

# WINNING TOGETHER: A COMPETITION FRAMEWORK FOR THE FUTURE





# FOREWORD

We stand at a pivotal moment in the evolution of our sport. For the first time in decades, British Cycling is undertaking a bold and comprehensive transformation of our competition framework, one that reflects the needs of riders, clubs, coaches, volunteers, and communities.

This project will play a vital role in delivering British Cycling's strategic priorities to support and grow the sport, while helping to bring the joy of cycling to everyone. The document we launch today sets out our vision for a modern, inclusive, and high-quality competition structure that will shape the future of competitive cycling in Britain.

Over the next 14 months, a dedicated project team will work hand in hand with our cycling communities to co-design and deliver this change. Our mission is clear: to simplify the sport, enhance the experience for every participant, and create a system that fosters progression and engagement from grassroots to elite levels, while welcoming those who are not yet part of our community.

Importantly, this project will not happen in isolation. It will run in tandem with our digital transformation programme, ensuring that the competition experience is not only more accessible, but also powered by smarter, more connected technology. Together, these initiatives will build a sport ready to leverage future major events, support world-class competitions, and inspire the next generation of riders, coaches, and volunteers.

This framework is more than a structural overhaul, it's a statement of intent, a commitment to creating a sport that reflects our ambitions, celebrates diversity, and delivers unforgettable experiences.

Join us on this journey, help us challenge the status quo, and help shape a competition landscape that truly works for everyone.

**Jon Dutton**  
**Chief Executive**  
**British Cycling**



## OUR VISION

**BY 2029, WE WILL DELIVER AN ACCESSIBLE, HIGH-QUALITY COMPETITION STRUCTURE THAT ATTRACTS NEW RIDERS, PROVIDES UNFORGETTABLE EXPERIENCES, AND DRIVES PROGRESSION. POWERED BY A WELL-SUPPORTED COMMUNITY OF CLUBS, COACHES, VOLUNTEERS, AND OFFICIALS.**

# TO ACHIEVE OUR VISION WE WILL...



1. Put riders at the heart of every competitive event, ensuring great experiences.
2. Simplify competition by ensuring greater consistency across all disciplines, while preserving the elements that riders love about the sport.
3. Support new and existing event organisers by making competitions and events more efficient to deliver.
4. Create a sustainable financial future for our sport through smarter, innovative ways of working.



**IN SHORT WE WILL...**

**SIMPLIFY  
OUR SPORT  
& MODERNISE  
OUR SERVICE.**

# THE RIDE SO FAR...

Over the last 12 months we have been listening to our communities of members, riders and volunteers about the challenges they face when entering, taking part in, and navigating our events and competitions.

**You told us**

**67%**

want an easier way to find events suitable for their age and ability.

**We have seen**

**4%**

year-on-year decline in participation in British Cycling competitions since 2018.

**We know**

**27%**

of people are aware of how they can support the sport through British Cycling.

**49%**

believe there needs to be better support and resources for organisers.

**1 in 5**

current events cater for newcomers (entry-level and non-ranking).

**48%**

of people believe British Cycling does not adequately support grassroots cycling.

**61%**

seek a fun and welcoming environment at competitive cycling events.

**19.5%**

of British Cycling event entries are female.

**3.5%**

of cyclists who ride with goals and structure engage with British Cycling.

# INTRODUCING A NEW COMPETITION FRAMEWORK



Following extensive consultation, the proposed framework sets out **five new levels of events** which will enhance the experience for every participant and create a system that champions both progression and engagement from grassroots to elite levels.

We will start to develop and introduce these levels across all our disciplines to help create a consistent approach to the way we classify our events:



## COMPETITION FRAMEWORK



### DISCOVER >

A great introduction for newcomers to competition, delivered in a safe, welcoming, and accessible way. These coached events build learning and excitement while removing barriers to entry.



### ENGAGE >

Grassroots, club, and local-level events that are easy to enter and supported by a welcoming community.



### CHALLENGE >

Regular competition for developing riders, offering meaningful, discipline-specific opportunities for personal achievements and goals.



### ADVANCE >

Events for experienced competitors aiming for the top, with a strong focus on technical standards, results, and progression.



