



UCI
CYCLING WORLD
CHAMPIONSHIPS



GLASGOW
SCOTLAND

EQUALITY, DIVERSITY & INCLUSION EVALUATION REPORT

CONTENTS

OPENING REMARKS.....	3
EXECUTIVE SUMMARY.....	4
INTRODUCTION.....	7
STRUCTURE OF THE REPORT.....	8
METHODOLOGY.....	9
PART 1: VISION, STRUCTURE AND GOVERNANCE FOR EDI.....	10
PART 2: WHAT WERE THE IMPACTS MADE?	15
Inclusive Design.....	15
Volunteers and Workforce	17
Community Activations and Programmes	20
Women and Girls	23
PART 3: LESSONS LEARNED.....	25
CONCLUSION.....	28
ACKNOWLEDGEMENTS.....	29

OPENING REMARKS

The 2023 UCI Cycling World Championships was a pivotal moment in sporting history. The biggest cycling event ever, which brought together 13 championships, firmly placing Scotland on the international stage. It was a unique opportunity to tell a story - one about Scotland, and its people, and bringing together communities that would be truly inspired by this event.

2023 UCI Cycling World Championships partners wanted it to be a catalyst of change with Equality, Diversity and Inclusion (EDI) built in at the outset. There were many firsts for a world championship including an integrated programme for Para-cycling on the Track as well as the Women's Elite Road Race forming the grand finale of the event which was both emotional and unprecedented. The ambitions for EDI have been a key part of the design process where we maximised on the opportunity to do something new and make a difference to improving lives.

With no template to follow, the objective was to develop an approach that would work with all stakeholders involved. The success of EDI has come through the determination and commitment of the team delivering 2023 UCI Cycling World Championships, its partners, local authorities, community groups and all its other stakeholders. This was a truly collaborative effort and without the passion and drive from everyone involved, it would have been challenging to implement the EDI ambitions. EDI encapsulated so many different parts of the event, from its design and build; policies and processes; participation, engagement and volunteering opportunities; to its community activations in cycling.

It's incredibly rewarding to have seen these combined efforts come to life with each venue across Scotland being able to tell their own successful EDI story and the impact that it has had locally, nationally and on the global stage.



Aneela McKenna
Founder, Mòr Diversity



Trudy Lindblade

Trudy Lindblade
Chief Executive Officer,
2023 UCI Cycling World
Championships

EXECUTIVE SUMMARY

From 3-13 August 2023, Scotland hosted the **2023 UCI Cycling World Championships** which brought together 13 UCI world championships into the biggest single global cycling event in history. The event welcomed over 7,000 elite and amateur cyclists, including para-athletes, from 129 nations and more than 220 world champions were crowned. It is testament to Scotland's reputation as a competition organiser that it was handed this opportunity to make history in the sport of cycling.

The objective was to host a world class event driven with a purpose to make this an event for everyone and to reach out to new audiences, inspiring more people to cycle using the 'power of the bike' as the catalyst for change. In delivering these priority areas, Equality, Diversity and Inclusion (EDI) was seen as integral to implementing this approach which would underpin all its policy-led initiatives.

In 2022, this was brought to life with the launch of the EDI framework that had wide consultation and engagement across the partners and with community groups. Included in this framework are three key pillars that represent 'attract', 'engage' and 'inspire' and align to the wider strategic goals of the organisation.

The investment into delivering the event helped unlock over £1.5 million to help support community groups and organisations to inspire more people to cycle through sport development and events through the Community Cycling Fund. Additionally, £8m was allocated to infrastructure projects in cycling across Scotland with £5.6m being spent to date. The investment spent so far has unlocked partner funding to create a total spend of £13.6m on 40 projects of capital cycling infrastructure across Scotland.

This report assesses whether the intended outcomes and impacts of the 2023 UCI Cycling World Championships have been achieved, in order to inform delivery and lessons that can be learned. The 2023 UCI Cycling World Championships commissioned Mòr Diversity to undertake an evaluation of the EDI and accessibility impacts of the event. Mòr Diversity was contracted in April 2022 to support the organisation with the development and implementation of its EDI Framework.

The focus of this report is on the outcomes and impacts that have been created through the delivery of the 2023 UCI Cycling World Championships. It captures the evidence from one-to-one interviews, feedback surveys, focus groups and other independent evaluation reports (for example, You Gov and Ernst and Young). The evidence is taken up to the end of August 2023. Aneela McKenna, founder of Mòr Diversity is the author of this report.

KEY FINDINGS

As summarised below, the available evidence analysed does not fully report on the wider outcomes and impacts that have been delivered alongside the championships. It captures a specific window of the overall impact of the event and is not intended to measure the full impact of the championships. The report is divided into parts evaluating its delivery of EDI internally through its structures and governance; the overall impacts on its approach to inclusive design; volunteers and workforce; community activations and programmes; support for athletes; and Women and Girls.

Part one - Vision, structure and governance

- The 2023 UCI Cycling World Championships have been fully committed to maximising the platform of this global event as a catalyst for change and delivering an event that has inclusion at its core through its **Pledge to Equality, Diversity and Inclusion (EDI)**. This has been a partner led approach with the pledge asking to commit to 5 key commitments and encouraging our delivery partners to think outside the box and where they could make an impact.
- This was the first time that an event Local Organising Committee has had a dedicated EDI team to support the implementation of the **EDI framework** through its governance and co-ordinating the delivery across the 2023 UCI Cycling World Championships, engaging directly with partners and other stakeholders on meeting the priorities. This meant that for many of the staff and partners involved there were key positive learnings from their part in delivering the EDI Framework.

- One of the key **EDI principles** was to be authentic, making sure that partners, stakeholders and communities are being listened to and setting goals that are realistic and achievable. Event organisers feel they have better **knowledge with the tools** provided to them to deliver an inclusive approach and to apply this to their future events.
- Having the **Event Delivery Partner (EDP) EDI Champions** was critical to making the project work and now those individuals are better informed on EDI.
- **A community forum** was set up to ensure that information about the event was being shared across different communities. The 2023 UCI Cycling World Championships reached out to a number of organisations representing each of the protected characteristics. This forum was helpful in that feedback was provided on the framework and it enabled the 2023 UCI Cycling World Championships to reach out to communities that would not necessarily see the event for them.

Part two - What were the impacts achieved?

Inclusive design

- An important part of the legacy has been to set a template for future major events on accessibility and inclusion. Working in collaboration with Euan's Guide, the 2023 UCI Cycling World Championships produced **Planning for Inclusion Guidelines** for each of the event delivery partners to work through as part of the build planning. Community mapping was included in these guidelines to help event delivery partners identify local community groups to work with and help reach news audiences, one of these being the deaf cycling community at Glentress Forest - a first in cycling. Feedback from disabled people and spectators attending the event has shown their experience to have been a positive one:

97% of people who attended the event felt it was inclusive

95% of spectators with a disability found the event to be accessible

(source: EY report)



Sensory pack

- This was the first major event in Scotland where **sensory bags** and **period products** were **supplied at all venues**. Every Championship venue received a selection of period products available free of charge, and subject to availability, for anyone who needs to use them to help address period poverty and stigma. Sensory bags (shown in picture on left) were also available for children and adults who find the Championships environment overwhelming. The bags, which were available at all Championship venues, contain tools to help support various sensory needs including sunglasses, fidget toys, and ear plugs with ear defenders available to hire.

