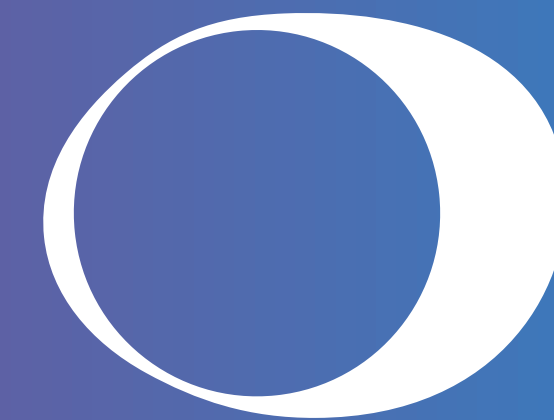


# WOMEN & GIRLS STRATEGY: ACTION PLAN



SCOTTISH  
CYCLING

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# Introduction

In October 2024, Scottish Cycling launched its Women & Girls strategy. The strategy is built on five strategic focus areas, and we are working to drive progress against 14 strategic commitments.

## **The five strategic focus areas are:**

### **1. Ride**

We will work to support more women & girls to ride bikes and experience the physical and mental health benefits of cycling

### **2. Race**

We will work to increase the number of women & girls involved in competition at every level

### **3. Role Models**

You can't be what you can't see

### **4. Recognise**

We will work to ensure we effectively spotlight and celebrate the role women and girls play in our Scottish Cycling community

### **5. Relationships**

We will work to create a positive movement of people & organisations that support the desire to have more women & girls on bikes

This document sets out our Women & Girls action plan which underpins the Women & Girls strategy and provides more details on the actions we will take to achieve the commitments outlined in the strategy. The action plan is adaptable and will evolve as we commence on a journey of greater focus to develop cycling for women & girls across Scotland. Therefore, this action plan is not complete. It will be regularly monitored, reviewed and updated to take account of progress, success and opportunities & challenges which arise.

We always welcome the opportunity to discuss this plan. If you would like more information or think that you can help us on our journey to achieve the strategic commitments,

**Please contact us on**  
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# Ride

We will work to support more women & girls to ride bikes and experience the physical and mental health benefits of cycling.

STRATEGIC COMMITMENT	ACTIONS			LEAD RESPONSIBILITY	STAGE
	2024/2025	2025/2026	2026/2027		
<p>1. Reach more women and girls by creating more fun, exciting and accessible opportunities that make it easier to get involved in cycling, which includes creating new programmes aimed at girls</p>	In partnership with British Cycling and The Well HQ, recruit and deploy a Girls Ambassador focused on coach education to ensure more support is in place for teenage girls across seven clubs.	Year 1 pilot evaluation and implement recommendations ahead of continued delivery.		Club Development / Coaching	Delivery
	Target 50% women & girls' participation within the Rock Up & Ride Communities projects.	In partnership with the Regional Travel Partnerships and Local Authorities, develop the Rock Up & Ride project to provide greater opportunities for women & girls to cycle.		Participation	Planning
	Focus on growing girls' participation in the Rock Up & Ride Children's projects by offering fun and inclusive cycling activities.			Participation	Planning
	Explore opportunities to further develop the Mini Riders programme to have a specific focus on attracting more girls.			Club Development	Not started
	Maintain Breeze engagement at 3000 Breeze participants. Train 40 Breeze Champions across Scotland by 31st March 2025.			Participation	Delivery
	Develop a female focused programme (SC Girls Racing Academy) aimed at making cycling accessible and enjoyable for girls and to support both competitive and lifelong participation. Pilot the SC Girls Racing Academy programme.	Year 1 pilot evaluation and implement recommendations ahead of continued delivery.		Performance / Club Development	Planning



# Ride

We will work to support more women & girls to ride bikes and experience the physical and mental health benefits of cycling.

