



# Press Release and Photocall for Saturday's World Naked Bike Ride London 2019

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## **16<sup>th</sup> annual World Naked Bike Ride in London rides on Saturday, 8<sup>th</sup> June 2019**

WNBR London rides for the 16<sup>th</sup> time on the London leg of the World Naked Bike Ride from seven start points at Deptford, Tower Hill, Regents Park, West Norwood, Hyde Park, Clapham Junction, and Kew Bridge. The routes merge into a spectacular 1,000+ rider peloton. Last year the clicker count was 1,300.

This year, all three capital cities in Great Britain ride on the same day - London, Edinburgh and Cardiff - that's a first. Altogether there are 18 cities in the UK participating in 2019. World-wide there are well over 100 – but it's too hard to count!

### **Cycling demographics in London**

Demographic analysis of London's World Naked Bike Ride supporters shows that there are more women than men aged under 35. That is great news for the future of cycling and the future of the World Naked Bike Ride. Cycling and WNBR should be for everyone! There are more men in the over-35s, giving an overall balance or around one third women.

### **Routing challenges**

Last year the ride had to avoid violent demonstrations on the streets and two years ago the test ride narrowly missed a terrorist attack. WNBR London also shares the day with the Trooping of the Colour. Of particular note this year is the Mayor's Eid Festival in Trafalgar Square.

A lot of effort goes into planning routes and contingencies to steer the 1,000+ riders around Central London. This year, the ride has five alternative routes planned and tested. Stewards will be out watching for problems and communicating with ride leaders.

## Routes

Riders can choose from short leisurely rides or longer, harder routes into the centre before merging together into the spectacular 1,000+ rider peloton of the WNBR.



**Kew Bridge** is the longest ride at 17¼ miles (28½ Km). It tends to attract a small group of enthusiastic cyclists. The ride crosses the meandering Thames five times before joining in with the Clapham Junction start. Altogether you should get to cross the Thames eight times! The ride starts from the southbound roadside at the north end of the bridge. This means there is nowhere to socialise or do body painting – and no point in arriving early. It is a relatively small group of riders.

**Clapham Junction** is very convenient for the train connections, after all, it is the biggest junction and has the most trains passing through – over 2,000 on weekdays. Our start point is alongside the station (Platform 1 side) in a fairly small public square, so there is no time for socialising or body painting. The overall route is 9 miles (14½ Km).

**Deptford** is new for 2019. At 10½ miles (16¾ Km) it is another fairly long ride, crossing two of the best Thames bridges, Tower Bridge and London Bridge, before joining the other groups. The start is at Matchstick Piehouse, a theatre, café and bar. It is a private location which means you can arrive early from noon to socialise, do bodypainting, eat pies and drink.

**West Norwood** is a private property where you can arrive early to get bodypainted if you wish. Riders are also invited to return to the start point for a BBQ after the ride. The ride is about 10½ miles (17 Km).

The other rides are relatively easy rides into the centre.

**Tower Hill** is arguably the most scenic ride, starting alongside the Tower of London, crossing four bridges, riding alongside the river, passing through Trafalgar Square and Westminster. It's handy for London Bridge, Waterloo, Charing Cross, Fenchurch St and Liverpool St stations. We use a reasonably large public park, so it is possible to arrive early, picnic, socialise and do body painting. Because it is a public space there will be onlookers and photographers. The ride from here is about 7¾ miles (12½ Km).

**Hyde Park** is the best known starting point and always attracts large crowds (including photographers), so those riders need to enjoy being in a crowd! Each year we have to agree details with the Royal Parks (and the Parks' Police), but we expect to be able to gather early enough for socialising and bodypainting. Being a large group of riders, it tends to move slowly. It is a short route at just over 7½ miles (12¼ Km).

**Regents Park** is an easy ride down through the centre of town, and particularly good if you are bringing your bike in via Euston or Kings Cross stations. The Royal Parks do not give us permission to start from the Park, so we start roadside instead. There has not been a problem with people visiting the park before the start, but do not get naked, do bodypainting or look like you are lining up for the start! This is the shortest route at just under 7½ miles (12 Km).

