

CyclingUK

The Big **Bike**
Revival

Impact Highlights
2024/25



Active
Travel
England



Funded by
UK Government



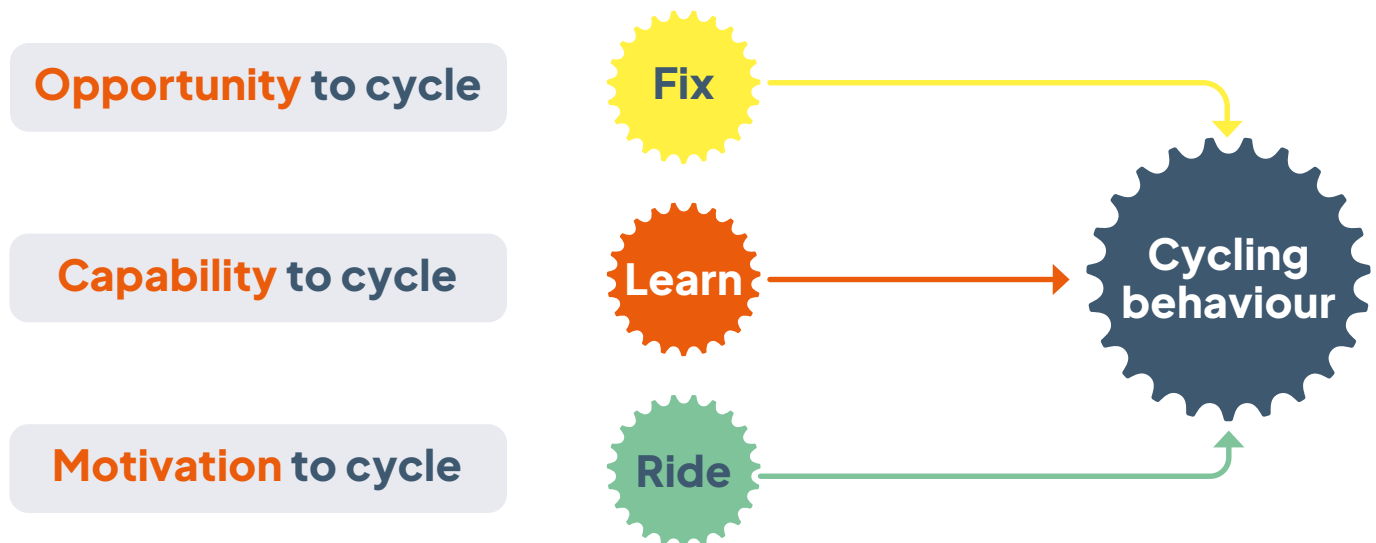
“ I didn't think it had much of an impact at the time, but I've definitely been cycling a lot more. Meeting other cyclists and normalising it as a means of travel in my mind had the biggest impact.”

What is The Big Bike Revival?

For over a decade, the mission of The Big Bike Revival programme has remained the same: to inspire more people to make cycling a part of everyday life. This is achieved through community-led delivery and targeted support, guided by the COM-B behaviour change model.

Programme objectives:

- Increase the number of people that cycle by addressing the fact that a high proportion of adults in England own bikes (47%) but are not making use of them.
- Increase the number of trips made by bike by addressing the fact adults in England appear to be aware of cycling and its potential for shorter journeys but have safety concerns about using it as a form of travel.
- Improve the perception of cycling safety by providing a high volume of opportunities for the public to access supported cycling activities, training to cycle safely and to keep their cycles in safe working order.





“ My bike needed repair, and I couldn't afford to visit a repair shop. At The Big Bike Revival event the volunteer checked my bike and did the repairs. This improved my confidence when using the bike as it ran smoother and felt safer.”

Reaching those who need it most

The Big Bike Revival is delivered through a network of delivery partners who are rooted in communities and address local needs and challenges.

The knowledge and expertise of partners ensures the programme successfully reaches the target audiences who are:

- Not cycling regularly
- On low incomes
- Residing in deprived areas
- From ethnic minority groups
- From LGBTQ+ groups
- Women
- Not in work
- Not meeting physical activity guidelines
- Not cycling because of perceived barriers

“ Since attending The Big Bike Revival, I’ve found myself cycling more often, whether for commuting or leisure and I feel much more comfortable on the road. The event not only improved my cycling skills but also inspired me to embrace a more active and sustainable lifestyle.”