STRATEGIC COMMITMENT	ACTIONS			LEAD RESPONSIBILITY	STAGE
	2024/2025	2025/2026	2026/2027		
<p><b>2.</b> Support clubs and groups to provide ongoing opportunities that engage and retain females, which will lead to a 30% increase in female membership of clubs and 10 new clubs with strong female sections by 2027</p>	<p>Through our Clubs Plan (Project 23) work in partnership with communities to develop new youth cycling clubs. Provide additional focus to 4 clubs with a target to achieve a 10% improved gender balance than the wider club network.</p>	<p>Provide additional focus on 7 clubs with a target to achieve a 10% improved gender balance than the wider club network.</p>	<p>Provide additional focus on 7 clubs to achieve a 10% better than the wider club network.</p>	Club Development	Delivery
	<p>Implement a Women &amp; Girls Club Charter that provides support to clubs who strive to increase women and girls' membership within their clubs.</p>	<p>Effectively monitor impact and profile clubs who are engaged in the charter to raise awareness. Continue to develop and grow involvement.</p>	<p>Evaluate the impact of the Women &amp; Girls Club Charter. Further develop based on evaluation and recommendations.</p>	Club Development	Planning
	<p>Implement a club mentorship programme with a dual purpose: (1) To increase the number of female leaders within clubs &amp; (2) To increase the number of women and girls who are members of clubs.</p>	<p>Evaluate the impact and further develop to engage more female leaders in the programme.</p>		Club Development	Planning
<p><b>3.</b> Identify the needs of the 36% of women who want to cycle but currently don't, and provide tailored interventions that create a welcoming, inclusive environment for them to participate</p>	<p>Gather insight from the 36% of women who aspire to cycle to understand their motivations and barriers to taking up cycling.</p>		<p>Utilise the insight to ensure Scottish Cycling is offering relevant opportunities and educate clubs on key points for continues improvement.</p>	Participation	Not started
	<p>Complete a mapping exercise to understand where Breeze is currently offered and identify gaps and future target areas.</p>			Participation	Not started



# Race

Increase the number of women and girls involved in competition at every level.

STRATEGIC COMMITMENT	ACTIONS			LEAD RESPONSIBILITY	STAGE
	2024/2025	2025/2026	2026/2027		
<b>4.</b> More opportunities and support for female riders to get started and progress within competition across all disciplines, increasing female entries and license holders by 30% by 2027	Provide positive race day experiences for females in all directly delivered events.			Events	Delivery
	In partnership with British Cycling, work to ensure that new disciplines, with proven female participation, can be sanctioned in Scotland (such as Enduro & Gravel)			Events	Planning
	Engage with the community to compile the events calendar, ensuring the right event is at the right time in the right place to grow female participation.			Events	Delivery
<b>5.</b> Provide tailored support to ensure the performance pathway prioritises the health and wellbeing of female athletes, which will result in an increase in pathway retention rate by 10%	Identify and support the sustainability of race teams that offer pathway opportunities for Scottish riders to be retained and progress.			Performance	Planning
	Develop and implement an annual learning and development calendar with a wide range of opportunities including a focus on the health and well-being of female athletes.			Coaching / Participation	Delivery
<b>6.</b> Increase the number of female event organisers and officials, targeting a 30% increase by 2027	Deliver excellent support services to event organisers and promote engagement and support between event organisers.			Events	Delivery

# 03

## Role Models

You can't be what you can't see'.

STRATEGIC COMMITMENT	ACTIONS			LEAD RESPONSIBILITY	STAGE
	2024/2025	2025/2026	2026/2027		
7. Identify and appoint female ambassadors to inform direction and support our shared aspirations	Establish female ambassador roles and recruit a group of local female ambassadors to champion work in local communities.	Continue to grow a network of connected female ambassadors who continue to champion women & girls cycling in local areas.		Participation	Planning
8. Implement projects and initiatives that target the gender imbalance in leadership roles, leading to a 25% increase in females in leadership positions across all our governance structures	Develop and deliver an annual learning and development calendar to support females in leadership positions across cycling which provides a range of education topics. Continue to review annually and further develop based on the feedback and needs of the community.			Club Development / Participation	Planning
9. Increase the number of female coaches, ride leaders and mountain bike leaders, targeting a 20% increase by 2027	Provide subsidy and bursaries which reduces barriers and encourages more women & girls to take steps into coaching and leadership.			Coaching / DMBinS	Delivery
10. Increase the number of female tutors by 50% (from 5 to 10) by 2027	Identify future female education and leadership tutors and develop a tutor development plan to onboard individuals to commence tutor training.	Complete training and onboarding steps for 2 additional female tutors.	Complete training and onboarding steps for 3 additional female tutors.	Coaching / DMBinS	Planning



# Recognise

Spotlight and celebrate the role women and girls play in our Scottish Cycling Community.