This year, unfortunately, we have again been unable to agree the start at Kings Cross due to conflicting events.

All the routes merge for the core part of the route, from Westminster Bridge onwards, to form the 1,000+ rider peloton (which always moves at a safe, comfortable pace and gets stuck a bit). The main route ends near Hyde Park Corner.

### **Where and when to find WNBR London**

This year's ride is on Saturday 8<sup>th</sup> June 2019. Planned start times are:

- Clapham Junction, 14:30 assembly, 14:45 departure, Grant Road
- Deptford, 12:00 assembly, 14:00 departure, Matchstick Piehouse, SE8 5HD
- Hyde Park, 13:45 assembly, 15:00 departure, North Carriage Drive
- Kew Bridge, 13:30 assembly, 13:45 departure, north end of bridge
- Regents Park, 14:20 assembly, 14:50 departure, Outer Circle near Cumberland Green
- Tower Hill, 13:45 assembly, 14:45 departure, Trinity Square Gardens
- West Norwood, 12:00 body painting, 14:30 departure, 242 Norwood Rd, SE27 9AW

The finishing time is hard to predict, given the likelihood of crowds, diversions and hold ups. We aim to complete the ride near Hyde Park Corner around 17:30 to 18:00.

Onward rides will head for an Afterparty venue, and to the Clapham Junction and West Norwood starts.

## About the World Naked Bike Ride

The World Naked Bike Ride is a global protest movement with rides in cities around the world. There are currently 124 WNBR flags on the world map. As well as promoting healthy life choices it can also be the best fun you can ever have on two wheels. The London ride has the excitement of a carnival, with big crowds to cheer it on.

Every year, in cities around the world, people ride bikes naked to celebrate cycling and the human body. The ride demonstrates the vulnerability of cyclists and is a protest against car culture. WNBR is a world-wide campaign, with a number of linked themes.

### **WNBR's objectives are to:**

- **Protest against the global dependency on oil**
- **Curb car culture**
- **Obtain real rights for cyclists**
- **Demonstrate the vulnerability of cyclists on city streets**
- **Celebrate body freedom**

### **Scheduled WNBR Rides in the UK**

Brighton	Sunday, 9 June 2019
Bristol	Sunday, 9 June 2019
Cambridge	Saturday, 15 June 2019
Canterbury	Sunday, 2 June 2019 tbc
Cardiff	Saturday, 8 June 2019
Chelmsford	Saturday, 22 June 2019
Clacton	Saturday, 20 July 2019
Colchester	Saturday, 13 July 2019
Edinburgh	Saturday, 8 June 2019
Exeter	Saturday, 29 June 2019
Folkestone	Saturday, 29 June 2019
Hastings	Sunday, 2 June 2019
Ipswich	Saturday, 6 July 2019
London	Saturday, 8 June 2019
Manchester	Friday, 7 June 2019
Nottingham	Saturday, 1 June 2019
Southampton	Friday, 14 June 2019
York	Saturday, 22 June 2019

## Participation

Anyone with a bicycle is welcome to participate for free, so long as they support the objectives of the World Naked Bike Ride. There are several bike hire shops available or riders could use London's famous "Boris Bikes" – Santander Cycles. There are also other street bike hire organisations. We ask riders to use a seat cover if they are using a hired bike. The [London Bicycle Tour Company \[http://www.londonbicycle.com/hire/event-wnbr\]](http://www.londonbicycle.com/hire/event-wnbr) is offering a special hire deal, which includes a WNBR seat cover. Covers are also available at starts.

Riders will be of all ages. Many couples take part. Families are welcome but children should be accompanied by their parent or guardian and should be appropriately dressed. We welcome all people from all backgrounds and want the ride to promote London's unique diversity and inclusivity for bike riders, including those new to cycling who want to gain the confidence to ride on London's roads – and want them to be safe. Whatever your ability or able-bodiedness or type of bicycle you are welcome.