“ I didn't have to wait to get paid to pay for repair costs. You repaired my bike for free, so I was able to cycle without interruption.”


CyclingUK

The Big Bike Revival delivery

Between March and November 2024, local delivery organisations across England supported people repair their bikes, build new cycling and maintenance skills, join guided rides and overcome personal barriers to cycling.

Participation in The Big Bike Revival programme increased the frequency of cycling for everyday trips and improved attitudes towards cycling overall. Many participants reported increased confidence in their cycling abilities, a stronger sense of safety and benefits to their physical and mental wellbeing.

Higher cycling levels led to cost savings for individuals and the wider economy by improving public health, easing traffic congestion, and reducing air pollution.

Once again, The Big Bike Revival has demonstrated that cycling can be accessible to all, fostering diversity and inclusion while encouraging more people to cycle.



Michelle: Finding her confidence

After a heart attack and a slipped disc, Michelle lost her confidence and gave up cycling. However, when she received an email from The Personal Cyclist group about The Big Bike Revival events, she felt a spark, even though she felt that she was not ready yet.

A reassuring chat with Kate changed everything and Michelle decided to take the first step and attend a session. She quickly found value in the practical lessons gaining a renewed sense of confidence through learning how to look after her bike, stay safe on shared paths and communicate while riding.



Michelle, West Yorkshire

“ I was taught about cycle safety, such as shared path etiquette, ringing the bell when passing pedestrians and telling people which side you are passing them. ”

She also learned tips to support her health — including stretching, breathing and posture on the bike. These tools helped Michelle feel safer, stronger and more in control after her health scares. Knowing others felt tired too reassured her that she wasn't alone in her recovery.

Cycling is now part of her weekly routine. Michelle rides with her husband introducing him to new routes that she discovers and sometimes cycles to the shops. The experience has made her more active, expanded her social circle and boosted her mental well-being.

Increases in cycling

34,678

people increased
their levels
of cycling

77% of those who were rarely cycling (once a month or less) before have increased the amount they cycle.

54%

of the additional
cycle trips replaced
car journeys

Three months after the intervention, participants who began cycling for local trips reported that **54%** of their new cycling trips were journeys that they used to make by car.

101,494

additional cycling
trips were made
as a result of the
programme

Over a year, this adds up to around **5.9 million** cycling trips in total. With people mostly cycling for leisure and visiting friends and family.

“ Learning how to fix a puncture was just what I needed to feel more confident. Also, what a satisfaction to fix your own bike!”

Kevin: Rediscovering the joy of cycling after stroke

Kevin was a keen cyclist until a stroke left him with mobility issues, preventing him from continuing the activity he loved. For four years, cycling seemed out of reach—until his wife, Ann, discovered Gateway Wheelers and their inclusive cycling sessions through The Big Bike Revival programme.

Kevin attended two “Ride” events using an electric recumbent trike, which instantly reawakened his joy for cycling.

“*Oh, I love it! It doesn’t matter how down I feel—when I know I’m going for a ride, I always put on a good face.*”

These sessions gave Kevin more than just exercise—they restored his confidence, independence and hope — lifting his mood, reconnecting him with the outdoors and making him feel capable again.

He now rides weekly with Gateway Wheelers and since becoming a regular participant, Kevin’s mobility and skills have significantly improved too. He can now manage hills, mud, barriers and tougher terrains more easily. While it took time to find the right position and level of support, Sara Bateman’s ongoing help ensured Kevin felt safe and comfortable on the trike.

The impact of Kevin’s cycling journey goes beyond just him. For his wife, Ann, it has given her a renewed sense of independence and pride, watching Kevin thrive again. She does not have to drive Kevin to the sessions anymore as he is confident enough to take the bus on his own.

Their short-term goal is simple: to keep attending Gateway Wheelers sessions regularly. In the longer term, when the new accessible cycle tracks in Kielder open, they dream of going on family rides again, with picnics like they used to.