STRATEGIC COMMITMENT	ACTIONS			LEAD RESPONSIBILITY	STAGE
	2024/2025	2025/2026	2026/2027		
11. Deliver regular and targeted communications campaigns that celebrate and promote women and girls' involvement across all areas of our sport, to increase female participation	Connect with the annual Scottish Women in Sport Week (October) and International Women's Day (March) campaigns. Develop, engage and drive content related to cycling and connected to the sector-wide annual campaigns. Track the effectiveness of these campaigns and use to further shape future years.			Participation	Delivery
	Deliver compelling and engaging content through the monthly 'BlogHer' communication initiative which engages women & girls effectively in positive cycling stories from across Scotland. Deliver a range of content which shares the positive stories from women & girls involved in all different ways in cycling across Scotland.			Participation	Delivery
	Through the Women & Girls Development Group, and other similar channels, deliver regular inspiring stories/interviews which focuses on a full range of individuals involved in cycle sport (from those participating on the fringes of the community through to performance athletes).			Marcoms	Planning
	Make improvements in communicating with women & girls who are not part of the Scottish Cycling community by ride bikes.			Participation / Marcoms	Planning
12. Equal representation of women and girls across all our communication channels and campaigns, which will lead to cycling being a more diverse sport	Strive to achieve a 50:50 gender balance in all Scottish Cycling communications output.			Marcoms	Delivery



# 05

# Relationship

Create a positive movement of people & organisation that support the desire to have more women & girls on bikes.

STRATEGIC COMMITMENT	ACTIONS			LEAD RESPONSIBILITY	STAGE
	2024/2025	2025/2026	2026/2027		
<p><b>13.</b> Lead new partnerships with forward thinking organisations and individuals to jointly accelerate and coordinate efforts in the women and girls space, which will result in a step change in cycling culture, its image and its inclusiveness</p>	Take a leadership role in driving a joined-up approach across cycling organisations by arranging opportunities to collaborate and work together to achieve shared outcomes focused on women & girls.	Identify shared projects and outcomes to achieve together which removes barriers for women & girls to cycle.		Participation	Planning
	Develop and deliver a staff leadership development programme to support staff personal development and future progression (Scottish Cycling Future Leaders).	Evaluate the impact and continue to provide opportunities for staff to develop their future career with Scottish Cycling.		Scottish Cycling SLT	Planning
	Understand the potential impact and benefit if Scottish Cycling was to drive a regular content in mainstream media outlets (for example, a women & girls focused monthly column).			Marcoms	Not started
<p><b>14.</b> Work with the amazing role models in our communities to create more opportunities for people from all walks of life to get involved and progress in cycling</p>	Improve communication with the Scottish Cycling coaching workforce and profile females in coaching roles through Coaching Bites newsletters and other channels.			Coaching	Delivery

# Ending with Starting Points

The following tables detail the quantitative targets connected to this action plan and outlines the baseline data. The targets connect to our annual business plan to keep us on track. The action plan includes several qualitative targets which are not included in the tables but are equally as important to monitor progress. We will report against these in appropriate ways as we progress.

The 2027 targets are subject to review depending on the rate of progress and opportunities and challenges that we'll face along the way.

## Ride

Strategic Commitment	Measure	Baseline	2027 Target
2	30% increase of female membership of clubs	2792	3629

## Race

Strategic Commitment	Measure	Baseline	2027 Target
4	Increase female entries by 30%	TBC*	TBC*
4	Increase female license holders by 30%	436	568
5	Increase in pathway retention rate by 10%	TBC**	TBC
6	Increase female organisers by 30%	N/A*	20
6	Increase female officials by 30%	42	55

\*Been reviewed/confirmed in conjunction with Scottish Cycling's domestic events strategy

\*\*Work to be undertaken to confirm baseline

## Role Models

Strategic Commitment	Measure	Baseline	2027 Target
8	Increase females in leadership positions across all governance structures by 25%	13	16
9	Increase the number of female coaches, ride leaders and mountain bike leaders by 20%	447	537
10	Increase the number of female tutors from 5 to 10	5	10

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