and as an everyday form of transport and leisure.

### **ABU DHABI - UAE**

Abu Dhabi is the first city in the Middle East and Asia to receive the UCI Bike City label. The city will host the 2022 and 2024 UCI Urban Cycling World Championships and 2028 UCI Gran Fondo World Championships. In 2021, the Abu Dhabi government launched Bike Abu Dhabi, an enabling platform designed to advance the development of Abu Dhabi as a leading global cycling hub, and increase uptake of the sport as a means of mobility, leisure and sport. Its initiatives include extending the emirate's existing 300 km cycling network to around 1,000 km in the near future.

### **BERGEN - NORWAY**

Host of the 2017 UCI Road World Championships, the coastal city of Bergen is known as the gateway to the fjords and city of seven mountains. Aiming for 10% of all trips to be made by bike, the city is investing to significantly increase bike infrastructures (including a new cycling bridge and bike routes) and focusing on programmes to enable children to cycle.

### **COPENHAGEN - DENMARK**

First awarded the UCI Bike City Label in 2008, Copenhagen's Bicycle Strategy 2011-2025 has numerous ambitious goals to keep growing bicycle use. The city is working towards being climate neutral by 2025. The Cycle Track Priority Plan 2017-2025 calls for establishing 40-50km of new tracks, 30-40km of green cycle routes, and 62km of cycle superhighways. Up to 55,000 new bicycle parking spaces are planned by 2025. Cycle usage for trips to education and work represented 49% in 2018, whilst the same year Copenhageners owned 672,000 bicycles - five times the number of cars in the city. It will host the 2025 UCI BMX World Championships.

### **DRENTHE - THE NETHERLANDS**

A province in the north of the Netherlands, Drenthe aims to increase bike use by 20% and become the healthiest province in the country. The region has hosted a 2018 UCI Para-cycling World Cup, the 2019 UCI Para-cycling World Championships and also hosts the Ronde Van Drenthe each year. 'Op fietse' ('go by bike'), a specific marketing identity for Drenthe's cycling activities, and Drentse Fiets4Daagse, a 4-day festival for thousands of recreational riders, are examples of the region's commitment to promoting cycling among all citizens and tourists.

### **FAYETTEVILLE - USA**

Fayetteville hosted the 2022 UCI Cyclo-Cross World Championships and has a comprehensive bicycle master plan that most recently updated in 2020 with a goal to build an "all ages and abilities" network of bicycle infrastructure – primarily focused on building out the 100-mile paved trail network and adding on-street connections to points of interest and residential areas over the next decade. Its Active Transportation Plan outlines goals for connecting trails to within a ½ mile of every Fayetteville resident and reaching 15% in active transportation mode share.

### **FLANDERS - BELGIUM**

Flanders hosted the UCI Cyclo-Cross World Championships and UCI Road World Championships in 2021. The Flemish cycling policy plan was adopted in 2016, with the priorities focused on enhancing bicycle use (commuting and school traffic) and increasing road safety for cyclists. Investments in cycling infrastructure should increase to 300 million euro a year by 2024, with more than 150 million euro invested in 2019. The network of cycling highways in Flanders includes 119 individual routes, for a total of 2.650 km, while Flanders citizens use their bike for 16% of their daily trips.

### **FYN - DENMARK**

An island region in Denmark, Fyn is promoting cycling under the Bike Island strategy, with the aim of becoming the most attractive cycle holiday destination in northern Europe. After a round of the 2017-2018 Telenet UCI Cyclo-cross World Cup, the 2019 UCI Cyclo-cross World Championships were held in the town of Bogense. The region also hosts numerous elite and recreational cycling events every year, which include the Fyen Rundt, the Bissen mountain bike race, track cycling events and stages of the Tour of Denmark. The 900km long N8 Baltic Sea Route opened in 2018 in the region.

### **GELDERLAND - THE NETHERLANDS**

Each year, the province of Gelderland, located in the central eastern part of the Netherlands, welcomes a round of the UCI BMX Supercross World Cup at Papendal. In 2018, the UCI Track Cycling World Championships were hosted in the region at the velodrome in Apeldoorn. The regional tourist bike network is 6,000km in length, and 90% of the region's 1,200km of provincial roads have a segregated cycling path. With 31% of all trips being made by bike in Gelderland, the province is working towards meeting a target of 34% of all trips.

### **GLASGOW - SCOTLAND - GREAT BRITAIN**

Glasgow will host, alongside several cities in Scotland, the first ever UCI Cycling World Championships in 2023. Its high-level target is to achieve a 10% modal share for cycling, based on the vision: to create a vibrant Cycling City where cycling is accessible, safe and attractive to all. The current Strategic Plan for Cycling 2016-2025 commits to build a network of protected, segregated cycling routes leading into the city centre. Glasgow organises multiple mass participation events and grassroots cycle races, whilst several children's cycling education programmes are delivered in schools and across the city.

