



The Cyclists' Alliance 2020 Annual Review

Striving for fairness in cycling

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Executive Summary

Welcome to The Cyclists' Alliance 2020 Annual Review - after what has been an unprecedented year of disruption and change.

Purpose

The purpose of this report is to review The Cyclists' Alliance (TCA) achievements and learnings from 2020 to give all members and stakeholders in the sport an update on TCA activity, new benefits launched and plans for 2021.

Impact of Covid-19

Pre-pandemic, women's cycling was on a positive trajectory. TCA was celebrating securing funding from the Rapha Foundation and making plans for the year ahead. Young talents provided excitement for fans at Australian races opening the 2020 Season and everyone was preparing for an exciting spring-campaign.

Global events in March brought a halt to this momentum and when the UCI issued a statement on April 15 only referencing the impact on the UCI Men's International Road Calendar, this showed a lack of consideration for women's cycling. Being required to wait an additional month for an update exposed any such momentum as fragile as women are still fundamentally under-represented in cycling leadership positions and are therefore excluded from decision-making.

TCA Rider Council wrote an open letter to UCI President, David Lappartient, calling on the sport's governing body to engage with them in order to navigate the coronavirus pandemic. A working group swiftly followed.

Rider Advocacy

Ensuring the creation of a safe environment for returning to racing has been a key concern for us. We have provided input on the UCI's Covid-19 protocol and have sustained a working relationship with the CPA for direct input from our members into such working groups and to align on objectives, where we share them, for the benefit of riders as a whole.

Executive Summary

Women also remain severely underrepresented in cycling media, however prior to the pandemic there had been a gradual year on year rise in the number of women's races being shown live on television.

In 2019, the UCI introduced a regulation that mandated race organisers to show at least 45 minutes of live coverage to qualify for Women's World Tour (WWT) status, which helped drive the modest growth of coverage. It has been great to see equal coverage of the MTB World Cup from Red Bull TV and the cyclocross races on GCN Race Pass, and to see the audience for the Women's World Championship in Imola up 75% (in terms of hours viewed).

However, race coverage also came under strain in 2020 with sponsors and race organisers experiencing financial pressure due to the pandemic. The UCI withdrew the Giro Rosa from the WWT 2021 as race organisers did not fund the 45 minutes of live coverage for each stage this season. This emphasis placed on the need for coverage to retain race status is an important message for race organisers, and we believe increasing coverage is essential to provide the oxygen for the growth of the sport.

Economic Pressures

It was not just TV coverage that suffered financial pressure in 2020. Sponsors and teams were also impacted; we saw title sponsors drop out, new sponsors default on payments, and salaries reduced or lost entirely. The pandemic has had a huge impact on the lives of athletes, financially and emotionally. TCA has continued to advocate for: minimum salaries for Continental riders; an increase in the bank guarantee ;and minimum notice periods when salaries cannot be paid to riders, as we continue to push for 100% of female cyclists to benefit from a safe and stable economic environment.

Whilst the long-term impacts of the COVID-19 pandemic on the pro racing calendar, team and sponsorship structure, future governance and power structures have been the subject of much journalistic and fan discussion, there is, as yet, little consensus on how the sport will emerge after this period.

Executive Summary

As with other women's sports, we continue to see scope for opportunities and from a positive perspective, the pandemic has accelerated both the need to modernise and the implementation of new ideas. For example, we saw the inaugural eSports World Championship take place on ZWIFT where The Cyclists' Alliance elected Rider Representative, Ashleigh Moolman Pasio took the victory in a nail-biting sprint finish with Sarah Gigante.

TCA's 2020 Achievements & Opportunities

Whilst have worked tirelessly to protect and support our rider members, we have also sought out and focused on the opportunities 2020 has brought: growing our team, our benefits / support program for riders and our membership base. We launched a 'support program' where fans of cycling have the opportunity to join as members, providing financial support to TCA' but also a visible demonstration of the women in the sport.

Thanks to these members and the support provided by The Rapha Foundation, we have been able to provide:

- ▶ *much needed legal advice on a variety of matters*
- ▶ *assistance to resolve disputes*
- ▶ *greater depth of support to the MTB discipline*
- ▶ *support for athletes going through the process of addressing abuse or misconduct at the right institution*
- ▶ *a contract management platform*
- ▶ *an approved rider agent platform*
- ▶ *a number of successful webinars across different topics like contracts, salaries, nutrition, Red-S and Covid-19.*

These activities support our aim to educate and empower riders, and redress the balance of power in women's cycling by informing riders of their rights, their leverage and helping them recognise and reach their economic potential.

Executive Summary

We are excited about the establishment of The Riders Union for men's professional road cycling. Our sport is changing and that also demands the preservation of athlete's rights and career opportunities. We are happy to see our male colleagues are taking a similar stance now. We are proud of our status as an independent union, that stands us apart from other stakeholders in cycling and we will continue to loudly advocate for the changes we wish to see in cycling - for the benefit of our members.