Volunteers and workforce

- A key aspiration was for volunteers to better reflect the wider community. This data was gathered across a range of diversity demographics achieving a good gender balance across the volunteers and representation from across the Scottish population.
- Volunteers should feel welcome and a sense of belonging. When asked this question, 88% of volunteers said they **felt a part of the event** and 89% said they felt **proud to be a part to the Championships**.
- The inclusivity of a working environment is key to delivering on EDI. When staff were asked about **inclusivity in their workplace**, 83% of staff said they felt comfortable about talking about EDI in their workplace and 84% said they can challenge and speak up where they don't think something is right.
- In the staff group, there was an increased level of EDI awareness, where 74% of staff committed to EDI learning, 54% of staff said they increased their understanding and awareness of EDI and 33% of staff said that they gained new skills through their role but not limited to EDI.

Community activations and programme

- **Ride the Worlds** gave children and young people the opportunity to experience the thrill of racing to do this in both a competitive and non-competitive way. Ride the Worlds worked well with the regional

qualifiers happening across the country to engage children and young people without any travel barrier. This project brought a strong connection with local community groups and cycling clubs to the event with up to 5000 participants in over 100 activations across Scotland.

- **Making events free** is an effective way of reaching new audiences and particularly those that are not engaged in cycling. Over 90% of events were non ticketed which meant greater access to watch and take part in events.
- Fifty-seven local community cycling events were **funded £1.5 million** through the Communities Cycling Fund with the aim of reaching and encouraging new audiences to cycle.

Athlete participation

- This was the **first time integrating para** with non para-cycling in Dumfries & Galloway and Glasgow and to see para-cycling broadcast alongside non para-cycling was a significant moment. It gave para-cycling greater exposure than it had ever done before and by integrating it into the championships, helped to normalise difference and give para-cycling a strong, visible presence within the championships.
- Mechanical support for less well-resourced nations (tier 3 and 4) was provided through the support of Scottish Cycling and local cycling clubs

Women and Girls

- A commitment to focus on **Women and Girls** and other underrepresented groups in cycling was evidenced through the Communities Cycling Fund given to community organisations; community activations led by partners; and taster sessions at championship venues.
- **The Women's Elite Road race** was the first time a world championship has ever had a women's race as the grand finale and to see girls and boys line the streets to watch the spectacle was a pinnacle moment in cycling.
- **Over 40% of spectators were women** and many of the activations reached higher participation rates for girls taking part in cycling events.

Our Impact website on the 2023 UCI Cycling Worlds Championships page provides more details of the impact with case studies provided on the impact of the event on communities and people.

Part three - Lesson learned

- Event organisers have better knowledge with the tools to deliver an inclusive approach and to apply this to their future events. In doing this, this must be supported with internal structures to deliver on EDI and must be applied with the right level of commitment, planning and resources.
- EDI requires early planning. A few opportunities were missed to embed EDI into policies, processes and contracts that had already been agreed.
- Getting community organisations involved in a much wider range of policy areas would have provided a more diverse range of perspectives across the event planning and more time provided to engage fully with all protected groups.

As the key findings summarised above show, the evidence suggests that the 2023 UCI Cycling World Championships created achievable and realistic short-term outcomes and impacts in the delivery of the event. These short term impacts provide a blueprint for the future of events and support policy makers in considering future policy goals to reflect a more equitable and better society. Inclusion should continue to remain a priority and embedded across all event delivery.



Lotte Kopecky takes victory in Women Road Race

INTRODUCTION

The 2023 UCI Cycling World Championships was a major cycling event hosted in Glasgow and across Scotland combining 13 existing UCI World Championships for the very first time to create one mega event. The Championships took place across 11 days from 3 to 13 August, with over 7,000 elite and amateur cyclists from 129 countries taking part. 220 UCI World Champions were crowned and awarded the UCI rainbow jerseys.

Over one million spectators attended the event and the combined world championships were a huge broadcasting success with coverage in 130 countries, reaching a cumulative audience of over 537 million, and over 200 million hours viewed. In addition, 3,500 volunteers took part from communities from across Scotland and beyond.

The 2023 UCI Cycling World Championships was set in Glasgow and hosted events across Scotland in both urban and rural locations. Events were hosted in Scottish Borders, Dumfries and Galloway, Glasgow, Edinburgh, Stirling, West Dunbartonshire, Angus, Dundee, Perth and Kinross and Fort William as well as passing through several other Local Authority Areas.

But this was to be more than an event!

The 2023 UCI Cycling World Championships was driven by purpose. Its mission was:

To deliver an event that inspires people to ride and be a catalyst for change with an overall vision where everyone can experience the freedom that riding a bike brings to our lives.

This policy led approach to the delivery of the event was to increase participation, better inclusion and accessibility, with sustainability at its heart. Cycling, and its benefits to health and wellbeing, as well as its role in saving the planet were to be embraced, and Scotland, was to be the international stage for all of this.

It was a clear goal of the 2023 UCI Cycling World Championships to embed Equality, Diversity and Inclusion (EDI) principles across the whole event and work in collaboration with its partners to adopt these principles in the design and delivery of the event. EDI was seen as integral to fulfilling the overall vision to be a catalyst for change in Scotland and to deliver a world class event that embodies the spirit of community, belonging and equal respect.



Scottish Cycling Rock up & Ride programme

STRUCTURE OF REPORT

This report assesses whether the intended EDI outcomes and impacts of 2023 UCI Cycling World Championships have been achieved and to:

- inform legacy programme delivery;
- and ensure lessons can be learned.

It focuses on the impacts generated through the delivery, it does not report on the wider legacy activity that has been delivered or on the longer-term impacts. This report gathers information from before, during and shortly after the event. For longer term social impact, further evaluation would be necessary to understand the impact and outcomes.

In addition, this report is useful for the purposes of accountability and transparency to determine the use of public funding by assessing whether the intended outcomes and impacts of the event have been achieved.

The report is divided into three parts:

- Part 1 - Vision, structure and governance of EDI
- Part 2 - What were the impacts?
- Part 3 - Lessons learned

The intention is to share the learning with partners and to ensure that inclusion and accessibility are considered to be core to the future delivery of major events through applying the same policy approach to event planning and delivery.

METHODOLOGY

In compiling this report, there were a wide range of sources where EDI information was captured. EDI principles were consciously incorporated into evaluation tools to assess the intended outputs and outcomes of the event on communities and people.

Workforce

- HR data on the workforce
- Policy and Impacts staff survey
- Written feedback from EDI Community Forum
- EDI Internal Working Group focus group with members

Volunteers

- Volunteering data on diversity demographics
- Volunteer survey

Spectators

- EY survey aimed at spectators
- You Gov poll aimed at the general public

Community groups

- Interviews with community groups and individuals
- Written feedback from the Community Forum

Partners

- Written feedback from Event Delivery partners
- Feedback survey to partners
- Interviews with public officials and partners

PART 1 - VISION, STRUCTURE AND GOVERNANCE OF EDI

In May 2023, the 2023 UCI Cycling World Championship launched its EDI framework which was aligned to the purpose, mission and vision of the event. Christina McKelvie MSP, Equalities Minister and Bailie Annette Christie, Chair of Glasgow Life supported the launch event.



