



CYCLE BUS & CYCLING



INTRODUCTION

Cycling is one of the most effective ways football Clubs can reduce travel-related emissions, improve health and well-being and support more sustainable communities. Encouraging more players, volunteers, staff and supporters to cycle to training, matches and events can help reduce congestion, lower transport costs and create a more positive matchday experience.

This resource provides practical guidance for Clubs across Wales on how to encourage cycling and establish cycle bus initiatives. The actions included can be adapted for grassroots Clubs through to elite-level environments and support wider Welsh active travel and sustainability goals.

This resource will support your Club to:

- Understand the benefits of promoting cycling.
- Identify practical ways to encourage cycling to your venue.
- Improve cycling facilities and accessibility.
- Develop safe and inclusive cycling initiatives.
- Set up a club cycle bus for younger players and families.
- Support active travel and reduce transport emissions.
- Engage members and the wider community in sustainable travel.





BENEFITS

Why Promote Cycling?

Travel is often one of the largest sources of carbon emissions linked to football activity. Encouraging cycling can help clubs reduce their environmental impact while also improving physical health, reducing parking pressures and strengthening community connections.

Cycling can help clubs to:

- Reduce transport-related emissions.
- Lower congestion around training and match venues.
- Reduce demand for car parking.
- Support healthier lifestyles.
- Promote active travel for children and young people.
- Improve accessibility for local communities.
- Support Welsh Government Active Travel ambitions.
- Strengthen your Club's sustainability credentials.

Cycling also supports healthier, lower-carbon football environments across Wales.



