



Press Release

World Naked Bike Ride Rides Again In London!

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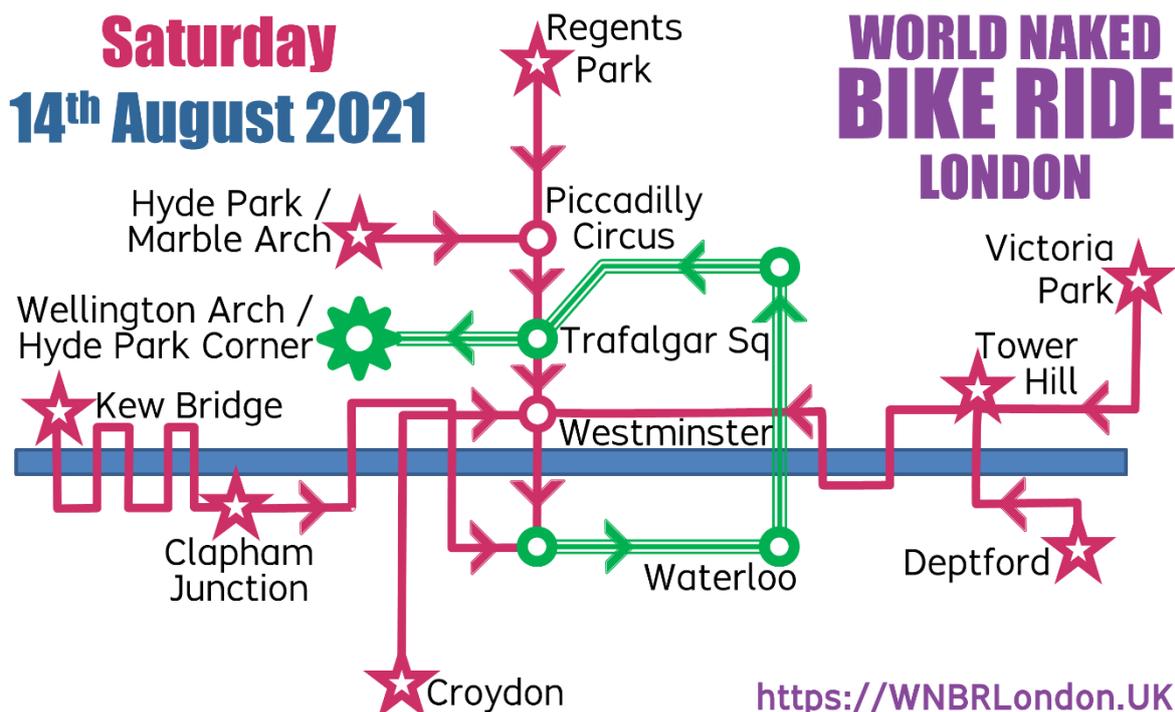
World Naked Bike Ride in London rides again on Saturday, 14th August 2021

After 26 months, WNBR London finally rides again on Saturday 14th August 2021 for the London leg of the World Naked Bike Ride (WNBR). Last year, the annual ride was cancelled due to COVID-19. Supporters have been clamouring for the ride to go ahead and, with the removal of the 30-person restriction, the ride is back on!

Despite the Government's removal of measures, the ride will have many adjustments to reduce the risks from Covid-19. In particular, organisers are shortening the stationary gatherings and have cancelled the afterparty.

WNBR London has announced a record eight start points at Clapham Junction, Croydon, Deptford, Hyde Park, Kew Bridge, Regents Park, Tower Hill and Victoria Park. These start points will offer riders the choice of short, slow rides or longer, faster rides into Central London. The routes will allow the environmental campaign to deliver its messages over 53 miles (85Km) of London's congested and polluted streets, crossing 14 Thames bridges on the way. All routes will merge into a spectacular 1,000+ rider peloton.

Where and when to find WNBR London



This year's ride is on Saturday 14th August 2021. Planned start times are:

World Naked Bike Ride London, Saturday 14th August 2021			
Start	Meeting Point	Assemble	Ride
Clapham Junction	Grant Road, SW11 2NU	14:30	14:45
Croydon	233 Shirley Church Road, CR0 5AB	12:45	13:00
Deptford	Matchstick Piehouse, SE8 5HD	13:45	14:00
Hyde Park	North Carriage Drive, near Marble Arch	14:30	14:45
Kew Bridge	North end of Kew Bridge near W4 3NQ	13:15	13:30
Regents Park	Outer Circle, near NW1 4NA	14:35	14:50
Tower Hill	Trinity Square Gardens, EC3N 4DJ	14:30	14:45
Victoria Park	Near Bonner Gate/Dogs of Alcibiades E2 9JW	13:15	13:30
Accessible Option	Belvedere Rd SE1 7GQ	15:45	16:00

To reduce the risks from Covid-19, the time allowed for assembly, rest breaks and dispersal has been shortened from the usual arrangements. The finishing time is hard to predict, given the possibility of diversions and hold ups. We aim to complete the ride near Hyde Park Corner around 17:30.

Reducing Covid-19 risks

Participants should do their best to ensure they are not at risk from the virus. Nobody should ride if they have symptoms or have had a recent positive test. We recommend riders take a lateral flow test in the morning of the ride, use sanitiser and keep their masks on, particularly when stationary.