The need for change

One thing we cannot shy away from in 2020 is the lack of willingness from the cycling industry to speak up about and to address racial inequality. The killing of George Floyd and the global emergence of the Black Lives Matter movement was met by silence from the industry highlighting the lack of diversity within the professional sport and a lack of understanding of how to address this inequality, both within the sport and on a wider scale.

We have always strived for fairness for women, bringing our members together in a united voice to speak out and force organisations and stakeholders in power to implement change. To address inequality, you need to be engaged and informed on the matter, and this has always been the foundation of our work to create change for women. As an organisation we also recognise we can be better advocates for underrepresented BAME riders to help women's cycling create a truly global, open and diverse women's peloton. We will present an action plan in 2021, explaining our aims and the steps we will take to do this.

We believe change will be brought about by (i) transparency (ii) empowering riders and (iii) a union that communicates directly with riders, and giving all nationalities direct and equal influence on the decision making process.

We will continue to support our members and women's cycling in 2021 with the same dedication as ever, as we strive for fairness.

*On behalf of The Cyclists' Alliance board, Iris Slappendel
Executive Director.*

The Cyclists' Alliance Mission

- ▶ 100% of female cyclists to benefit from a safe and stable working environment.
- ▶ We will achieve this by advocating for:
 - All riders to earn a minimum salary
 - All riders to receive maternity leave, not just WTT riders.
 - All racing and training expenses covered
 - Paid vacation days and a mandatory minimum vacation block
 - All support team members to be qualified, checked and professional
 - Basic insurance for all riders as standard
 - A universal standardised approach to race safety

The Cyclists' Alliance

Organisational Structure

Executive board



Iris Slappendel,
Executive Director



Rhian Ravenscroft,
Vice Director



Gracie Elvin,
Communications Director



Roos Hoozeboom,
Treasurer



Ashleigh Moolman Pasio ,
Rider Representative

Rider Council



Marianne Vos ,
Netherlands



Christine Majerus,
Luxembourg



Ellen van Dijk,
Netherlands



Leah Kirchmann,
Canada



Amanda Spratt,
Australia



Audrey Cordon-Ragot
France



Ariane Luthi,
Switzerland



Haley Smith,
Canada



Marcella Toldi,
Brazil



Agua Marina Espinola,
Paraguay

TCA Governance

- ▶ **Executive board:** Iris Slappendel (Executive Director), Rhian Ravenscroft (Vice Director), Gracie Elvin (Communications Director), Roos Hoogeboom (Treasurer) and Ashleigh Moolman Pasio (Rider Representative).
- ▶ **Elected Rider Council** (*new in 2020*): Marianne Vos (NED), Christine Majerus (LUX), Ellen van Dijk (NED), Leah Kirchmann (CAN), Amanda Spratt (AUS), Audrey Cordon-Ragot (FRA), Ariane Luthi (SUI), Haley Smith (CAN), Marcella Toldi (BRA), Agua Marina Espinola (PRY).
 - In 2021, Teniel Campbell (TTO) will also be joining Rider Council meetings
 - The Rider Council commit to:
 - › a (virtual) meeting every 6 weeks,
 - › gather direct feedback (both positive and negative) from other riders & actively share TCA knowledge,
 - › be a spokesperson for TCA and commit to striving for fairness.
- ▶ **Voluntary advisory board.** Brendan Schwab (Executive Director, Uni World Players Association. Labour & human rights lawyer), EU Athletes (Athletes Right advisors), Marianne Vos (UCI Athletes Commission Women's Road representative), Joe Harris (business consultant), Kristen Worley (Gender rights advisor), Eric Vile (Legal advisor), Michael Townshend (Corporate Identity, Digital communications), Andrea Marcellini (Adviser Governance and Strategy), Claire Rose (Medical advisor), Judith Haudum (Nutrition Advisor), Carmen Small (TCAMP and Concussion liaison officer).

Rider View: Amanda Spratt

- ▶ *“I think the rider council has been a really important addition to The Cyclists’ Alliance. Having that direct link between the riders and TCA has enabled us to discuss issues or possibilities and really help improve our sport a lot already in one year. I feel proud to be part of the rider council. Too often we see ourselves as riders from different teams or countries but the Rider Council has reminded me how we all chase the same goals and how when we all work together in this collaborative way we can really start to make a good impact now and for the future”.*



Three new operational roles in 2020:

▶ **Legal Officer:**
▶ *Marnix van Ark*

- ▶ Employment Law specialist who handled:
- **20 individual cases** relating to terminations, transfers, contract negotiations, image rights, disclaimers, insurance and immigration.
 - **5 collective cases** concerning the improvement of minimum conditions within the sport

▶ **Ethics Officer:**
▶ *Judith van Maanen*

- ▶ Responsible for:
- establishing the basis of rider complaints
 - guiding riders through relevant regulations, codes and applicable law
 - navigating various stakeholders (such as the UCI Ethics Commission and National federations)
 - raising awareness about key issues
 - establishing stakeholder working groups
 - improving the process of filing complaints