Bailie Annette Christie (Chair of Glasgow Life), Trudy Lindblade (CEO of 2023 UCI Cycling Worlds), Christina McKelvie MSP (Equalities Minister) and Aneela McKenna (EDI Consultant) are joined by Ryan Campbell and Farrah Gillespie

Launch of the EDI Framework

As part of the launch two young people from Glasgow were invited to be a part of the launch. Farrah Gillespie and Ryan Campbell are two 10-year-olds who discovered cycling through the inspiring work of local social initiative the Urban Fox Programme. This initiative provides cycling opportunities, led rides and bike repair schemes to young people in areas of need. Both Farrah and Ryan have received donated bikes through their involvement with the Urban Fox Programme. This embodies the spirit of the EDI framework - that the power of the bike aims at being a tool to improve lives, wellbeing (physical and mental) as well as bringing a sense of freedom and connection to people in their everyday lives.

The framework was to support the vision to be a catalyst for change and that 'the power of the bike' would reach out to new audiences. The EDI framework ensured that those who are most vulnerable in society, impacted by stigma and discrimination and excluded from sport and public life would continue to be included in the 'power of the bike' narrative.

The EDI framework set out ambitious goals for change to lead by example and to use this event as a unique platform to further boost inclusion in cycling and as a vehicle to increase the profile of Scotland's commitment to equality on the international stage.

In March 2022, Mòr Diversity was appointed to work alongside the Policy and Impacts team who were responsible for developing the EDI framework to ensure that the overall vision for the event was achieved for people from diverse backgrounds and communities.

The foundations for EDI were established at the very outset with a clear commitment given to EDI through the agreed policy-led approach to the event.

The framework was consulted on with a wide range of stakeholders, including:

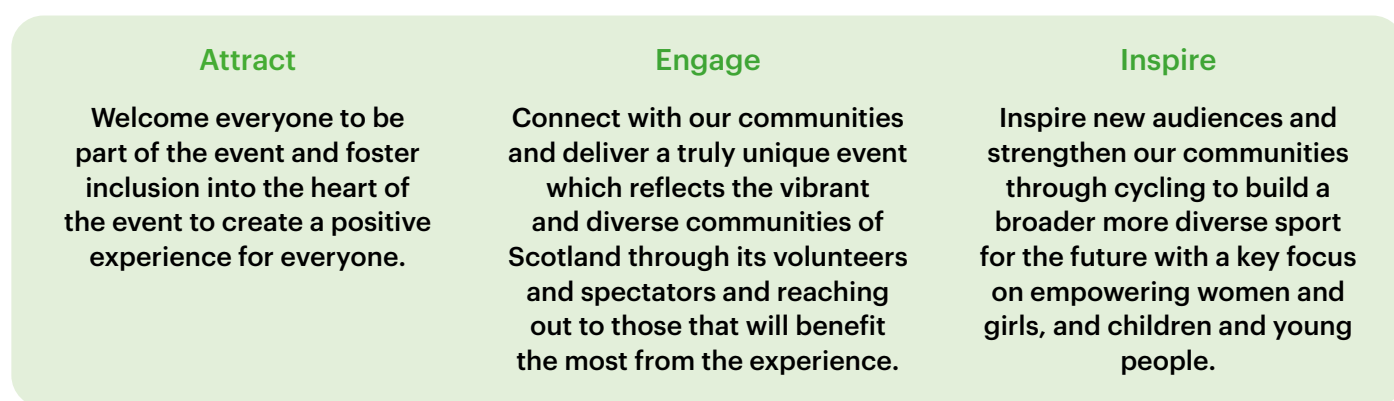
- Key event partners
- Policy Advisory group
- Event delivery partners
- Departmental leads
- EDI Community Forum
- Internal EDI Working Group

The EDI framework set out clear expectations of the way in which key partners and stakeholders should work in partnership to achieve the event's EDI goals and comply with its obligations under the Equality Act (2010) including the Public Equality Duty (Section 149) for all public bodies.

As set out in the wider event strategy, the objective was for the 2023 UCI Cycling World Championships to have a positive impact and leave a lasting legacy for Scotland and for people across society to benefit from this. EDI was seen as integral to this to embed EDI through its delivery of the event as well as the programme of events and activations around the event. The ambition was to deliver an event for everyone, and to welcome local communities to get involved, to feel a part of the event.

A key part of this was to accelerate women and girls and children and young people's participation in cycling. Research shows that women and girls, and children and young people face barriers to cycling caused by poverty, social and cultural norms, poor infrastructure and health inequalities. The hope was to provide a unique opportunity to create innovative and accessible opportunities that will engage women and girls, children and young people and other underrepresented groups in cycling with the skills and knowledge to get active. A key part of this goal was to demonstrate female role models and other athletes from underrepresented groups to inspire the future generation to get active in cycling and that cycling is a viable and fulfilling option for them.

The EDI framework set out three pillars of the championships:



The three pillars also underpin the wider legacy programme that was delivered in the run up, during and following the event with the aim of maximising the impact and legacy of the event. These were the 'Inspired by Projects' delivered and supported by key partners to maximise the social, economic and cultural benefits of the event.

The Inspired by Projects include:

- Communities Cycle Fund
- Communities Facilities Fund
- Ride the Worlds
- Power of the Bike Design Challenge (Education toolkit)

The framework pillars were supported through an EDI Action Plan with EDI objectives supported by output and input KPIs and identifying lead persons.

In addition to the three pillars there were two high level EDI priorities that were internal focused and not published within the EDI framework. These were to:

- Demonstrate a clear commitment to EDI; and
- Embed EDI into how we operate.

As part of the implementation of these key pillars, the 2023 UCI Cycling World Championships formed a governance approach to EDI to ensure that its priorities would be met:

EDI Internal Working Group

The EDI Internal working group was composed of EDI champions from directorates and partners. Its remit was to drive forward the EDI framework and coordinate actionable deliverables against the key objectives that form part of the EDI Framework Action Plan. The group was also responsible for the Equality Impact Assessment for the event.

The group was supported by an EDI Board Champion, Rachael McKechnie, Deputy Director of Major Events and Themed Years, Scottish Government. Her role was to provide a visible leadership role for the 2023 UCI Cycling World Championships and to advocate for best practice on equality, diversity and inclusion (EDI).

Various minutes of these meetings were reported to the 2023 UCI Cycling World Championships Board to ensure a continuous flow of information from the group to the Board.

Event Delivery Partner Champions

Event delivery partners played an important role on the ground, ensuring that EDI was implemented into the build and design of the venues for each event.

The first opportunity to engage with the event delivery partners (EDPs) was through the Operational Delivery Forum (ODF) where we ran a number of EDI workshops to support their learning and understanding of EDI in event design. By this stage most contracts had been signed off which meant that for some event delivery partners there were more challenges with buy in and resources for EDI. In response to this, each of the event delivery partners (EDPs) were asked to nominate an EDI Champion and to join the EDI Event Delivery Champions Group.

As part of this process, Paul Ralph from Euan's Guide was appointed to support the development of the Planning for Inclusion Guidelines that the EDPs could use as a tool in their venue design planning.

The Planning for Inclusion guidelines were implemented through a checklist of 25 recommendations for event delivery partners and staff to respond to.

EDI Community forum

As part of the EDI ambitions, it was important to connect with local community groups to make them aware of the plans around the EDI framework and keep them informed about progress and action and ways in which to get involved in the event. With this in mind, a community forum was set up.

This group was made up of over 60 people representing different communities composed of local community groups, inclusive cycling groups, national organisations, partners and stakeholders.

