

# UCI BIKE CITY LABEL CYCLING AT THE HEART OF YOUR CITY





# 1. FOREWORD

The mission of the Union Cycliste Internationale (UCI) is to develop cycling at all levels, from elite competitions through to the use of bikes as a leisure activity and means of transport.

Experience has shown that these different levels of our sport are, in fact, closely linked: people who have the opportunity to witness an elite cycling event are more likely to be motivated to start cycling themselves.

With the UCI Bike City label, the UCI seeks to encourage this knock-on effect.

The UCI Bike City label recognises cities and regions that not only host major UCI cycling events but also demonstrate outstanding commitment to Cycling for All. Cities and regions that earn this label work in partnership with the UCI to develop our sport among their population and get more people on bikes.

This brochure outlines the concept of the UCI Bike City label, how it works and the benefits and opportunities it can create for your city or region. Since the awarding of the first labels in 2016, our Bike City and Region network has grown to become a beacon of excellence, showcasing some of the leading places around the world that are committed to promoting cycling in all forms.

Together we will work towards a common goal: the continued development of cycling at all levels.

**David Lappartient**  
UCI President





## 2. DEVELOPING CYCLING IN YOUR CITY

More and more governments and local authorities across the globe have understood the huge public health benefits to be gained by integrating cycling into their transport plans and encouraging the use of bikes among the population.

Part of our mission with the UCI Bike City label is to provide motivation and strategic guidance as cities work to create a bike-friendly environment for its citizens and visitors.

Do you want to establish the reputation of a bike-friendly city, to promote tourism and increase the use of bikes as a means of transport?

The UCI will provide support as you develop a strategy to increase the use of bikes in your city and/or region. We can provide you with ideas and benchmarks from successful initiatives around the world to help you reach your goals. The UCI Bike City label highlights cities and/or regions that, by hosting major UCI events, create opportunities and advantages for cyclists at all levels. Hosting a UCI event provides the perfect platform for promoting cycling, and we work with our host partners to ensure that, together, we create a long term legacy of improved community cycling opportunities and infrastructure.





# 3. MORE THAN A SPORTING COMPETITION

With UCI World Championships and UCI World Cups across eight different disciplines, the UCI organises more than 50 cycling events worldwide every year. This means that the UCI is in close contact with cities and/or regions of different sizes, with different budgets and harbouring different cultures.

However, the UCI is fully aware that cycling is more than just a competitive sport: it is also a popular and healthy leisure activity and an efficient means of transport. In these roles, the bike can help public authorities face environmental and health challenges by limiting noise, reducing traffic congestion and improving public health.

Beyond the excitement and emotions that go hand in hand with hosting a high-level cycling competition, the UCI can help host cities and/or regions establish a true legacy from the event. This is achieved largely through the development of Cycling for All.

The UCI's dedicated team will help event hosts develop and benchmark their plans to grow cycling at all levels.

Three key areas of focus within the UCI Cycling for All programme are as follows:

## CHILDREN AND CYCLING

- To ensure that every child has the opportunity to ride a bike.

## CYCLING INFRASTRUCTURE

- To provide access to cycling infrastructure for sporting, recreational and transport purposes via safe and connected routes.

## ROAD SAFETY

- To promote measures that will improve road safety for people on bikes.

UCI experts are available, free of charge, to work with cities and share best practices from all over the world. For example:

- how Seville has increased the number of trips made by bike from 0.6% to 6%;
- how the Netherlands manages to put 200,000 children through a bike test every year;
- how, thanks to cycling, New York City has increased business by 49% on Ninth Street.

***Experience shows that organising a UCI event is an ideal springboard for developing cycling among your population.***





# 4. UCI BIKE CITY LABEL: THE CONCEPT

Relaunched in 2015, the UCI Bike City label supports and rewards cities and regions which not only host major UCI cycling events but also invest in developing community cycling and related infrastructures.

## THE AIM OF THE UCI BIKE CITY LABEL IS THREE-FOLD:

- To reward and promote cities and/or regions that invest in cycling;
- To build long term relationships between the UCI and different cities and/or regions;
- To inform the wider public about bike friendly cities and/or regions that are suitable for bike tourism.