▶ **Admin & Operations:**
▶ *Lexi Brown*

- ▶ Responsible for:
- coordination of all TCA operations to ensure efficient and effective ways of working as the organization grows its membership
 - first point of contact for all members to ensure their needs and requests are actioned quickly
 - external communications

Rider View: Sara Mustonen

- ▶ *“Last year I was facing a situation within my team from which I felt it wasn't right, but I didn't really know where to go or what to do with my worries.*
- ▶ *The Cyclists' Alliance was quick to help me defining the problem and guiding me through the process of filing a complaint, advising and following up.*
- ▶ *It's important for riders to make the process as easy as possible and the Cyclists' Alliance gives me this safe environment, they understand the difficulties we face as riders. I think the new Ethics Officer will improve this process and hopefully more and more riders will feel confident to speak up against mistreatment”.*



Rider View: Sara Youmans



- ▶ *“I think an ethics officer is important for the TCA because the TCA is the first resource that many people turn to when they’ve been the victim of harassment or abuse. It’s crucial to have the support from someone who can focus solely on those cases and help riders through the process of filing a formal complaint with the UCI.”*

The Cyclists' Alliance

Results from the 2020 Annual Rider Survey

Measuring progress. Driving conversation. Planning for the future of women's cycling.

- ▶ Over 100 women responded to the annual Rider Survey in 2020
 - survey ran from May to June
 - total number of respondents represents 10% of all registered female professional UCI cyclists across all disciplines
- ▶ Respondents skewed heavily towards the road discipline, but approximately 10% of responses did come from Mountain Bike riders. This is a small step on TCA's journey to become the representative voice for all of women's cycling and this discipline is a focal point for the TCA.
- ▶ The most important or difficult issues faced by professional female cyclists are:
 - Race safety putting well-being in danger
 - Non-European riders emphasise the complexity and pressure associated with acquiring visas
 - Lack of medical expertise at races
 - Team instability due to sponsorship model, financial insecurity due single-year contracts and professionalism of teams
 - The transition from junior rider to senior rider
 - Contract negotiations
 - Salary

► What has improved for riders?

- **More riders are seeking legal advice** before signing their employment contract, for the second year in a row (increased from 16% in 2019 to 23% in 2020)
- The number of riders **required to reimburse their team has decreased by 8%** since 2019.
- **43% of riders** surveyed **still had to reimburse their team** for one or more of the following; equipment, mechanical service, medical costs and travel costs in 2020.
 - › 53% of Continental riders reimbursed their team compared to 30% of World Tour riders. Whilst this demonstrates the disparity between the two tiered system, it also shows that WT riders on a minimum salary are still required to reimburse their teams.
 - › More governance from the UCI and National Federations is required to stop these practices that could leave a rider with less than the minimum annual salary at the end of the financial year.
- Top end salaries in the Women's World Tour continue to rise above the fixed minimum gross annual salary of €15.000 (employed) and €24.600 (self-employed) with 25.5% earning €30.000+.

► What are the new concerns for riders?

Covid-19 has inevitably impacted the riders:

- **29% experienced a salary reduction** (or loss of it entirely).
- **76% are concerned it will impact their ability to secure a contract** for the following season, resulting in economic instability for riders.

► What has got worse for riders?

- Wage disparity is growing between the highest and lowest paid riders. Alarming, **the number of professional riders receiving zero salary has increased** from 17% in 2019 to 25% in 2020.
- We continue to see **many riders earning less than annual salary of €15.000** (32%), as there is no minimum salary required for Continental teams.
- The risk of the growing disparity means **Continental riders are likely to balance their racing career with a second job** or further education, slowing down the progression of riders and the depth of talent within the professional peloton as a whole

► What has stayed the same?

- Non-European riders emphasised the **continued pressure associated with requiring visas**. We believe this issue (although not the only factor) contributes to the lack of diversity.
- Riders believe there are **inadequate race safety protocols and stakeholder accountability** to ensure riders safety.

The Cyclists' Alliance

Rider & Supporter Memberships

Who is a Rider Member?