Not every group took up the invitation to join which meant that not all equality groups were represented.

Accessibility Advisor visits

Once venues were built, accessibility visits were organised to test the inclusion and accessibility provision and services that had been put in place through the Planning for Inclusion guidelines. With the support of Paul Ralph from Euan's Guide and the Glasgow Disability Alliance, disabled people were invited to test the sites and give their feedback. These were:

- Fort William
- Glentress Forest
- Glasgow BMX Centre
- Glasgow Green



Accessibility audit at Glentress Forest

Each site received feedback from the advisers, and a quick turnaround was made to address any issues, where it was achievable, that were raised by the group.

Accessibility advisers included:

- Neil Russell from the Adaptive Riders Collective
- local Glentress accessibility advisors Pete Lloyd and Kat Henderson
- members of the Glasgow Disability Alliance.

The challenge of doing these visits was the limited time available from when the build was ready to the event opening which didn't leave much to address any issues highlighted. Most of the issues identified were resolved, however if some of the testing could have been done much earlier, better advice could have been provided on types of surface materials, sizing of toilets, and accessible routes at some of the venues.

The Pledge

The 2023 UCI Cycling World Championships, alongside partners and key stakeholders, signed up to the Equality, Diversity and Inclusion (EDI) Pledge to show a tangible commitment to creating an inclusive, diverse, and accessible world-class event in Glasgow and across Scotland.

The Pledge supports the key principles of the Equality, Diversity, and Inclusion (EDI) Framework, using the platform of a global event as a catalyst for change, in addition to delivering an event that has inclusion at its core. Under the Pledge, partners and key stakeholders signed up to five key commitments:

- Promoting inclusion through the power of the bike, improving wellbeing, and building a fairer, more inclusive society for all;
- Committing to the growth and sustainability of women and girls cycling in Scotland;
- Remaining authentic to each of the 13 UCI World Championships by embedding inclusivity and accessibility into event planning;
- Building partnerships, initiating conversations, and seeking out opportunities to activate programmes in support of EDI; and
- Using the 2023 UCI Cycling World Championships to raise awareness about EDI.

The signatories of the Pledge were:

- Union Cycliste Internationale (UCI)
- Scottish Government
- Glasgow Life
- UK Sport
- British Cycling
- Scottish Cycling
- Event delivery partners

By joining the Pledge, participants were challenged to actively make a positive difference to the lives of others by harnessing the power of the bike to build a more inclusive Scotland. This entails building a foundation of trust and confidence with people at a local, national, and global level.

Scottish Government Pledge

The Scottish Government as partner, were heavily involved in developing the EDI framework and played a key role in the EDI working group. The Scottish Government's Senior Responsible Officer also took the role as EDI Champion and the Major Events Team worked closely with partners and stakeholders to develop and support many of the EDI impact initiatives around the event. The Scottish Government will be considering ways to enhance its EDI approach to future major events based on the EDI learnings from the 2023 UCI Cycling World Championships.

Scottish Cycling Pledge

Scottish Cycling as a partner launched their Ride the Worlds activation in the lead up to the event to engage children and young people in cycling which aligned to the goals of the EDI framework. Scottish Cycling were proactive in the promotion of women and girls during the championships and led a Women and Girls event to celebrate women in cycling during the women's trials finals in Stirling. This event was hosted by the Sports Minister Maree Todd, Minister for Social Care, Mental Wellbeing and Sport and attended by women's sport organisations, cycling clubs and policy makers. Scottish Cycling has committed to continuing the focus on women and girls, and are developing a Women and Girls strategy in cycling that will continue to increase their participation in the sport.

Policy and Impacts team

The coordination and delivery of the EDI framework was managed by the Policy and Impacts team responsible for evaluation, EDI and sustainability. This was the first time a cycling world championship had recruited a central team to deliver on equality, diversity and inclusion.

The success of bringing EDI to the fore, was the commitment from staff, partners and stakeholders. It brought together different voices to help inform and shape the EDI framework and enable a culture where bias could be challenged and a responsibility to be transformational and support change.

PART 2 - WHAT WERE THE IMPACTS MADE?

The 2023 UCI Cycling World Championships was an event driven with purpose and to deliver a world class event that embodies the spirit of community, belonging and equal respect.

The aim was to use this event as a powerful opportunity to deliver societal benefits to local communities to:

- improve access to the wide range of health and wellbeing benefits which cycling offers;
- provide a sense of belonging; and
- support personal development through participation and access to new opportunities.



Women on Wheels Festival in Queen's Park, Glasgow

In addition, the event coming to Scotland was an opportunity to use this as a unique platform to further boost inclusion in cycling and as a vehicle to increase the profile of Scotland's commitment to equality on the international stage. A key part of this was to accelerate women and girls and children and young people's participation in cycling. Research shows that women and girls, and children and young people face barriers to cycling caused by poverty, social and cultural norms, poor infrastructure and health inequalities.

This report focuses on the EDI impacts generated through the delivery, it does not fully report on the wider legacy activity that has been delivered or on the longer-term impacts. It only captures information from before, during and shortly after the event, for example the investment into making the event accessible, programmes and activations that were taking part alongside the event to attract new participants and engagement with new audiences. These programmes helped to broaden the reach of events into the local community. For longer term social impact, further evaluation would be necessary to understand the impact and outcomes.

There are social and economic impacts that have been generated by promoting EDI through the delivery of the event including:

1. Inclusive Design
2. Volunteers and Workforce
3. Community Activations and Programmes
4. Women and Girls

INCLUSIVE DESIGN

An essential part of the planning was to plan for inclusion in the design of the event. This was primarily related to the event delivery and creating a positive experience that would help communities and individuals see this was an event for them. A key focus was on disabled people, who represent 1 in 5 people in the UK.

There were two aspects to this project:

- Making information accessible; and
- EDI in the delivery and build of venues

A recent report from Euan's Guide showed that 91% of disabled people try to find disabled access information about a new place before visiting, and 58% of survey participants said they avoid going to a venue if it has not shared its disabled access information because they assume it's inaccessible.

This is why it was important to develop a **Planning for Inclusion** tool that would support each of the event delivery partners to assess what provision they could make; what accessibility features could be embedded into the design/build; and how much of this could be communicated in advance of the event.

Every venue was different. The downhill venue at Fort William was located on a mountain, Glentress was in a forest with a 12km circuit, and in Stirling the time trial route was around Stirling castle which sits on top of a hill. It was therefore essential that the Venue Spectator Guides were detailed as possible to ensure that individuals could properly plan their visits in advance.

Paul Ralph, from Euan's Guide who was appointed as the 2023 UCI Cycling World Championship's Accessibility consultant in reviewing the guides, he said that:

The sites' Spectator Guides are excellent! From an accessibility point of view...reading through I found everything I wanted to know, and a lot of the 'questions' disabled people have prior to visiting were answered. For an event focussing on getting accessibility and inclusion integral to the offering and knowing that for many this is new territory it's super. I know of many long-standing events where they haven't hit this high standard.

Paul also supported the work of the EDI EDP Champions Group on the design of their venues.

All EDPs were actively encouraged to promote inclusion in their planning. The Planning for Inclusion tool was used for all venues but was not consistently applied across all the venues. This was not a contractual requirement.

Planning for Inclusion covered the following areas:

- Planning for the event
- Getting to the venue
- Park and Ride Schemes
- Experiencing the venue
- Ticketing and support for adjustments
- Community mapping to encourage EDPs to engage with local communities

An Equality Impact Assessment was completed for every venue.