Social contact will be minimised:

- Time at starts, finishes and rest points will be as short as practical.
- Start groups will not wait for all other riders to be present before moving on.
- Riders should disperse as soon as they reach the finish.
- Participants should socially distance when stationary.
- No bodypainting at starts.
- The afterparty has been cancelled.

WNBR London takes place on the public streets of London. Nobody can control the actions or behaviours of the public. Participants should endeavour to avoid crowds and interactions with strangers.

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 of around one third women.

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.

Croydon is a new start this year. It will be the longest of the routes at 20½ miles (32½ Km). Riders will need to keep up a good speed before joining the other groups in Central London. The venue is in a gated, private property with no onlookers.

Kew Bridge slips to second longest at 17¾ 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 riders should get to cross the Thames eight times! The ride starts from the southbound roadside at the north end of the bridge. 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. It is optionally a circular route, with riders returning to the start point after completing the ride. Our start point is alongside the station (Platform 1 side) in a fairly small public square. The route is 9 miles (14½ Km) without the optional return leg.

Deptford at 10½ miles (16¾ Km) is another fairly long ride. It will meet other groups at Tower Hill and continue as part of a merged group. The start is at Matchstick Piehouse, a theatre, café and bar.

Victoria Park is another new route for 2021. It is around 11½ miles long (18½ Km). The group is led by one of our disabled cyclists and will take a comfortable route before becoming part of the overall peloton.

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 public park, so 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 agree details with the Royal Parks (and the Parks' Police). 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 they should not get naked, do bodypainting or look like they are lining up for the start! This is the shortest route at just under 7½ miles (12 Km).

We can no longer offer the start at West Norwood as the property owner has moved – and now offers the route from Croydon instead.

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.

Accessible Option

There are usually several participants with restricted ability to ride a bike. This year, for the first time, WNBR London has included an accessible option. It is a relatively short and easy route, running between two rest points.

About the World Naked Bike Ride

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**

The WNBR London ride regularly gets over 1,000 riders, but that's small compared with Portland in the USA where they sometimes get over 10,000. According to the WNBR global wiki, there are over 200 cities in 35 countries that have had WNBR campaigns.

There are 33 locations listed in the UK, although not all are currently riding. Typically, there are around 15 UK rides each year, so, if supporters don't fancy the bustle of London, they might prefer a pleasant ride around Brighton with a cruise along the seafront, ending with a dip in the sea at the naturist beach. Or try a tour of other great cities like Cardiff, Edinburgh, Bristol, Manchester and many more.

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.

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 several other street bike hire organisations. We ask riders to use a seat cover if they are using a hired bike.

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 painted designs 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 registered 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/WNBRLondon/events/) (<https://www.facebook.com/pg/WNBRLondon/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.

Links

<https://WNBRLondon.UK>

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

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

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

Donations via PayPal at https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=UGA9T8VT8HH5W

WNBR London is part of Bike Week <https://www.cyclinguk.org/bikeweek>



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

[<http://www.londonbicycle.com/hire/event-wnbr>]

Resources

More information is available at <https://WNBRLondon.UK>

Requests for further information are welcome at london@wnbr.org.uk.

A 30 second advert is [available for download](https://vimeo.com/288711952), 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.



World Naked Bike Ride (WNBR) London
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>.



2021 Cartoon Poster Top



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

DSCN2536ce2.JPG
1979 x 1979



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
2434 x 3246



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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3000 x 2207



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

vs170429-001.jpg
1280 x 720



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

mvi_3573e.jpg
1280 x 720



<p>World Naked Bike Ride participants outside County Hall (June 2014) Panoramic Shot. Photo by: Biggsytravels</p> <p>biggs160231.jpg 7283 x 988</p>	
<p>World Naked Bike Ride participants on The Mall (June 2014). Photo by: Biggsytravels</p> <p>biggs171112.jpg 2840 x 1228</p>	
<p>Naked Bike Rider vs London Traffic. Photos by: Cy Wol (from video stills – medium resolution)</p> <p>vs170429-004.jpg 1280 x 720</p>	
<p>Naked Bike Rider vs London Traffic. Photos by Cy Wol (from video stills – medium resolution)</p> <p>vs170429-003.jpg 1280 x 720</p>	
<p>Naked Bike Rider vs London Traffic. Photos by Cy Wol (from video stills – medium resolution)</p> <p>vs170429-002.jpg 1280 x 720</p>	
<p>World Naked Bike Ride bicycle, decorated with flag and slogans. Photo by: Cy Wol</p> <p>vs170406-001.jpg 1280 x 720</p>	

The Queen at the Houses of Parliament
Photo by Scott Hortop

The-Queen-London-Naked-Bike-Ride-
Westminster-20140614-_MG_1136.jpg
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World Naked Bike Ride participants outside
County Hall (June 2014). Photo by:
Biggsytravels

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2404 x 2405



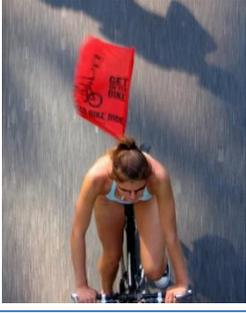
World Naked Bike Ride participants
approaching Trafalgar Sq (June 2014). Photo
by: Biggsytravels

Biggs14170344.jpg
2046 x 1200



World Naked Bike Rider with flag. Photo by
Cy Wol

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500 x 625



WNBR London skyline couple

Riders(blank).jpg
1040x720



WNBR Tandem Logo

WNBRtandemlogo.png
859x964



This media information was prepared by

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<https://WNBRLondon.UK>

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