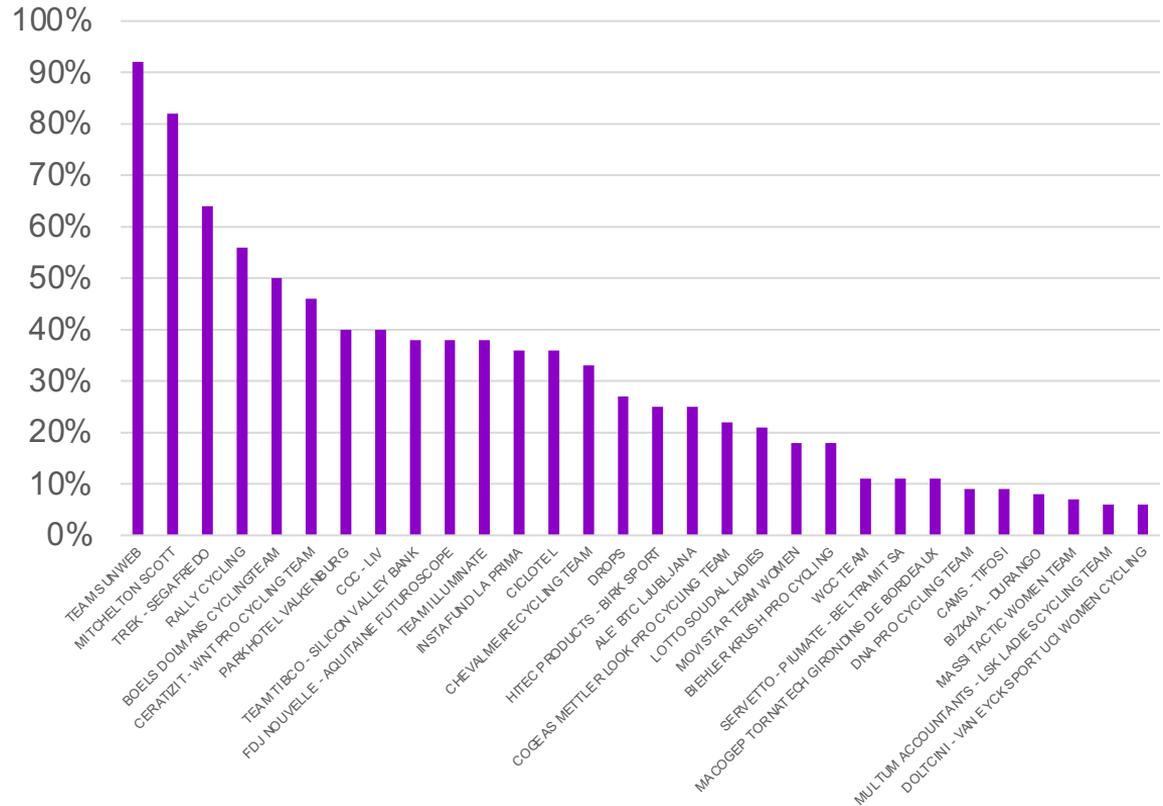
- ▶ Rider Members are:
 - active professional cyclists (>16 years) participating in UCI events and in possession of a UCI licence; or
 - former professional cyclists in the possession of a UCI licence for a maximum of five (5) years
 - required to pay a €50 annual membership fee
- ▶ Team Ambassadors: Every team has appointed a Rider Member as a Team Ambassador. The Team Ambassador can relay messages between the TCA and the riders in the team.
- ▶ TCA reaches out monthly to the Team Ambassadors with short surveys on subjects such as team ethics / culture, race safety, payment of salary/prize money or any other issues that are causing riders concern. This provides an efficient and effective link between TCA and the peloton

All members have a direct vote at the General Assembly. Members can vote electronically - every vote counts.

We believe change will be brought about by (i) transparency (ii) empowering riders and (iii) a union that communicates directly with riders, and giving all nationalities direct and equal influence on the decision making process.