This work was then tested by a group of accessibility advisers composed of disabled organisations and local disabled people who were invited to give their feedback on the build just a few days prior to opening to the public.

Overall, this was a positive experience for the EDPs, who found the whole process valuable in shaping their understanding of what inclusive venues look like.

Leemo Goudie from Rare Management:

I found the EDI accessibility checklists and EQIA helpful, it really assisted with our planning at Nevis Range. Having Paul from Euan's guide onboard was also invaluable, helping us create the best customer journey experience we could within the constraints of the venue.

Emma Smith from ESO:

Reflecting on the 2023 UCI Cycling World Championships there are so many things I am proud of, but a standout is definitely the impact we made at Glentress from an accessibility and inclusion perspective.

It demonstrates that while there were challenges, with some thought and planning it was possible to make a positive difference. Engaging with disabled people and learning from their experiences really supported the learning and actions of the EDPs.

EY's evaluation report demonstrates the inclusivity and accessibility of the event to spectators and the impact that it had on spectators and disabled people.

97% of people who attended the event felt it was inclusive; and

93% of spectators with a disability found the event to be accessible.

The YouGov poll also found that the event was seen as inclusive with very strong scores for it to be perceived as 'family friendly' and 'an event for everyone, not just for cyclists. In their results, 75% of disabled attendees/followers felt that the event met or exceeded expectations.

Kat Henderson, who was one of the accessibility advisers had a positive experience of her visit to Glentress:

Kat's Story

Kat Henderson lives in the Tweed Valley, and she was involved in the accessibility visits at Glentress a few days before the event. As a wheelchair user, she always assumes that when spectating at a cycle race event, access is going to be difficult for her and that she would not be able to fully participate. Kat, when attending the visit was overwhelmed by the work done by ESO event delivery partner to have made the event as accessible as possible. She was able to move around to see the racing at different points in the circuit, she was able to view the start and finish line from the accessible viewing platform with a live screen in front of her and the wide multi-user pathway meant she could move around easily.



Multi-user cycling path at Glentress

The multi-user path has since continued to be used by local community groups such as Cycling without Age taking people into the forest to enjoy the nature and beauty of the surroundings at Glentress.

Sensory bags were also available for children and adults who may find the Championships environment overwhelming. The bags, which were available at all Championship venues, contain tools to help support various sensory needs including sunglasses, fidget toys, and ear plugs. Additionally, spectators could hire ear defenders if required. Both the sensory bags and ear defenders were available at venue information points.

VOLUNTEERS AND WORKFORCE

Volunteers

Volunteers play a significant part in making an event inclusive and friendly. Volunteers are the people that spectators communicate with and having a positive exchange can make an experience, one that people will remember. 3500 volunteers took part in the 2023 UCI Cycling World Championships and without their help and support the event would not be able to function.

To support volunteers in their role, the Volunteer Learning portal gave access to a number of training programmes including a module on EDI and how to effectively engage and communicate with people with differing needs. This was not mandatory, and volunteers could choose to complete the course. That said, all EDPs were asked to brief their volunteers on inclusion and accessibility and were given guidance on what to cover. Some of the EDPs went further with ESO at Glentress delivering Mental Health Awareness Training and Deaf Awareness sessions to its 400 volunteers and workforce.

Data was collated on the diversity make up of volunteers and was reviewed regularly by the EDI working group to identify where further targeting might be required. The data also informed the second round of recruitment to encourage specific groups to apply.

Diversity demographics - make up of volunteers

Group	% at Champs
Women	46%
Men	54%
Aged between 15-25	7%
Aged over 55	33%
Ethnic minority background	4%
Disability	9%
LGBTQ+	4%
10% live in the top 10% most deprived areas of Scotland	

Source: Volunteer Report - 2023 UCI Cycling World Championships

Volunteering brings many social benefits and for those who are most vulnerable in society, volunteering can bring with it a sense of purpose, connection, being part of a team and a feeling of pride. Evidence shows that volunteering can increase confidence if it's a positive experience for the person.

Gregor's story

Gregor is one of the people who benefited from the volunteering experience:

This was his first time volunteering at an event. His mum had put him forward and encouraged him to apply. His role was to meet and greet people at the Glasgow BMX Centre and was also Flag bearer for the Colombian team at the Opening Ceremony.

The experience for him was positive - giving him a sense of purpose and to feel part of a team was important to him. He was proud to have been given his uniform and to be representing the 2023 UCI Cycling World Championships in his hometown, Glasgow.

His mum was also impressed with the accessibility provision in place for Gregor. She said that Gregor's experience is not always a positive one because of his disability and the stigma and discrimination he faces. Gregor felt he had been treated equally and with dignity and respect. There was accessible parking, an accessible entrance for Gregor to use which made it a much easier process for him to access the venue.

His mum did raise concerns about the accreditation process and with Gregor needing full care, all his PAs had to come in person to be accredited which meant that there was an additional cost for her to cover time and travel for his PAs. For future events she suggested that this process is reviewed to make it easier for people volunteering with PAs at the event.

Gregor said he did not feel to be made different in any way but said he felt accepted for being Gregor.



As part of the volunteer survey, volunteers were asked to provide the benefits that the volunteering experience had given them. They said:

- Being part of the event
- Helping and giving something back
- Sense of achievement
- Meeting new people
- Sense of involvement
- Feeling proud

86% of volunteers said they felt a part of the overall championships and that they had gained something valuable from being a part of the event; and

89% also said they felt proud to be a part of the team.

Staff workforce

The internal workforce was essential to the delivery of EDI. Overall, there was a workforce of 126 people, made up of core staff, seconded staff and agency.

It was important for the staff to be aware of the commitment to EDI and that the EDI principles were applied to their decision making and planning.

Organisations can also perform better if inclusivity is embedded into the culture - if people feel happy and valued at work, this contributes towards achieving high performance. EDI raises better employee satisfaction levels, better engagement, better performance and productivity. Diversity within a workforce can also create opportunities to promote diverse ideas and perspectives and to bring greater creativity and innovation. In reviewing the diversity demographic of the workforce, the following information was collated:

Demographics of Champs workforce		
Gender		
Female 58%		Male 42%
Age		
Under 34 33%	35-49 46%	Over 50 21%

Data on the other protected groups could not be published due to the low response rates. While there were campaigns to encourage disclosure, further engagement with staff would have helped people to provide the information.

For staff to feel included at work, it is important that the culture enables everyone to speak up, challenge and bring new ideas forward as this can lead to better decision making and planning. The survey asked staff to reflect on their experiences in the workplace and whether the culture was one where they could feel safe and included.

Staff survey said (46 out of 126 staff)

- 83% felt comfortable about talking about EDI in their workplace
- 84% said they can challenge and speak up where they don't think something is right
- 76% said they feel respected and valued by colleagues

It is also positive to note from the staff survey that 85% of staff said they were aware that EDI is a strategic priority for the organisation, and 62% of staff said they invested time into embedding EDI in their decisions and planning.

58% of staff said that their experience of working at 2023 UCI Cycling World Championships has also led them to develop an understanding of how EDI can be fostered at major events. This was supported with EDI training where 74% of staff took part in an EDI workshop. This suggests a greater awareness among the staff and the potential for this knowledge and understanding to be used for other major events in the future.