Transport and access to bikes still remains a challenge for Kevin and Ann —adapted e-bikes are expensive and their vehicle can’t carry one yet—but they’re exploring options to make it happen.



Kevin, Newcastle

Increasing safety and the feel good factor

Improved physical and mental wellbeing



reported feeling happier thanks to attending their Big Bike Revival activity, demonstrating a direct link to improved mental wellbeing.



reported that their physical wellbeing had been improved as they increased their physical activity levels.

Safety and confidence



Nainal: From zero cycling to commuting to work 3–4 times a week

Nainal, an experienced cyclist from India, used to cycle daily to school and university through busy but slow-moving traffic. However, after moving to the UK, she stopped cycling. Five years ago, she purchased a Brompton foldable bike with the intention of commuting to work. Despite her best intentions, the bike sat unused in her garden shed for nearly three years due to a lack of road confidence.



Nainal, Leicester

“ I don’t have the confidence—that’s what’s stopping me from cycling in England... the cars pass by so quickly and I’m not confident about the tiny bike lanes.”

When Nainal received an email through her workplace about The Big Bike Revival cycle training sessions open to all skill levels, she thought it was the perfect opportunity to refresh her cycling skills and improve her confidence.

In the first session, the instructors reassured her that she already had the necessary skills. They identified that her main challenge was confidence, particularly on the road. The second session focused entirely on this—starting with a guided on-road group ride. Crucially, the trainers helped Nainal map her commute from home to work and back, riding it with her to ensure she was fully comfortable with the route. This hands-on support had a transformative impact:

“ It has built my confidence to make the commute that I wanted to make... I learned about road conduct, little tips like cycling in the middle of the lane and I felt really inspired.”

Thanks to The Big Bike Revival programme, Nainal has started cycling to her work 3–4 times a week.

Building skills, knowledge and confidence

Three months after taking part in The Big Bike Revival programme, participants also reported the following improvements in their skills and knowledge:





Cycling few minutes each day
gives me mental peace.”



Value for money

£11.25–£30 of benefits were created for every £1 spent.

Generating **between £24.5 million and £64.3 million** in benefits through health, infrastructure and the environment.

CASE STUDY

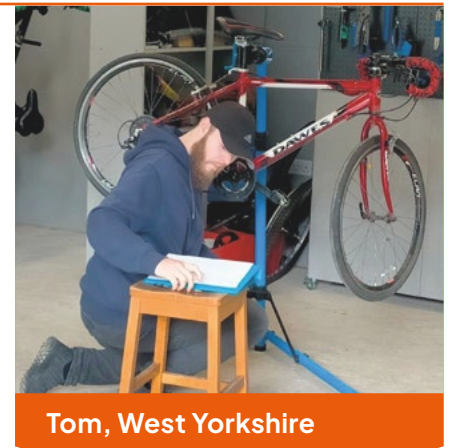
Tom: Going from no bike to daily rides

Tom had been struggling with social isolation for several years, becoming increasingly withdrawn. It was his mum who encouraged him to volunteer at Project Colt, knowing his teenage passion for mountain bikes could help re-engage him.

Tom attended a “Learn to Fix” session to repair his donated bike which was in poor condition. Through the hands-on maintenance sessions, Tom developed practical skills and successfully made his bike roadworthy again.

These experiences helped Tom build connections, leading him to join a led ride and start cycling socially with new friends. As his confidence grew, he even planned his own route to a gardening volunteer role.

A major milestone for Tom was regaining his independence. No longer reliant on car lifts from his mum, he now cycles solo at least five times a week, whether it's to the shops, to visit family, or for volunteering. Cycling not only boosts his wellbeing but also saves him money and makes him feel part of a community again.



Tom, West Yorkshire



“ I was delighted with the free bike check. I bought a second-hand bike and had it checked over. The minor adjustments made a big difference to the ride quality and gave me the confidence that the bike is safe to use.”

**CyclingUK**



Paul: Swapping the steering wheel for handlebars

After 15 years off his bike, Paul decided it was time to make a change.

Motivated by a desire to get more active and drive less, he started researching cycling opportunities in Lancashire and found a Big Bike Revival event close by. Attending the 'Learn to Fix' event gave him the confidence and skills to handle issues that could come up with his bike.