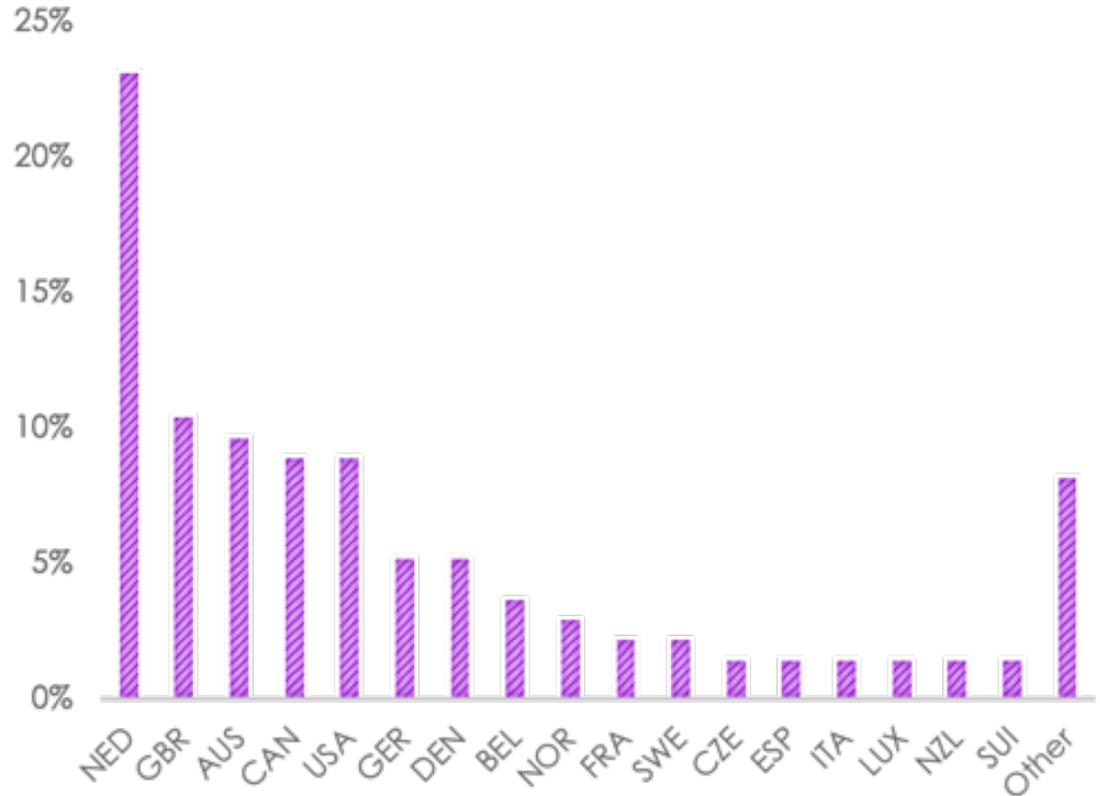
2020 Rider Members

- ▶ 140 Rider Members: 125 Full (€50) Members and 15 Basic (€15) Members
- ▶ 43 **new** Rider Members in 2020
- ▶ €6,475 from Rider Memberships in 2020
- ▶ 30 Road teams are represented
- ▶ *The chart shows the number of Rider Members per team*
- ▶ 9 rider members from other disciplines
- ▶ *TCA will focus on supporting MTB, Track and Cyclocross riders.*



Rider Members 2020

- ▶ 23% of Rider Members are from The Netherlands
- ▶ Membership base reflects the current composition of the professional peloton
- ▶ Highlights the need for TCA to:
 - support riders from Latin American, Africa and Asia into the professional continent
 - work more closely with Rider Representatives under-represented continents and their National Federations



Who is a Supporter Member?

- ▶ Launched in 2020 for anyone, individual or company, who wants to join TCA's movement for change and publically help strive for fairness in cycling.
- ▶ We launched two different memberships options to choose from; Supporter Member & Rider Sponsor

Supporter: €35

Support the TCA with an annual donation of 35 euro. If you wish to donate more, feel free to do so.

TCA benefits for you

- a limited edition cycling cap
 - a limited edition TCA badge
 - a social media profile badge
 - quarterly newsletter with insights into the riders and the peloton and updates on TCA work
- yearly ride hosted by the TCA for all supporter members and available pros (UK, NL, US)

Rider Sponsor: €60

Support a young or new rider and donate a membership.

TCA benefits for you

- a limited edition cycling cap
 - a limited edition TCA badge
 - a social media profile badge
 - your name on the wall of fame
 - quarterly newsletter with insights into the riders and the peloton and updates on TCA work
- yearly ride hosted by the TCA for all supporter members and available pros (UK, NL, US)

Supporter Members

- ▶ 158 Supporter Members in 2020
 - 107 Supporters (€35) members.
 - 40 Rider Sponsor (€60) members.
 - €7680 in total from Supporter Memberships in 2020*.

*including other donations

- ▶ Supporter Members receive a unique TCA cycling casquette, social media badge and a quarterly newsletter.
- ▶ TCA hosted 20 official virtual community rides on ZWIFT (in lieu of hosting our physical rides)
 - Rider Members & other professionals joined as the ride leader each week so that our supporters could chat directly with the female pros, including; Ellen van Dijk, Christine Majerus, Vita Heine, Teuntje Beekhuis, Katie Scott, Eva Buurman, Leah Dixon, Illi Gardner, Fien Delbaere, Marjolein van't Geloof, Roos Hoogeboom, Doris Schweizer, Iris Slappendel (retired), Nina Kessler, Frankie Hall, Becks Durrell, Emma Pooley (*retired*), Audrey Cordon-Ragot, Abby Mickey (*retired and journalist*), Rebecca Charlton (*journalist*).
- ▶ ***Thank you to these Supporter Members for assisting us with our work, and for being champions of women's cycling.***

The Cyclists' Alliance

Contract Management Platform

Contract Assistance and FREE contract health checks

- ▶ Contract Management Platform (“**CMP**”) was launched in 2020.
- ▶ CMP provides riders with resources on; standard contracts/templates, key clauses and negotiation tips, advice when renewing or signing a new contract with a UCI team.
- ▶ Full Rider Members have access to a free *Contract Health Check* by a professional rider agent or a legal professional to ensure it meets basic legal requirements and highlight any concerns.
- ▶ Transparency on salary guidelines to empower riders and help them negotiate and understand the commercial opportunities available to women in cycling.
- ▶ Supporting riders who have faced salary cuts due to the pandemic.
- ▶ Understanding images rights and ownership.
- ▶ The contract management platform is another significant step to reach our key aim of 100% of female cyclists to benefit from a safe and stable working environment.