BARRIERS

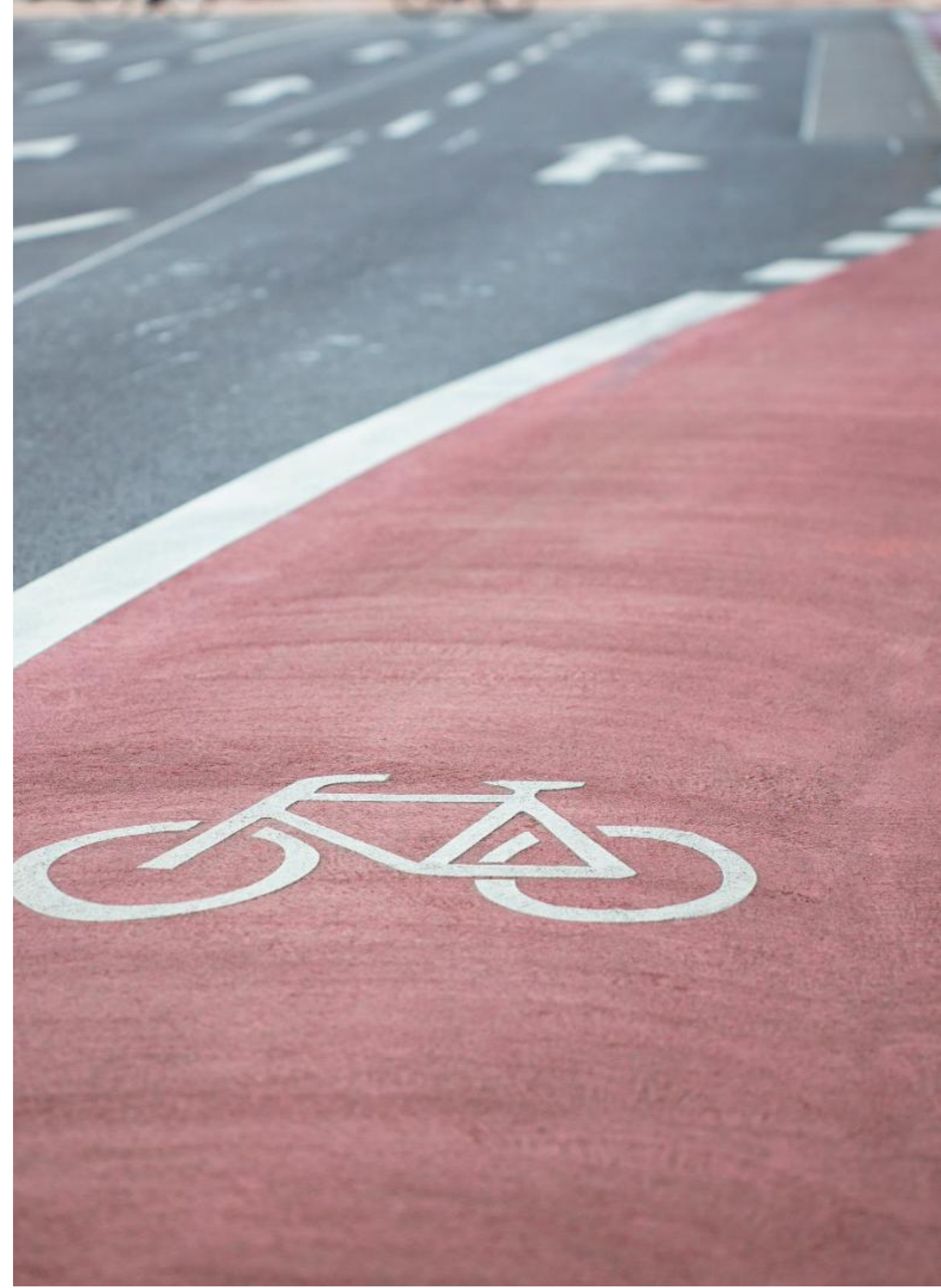
Understanding Current Barriers

Before implementing improvements, Clubs should assess how safe and accessible local cycling routes are for members and visitors. A cyclability audit can help identify barriers preventing people from cycling to your venue.

The audit should review:

- Road safety and lighting.
- Cycle lane availability.
- Surface quality and potholes.
- Dangerous junctions.
- Secure bike parking.
- Access into club grounds.
- Visibility and signage.

Clubs should use findings from their [Cyclability Audit](#) to identify priority improvements and engage with local authorities or Active Travel teams.





FACILITIES

Creating a More Cycle-Friendly Club Environment

Providing good cycling facilities makes it easier and more attractive for members to travel by bike. Even small changes can significantly improve confidence and participation.

Clubs should consider:

- Installing secure bike racks in visible areas.
- Providing covered cycle storage where possible.
- Ensuring safe routes from entrances to pitches and clubhouses.
- Creating separate pedestrian and cycling access routes.
- Installing lighting around cycle parking areas.
- Providing repair stations, pumps or basic maintenance kits.
- Ensuring facilities are accessible for all users.

When planning new facilities or infrastructure upgrades, Clubs should include active travel considerations wherever possible.



PROMOTION

Promote Cycling Through Club Communications - Building Awareness and Encouraging Behaviour Change

Communication plays an important role in encouraging cycling and creating a positive culture around active travel.

Clubs can promote cycling by:

- Sharing cycling routes and travel times to the Club.
- Including cycling messages in matchday communications.
- Using social media and club communications to highlight cycling initiatives.
- Celebrating members who regularly cycle.
- Promoting national campaigns such as Bike Week.
- Sharing safety guidance and local cycling resources.

Positive and consistent messaging can help normalise cycling within your club culture.





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SAFE CYCLING

Support Safe Cycling for Children and Young People - Encouraging Safe and Inclusive Participation

Clubs can help young players and families feel more confident cycling by supporting safe cycling education and group travel initiatives.

Clubs should Consider:

- Organising cycle training sessions.
- Partnering with local cycling organisations.
- Working with schools and local authorities.
- Providing guidance on safe cycling equipment.
- Encouraging helmet and visibility use.
- Supporting parents and guardians with route planning.

Useful organisations and resources include:

- Transport for Wales.
- Sustrans Cymru.
- British Cycling.
- Cycling UK.