It is not a race. Riders will be guided by the marshals at a pace that suits the least able participants and best serves to communicate WNBR's messages and objectives.

This is a "naked bike ride" so clothing is optional. We advise riders to wear shoes for safety reasons. No one should get naked before the official start of the ride or spend an unnecessarily long time dressing at the end. The protest has a carnival feel, so riders are welcome to adorn themselves with colourful patterns and slogans, fly flags and wear fancy dress. Many suitable slogans can be found on the website. Riders will probably want a rucksack, panniers or a bicycle basket to carry their belongings. (There is no place to leave things while riding.) Don't forget both sunscreen and waterproof bags!

As a protest, the ride is cleared in advance with the Police. Contrary to popular belief, since the Sexual Offences Act 2003, in England nakedness is not illegal unless you are doing it intending to alarm or distress someone – which clearly is not the intention of WNBR. Provided riders do not break other laws there should be no problem. Clearly, people should follow the requests of the Police regardless of whether the law is on their side. WNBR believes that some visibility of non-sexual nudity of diverse ordinary people is a good antidote to the highly distorted view that young people can develop about body image, normal human bodies, adult behaviours and loving relationships.

If people want to stay anonymous, they can just turn up on the day. It is free and there is no requirement to register – riders can simply turn up at the right place at the right time with a bike. It is, however, a good idea to register via one of the [FaceBook events \[https://www.facebook.com/pg/WNBR-London-182853265124724/events/\]](https://www.facebook.com/pg/WNBR-London-182853265124724/events/) and invite friends, family and colleagues.

## Costs and Funding

WNBR is made possible by volunteers and donors. No one is paid for working on WNBR, but there are several things that cost money, such as road closure fees, communications equipment hire, printing, etc. The ride is completely free to attend. Supporters can make donations towards the costs via PayPal using the "Donate" buttons on the WNBR London website.

## Photocall – Saturday 8<sup>th</sup> June 2019

This protest takes place on the streets of London and attracts many professional and amateur photographers and filmmakers. As such, we are not in a position to impose conditions or restrictions.

As a campaign, we welcome and support positive media coverage. We will assist media to obtain good coverage provided they follow some basic rules to respect our participants – most of whom are supporting our cause but not seeking to become accidental soft porn stars.

We ask you to follow these rules to respect the participants' privacy and thus merit our co-operation:

- Images featuring individuals should only be obtained with their explicit consent.
- Images featuring faces in a crowd should not be blown up to feature individuals without their consent.
- This is a ride, so images should be of people riding.
- We do not welcome images of people undressing, dressing or standing around waiting – these miss the point and appear exploitative.
- We have had problems with unwelcome photography by members of the public who are determined to get unauthorised close ups of naked people – so you can expect some adverse reactions if you do so.
- We advise you to identify yourselves as PRESS so that you are not mistaken for problem photographers and so that people can avoid you if they wish.

The ride has seven start points. To see the full impact you should wait until the separate groups have converged around Westminster Bridge. The riders will later re-group and should form a solid block in the Holborn area.

Good photographic points include:

1. Westminster Bridge (15:30 to 16:15)
2. Waterloo Bridge (16:00 to 16:30)
3. Great Queen St, eg passing Freemasons' Hall, unless ride diverts (16:45 to 17:15)
4. Trafalgar Square if it is passable and the ride has not diverted (17:00 to 17:30)
5. The Mall and Buckingham Palace if the road is open (17:15 to 17:45)

nb: locations 3 to 5 might not be possible, depending on diversion options the ride has to take on the day

Journalists and photographers sometimes like to travel with the ride. You may prefer to hire a pedal taxi chariot so that you can work on the move. We advise against any form of motorised transport as it is likely to irritate the participants and conflicts with the themes of the ride.

All timings are approximate and can be impacted by traffic conditions, closures, diversions, other events etc. Contact us for an update a day or two beforehand - after the final test ride has confirmed our plans.