By informing riders of their rights and their leverage, and by helping them recognise their economic potential, we educate and empower riders to redress the balance of power in women’s cycling

Rider View: Mieke Kröger

- ▶ *“This year the TCA legal advisor helped when I signed a contract without thorough research of the team and the management behind it. Fortunately, the TCA helped me immediately to get out of the agreement when it turned out to be a fraud. From now on, I won’t be shy to ask for legal advice before signing with a team.”*



The Cyclists' Alliance

Approved Agent Quality Standard

Introducing an aspirational standard for Agents

- ▶ The 2020 Rider Survey showed 77% of riders sign their contract without any legal advice or without agent review. This contributed to the creation of TCA's Approved Agent Quality Standard.
- ▶ The '*Approved Agent Quality Standard*' launched in November 2020 is an initiative that acts as a stamp of approval to officially recognise agents and representatives who adhere to a set of minimum standards and ethics, as outlined in the TCA Agent Charter.
- ▶ **The TCA Agent Charter requires the agent or representative to publically confirm he/she is committed to (i) the advancement of women's professional cycling (ii) the promotion of women's participation in cycling and (iii) to standing up to and speaking out against any inequality or the harassment and intimidation of women in sport.**
- ▶ Launching with three agents, who are all passionate about improving the economic and commercial interests of women in cycling, the initiative aims to ensure riders have access to high standards of agent representation, together with an understanding of the role of an agent and their services.

The platform was launched with three approved agents

▶ Emma Wade of Bespoke-M



- ▶ *"The work that The Cyclists' Alliance do in supporting the women's peloton is invaluable and this is just the latest innovation that I am delighted that they have introduced. Having an approved standard for agents working in women's cycling means that riders will know that we have been vetted and will be held to the highest standards. I hope it means that more riders will reach out for help if they need it and for support to increase their opportunities. I'm honoured to be one of the first agents accepted on to the approved list."*

▶ Gijs van 't Westeinde of Zeloo



- ▶ *"We think The Cyclists Alliance in general and especially this 'Approved Agent Quality Standard' is a very good initiative because it focuses in an independent way on a specific part within the sport and meets the demand of this group. Both the thought behind the initiative and the way of acting are very appealing to us and think that it is an example for several authorities within the world of cycling."*

▶ Steve Fry of M2 Sports



- ▶ *"I am delighted and honoured to be one of the first agents recognised by The Cyclists' Alliance for this Approved Agent Quality Standard. I have long been a passionate advocate of the opportunity that exists within women's cycling. This is a great initiative by The Cyclists' Alliance and I hope it gives riders confidence that there are experts in women's cycling out there to help them maximise their opportunities both on and off the bike"*

The Cyclists' Alliance

Covid-19 Support & Ensuring A Safe Return To Racing For Riders

Supporting riders through an unprecedented season

- ▶ The Cyclists' Alliance were extremely concerned about Covid-19 impact on riders, from:
 - an economic and safety perspective; and
 - a desire to ensure women's cycling is given equal priority when decisions on protective measures and rescheduling of races are made.

- ▶ TCA's request for involvement in UCI's Covid-19 discussion was declined, however we continued to contribute by surveying the riders, suggestion solutions and helping review the UCI's Covid-19 protocol. We provided our input directly via the CPA.

- ▶ TCA supported riders with advice, webinars, FAQ and factsheets as well as individual legal support for any Rider Member who reached out to TCA.
 - *“As a rider from a country where cycling is a very small sport, the close contact with Iris and Claire was very helpful when I needed to read and understand the covid-19 document and rules from the UCI. The fact I was able to ask my questions to someone with this knowledge was key to helping me understand everything”*
 - *[Quote from rider member]*

Supporting riders through an unprecedented season due to the pandemic

- ▶ TCA worked with the World Players Association (& many other player associations) to develop a framework for a safe return to the professional sport.
- ▶ We hosted two in-depth webinars
 - ‘Returning to Racing’ with Dr Claire Rose (TCA) and Dr Tessa Backhuijs (CCC-Liv) that discussed the new UCI Covid Regulations and Protocols and measures that each individual should take to protect themselves and the peloton.
 - ‘Returning to Training’ after testing positive for Covid-19 to ensure riders took the appropriate measures to avoid long-term impact on their health and racing career.
 - These gave practical and helpful guidance, to help riders navigate conflicting information and a lack of transparency
- ▶ Some riders experienced salary reductions or lost their salary entirely. Our Legal Officer helped 3 riders to reclaim money / salaries.
- ▶ TCA provided input to the UCI meeting held on 15 December, regarding women’s cycling, safety and the Covid-19 Protocol.