## THE CRITERIA FOR THE UCI BIKE CITY LABEL ARE BASED ON 2 KEY PILLARS:

- Hosting major UCI cycling events;
- Investing in Cycling for All.

In order to receive the label, cities and/or regions must meet the criteria of both these pillars.





# 5. AWARD PROCESS

The UCI Bike City label is awarded once a year, during the UCI Road World Championships, to cities and/or regions that have demonstrated their investment in and commitment to cycling.

The label is awarded for a four-year period. If the targets set out in the agreed plan have been reached by the end of this period and subsequent strategies are presented with the objective to continue the development of elite and everyday cycling initiatives, the label can be extended.





# 6. CRITERIA

## HOSTING UCI CYCLING EVENTS

Hosting a UCI event is the best way to highlight a city's initiatives to develop cycling. Moreover, it is also a key element in motivating a population to cycle for leisure or as a sporting activity.

THE CRITERIA TO BECOME ELIGIBLE FOR THE UCI BIKE CITY LABEL ARE THE FOLLOWING:

- To host at least one UCI World Championship in +/- 4 years, with at least one other major UCI event (a UCI World Championship or UCI World Cup or UCI Gran Fondo World Series event)

*For example*

*A city organising the UCI Para-cycling Road World Championships and a round of the UCI Cyclo-Cross World Cup will be eligible for the UCI Bike City label.*

## INVESTING IN CYCLING FOR ALL

This pillar assesses the effort of a city and/or region to develop cycling for its citizens.

THIS ASSESSMENT WILL BE CARRIED OUT ACCORDING TO EIGHT THEMES:

- LONG-TERM STRATEGY
- DEDICATED FUNDING
- INFRASTRUCTURES FOR BIKES
- INCREASE IN CYCLE USAGE
- SAFETY FOR CYCLISTS
- MASS PARTICIPATION
- CHILD CYCLE TRAINING
- MEASURING PROGRESS

For each of these elements, specific questions have been designed and included in a template questionnaire which is provided to all candidates, to ensure that a standard and consistent assessment is carried out regarding all requests.

Cities and regions which are interested in applying for the label are requested to send a letter of interest to [cyclingforall@uci.ch](mailto:cyclingforall@uci.ch). The dedicated UCI team will then assist you in completing the UCI Bike City/Region application for the label.



# 7. CRITERIA: ANALYTICAL GRID

CRITERIA	REQUIREMENTS
Hosting UCI events	Min of 1 UCI World Championship in +/- 4 years, with at least 1 other major UCI event (UCI World Championship or UCI World Cup or UCI Gran Fondo World Series event)
Clear long-term strategy	Multi-year strategy for cycle use, endorsed by senior political leadership
Dedicated funding	% of city's transport budget dedicated to cycling (including event, infrastructure, training and enforcement)
Infrastructures for bikes	A list of improvements to bike infrastructure and how cycling will be better supported in city planning throughout the multi-year strategy
Increase in cycle usage	% increase in cycle usage planned throughout the multi-year strategy
Safety for cyclists	Clear plans and commitments to increase road safety for cyclists through the implementation of strategies targeting road safety education, enforcement and user behavior
Mass participation and closed road events	Hold events on closed roads for amateur racing and/or family cycling events to give everyone the opportunity to cycle in a safe environment
Child cycle training	Make cycle training available to schools and organisations, equipping children with the skills to ride confidently and safely
Measuring progress	Ensure annual reports can be provided regarding the measurement of cycling infrastructures, modal shares, safety and satisfaction

This grid has been designed not only as an appraisal tool but also as a guideline for building a robust cycling development plan.

It should be used as a reference when assessing the scope of your plan.





# 8. BENEFITS OF THE UCI BIKE CITY LABEL

## UCI BIKE CITIES AND REGIONS WILL:

- Benefit from exposure on the UCI website via a dedicated UCI Bike City page and news stories about specific events and initiatives within the city and/or region;
- Benefit from promotion on the UCI's social media channels\*;
- Be able to use the personalised label on all official documents;
- Increase international exposure of your city/region's bike friendliness and enhance tourism;
- Benefit from expert knowledge from other UCI Bike Cities and Regions that are part of the network;
- Build long term relationships and collaboration for cycling development;
- Promote the work that your city or region is undertaking to improve conditions for cycling;
- Add the legacy dimension to your hosting strategy for UCI events;
- Become a preferred partner for wider cycling research or advocacy projects;
- Have access to free advice on advocacy topics;
- Receive VIP access to certain UCI events.