## Links

<https://wnbr.london>

<https://www.facebook.com/WNBRLondon/>

<https://www.facebook.com/pg/WNBR-London-182853265124724/events/>

@WNBRLondon (<https://twitter.com/WNBRLondon>)

WNBR London is part of Bike Week [<http://bikeweek.org.uk/>]



London Bicycle Tour Company [<http://www.londonbicycle.com/hire/event-wnbr>]

## Resources

More information is available at <https://WNBR.London>

Requests for further information are welcome at [london@wnbr.org.uk](mailto:london@wnbr.org.uk).

A 30 second advert is [available for download](#), or viewable at <https://vimeo.com/288711952>.

A video of the ride in 2014 was produced to meet social media standards, avoiding the display of private parts and female nipples through tight and sometimes clumsy editing. This gives a good representation of what it looks and feels like to be a participant. Clips may be used for the purpose of illustrating WNBR in a positive manner. We can supply original out-of-the-camera clips if requested in advance.



See <https://vimeo.com/125406031>

This video has been produced in accordance with common social media standards. It has been carefully edited to contain no violence, no bad language, no private parts, no female nipples, and no fully exposed bottoms. This video was filmed in June 2014.

Many photos are available on the internet, most are somewhat exploitative and not approved for publication.

We rely on your judgement for suitability in any given publication. Some photos might not be suitable for a family audience. Use of the photos below for the purpose of promoting WNBR has been approved by the named photographers and any featured individuals. Photography credits are preferred but not essential. Please do not blow up crowd scenes and backgrounds to feature people who are just a face in the crowd.

These and several more photos and images can be downloaded from a Google Drive folder – please do not publish the address of the folder! Alternatively, email us to request a copy. See <https://drive.google.com/open?id=0Bw9utABL3mPxX3RrakliTXgyY1k>.

World Naked Bike Ride passing by Waterloo, London. Photo by: BAZ

DSCN2536ce2.JPG  
1979x1979



World Naked Bike Ride passing by Waterloo, London. Solarised and edited for social media. This version attempts to avoid any bodily features that are unacceptable to social media. Original photo by: BAZ

dscn2505cesolar5.jpg  
2434x3246



Ride leader Natasha shepherding the World Naked Bike Ride past Buckingham Palace. Photo by Scott Hortop

Naked-Bike-Ride-London-WNBR-20150613-  
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3000x2207



WNBR Rider with "Burn Fat Not Oil" slogan saddle cover. Photo by: Cy Wol

vs170429-001.jpg  
1280x720



Naked bike riders keep their shoes on! Photo by: Cy Wol

mvi\_3573e.jpg  
1280x720



World Naked Bike Ride participants outside County Hall (June 2014) Panoramic Shot. Photo by: Biggsytravels

biggs160231.jpg  
7283x988



World Naked Bike Ride participants on The Mall (June 2014). Photo by: Biggsytravels

biggs171112.jpg  
2840x1228



Naked Bike Rider vs London Traffic. Photos by: Cy Wol (from video stills – medium resolution)

vs170429-004.jpg  
1280x720



Naked Bike Rider vs London Traffic. Photos by Cy Wol (from video stills – medium resolution)

vs170429-003.jpg  
1280x720



Naked Bike Rider vs London Traffic. Photos by Cy Wol (from video stills – medium resolution)

vs170429-002.jpg  
1280x720



World Naked Bike Ride bicycle, decorated with flag and slogans. Photo by: Cy Wol

vs170406-001.jpg  
1280x720



The Queen at the Houses of Parliament  
Photo by Scott Hortop

The-Queen-London-Naked-Bike-Ride-  
Westminster-20140614-\_MG\_1136.jpg  
1746x2625



World Naked Bike Ride participants outside County Hall (June 2014). Photo by: Biggsytravels

biggs155604.jpg  
2404x2405



World Naked Bike Ride participants approaching Trafalgar Sq (June 2014). Photo by: Biggsytravels

Biggs14170344.jpg  
2046x1200



World Naked Bike Rider with flag. Photo by Cy Wol

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500x625



WNBR London skyline couple Riders(blank).jpg  
1040x720



WNBR Tandem Logo

WNBRtandemlogo.png  
859x964



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