“ I was really pleased to see there were mechanics who didn't just repair it for me, but actually showed me how to do it myself. ”

Paul started cycling to the gym and for other local journeys, instead of driving.

“ My goal is to cycle more and leave the car at home—especially for trips to the gym. It's too far to walk, so I used to drive there... just to sit on the exercise bike. Now, I cycle there and back instead. ”





“ I attended a bike repair workshop in late summer and that—combined with ongoing roadworks, avoiding traffic and easier parking—has massively increased how much I cycle. I hadn’t ridden at all in a few years but now, I ride 4–5 days a week to work.”

Christine: Feeling safer through group cycling

For Christine, safety is a major concern. Not feeling confident cycling alone, especially in traffic, made cycling an intimidating experience. But that changed after joining a led ride through Big Bike Revival. Riding with others offers a sense of security and encouragement.

“ I’m not very confident on the road. So when I do the road, I’m kind of safe with the group rather than on my own.”

This sense of safety came from the group’s inclusive and thoughtful approach.

“ The ride leaders are really good – they wait for you, they won’t leave anyone behind. They’re very safe, very friendly and everyone checks with each other.”

Beyond just safety, the group helped shift perceptions about cycling and road use.

“ As a cyclist, you’re not necessarily always in the wrong. The driver has to share the road with us. We have to respect each other.”

The experience of riding in a supportive environment gave Christine a new level of confidence and reinforced the importance of mutual respect between cyclists and drivers.

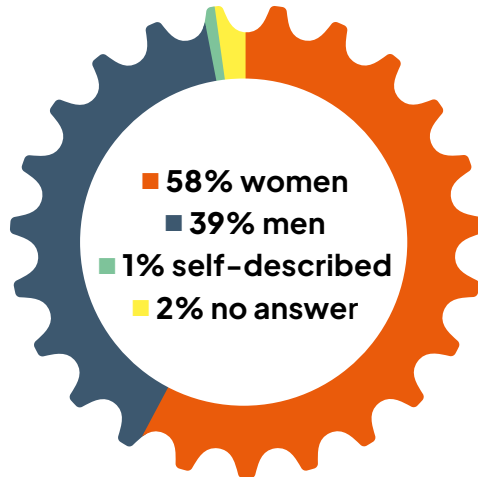
“ Being in a group with a leader really helped me break through the ‘confidence barrier’. I do feel self-conscious on a bike, but the group, along with the information I got beforehand showing women in everyday clothes on bikes, really eased my fears. The Big Bike Revival was so helpful for both me and my sister—it’s opened our eyes to cycling, something we both left behind when we left childhood, which is actually quite sad.”