### **HEUSDEN-ZOLDER - BELGIUM**

The municipality of Heusden-Zolder is located in the Belgian province of Limburg. Every year, it hosts rounds of the Telenet UCI Cyclo-cross World Cup and of the UCI BMX World Cup. In 2019, Heusden-Zolder hosted the UCI BMX World Championships. Many mass participation events are hosted at the Circuit Zolder - a race track in the municipality, including the annual '24 Hours of Cycling' event, and 'Avondfietsen', during which the Circuit is open to the public.

### LIMBURG-VALKENBURG - THE NETHERLANDS

A hilly province in the Netherlands, bordering Belgium and Germany, Limburg-Valkenburg sees many elite races hosted locally. Five UCI Road World Championships have been hosted in Valkenburg, as well as the 2018 Cyclo-cross World Championships. The region is working to reach the Dutch national average for trips by bike - reaching 27% by 2022. Over 100 cycling competitions take place in the region each year. The Tom Dumoulin Bike park opened in 2017 in the town of Sittard - enhancing local opportunities for cycle training and elite races.

### **NORTH BRABANT - THE NETHERLANDS**

While cycling runs through their veins, the Dutch province of North Brabant has identified opportunities to grow cycling even further. Thanks to a collaboration with Breda University as well as with the province's main cities of Eindhoven, Tilburg, Breda, 'S-Hertogenbosch and Helmond, the Province of North Brabant has implemented a cycling plan connecting all cities to their 5 to 15 km surroundings. A cycle highway plan aims to connect all larger cities between them. Connecting public transport and active travel by bike is facilitated by increased bike parking facilities at bus and train stations whilst the regional cycling network offers a comprehensive transport alternative to car use.

### **PARIS - FRANCE**

Paris will host the 2024 Olympic Games, which include 5 cycling disciplines: road, track, mountain bike, BMX racing and BMX freestyle. Political leadership in City Hall has strong ambitions to make Paris a 100% cycling city by 2026. The city aims to create 180 km of new permanent segregated bike lanes and 120,000 new secure bicycle parking spots by 2026. The new Plan Velo 2021-2026, which boasts a budget of €250 million, is set to capitalise on the COVID-19 pandemic cycling boom, to make Paris a city where everyone, including children, will be able to cycle safely during their daily commute.

### **SAKARYA - TURKEY**

The Sakarya Metropolitan Municipality has developed a 10-year action plan and is investing heavily to become a city that not only hosts championships – including the 2020 UCI Mountain Bike World Championships and a BMX World Cup - but also ensures bikes are used more actively in transportation, encourages people to lead healthier lives, and promotes a cycling culture. Dedicating approximately 15% of the total annual budget to cycling, it has developed multiple cycling infrastructures and programmes, including the multi-disciplinary Cycling Valley and public events.

### **SAINT-QUENTIN-EN-YVELINES - FRANCE**

St-Quentin-en-Yvelines is the home city of the Fédération Française de Cyclisme (FFC) and France's National Velodrome. The city has hosted the 2015 UCI Track World Championships, a 2018 BMX Supercross World Cup and a 2018 Track World Cup, and a 2019 BMX Supercross World Cup. The city will also welcome the BMX, track and mountain bike events during the Paris 2024 Olympic Games, while also developing cycling for all actions linked to the Games. It features over 400km of bike lanes, with €2m having been invested in the network over the past three years.

### **TIROL - AUSTRIA**

Innsbruck-Tirol hosted the 2018 UCI Road World Championships. Tirol's multiyear strategy to promote cycling for tourism focuses on four main objectives: improving cycling infrastructure, enforcing training and education, developing safety campaigns and organising events. There are over 130 km of cycling paths in Innsbruck, and over 800 km across the region, whilst continuous investment in mountain bike trails is made across Tirol. Numerous mass participation events and child cycle training programmes are run within the region.

### **VAL DI SOLE - ITALY**

Val di Sole has consistently been hosting UCI Mountain Bike and Trials World Championships and/or World Cups since 2016. A multi-year strategy for cycling – aimed to increase bike usage by 15 to 20% - is endorsed by political leadership and includes numerous initiatives, including cycle path extensions, financing local bike associations, incentives for cycling to work, introductory cycling activities, and volunteer opportunities at UCI events. Existing infrastructures include 35km of bike paths, the Val Di Sole Bike Park, several bike parks and pump tracks for kids, and 300km of mountain bike trails.

### **VANCOUVER - CANADA**

In the Canadian city of Vancouver, cycling is the fastest growing mode of transport - rising from 4% in 2013 to 7% in 2016. The city had planned to host the 2020 UCI Gran Fondo World Championships, and hosted a UCI Gran Fondo World Series qualifier in 2019. The city has made a commitment to ensuring that 2/3 of all trips are made by walking, cycling and transit, a strategy built around the creation of an All Ages and Abilities (AAA) network that is accessible for all. Today, approximately 45% of the transport budget is spent on active transportation.

