



LLOYDS BANK

## PRESS RELEASE

# British Cycling and Lloyds Bank announce a powerful new partnership

British Cycling and Lloyds Bank have today announced a major long-term partnership which will see Lloyds Bank become British Cycling's new Lead Partner.

The multi-year commitment will see Lloyds Bank immediately become the Title Partner of the reimagined Tour of Britain events, as well as a suite of pioneering new events that are part of British Cycling's recently launched major events vision. These brand-new events will include the delivery of an international urban cycling festival featuring BMX freestyle, and the development of a national track league concept, helping British Cycling to capitalise on the inspiration and success of the nation's best riders.

Through the partnership Lloyds Bank and British Cycling will work together to give people, families and communities the inspiration to move forward and achieve their goals. The long-term partnership will include supporting more people of all ages and abilities to access cycling and encourage a more healthy, inclusive and prosperous Britain.

Lloyds Bank will also become the Title Partner of all British Cycling's elite National Series and National Championship events, and the Lloyds Bank logo will feature on the Great Britain Cycling Team kit.

**British Cycling CEO, Jon Dutton OBE, said:** "As two British institutions, British Cycling and Lloyds Bank have a natural affinity and we share a commitment to supporting a more healthy, inclusive and prosperous Britain. In the last twelve months, a third of UK adults have ridden a bike and we want to see more people experiencing the joy of cycling. Through this partnership with Lloyds Bank, we can embark together on a journey to not only champion the sport but also harness its potential to deliver liberating experiences to families and communities nationwide. We are collectively committed to tackling social inequality and inspiring a nation to move together towards a healthier and more inclusive future."

**Lloyds Bank CEO Consumer Relationships, Jayne Opperman, said:** "We're thrilled to be at the starting line of our partnership with British Cycling. The values Lloyds Bank share with British Cycling, alongside the wide reach of the sport, creates an opportunity for us to harness the power of cycling to get people, families and communities moving, and inspire them to achieve their goals. Putting the wheels in motion, we aim to deliver impact by developing exciting new activities for people to get involved in and we look forward to sharing more details as the partnership gets underway."



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**British Cycling Commercial Director, Darren Henry, added:** "We recognise the immense opportunity that this pioneering partnership presents to deliver transformational growth. This collaboration not only secures vital support for our major events vision but also underscores the significant role cycling plays in shaping our national sporting landscape. With Lloyds Bank's commitment, we stand poised to unlock new avenues of growth, innovation, and accessibility within the sport, ensuring that cycling continues to thrive at all levels for years to come."

**Katie Archibald, a World and Olympic Gold Medallist, said:** "British Cycling partnering with Lloyds Bank is really exciting as it means we can inspire even more people of all ages across Britain to get on a bike and experience the joy of cycling. From world-class events to grassroots initiatives, it's clear that this new partnership will be a game-changer, bringing even more excitement and inclusivity to cycling. Starting with the Tour of Britain Women next month, I can't wait to see the positive impact it will have from our communities through to elite level. I'm particularly excited about the development of a new national track league concept and look forward to hearing more!"

**Ends**

#### **Notes to editors**

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