



**Taking part:** (L-R) Lynnne Zonzolo; Tanya Edwards; Queenie Said So; Cleopatra Higgins

# Diversity in cycling

## NEW CAMPAIGN TO ENCOURAGE MORE WOMEN OF COLOUR TO CYCLE IN LONDON

FAMOUS faces from the world of music and entertainment have come together to kick off a campaign to encourage more women of colour to try cycling in London.

Hosted by TfL and media platform Trace TV, the group of riders included a member of the band Cleopatra and the founder of Miss Jamaica UK, who are hoping to inspire more women and under-represented communities to try cycling and enjoy the many benefits it brings.

TfL data from last year showed that people cycling in the capital are more diverse than ever, with Black, Asian and minority ethnic Londoners as likely to have cycled in the last 12 months as White Londoners.

The independent research also found that half of Black and Asian non-cyclists are open to taking up cycling, and highlighted the potential for growth in cycling in under-represented groups - something that the new partnership between TfL and Trace TV aims to encourage.

### ACCESS FOR ALL

Lack of access to a bike is a key barrier to cycling and Santander Cycles is helping to eliminate this hurdle. Santander Cycles bikes can be hired from as little as £2 a day for an unlimited number of 30-minute journeys.

More than half of cycle hire users in London today say they started cycling because of the scheme.

TfL is also working closely with local councils to ensure that all Londoners can access the capital's network of high-quality cycle routes.

### FUTURE BENEFITS

Marcia Williams, TfL's director of diversity, inclusion and talent, said: 'We are determined to make cycling more representative of our city's amazing diversity by empowering



**Inspiring:** There were smiles all round on the Santander Cycles bike ride

all Londoners to feel that they can cycle. Events like this one help show people of colour that cycling really can be for everyone, no matter what your age or ability.

'We are heading in the right direction, with the gap between people from White and Black, Asian and minority ethnic backgrounds who cycle currently the smallest it's ever been, but we know more work needs to be done to get people of all backgrounds and communities cycling. Our ongoing partnership with Trace TV will help inspire even more women of colour to cycle and enjoy the many benefits it brings.'

Cleopatra Higgins, the lead singer of 90s pop group Cleopatra, said: 'I'm super excited to take part in this ride. As a child I wanted a bicycle so badly, I worked a paper round to earn one and now I can't recall the last time that I even rode one. Time to bring back the nostalgic joy while keeping fit and go and break out into third gear!'

Further events and activities as part of the TfL and Trace TV partnership will be announced in due course.

For more information on how you can get into cycling in London, visit the webpage [tfl.gov.uk/cycling](http://tfl.gov.uk/cycling)

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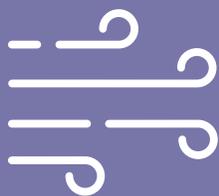
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