COMMUNITY ACTIVATIONS AND PROGRAMMES

The 2023 UCI Cycling World Championships has provided a number of opportunities to bring people together from communities across Scotland and to embody the spirit of belonging through the event.

This was presented through a range of opportunities including through its fringe events, cycling activations, go live sites, participation in the opening ceremony, free non-ticketed events, targeted ticket allocation to vulnerable groups, and accessible transport options.

Inspiring communities and people to get involved, was a collaborative effort from the partners to run various activations and with EDI as an integral part of the delivery. The aim was to reach new audiences, and to inspire people to see cycling as an activity for them; and the health and wellbeing benefits that this brings.

Evidence from the YouGov poll shows the event led to an increased awareness of cycling amongst non-cycling fans reaching new audiences and encouraging more people to cycle. One in three of those that engaged with the championships said they are likely to cycle more as a result.

Non ticketed events

Making events free is an effective way of reaching new audiences and particularly those that are not engaged in cycling. Over 90% of attendances at events were non ticketed which means greater access to watch and take part in events.

The road and time trial events gather thousands of people on the streets. The press coverage shows the extent of the crowds - those who came out to watch the event or had been caught up in the excitement from passing by.

Naheed Akhtar from Festival Connect wrote a blog about her experiences as a spectator and non-cycling fan and the importance of opening up events like this that could reach out to people like her.



Naheed's Story

Naheed lives in Glasgow; she is of Pakistani origin and found watching the championship an incredible experience. For someone who doesn't ride a bike, she attended the Go Live site at George Square and observed the diversity of the crowd seeing many girls lining the streets and getting hooked into the women's final road race.

She said that the streets were filled with families and overhearing conversations of young girls being told that 'this could be you'. She herself, as a woman, was excited by the buzz which had motivated her to encourage her daughter to get on a bike.

Naheed in her [blog](#) says that:

“A middle-aged Pakistani man started talking to me, perhaps because of my South Asian appearance. He told me that he was attending the CWC (Cycling World Championships) races on a daily basis along with his grandson. He explained how his other family members now felt encouraged to ride a bicycle because of being able to watch the event in his home city, “The whole atmosphere is charged, my grandson wants to be a cycling champion when he grows up”.

At a 'Go Live' South Asian-focused music event hosted in George Square as part of the CWC cultural programme, a Nigerian woman who was dancing and enjoying the experience radiated with joyful expression. Traversing the city, the spirit and atmosphere generated by the free and accessible road race events brought the city to life.”

Ticketed events

For ticketed events, there were concessions for disabled people who are wheelchair users, have mobility issues or require a companion to attend with them. The Ticketing Policy was also reviewed to ensure that disabled people were not required to show evidence of their disability when arriving at venues.

The Scottish Government supported a targeted programme with an allocation of subsidised tickets to disadvantaged groups in order to create new experiences for people to feel a part of the championships. These were selected based on the groups who were part of the Community Forum and who supported the accessibility visits.

Neil Russell, Accessibility Adviser and member of the EDI Community Forum, received tickets for the Emirates Arena. As an adaptive mountain bike rider, he said the opportunity to experience Track cycling was incredible as well seeing para cyclists competing alongside non para cyclists. This was the first time that para-cycling had been integrated into a main Track event.

Come and try sessions

A wide range of activations took place across the venues to encourage people to come and try sessions and increase new participation.

Ride the Worlds gave children and young people the opportunity to experience the thrill of racing but to do this in both a competitive and non-competitive way. Ride the Worlds worked well in terms of the regional qualifiers happening across the country to engage children and young people without any travel barrier. This project brought a strong connection with local community groups and cycling clubs to the event with up to 5000 participants in over 100 activations across Scotland.

Project 23 was an initiative run by Scottish Cycling, devised to reach out to new audiences that hadn't previously been part of a cycling club. It came about as a result of extensive data analysis by Scottish Cycling to bring regular youth cycling activity to areas which previously had no activity. Local communities were inspired and engaged to create new opportunities for their local young people with new activity in Aberdeen, Aberfoyle, Balloch, Clackmannan, Forest of Ae and Hawick.

Race the Worlds event



Sarah's Story

During the championships, Sarah Tait was involved in one of the come and try events at Glasgow Green. Sarah - who is 14 years and a 3 x British champion and 2 x Scottish champion in Trials - led the sessions with Scottish Bike Trials. Over 800 people took part with 20% of the uptake from girls. Sarah was pleased with this outcome as the number of girls currently in trials is less than 5%. She is only 1 of 3 girls that exist in her club of around 60 members, and she wants to see better representation of girls in Trials.

Sarah said:

“I feel like sometimes girls see extreme sports for boys. But if girls can see other girls do it, they will think that it can be something for them. It was amazing to see so many girls come to the trials taster sessions as it is an underrepresented sport and that needs to change.”



Existing evidence shows that community engagement activity in the form of participation in cycling and free events can have positive impacts on personal wellbeing, including through improved life satisfaction, mental and health and wellbeing.

Youths from Summerhill riding world championship course



In Dumfries, adaptive bike rides were organised for people to come and try at one of the fringe activities around the event. The local youth club at Summerhill was also given the opportunity to ride the world championship course. The young people involved were made to feel part of the event through these activations.

Grassroots initiatives like these encouraged people to get out and ride and help reach those outside of the cycling community. They created new opportunities for people that wouldn't normally see an event like the championships for them and this was evident across the venues. Many of these events were also run by local volunteers and their efforts must be acknowledged in creating a world class, inclusive event for Scotland.

Anne Marie Coulter, Summerhill Youth Project/Community manager said:

The 2023 UCI Cycling World Championship cycling events in Dumfries and Galloway have simply been amazing. The young people, the adults and the wider community have been hugely inspired by these events. I personally have experience of working with the young people who have been very involved during the whole process. It leaves a lasting legacy that will go on for many years.

Inspired By Projects and wider legacy impacts

In total, £1.5m was awarded through the Cycling Communities Fund to help support and deliver community cycling projects and events. **The fund was delivered in partnership** between **sportScotland**, Event Scotland and the 2023 UCI Cycling World Championships. Its aim was to engage local communities by creating a platform to encourage cycling with a focus on underrepresented groups as well as adding value to existing cycling initiatives, programmes, events and infrastructure. In total, fifty-seven local community cycling events took place across the country.

This Inspired by Projects had a key indicator focus on targeted groups such as encouraging women and girls' participation. Having these funding conditions helped reach targeted audiences. As part of the funding criteria, it was a requirement of organisations to reach out to new audiences and to build inclusive activities into the core delivery.

Examples of this include:

- The Dukes Weekender and Muck n' Mac festival where adaptive bike riders were included as part of the event; and
- **Women on Wheels** Bike festival which targeted over 800 women over two days.

In addition, the Cycling Facilities Fund invested £8m million to support cycling facility projects across Scotland. This was made possible through a new £4 million commitment from the Scottish Government and £4 million from **sportScotland** through National Lottery funds. Funding was given to pump track facilities and cycling hubs in both urban and rural locations across Scotland including areas such as Hawick and Kennoway (both in the 10% most deprived areas in Scotland, according to SIMD 2020).

The Cycling Facilities Fund leaves behind better provision for cycling with investment into local pump tracks and safe riding zones, that will encourage more people to get out and cycle. For example, the **West Lothian circuit** is now being used weekly for 'Women's Hour' enabling more women to learn to ride with better confidence to help them ride confidently on roads.