### **VAUD - SWITZERLAND**

Home to the UCI World Cycling Centre – located in Aigle – the Canton of Vaud (Switzerland) has both a strong political will and vision for tourism to support and develop cycling as part of the local heritage. After integrating cycling in cantonal transport policies, Vaud has approved its new long-term cycling strategy called "Horizon 2035". This strategy aims to increase the modal share of cycling to 10% by 2035. It will also strengthen cycling's role as a mode of transport and leisure activity and create synergies with other modes of transport.

### **WOENSDRECHT - THE NETHERLANDS**

Situated in the south of the Netherlands, the community of Woensdrecht has a long history of hosting an annual UCI Cyclo-cross World Cup in Hoogerheide. At the heart of the 2016-2020 cycling plan was the aim to strengthen and expand cycling opportunities for residents and visitors alike. It features the only cycling college in the Netherlands, where students combine their academic education with structured cycle training. While road safety and child cycle training is a priority, specific programmes promote physical activity amongst the elderly, the disabled and low-income groups.

### **WOLLONGONG - AUSTRALIA**

Wollongong's Cycling Strategy 2030 sets out a 10-year vision where cycling is a preferred transport option. Since 2013, Wollongong has built, renewed and upgraded 27km of cycling routes; by 2030 it seeks to provide an additional 85km. It recently opened the city's first Mountain Bike Park at Cringila Hills. In partnership with AusCycling's Ride Nation programme, Wollongong's cycling skills and education programme will see over 10,000 students trained in riding and 1,000 teachers undertaking bike instructor training. The Australian city hosted the 2022 UCI Road World Championships.

### **YORKSHIRE - GREAT BRITAIN**

In 2019, the Northern England region of Yorshire hosted the UCI Road World Championships. Many of the projects in the region are a direct legacy of the 2014 Tour de France Grand Départ; with a clear vision to make "more people cycle more often" across the 22 Local Authorities of Yorkshire, the Cycle Yorkshire initiative was launched. More mass participation and closed road cycling events are held in Yorkshire than in any other region of the UK. In 2018, the 50th Yorkshire Bank Bike Library was opened; from these libraries, children and families are able to rent bikes free of charge.

# THE UCI

The Union Cycliste Internationale (UCI) is the world governing body for cycling recognised by the International Olympic Committee (IOC). The UCI's mission is to develop and promote cycling - in close collaboration with National Federations - as a competitive sport, as a healthy recreational activity and as a means of transport.

The UCI governs ten disciplines of the sport of cycling: road, track, mountain bike, BMX Racing, BMX Freestyle, cyclo-cross, trials, indoor cycling. Five of them are represented at the Olympic Games (road, track, mountain bike, BMX Racing and BMX Freestyle), two at the Paralympic Games (road and track) and four at the Youth Olympic Games (road, mountain bike, BMX Racing and BMX Freestyle).

Additionally, the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. The different sizes and scopes of our events ensure that UCI cycling events can be hosted by all cities.

### INTERNATIONAL UCI EVENTS ARE HELD ANNUALLY FOR ALL OUR DISCIPLINES

### **ROAD** TRACK **UCI Road World** UCI Track World UCI BMX Racing World Championships Championships Championships UCI Gran Fondo World UCI Junior Track World UCI BMX Racing World Cup Championships Championships **BMX FREESTYLE** UCI Para-cycling Road UCI Para-cycling Track World Championships World Championships UCI Urban Cycling World Championships UCI Para-cycling Road **UCI Track Champions** World Cup League UCI BMX Freestyle World Cup **UCI Track Nations Cup MOUNTAIN BIKE UCI Masters Track World** UCI Mountain Bike World **TRIALS** Championships Championships UCI Urban Cycling World Championships **UCI Mountain Bike CYCLO-CROSS** Marathon World UCI Cyclo-cross World **UCI Trials World Cup** Championships Championships **UCI Trials World Youth UCI Mountain Bike** UCI Cyclo-cross World Cup Games Eliminator World **UCI Masters Cyclo-cross** Championships INDOOR CYCLING World Championships UCI Pump Track World UCI Indoor Cycling World Championshipa **COMBINED**

**UCI Cycling World** 

**CYCLING ESPORTS** 

**UCI Cycling Esports** 

(every pre-Olympic year).

Championships

### **GRAVEL**

Cup

UCI 4X World

Championships

**UCI Gravel World** Championships

**UCI Gravel World Series** 

**UCI Masters Mountain Bike** 

UCI Mountain Bike World

World Championships

**UCI Mountain Bike** Eliminator World Cup

Championships UCI Cycle-ball World Cup UCI Artistic Cycling World

Cup

The UCI headquarters are located in Aigle, Switzerland, at the UCI World Cycling Centre.