### ELITE >

The pinnacle of domestic cycling, showcasing excellence and inspiring others while setting the highest standards of performance.

# DISCOVER >



British Cycling

## PURPOSE >

A great introduction for newcomers to competition, delivered in a safe, welcoming, and accessible way. These coached events build learning and excitement while removing barriers to entry.

Start your journey in a fun, supported and welcoming environment; learn, play, and spark your love for competition.

## STRUCTURE >

- Low-cost and led by coaches, with relaxed rules.
- Shorter, repeated formats, using accessible equipment to reduce intimidation and cost, with a focus on fun, learning, and community.
- No results, points, or rankings.



# ENGAGE >



## PURPOSE



Grassroots, club, and local-level events that are easy to enter and supported by a welcoming community.

## RIDER EXPERIENCE



Find your passion, explore what aspects of competition you like, grow your skills, build your confidence, and celebrate every achievement in a safe, local environment.

## STRUCTURE



- Relaxed rules, regulations and race formats based primarily on environment e.g. Parks and Green Spaces, Circuit, BMX Track.
- Basic timing/scoring systems in use with results, but no formal points and rankings.
- Emphasis on the enjoyment of taking part, learning, skill-building, consistency and “getting to know the sport”.

# CHALLENGE >



## PURPOSE >

Regular competition for developing and experienced riders, offering meaningful, discipline-specific opportunities for personal achievements and goals.

Test yourself against tougher opponents; push your ability, rise to challenges, and unlock your potential.

## RIDER EXPERIENCE >

- Regular, officiated, discipline specific competition.
- Longer, faster, or more complex competition formats that require a higher level of skill and commitment.
- Points and ranking systems introduced to help track progression.

## STRUCTURE >



# ADVANCE >



## PURPOSE >

Events for experienced competitors aiming for the top, with a strong focus on technical standards, results, and progression.

## RIDER EXPERIENCE >

Take your performance to the next level; train with purpose, compete with intensity, and chase excellence.

## STRUCTURE >

- Higher levels of riders, officiating, structure.
- Intense, tactical, and physically demanding competition where results and points matter.
- An environment where preparation and discipline-specific knowledge are critical.



# ELITE >



## PURPOSE >

The pinnacle of domestic cycling, showcasing excellence and inspiring others while setting the highest standards of performance.

## RIDER EXPERIENCE >

Reach the pinnacle of cycling in the UK. Perform at the highest level, showcase your talent, and inspire the next generation.

## STRUCTURE >

- National and International-calibre racing, where the most talented riders take part and the best win.
- A sense of prestige, with impactful event standards that engage more spectators, and media coverage to match.
- Creates role models for all levels below.



# NEXT STEPS

1

 **EARLY 2026**

**Developing how we manage our competitions**

Making racing and competition more accessible and easier to understand with engaging structures, formats, rules and rewards at each level



<b>RULES &amp; REGULATIONS</b>
<b>EVENT CALENDAR</b>
<b>FORMATS &amp; STRUCTURE</b>
<b>POINTS &amp; RANKINGS</b>

2

 **SPRING / SUMMER 2026**

**Enabling the effective delivery of the sport**

Creating better support for the people delivering our competitions; Helping to create growth and empowerment



<b>CLUBS &amp; ASSOCIATIONS</b>
<b>OFFICIALS</b>
<b>COACHES</b>
<b>EVENT ORGANISERS</b>
<b>FACILITIES &amp; PLACE</b>

3

 **AUTUMN 2026**

**Enhancing our support, systems and resources**

Making simple systems and processes, allowing easy access for people wanting to take part and efficiencies that allow more people to deliver



<b>DIGITAL PLATFORMS</b>
<b>GOVERNANCE &amp; STRUCTURES</b>
<b>TOOLS &amp; RESOURCES</b>
<b>BC MEMBERSHIP &amp; LICENSING</b>
<b>PRICING, LEVIES &amp; FEES</b>

We have plotted the following race route that will consider how we can engage and support more people to get involved in our amazing sport. Over the next 14 months, with the support of the cycling community, this will be achieved by enhancing and improving in the areas outlined below;





# JOIN US AT THE START LINE.