ATHLETE PARTICIPATION

This was the first time in Track and Road that para-cycling had been integrated with non para-cycling and to see this broadcast across the world was a significant moment. It gave para-cycling greater exposure than ever before and by integrating it into the championships, gave para cyclists an equal presence within the championships.

The 2023 UCI Cycling World Championships challenged the existing system for para-athletes with entry fees removed for para-athletes and Tisso watches gifted to para-athlete champions as well as additional support on venue sites provided by volunteers.

Some of the feedback received from the Dumfries Event Delivery Partner, reflects on the experience of para-athletes in Scotland.

Alex Brooks-Turner, UK Team, Hand Cyclist said:

We set out to ensure that our sites in Dumfries had the same facilities (and better in terms of EDI provision) as the sites in Stirling, treating the Para-cycling as an equal to other CWC events. Of particular note from the disabled athletes in Dumfries, was the compliments received to our staff that the facilities they had been provided with, were...“the best they had seen than any previous Para-cycling World Championship, if not better than the recent Olympic Games”.



Some support was also provided to the less well-resourced nations to participate in the championships. The nature of what this support would look like was discussed early in the planning, but the challenge was not knowing which of the nations would be attending until close to the championships. Once that information was available, Scottish Cycling was able to provide mechanical and kind support with the help of their local clubs, providing direct support to athletes.

WOMEN AND GIRLS

As part of the activations programme, a key priority was to focus on Women and Girls. This commitment was outlined in the EDI framework and pledge which all partners signed up to. Here was a unique opportunity to put the spotlight on women and girls.

Female role models played a strong part in the storytelling around the championships with the 23 Million Mile campaign fronted by women and the ‘power of the bike’ series focusing on positive female role models. With a focus on reaching new audiences 90% of all paid media targeted non-core cyclists with a key focus on Women & Girls, ensuring that awareness and engagement was raised within this demographic.

The Women’s Elite Road race was the first time a world championship has ever had a women’s race as the grand finale and to see girls and boys line the streets to watch the spectacle was a pinnacle moment in cycling. This was an important step for women in cycling - to have an equal presence in a sport that is still so dominated by men. Overall, 40% of spectators were women across all championships events. [source: EY report]

There were a number of activations that focused on Women and Girls, and this was led through the work of the partners. One example of this was the activations run by Glasgow Life. Their aim was to break down barriers to participation bringing together girls in a safe space to help them thrive in an environment where each girls could realise their own potential. Glasgow Life ran four programmes with a focus on girls. For one of

Winning female athletes at mountain bike cross country event



the programmes, 12 schools were targeted (in SIMD [Scottish Index of Multiple Deprivation] areas) across the city, with 10 girls in each group over a 10-week programme which targeted girls who most vulnerable, at risk of isolation, refugees and ethnic minority girls. The target group was S1 girls (11 years old) transitioning from Primary to Secondary which can be a challenging time for girls during this time in their lives.

As part of the programme, they combined workshops with participation. Girls participated in MTB (Endura Lifecycle), BMX (Loading Bay), led rides in the local area to school, and a velodrome taster. The workshops focused on important issues to girls on motivation, body image and body confidence, and social media. In total over 70 girls participated in the programme.

By the end of the programme, they were each provided with a bike to keep.

Mahnaz's Story

Mahnaz, a Drumchapel High School pupil and features in **this film**, was positively impacted by the experience of attending the programme. Mahnaz - who is originally from Kabul - was able to ride a bike for the first time after three of the sessions and has found her love for cycling.

Experience the Worlds

Scottish Cycling's Experience the Worlds ran activations across the country giving children and young people the chance to experience cycling racing. The programme successfully had over 33% of girls when in racing girls normally account for less than 25%. Scottish Cycling was also instrumental in the Women and Girls event in Stirling celebrating the importance of female role models in the sport.

World Bicycle Relief

One of the charity partners, engaged in a number of activities where their work will impact on Women and Girls globally with 70% of their programmes directed towards women.

Ancillary events at the 2023 UCI World Cycling Championships included opportunities to learn about World Bicycle Relief's programmes and the impact two wheels can help create in low-income regions of the world - particularly for women and girls. Spectators and participants also had the chance to support World Bicycle Relief's work through fundraising and direct donations.

World Bicycle Relief said it was an invaluable experience to have a presence at the event and for it to be used as a platform to raise greater awareness about the work of the charity.

Period products

This was the first major event in Scotland where period products were supplied at all venues to address period poverty and stigma.

Following the Scottish Government's introduction of free period products for all in 2022, period products were made available either in toilets or at information points across all Championship venues. Working closely with local authorities and delivery partners, every single Championship venue received a selection of period products available free of charge, and subject to availability, for anyone who needs to use them.

Overall, the efforts made by all partners has brought the EDI framework to life and by doing this providing a blueprint for future cycling world championships and other major events held in Scotland and further afield. Social impacts from the activities associated with the Championships event delivery have been generated and through adopting an inclusive design approach, volunteering, community activations and targeted policies and programmes. It is important that partners ensure that the longer-term impacts are considered and that they continue to build on this for future major events.

PART 3 - LESSONS LEARNED

A major event takes significant planning and with such a wide range of stakeholders it will come with both its success and challenges. One of the ambitions for the event was to promote EDI through its delivery, to make the event inclusive, reach new audiences, and to use this unique opportunity as a catalyst for change.

This report has provided an extensive overview of how EDI was implemented and while there are many successes, it is important to acknowledge the challenges, which come with EDI, and areas that could be considered further. If EDI is to be a blueprint for the future, there are lessons to be learned from the 2023 UCI Cycling World Championships and for the planning of EDI for future events.

One of key EDI principles was to be authentic, making sure that partners, stakeholders and communities are being listened to and setting goals that are realistic and achievable.

There are four particular areas that this section of this report will focus on:

- EDI learning and knowledge
- Building community
- Planning for EDI
- Telling the story

EDI learning and knowledge

One of the most important aspects of implementing the EDI framework was to ensure that staff and partners involved were aware of the EDI impacts and how these would be beneficial to the success of the event.

This was the first time for a championship event to have had a dedicated EDI team to support the implementation of the EDI framework through its governance and co-ordinating the delivery across the 2023 UCI Cycling world championship, engaging directly with partners and other stakeholders on meeting the priorities. This meant that for many of the staff and partners involved there were some positive learnings from their part in delivering the EDI Framework.

In the staff group, there was an increased level of EDI awareness where 54% said they increased their understanding and awareness of EDI and 33% of staff said that they gained new skills through their role but not limited to EDI.

Emma Smith, Champion for ESO, reflects on her learning:

“I have met so many truly special and inspiring people throughout this project and learnt so much along the way. Reflecting on the 2023 UCI Cycling World Championships there are so many things I am proud of, but a standout is definitely the impact we made at Glentress from an accessibility and inclusion perspective. My ethos has always been “if what you do helps or changes the life of even one person for the better, then it’s worth it” but to see this on such a large scale was truly overwhelming.”

Some of the staff who have worked on previous major events said that that there was a clear comparison to 2018 to now where a shift of thinking and approach had been developed moving beyond a focus on accessibility to embedding inclusion across the whole event. With this event, there was a wider understanding on the impact through participation, community engagement and maximising on opportunities to advance equality.

The main takeaway is that event organisers have better knowledge with the tools to deliver an inclusive approach and to apply this to their future events. In doing this, this must be supported with internal structures to deliver on EDI and must be applied with the right level of commitment, planning and resources.

