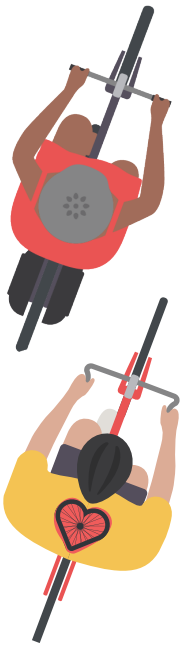


LOVE TO RIDE WEST MIDLANDS

ESTABLISHED 2020



4,485
people riding



983
new riders



524,848
lb CO₂ saved



304,849
total trips



4,017,879
total miles



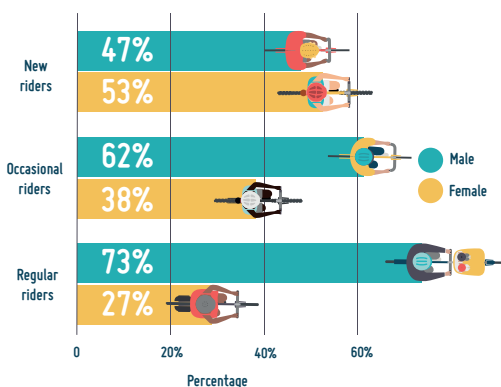
811,660
transport miles



112,173
transport trips



Gender split:



Motivators to riding:

Improved fitness **82%**
 Enjoy outdoors **62%**
 Improved health **41%**

Barriers to riding:

Bad weather **23%**
 Don't know safe route **18%**
 Distance too far **10%**

	New rider highlight	Wow! Andy Cullip logged 413 miles in 149 trips
	Notable riders	Alison Insley logged 3,495 trips
		Alex Macrae logged 44,488 miles
Sustainable traveller extraordinaire	Robert Anderson logged 2,052 transport trips	

- New riders
- Occasional riders
- Regular riders

