



ECC PLT – 23 June 2022

MAYOR OF LONDON



RideLondon-Essex

The world's greatest festival of cycling returns!

- **20,561 riders**
(23% women) finished the RideLondon-Essex 100
- **1,390 riders**
(31% women) finished the RideLondon-Essex 60
- **416 riders**
(51% women) finished the RideLondon-Essex 30



THE 2022 EVENT

22,367
riders in
sportives in
Essex

2
stages of the
Classique race
hosted in Essex

3h 40m
TV coverage on
BBC and
internationally

4.2
million
impressions
on social
media

37%
of participants
inspired close
family members
to cycle or cycle
more

37%
expect to make
fewer journeys
by car and
cycle more

DIRECT BENEFITS TO ESSEX



**£1 million from
The London
Marathon
Charitable
Trust**

to inspire
activity in
communities
over the next
12 months
across Essex

Economic
impact
includes direct
spend by
organisers
of **£500,000+**
**with Essex
businesses**
(currently invoiced to LME)

Promotion
of **Essex as
a visitor
destination**
to participants
and TV
audiences



Supporting Everyone's Essex strategy

Economy

Environment

Health

Family

Key Learnings

- Lead in time
- Engagement
- Event route locations
- Resident communications
- Support for businesses

Working Together

- Integration with ECC initiatives & campaigns
- Ten-month engagement programme
- Enhanced activations with schools, communities, businesses
- Showcase Essex

Next Steps

- **Continue the partnership with RideLondon to 2026**
- **Mass participation rides Sunday 30 May 2023**
- **Active Essex and The Trust funding to 2026**

QUESTIONS?

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