

Case Study:

LDNRIDERS

BUILDING A SAFER CYCLING COMMUNITY

About the Club

LDN Riders is the **UK's largest LGBTQ+ cycling club** with **500+ members**. The club's focus is creating a safe, welcoming community where riders can train, socialise, and look after one another.

The Challenge

Cyclists are among the most vulnerable road users, with **1,000+ serious injuries reported annually by TfL**. LDN Riders wanted to improve safety and ensure riders knew what to do in an emergency.

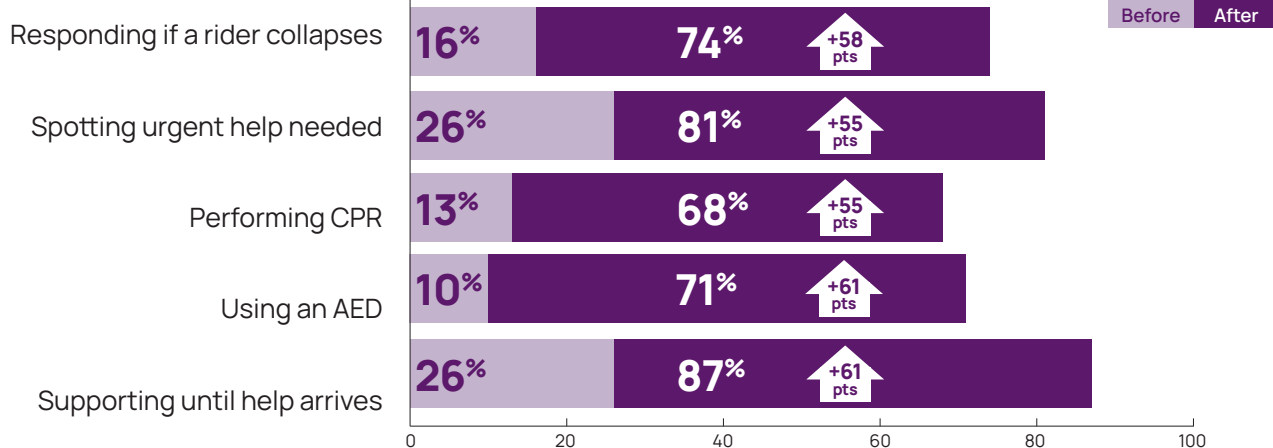
The Approach

Trained **75 ride captains** in short first aid sessions and equipped the club with **100+ first aid kits** to handle cycling emergencies.



The Impact

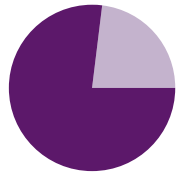
Confidence Gains (before vs after training)





• Safety Perception

Safety confidence rose from
55% → 100%:



- 77% feel much safer
- 23% feel somewhat safer

• Wider Findings

- 100% would recommend sessions to other clubs
- 100% trainer delivery rated - excellent/very good
- 100% more likely to step in with first aid
- 94% found this course very relevant



• Rider Voices

“ Knowledge that my fellow cyclists can keep me alive if the worst happens. ”

“ More confident - it's like carrying a pump, you just need these skills. ”

“ I feel safer on group rides. ”

“ Much more aware of the priorities in an emergency. ”

• Why It Matters

With 75 trained ride captains and 100+ first aid kits, LDN Riders has boosted safety, confidence, and resilience across one of the UK's most inclusive cycling communities.

