Winchester Mass Ride



Cycle Winchester
Better by bike

Winchester Mass Ride 9, April 2026

- 900+ people just cycling into town on a Saturday morning
- Not A Protest
- 7 feeder rides in from city suburbs and beyond
- Finishing with a festival in the city centre
- Dozens of marshals, a group of touring skaters, several police on bikes - and for the first time, some official 15-minute road closures.

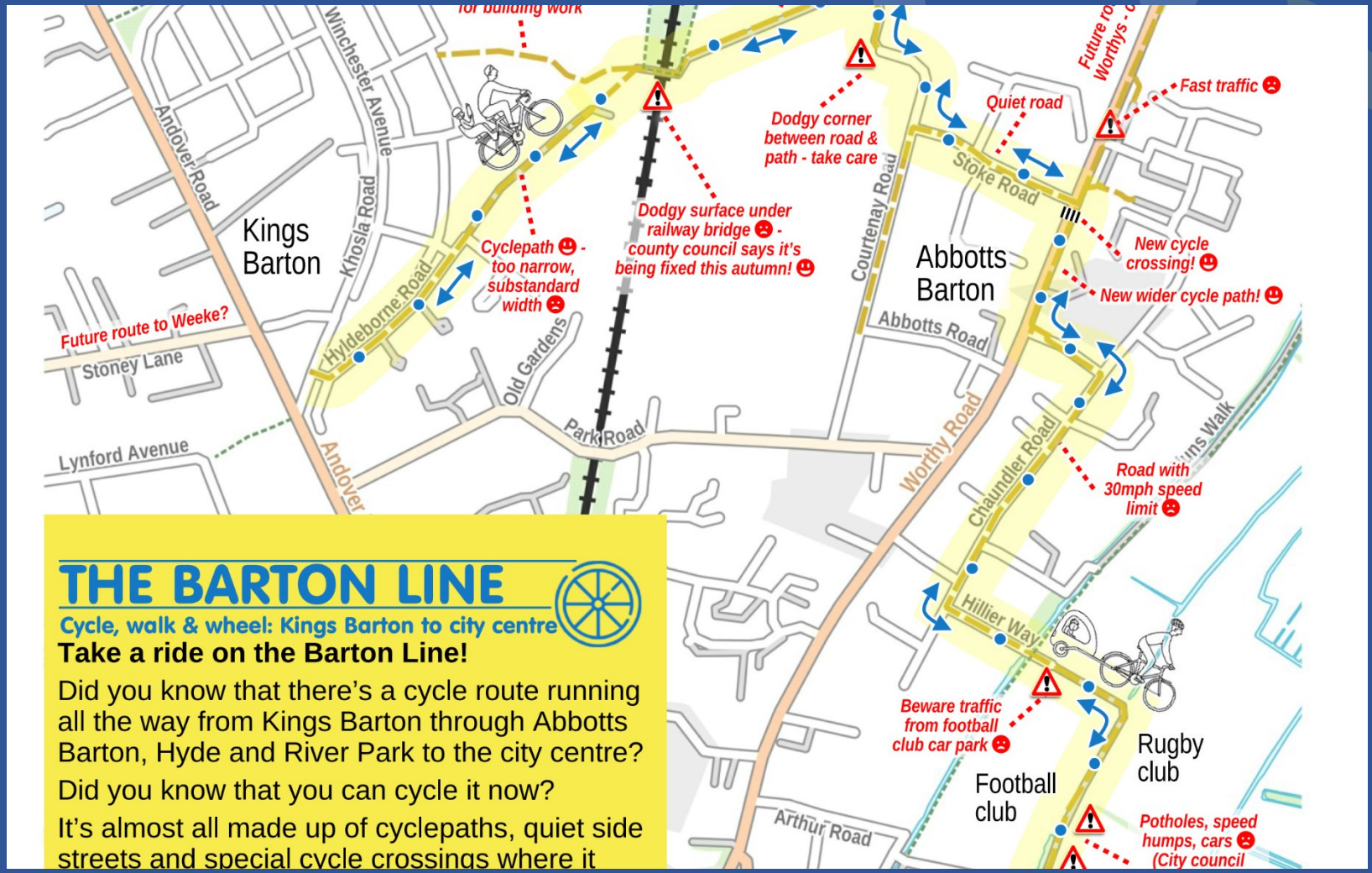
Mass Ride – the good

- Visibility: people *do* want to cycle around our city, and *will* if they feel safe doing it…
- … and that means people of all ages, shapes, sizes and abilities
- Positive publicity and press coverage
- Raises Cycle Winchester's profile and gets us supporters
- Fun family event
- Great involvement for volunteers and supportive groups
- Brings business to Winchester shops and cafes (maybe)
- Local councillors engaged
- A chance to highlight specific long-term improvements/issues

Mass Ride – the tricky bits

- Negative response from motorists delayed on the day (& risk of road-rage incidents)
- Complaints about our publicity
- A lot of organisational effort (volunteers, publicity, safety advisory group, signage, road closures etc etc)
- Logistics, communication and safety management on the day
- Increasing costs
- Unknowns (Police presence? Roadworks?)

Campaigning: The Barton Line



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- County council's LCWIP isn't really a plan, so we're making our own…
- … starting with a route that's nearly there but needs some improvements
- … connecting a major new housing development to the centre via schools and recreational facilities.
- So when councillors at the Mass Ride say, "How do we build on this?" we can say, "Start here".