Local authority Active Travel teams



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CYCLE BUS

What is a Cycle Bus? - Creating Group Cycling Journeys to Football Activities

A cycle bus is a coordinated group of cyclists, usually children and young people, travelling together to training or matches under adult supervision.

Cycle buses provide a safer and more social way for young members to cycle to football activities and can significantly reduce the number of cars travelling to Club venues.

A cycle bus typically includes:

- A planned route.
- Pre agreed collection points.
- Adult volunteer leaders.
- Safe cycling guidance.
- Communication between participating families.

Cycle buses can help Clubs:

- Reduce congestion around venues.
- Increase confidence in cycling.
- Promote healthy lifestyles.
- Support community engagement.
- Encourage active travel habits from a young age.





SETUP A CYCLE BUS

Planning and Organisation

A successful cycle bus requires clear planning, communication and safeguarding arrangements.

Step 1 - Engage Parents and Guardians

Start discussions with parents, guardians, coaches and volunteers to gauge interest and identify potential routes.

Step 2 - Identify Safe Routes

Use your Cyclability Audit findings to identify suitable routes and safe collection points.

Step 3 - Recruit Volunteers

Ensure there are enough responsible adult volunteers to supervise the group safely.

There should always be:

- At least one adult leading at the front.
- At least one adult at the rear.
- Additional volunteers for larger groups.



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Step 4 - Establish Communication

Create messaging groups to coordinate timings, weather updates and attendance.

Step 5 - Provide Safety Guidance

Participants should:

- Wear high-visibility clothing.
- Use lights where appropriate.
- Ensure bikes are roadworthy.
- Follow road safety guidance.
- Carry equipment safely.

Step 6 - Work With Your Safeguarding Lead

Clubs should ensure all cycle bus activity aligns with safeguarding procedures and involve the Club Safeguarding Officer throughout planning and delivery.





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EVENTS & ACTIVITIES

Creating Engagement Opportunities

Cycling-themed activities can help build enthusiasm and engagement around active travel.

Ideas include:

- Bike maintenance workshops.
- Group rides.
- Bike to training days.
- Cycle challenges.
- Family cycling events.
- Partnerships with local cycling clubs.
- Active travel awareness campaigns.

These activities can also help strengthen links between the club and the wider community.



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E-BIKES

Consider E-Bikes and Inclusive Cycling

E-bikes can help make cycling more accessible for longer journeys or hilly routes, particularly in rural areas of Wales.

Clubs should consider:

- Providing secure storage for e-bikes.
- Including e-bikes within cycling promotion.
- Exploring charging options where feasible.
- Supporting inclusive cycling opportunities.

Cycling initiatives should be designed to be inclusive and accessible for all ages and abilities wherever possible.





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LOCAL PARTNERS

Working with Local Partners

Many improvements to cycling infrastructure require collaboration with external organisations.

Clubs should consider engaging with:

- Local authorities.
- Active Travel teams.
- Schools and colleges.
- Cycling organisations.
- Transport for Wales.
- Community groups.
- Local businesses and sponsors.

Partnership working can help unlock funding opportunities, improve infrastructure and increase participation.



FURTHER SUPPORT

Encouraging cycling and developing cycle bus initiatives can deliver significant environmental, health and community benefits for your Club. Even small actions can help reduce emissions, improve accessibility and create a more sustainable football environment.

You do not need to implement everything at once. Start with achievable improvements such as installing bike parking, promoting cycling routes or trialling a small cycle bus initiative with one team.

Use what you have learned in this resource to:

- Inform one of your two mandatory Green Goals.
- Develop your Club Travel Action Plan.
- Promote active travel within your football community.
- Reduce transport-related emissions.
- Support healthier and more sustainable travel habits.

Over time, your Club can build on these actions and help create a stronger culture of sustainable travel across Welsh football.

Further information on Travel can be found at www.faw.cymru/TogetherGreener-travel.

If you require support with this resource, please contact sustainability@faw.cymru