*\*2 million fans follow UCI's social media channels*



1,200,000  
likes



410,000  
followers



670,000  
followers



310,000  
subscriber





# 9. THE CURRENT UCI BIKE CITY NETWORK

The current network of UCI Bike Cities and Regions brings together diverse places that are united by a common commitment to develop and strengthen cycling in all forms - as an elite sport and as an everyday form of transport and leisure.

## 2016: BERGEN - NORWAY

Host of the 2017 UCI Road World Championships, the coastal city of Bergen is known as the gateway to the fjords and city of seven mountains. Aiming for 10% of all trips to be made by bike by 2019, the city is investing to significantly increase bike infrastructures (including a new cycling bridge and bike routes) and focusing on programmes to enable children to cycle.

## 2016: DRENTHE - THE NETHERLANDS

A province in the north of the Netherlands, Drenthe aims to increase bike use by 20% and become the healthiest province in the country by 2020. The region has hosted a 2018 UCI Para-cycling World Cup, will host the 2019 UCI Para-cycling World Championships and also hosts the Ronde Van Drenthe each year. 'Op fietse' ('go by bike'), a specific marketing identity for Drenthe's cycling activities, and Drentse Fiets4Daagse, a 4-day festival for thousands of recreational riders, are examples of the region's commitment to promoting cycling among all citizens and tourists.

## 2016: LIMBURG-VALKENBURG - THE NETHERLANDS

A hilly province in the Netherlands, bordering Belgium and Germany, Limburg-Valkenburg sees many elite races hosted locally. Five UCI Road World Championships have been hosted in Valkenburg, as well as the 2018 Cyclo-cross World Championships. The region is working to reach the Dutch national average for trips by bike - reaching 27% by 2022. Over 100 cycling competitions take place in the region each year. The Tom Dumoulin Bike park opened in 2017 in the town of Sittard - enhancing local opportunities for cycle training and elite races.

## 2017: FYN - DENMARK

An island region in Denmark, Fyn is promoting cycling under the Bike Island 2020 strategy, with the aim of becoming the most attractive cycle holiday destination in northern Europe. After a round of the 2017-2018 Telenet UCI Cyclo-cross World Cup, the 2019 UCI Cyclo-cross World Championships will be held in the town of Bogense. The region also hosts numerous elite and recreational cycling events every year, which include the Fyen Rundt, the Bissen mountain bike race, track cycling events and stages of the Tour of Denmark. The 900km long N8 Baltic Sea Route opened this year in the region.





### 2017: GELDERLAND - THE NETHERLANDS

Each year, the province of Gelderland, located in the central eastern part of the Netherlands, welcomes a round of the UCI BMX Supercross World Cup at Papendal. In 2018, the UCI Track Cycling World Championships were hosted in the region at the velodrome in Apeldoorn. The regional tourist bike network is 6,000km in length, and 90% of the region's 1,200km of provincial roads have a segregated cycling path. With 31% of all trips being made by bike in Gelderland, the province is working towards meeting a target of 34% of all trips.

### 2017: HEUSDEN-ZOLDER - BELGIUM

The municipality of Heusden-Zolder is located in the Belgian province of Limburg. Every year, it hosts rounds of the Telenet UCI Cyclo-cross World Cup and of the UCI BMX World Cup. In 2019, Heusden-Zolder will also host the UCI BMX World Championships. Many mass participation events are hosted at the Circuit Zolder - a race track in the municipality, including the annual '24 Hours of Cycling' event, and 'Avondfietsen', during which the Circuit is open to the public.

### 2017: WOENSDRECHT - THE NETHERLANDS

Situated in the south of the Netherlands, the community of Woensdrecht has a long history of hosting an annual UCI Cyclo-cross World Cup in Hoogerheide. At the heart of the 2016-2020 cycling plan is the aim to strengthen and expand cycling opportunities for residents and visitors alike. It features the only cycling college in the Netherlands, where students combine their academic education with structured cycle training. While road safety and child cycle training is a priority, specific programmes promote physical activity amongst the elderly, the disabled and low-income groups.