The Cyclists' Alliance

Extending depth of support for MTB discipline

MTB XCO - UCI Rankings

- ▶ Reopening of the UCI Ranking MTB XCO caused concern and pressure amongst MTB XCO riders.
- ▶ Riders were concerned about the influence any reopening would have on start positions at races and Olympic qualification, and the inequality this may cause.
- ▶ TCA initiated a survey that was run by Ariane Lüthi (TCA Rider Council Representative) and Maja Wloszczowka (UCI Rider Representative).
- ▶ 265 riders from 26 countries (both male and female) responded to the survey with the key insights showing that there was significant consensus amongst the riders on;
 - *76% of respondents did not support the UCI's decision to award UCI points from July.*
 - *65% think the rankings should stay frozen until all global restrictions are removed and there are no documented Covid 19 or quarantine risks for traveling in any country*

Reopening UCI Ranking MTB XCO in July 2020

- ▶ The UCI took the implications of COVID-19 and the subsequent concerns of the riders into consideration and came up with a fair solution for the majority of riders. There is a minority of riders however who were injured or had a disappointing 2019 season for other reasons who see themselves disadvantaged when the ranking of 3rd of March 2020 was frozen.
- ▶ For the opening round of the UCI World Cup in 2021 the UCI proposes to use:
 - *Ranking of March 3rd 2020, + UCI points gained in 2 rounds in Nove Mesto, + UCI points gained in Leogang.*
- ▶ For subsequent rounds of the UCI World Cup in 2021 the UCI proposes to use:
 - *Ranking of March 3rd 2020, + UCI points gained in 2 rounds in Nove Mesto, + UCI points gained in Leogang, + UCI points gained in the preceding UCI World Cup(s)*
- ▶ Olympic Qualification:
 - *The Olympic qualification ranking was frozen on March 3rd 2020 and as approved by the IOC in August and published, the final qualification ranking will use the March 3rd 2020 ranking plus UCI points gained in the first two rounds of the UCI World Cup in 2021 in Albstadt GER 09-05-2021 & Nove Mesto CZE 16-05-2021, only.*

Fair racing conditions for women - MTB

- ▶ TCA is lobbying for:
 - **separate gender race starts for all UCI Marathon MTB** races as well as all national, continental and world marathon championships from 2021 onwards with the creation of a new rule in the UCI MTB regulations.
 - › This creates a fair race, a safer and less intimidating start for the women and gives more recognition to the women.
 - **a UCI rule to disqualify riders who draft riders from other categories**, to ensure no interference during the course when riders mix with other categories after the start.
 - › This creates a fair racing environment for all competitors, preventing influence from another category.
- ▶ The UCI's responded with a a change in the regulations (4.2.005). Under Chapter II Cross-country Events, Cross-country marathon - XCM it reads;
 - 4.2.005** Riders must start in a single group, **divided into categories (women and men) with a sufficient gap between the two starts so neither event will interfere with the other.**
(text modified on 1.02.12; 4.04.14, 1.01.21).
- ▶ We consider the change of the regulation only a partial success because the non-drafting rule hasn't been implemented (yet). For fair racing conditions a non-drafting rule between categories is crucial and TCA will continue to advocate on riders behalf to persuade the UCI to implement this rule.

The Cyclists' Alliance

Educational Resources and Webinar Series - with expert partners

Expert Educational Resources

- ▶ **TCA has partnered with external experts to deliver quality resources and webinars for Rider Members. This resource is part of TCA's strategy to enhance Rider Members' knowledge and empower them to make informed choices.**

- ▶ **SPORTNUTRIX:**
 - Judith Haudum from SportNutrix delivered webinars on managing nutrition in order to recover around the condensed 2020 calendar with increased travel time.
 - Eating disorders and disorder eating was identified as an important topic by riders, so Judith also ran a webinar on RED-s (relative energy deficiency syndrome) with support of our medical advisor Dr. Claire Rose.
 - Rider Members have access to a free first consultation with Judith and receive multiple sessions at a reduced rate.

- ▶ **THE MIND ROOM:**
 - Survey results and continuous interaction with the peloton shows an emphasis on the importance of mental health
 - Rider priorities were highlighted as 'wellbeing and happiness' and 'peak performance'.
 - The Mind Room, an organisation dedicated to sharing psychological knowledge and tools to bring attention to everyday actions that will enhance help, wellbeing and performance is available to Rider Members.
 - The Mind Room has given free webinars and offers discounts for Rider Members on consultations and workshops.

Educational resources delivered by experienced experts

▶ SVL SPORTS

- SVL Sports GmbH (SVL), the leading broker of personal and team insurance for riders in the elite cycling marketplace offers supplemental insurance packages for Rider Members, along with a financial savings pension plan.
- SVL has given free webinars to WWT & Continental riders to inform them of their insurance requirements.

▶ HEADSMART

- HeadSmart Sports Concussion Programme is a world leading programme that focuses on baseline brain function testing, concussion education and post-concussion management.
- All Rider Members have access to a free baseline test which tests various aspects of the nervous system that may be impacted by concussion.
- The baseline test provides a reference point to used to recognize and monitor concussion and also provides guidance on recovery.