Christine, Liverpool

Who took part

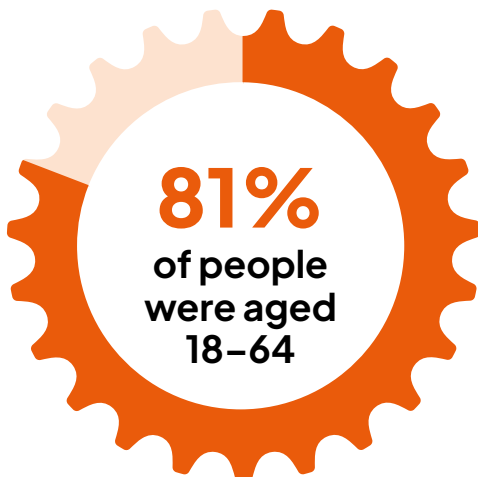
Gender



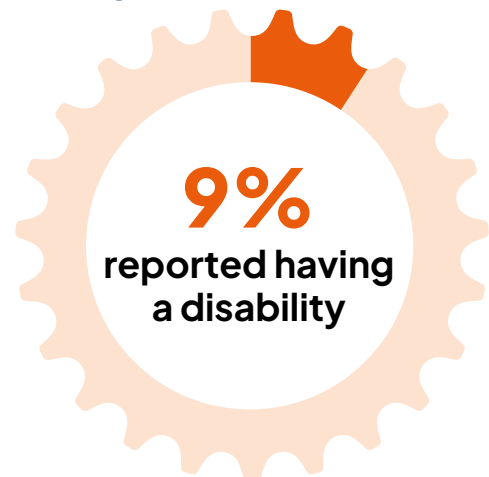
Ethnicity



Age

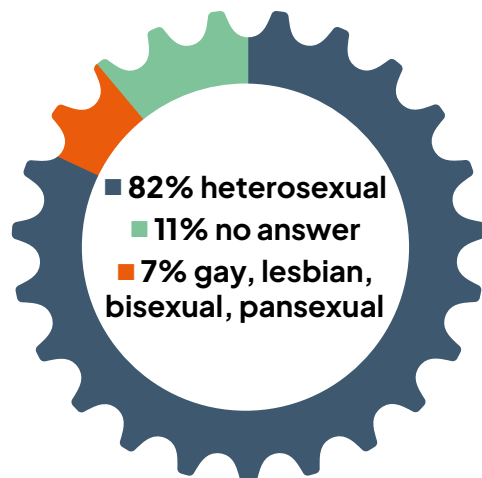


Disability

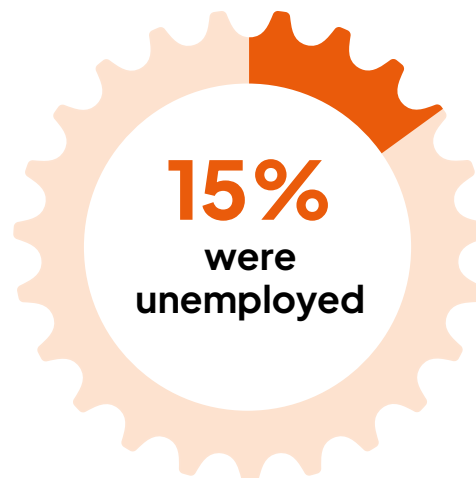


Who took part

Sexual orientation

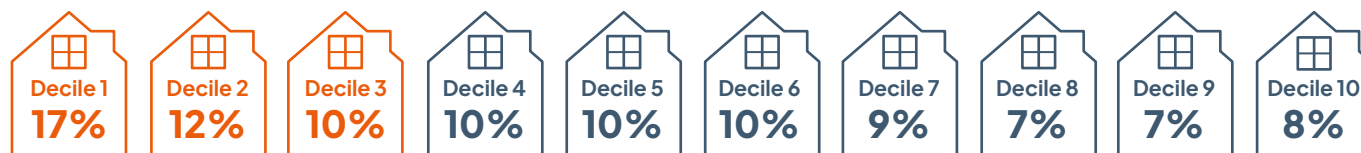


Employment



Index of multiple deprivation

17% resided in the 10% most deprived areas, while **39%** resided in the 30% most deprived areas





“ I’ve really enjoyed cycling with my family and also using the bike for shorter journeys such as going to the gym and town.”


CyclingUK

Summary

The evaluation shows that The Big Bike Revival continues to make a real difference in local communities by helping more people discover the benefits of cycling. Designed to reach those least likely to cycle, the programme not only boosts participation but also helps change attitudes, making cycling feel safer, easier, and part of everyday life.

Over the past year, an impressive **3,565 events** took place across England—ranging from Fix, Learn, and Ride sessions—delivered by **286 community groups and organisations** with support from Cycling UK's Cycling Development Officers. The programme reached people who are often underrepresented in cycling, including **women (58%)**, people from **ethnic minority groups (26%)**, **non-cyclists (49%)**, and **those living in deprived areas (39%)**.

The impact is clear: **77% of participants who rarely cycled before are now cycling more**, creating **101,494 new journeys** for work, school, shopping, and leisure, **cutting car use** and supporting greener, healthier travel. While also **improving safety, confidence and cycling skills**.



Contact us:

Email: bigbikerevival@cyclinguk.org



Want to see more?

Visit bigbikerevival.org.uk or scan the QR code to explore how The Big Bike Revival is changing lives across the country—real stories, national data, and the difference your support makes.

Cycling UK is a trading name of Cyclists' Touring Club (CTC) a company limited by guarantee, registered in England no: 25185. Registered as a charity in England and Wales charity no: 1147607 and in Scotland charity no: SC042541. Registered office: Parklands, Railton Road, Guildford, Surrey GU2 9JX.