### 2017: YORKSHIRE - GREAT BRITAIN

In 2019, the Northern England region of Yorkshire will host the UCI Road World Championships. Many of the projects in the region are a direct legacy of the 2014 Tour de France Grand Départ; with a clear vision to make "more people cycle more often" across the 22 Local Authorities of Yorkshire, the Cycle Yorkshire initiative was launched. More mass participation and closed road cycling events are held in Yorkshire than in any other region of the UK. In 2018, the 50th Yorkshire Bank Bike Library was opened; from these libraries, children and families are able to rent bikes free of charge.

### 2018: SAINT-QUENTIN-EN-YVELINES - FRANCE

St-Quentin-en-Yvelines is the home city of the Fédération Française de Cyclisme (FFC) and France's National Velodrome. The city has hosted the 2015 UCI Track World Championships, a 2018 BMX Supercross World Cup and a 2018 Track World Cup, and will host a 2019 BMX Supercross World Cup. The city will also welcome the BMX, track and mountain bike events during the Paris 2024 Olympic Games, while also developing cycling for all actions linked to the Games. It features over 400km of bike lanes, with €2m having been invested in the network over the past three years.

### 2018: VANCOUVER - CANADA

In the Canadian city of Vancouver, cycling is the fastest growing mode of transport - rising from 4% in 2013 to 7% in 2016. The city will play host to the 2020 UCI Gran Fondo World Championships, and a UCI Gran Fondo World Series qualifier in 2019. The city has made a commitment to ensuring that 2/3 of all trips are made by walking, cycling and transit, a strategy built around the creation of an All Ages and Abilities (AAA) network that is accessible for all. Today, approximately 45% of the transport budget is spent on active transportation.





# 10. THE UCI

The Union Cycliste Internationale (UCI) is the world governing body for cycling recognised by the International Olympic Committee (IOC). The UCI's mission is to develop and promote cycling - in close collaboration with National Federations - as a competitive sport, as a healthy recreational activity and as a means of transport.

The UCI governs eight disciplines of the sport of cycling: road, track, mountain bike, BMX, para-cycling, cyclo-cross, trials and indoor cycling. Four of them are represented at the Olympic Games (road, track, mountain bike and BMX), two at the Paralympic Games (road and track) and three at the Youth Olympic Games (road, mountain bike and BMX).

Additionally, the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. The different sizes and scopes of our events ensure that UCI cycling events can be hosted by all cities.

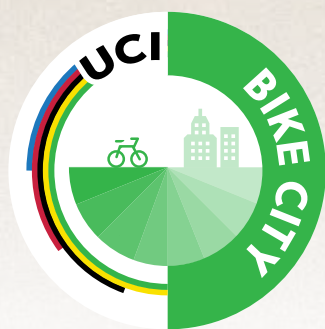
## INTERNATIONAL UCI EVENTS ARE HELD ANNUALLY FOR ALL OUR DISCIPLINES

<b>ROAD</b>	UCI Road World Championships UCI Gran Fondo World Championships
<b>MOUNTAIN BIKE</b>	UCI Mountain Bike World Championships presented by Mercedes-Benz Mercedes-Benz UCI Mountain Bike World Cup
<b>TRACK CYCLING</b>	UCI Track Cycling World Championships presented by Tissot UCI Junior Track Cycling World Championships Tissot UCI Track Cycling World Cup
<b>CYCLO-CROSS</b>	UCI Cyclo-cross World Championships Telenet UCI Cyclo-cross World Cup
<b>PARA-CYCLING</b>	UCI Para-cycling Road World Championships UCI Para-cycling Track World Championships UCI Para-cycling Road World Cup
<b>BMX</b>	UCI BMX World Championships UCI BMX Supercross World Cup
<b>BMX FREESTYLE</b>	UCI BMX Freestyle World Cup
<b>TRIALS</b>	UCI Trials World Cup
<b>URBAN CYCLING</b>	UCI Urban Cycling World Championships
<b>INDOOR CYCLING</b>	UCI Indoor Cycling World Championships UCI Cycle-ball World Cup UCI Artistic Cycling World Cup
<b>MASS PARTICIPATION</b>	Road, Mountain Bike, Track

The UCI headquarters are located in Aigle, Switzerland, at the UCI World Cycling Centre.







**CONTACT**

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