The Cyclists' Alliance

The Cyclists' Alliance Mentorship Program (TCAMP)

A mentorship program for female professional cyclists

- ▶ TCAMP was created in 2017, to address a lack of:
 - guidance and knowledge in the process of becoming a professional cyclist (no set pathway for athletes)
 - diversity within the sport from the athletes to the leaders and industry professionals
 - support for retiring athletes transitioning out of the sport and moving away from their athlete identity
 - In cycling the athlete's well being is often neglected by their trade team as there is usually no specific role or department that takes care of the well being of it's employees.
- ▶ TCAMP matches approximately 10 pairs of mentees with mentors each year.
- ▶ In 2020, we continued TCAMP in its original form but we also took a step back to design and create a new, enhanced TCMAP program to cater to three distinct periods in a professional cyclists' career:
 - (1) Pre-Career: Transition into the professional cycling
 - (2) During-Career: Life as a Professional Cyclist
 - (3) Post-Career: Retirement from professional cycling
- ▶ We plan to launch the evolution of TCAMP in 2021 and our vision for the program is “empowering female cyclists by providing guidance in their career paths during and after their professional careers in order to change the lives of female cyclists for the better”.

The Cyclists' Alliance

Financial Audit

Rapha Foundation grant enabled a significant increase in capacity

- ▶ 2019: €2.980,00 profit by year end - after an overall income of €7.410,00
- ▶ In 2020 **thanks to the Rapha Foundation** which has directly contributed to our growth and which has helped to fund the legal, ethics and operations staff and facilitate the enhanced service offering.

The logo for the Rapha Foundation, featuring the word "Rapha" in a black script font followed by "FOUNDATION" in a black sans-serif font, all on a light beige background.

Rapha. FOUNDATION

2020 Statement and 2021 Forecast

| | Forecast 2020 | Forecast 2021 | Comments |
|--|--------------------|---------------------|---|
| INCOME | | | |
| Memberships | € 14,000.00 | € 17,000.00 | <i>Expecting a 20% increase in number of memberships</i> |
| Donation/Funding/Sponsors | € 70,000.00 | € 84,000.00 | <i>Approaching corporate partners for sponsorship/brand partnerships and financial donations. Aiming for 20% increase vs LY to achieve objectives</i> |
| Total Income | € 84,000.00 | € 101,000.00 | |
| COSTS | | | |
| Small expenses | € 609 | € 731 | <i>YoY Inflation</i> |
| Membership International Player Unions | € 615 | € 738 | <i>YoY Inflation</i> |
| Travel & Expenses | € 555 | € 2,500 | <i>Pandemic reduced T&E, but ambition to connect with teams at training camps and races in 2021</i> |
| Promotion | € 2,062 | € 2,500 | <i>Supporter caps and promotion in general</i> |
| Advisory & part-time staff costs | € 60,000.00 | € 72,000.00 | <i>20% increase on advisory & part-time staff to expand capacity to support all disciplines to a higher standard</i> |
| Bankcosts | € 724 | € 750 | <i>YoY Inflation</i> |
| Total Costs | € 64,565.00 | € 79,218.80 | |
| Operating Income/equity | € 19,435.00 | € 21,781.20 | |

The Cyclists' Alliance

Looking ahead to 2021

Looking ahead to 2021

Continuing to **advocate** for:

▶ **Safe working conditions for riders:**

- Advising the UCI on creating an independent, international organization on safe sports to directly handle issues concerning integrity and/or ethics
- Providing input to the UCI and Race Safety working group where possible and advocating for transparency around new protocols for 2021
- Lobbying for an independent third party to audit race organisers and risk assessments at races.
- Supporting riders within the context of the ongoing pandemic and any new concerns or issues that may arise.
- Advocating for minimum professional requirements on team staffing

▶ **Contracts and salaries**

- removal of the 'non-professional' contract and create 1 model contract for Continental Road teams
- minimum salaries for continental riders
- increase in the bank guarantee as currently it is not sufficient to cover rider salaries
- minimum notice periods when salaries cannot be paid to riders

▶ **Leadership Program with EU Athletes**

- Focusing on the topic of dual careers of athletes, the project aims to enhance leadership skills of athletes, as well as volunteers and staff of player associations, by designing and implementing leadership courses at the European and national level.

2021 Goals

▶ **Relaunch of a full-service mentorship program**

- Focus on securing corporate sponsorship to fund resources to manage the day to day running of TCAMP.
- Launch full-service mentoring programme to cater to pre, during and post career phases.
- Work with industry partners to create a paid rotational fellowship programme to give retired riders an opportunity to experience different areas of the bike industry in their first 6 to 12 months after leaving the pro peloton.

▶ **Focus more on visibility & coverage of women's cycling**

- increasing the availability of live tv coverage (lobbying for enforcement of UCI rules).
- continue to promote the women's sport alongside and equal to mens cycling.

▶ **Focus more on diversity & inclusion**

- Increase diversity within The Cyclists' Alliance members and elected positions. This has partially been actioned with the creation of three new places on the rider council to welcome riders from Latin America and outside of the road discipline.
- Identify and listen to under-represented groups in the cycling landscape to inform how TCA can support their needs and advocate on their behalf to create a goal-orientated action plan for 2021.

▶ **Focus more on in-person contact / attendance at training camps and races**

- Attend training camps to provide informational and educational presentations and Q&A sessions with riders
- Attend races to allow for drop in consultations

THANK YOU FOR BEING A TCA MEMBER IN 2020

For additional questions on this report, please get in touch by emailing:
info@cyclistsalliance.org