Building community momentum

A community forum was set up to ensure that information about the event was being shared across different communities. The 2023 UCI Cycling World Championships reached out to a number of different organisations representing each of the protected characteristics, however some groups did not take part which meant that not all the protected characteristics formed the membership of this group.

This forum was helpful in that feedback was provided on the framework and it enabled the 2023 UCI Cycling World Championships to reach out to communities that would not necessarily see the event for them.

However, it would have been useful to have had this forum formed much earlier to have members more involved in the shaping of the EDI framework. While they were consulted, further engagement would have allowed time to build stronger relationships that could have been useful in supporting EDI in other policy development areas further such as on volunteers, marketing etc.

Planning for EDI

For an event of this scale, significant time and effort was made towards planning for EDI and developing the governance around the framework. This requires wide consultation with relevant partners and stakeholders to promote accountability and shared ownership.

The EDI working group felt that more time would have been helpful to deliver on the EDI goals. There were some missed opportunities that could have been maximised should the EDI planning have started earlier. At the time of planning, some of the policies and supplier contracts had been firmed up which meant that when working with EDPs, there were some challenges with budget constraints.

The EDP champion for Stirling said:

The organisers established an EDI champions group for the events. The working group introduced some good new policies, but some of these came too late to make some of the changes to our delivery – they were either not costed or not funded by the organisers. EDI provision is constantly improving and thus changing incrementally. As such, if all the EDI requirements had been strictly set out at the procurement stage, we would have cost for them and delivered as such. That said, most of the EDI requirements were met as part of our ‘business as usual’ event delivery.

This meant that for some venues there was more EDI embedded into the design which meant that the approach taken was not consistent across all venues with implementing Planning for Inclusion.

There was also the challenge of when the venues were ready and when the accessibility advisers could get on site, there were only a few days before opening which meant that if there were any issues there was limited time to address these. That said, the majority of issues were resolved. In hindsight, it would be helpful for EDPs to have been provided more specific detail on surface materials, and measurement in terms of gradients and width and sizes.

For any future events, these specific elements should be thought through well in advance and built into the Planning for Inclusion tool.

Telling the Story

In the lead up to and during the event, there were many stories to share on the community impacts and how this played a pivotal role in building the momentum for the championships at a local level.

The 2023 UCI Cycling World Championships used their channels to tell some of these stories but not always finding the right balance between telling the story of the community and the story of the event. There were some great examples shared on **Women on Wheels**, the **West Lothian circuit**, the Loading Bay girls project focusing on the lived experiences of people in the community. More of these stories could have been shared at

a much earlier stage to help build momentum at a local level.

Feedback from both the EDI working group and Community Forum members was that if more of the community storytelling had come through in the lead up to the event, this would have encouraged more people to get involved and start to see this as an event for them.

The learning for future events is that marketing strategies should be better aligned to the policy areas with better collaboration and planning. The delivery team for the championships were very reliant on stories and policy coming from key stakeholders and partners which was a challenge and not always forthcoming. Therefore it would have been helpful to have a separate policy Marketing & Communications function that was better linked with the key policy outcomes from partners.



The 2023 UCI Cycling World Championships team celebrating winning two awards at the The Herald & GenAnalytics Diversity Awards

CONCLUSION

The event itself has been hailed a success for Scotland and to have EDI as an integral part of the event leaves a lasting blueprint for the future.

It is positive to note that the 2023 UCI Cycling World Championships has been recognised for its efforts at the Herald & GenAnalytics Diversity Awards winning two categories - Diversity in Sport Award and Diversity by Design Awards. The Championships were celebrated for their work driving awareness and highlighting the importance to equality, diversity and inclusion through the vehicle of a major event. It is hoped at the time of writing that these are the first of many awards for the event.

The event was to inspire people from all walks of life to make a change. Whether it was through volunteering, community activations or participation, the 2023 UCI Cycling World Championships wanted to leave a blueprint that sets a precedent for the future. Events like this can be more than just the sport but can inspire a change and give greater exposure to the health and wellbeing benefits of bringing people together through the sport itself.

Whilst in many cases, the full societal impacts of these activities are yet to be generated, the outputs and outcomes of the activity undertaken to date provides an indication of the potential subsequent impacts in these areas.

EDI has touched on so many parts of the event, but it can do better and there are lessons for the future that event organisers can build on. The more we bring people along on the journey and create opportunities for everyone, the more we can use events like this to make a positive change.

ACKNOWLEDGEMENTS

Members of the EDI Internal Working Group

Aneela McKenna (Chair), Diversity Lead - Mòr Diversity consultant
 Rachael McKechnie, Deputy Director of Major Events and Themed Years, Scottish Government
 Trudy Lindblade, Chief Executive – 2023 UCI Cycling World Championships
 Amy Robertson, Events Administrator - 2023 UCI Cycling World Championships
 Bob McFarlane, Mountain Bike Contract Manager, 2023 UCI Cycling World Championships
 Nicola Doig, Policy Impacts Project Manager, 2023 UCI Cycling World Championships
 Stephanie Jackson, Artworker - 2023 UCI Cycling World Championships
 Laura Easton, Workforce Manager, 2023 UCI Cycling World Championships
 Lindsey Taylor, Senior Communication Lead, 2023 UCI Cycling World Championships
 Verity Blanchard, Special Projects Manager, 2023 UCI Cycling World Championships
 Fraser Johnston, Project Lead – Cycling World Championships & Club Development, Scottish Cycling
 Stuart Brown, 2023 UCI Cycling World Championships Programme and Policy Manager, Scottish Government
 Marina DiDuca, Inclusive Tourism Manager - Engagement, VisitScotland
 Gill Thayne, Policy Impacts Co-ordinator, 2023 UCI Cycling World Championships

EDP EDI Champions Group

Paul Ralph, Euan's Guide
 Emma Smith, ESO
 Leemo Goudie, Rare Management
 Joe Waldron, Glasgow City Council
 Malcolm Smith, Golazo
 Jonathon Durling, SweetSpot
 Gary McGowan, Pennine Events

Inclusion and Accessibility Advisors

Glasgow Disability Alliance (members)
 Paul Ralph, Euan's Guide
 Aneela McKenna, Mòr Diversity
 Ian Martin, Access Consultant
 Lee Craigie, Active Travel Commissioner
 Neil Russell, ARC
 Kat Henderson
 Pete Lloyd

Community Forum

Adaptive Riders Collective

Bike for Good

Cycling Without Age

Free Wheel North

Euan's Guide

Glasgow Gals

Sunny Cycles

Glasgow Pedal Collective

Recyke-a-Bike

SAMH

Scottish Cycling

Women on Wheels

Shawlands Bike Bus

Case studies and interviews

Naheed Akhtar, Festivals Connect University of West of Scotland

Neil Russell, Adaptive Riders Collective

Sarah Tait, Scottish Bike Trials

Shgufta Anwar, Women on Wheels

Jennifer Cadger, Summerville Community Centre

Jane Damer, Glasgow Life

Gregor Williamson, 2023 UCI Cycling World Championships Volunteer

Kat Henderson, Accessibility Adviser

Ian Weller, Scottish Government

Claire Geiger, Dulcie McDermott, and Georgia Yexley, World Bicycle Relief

Anne Marie Coulter, Summerhill Community and Youth Project Manager