



Press Release and Photocall for World Naked Bike Ride London 2022

Issued 12th May 2022



World Naked Bike Ride in London rides on Saturday, 11th June 2022

The London leg of the World Naked Bike Ride rides from start points at Clapham Junction, Croydon, Deptford, Kew Bridge, Regents Park, Tower Hill and Victoria Park. There is also an accessible option for riders who are less able to do the full ride. The routes merge into a spectacular 1,000+ rider peloton. Last year the ride had an estimated 1,421 riders. WNBR London has taken place annually since 2004, with the exception of 2020 when the ride was cancelled due to the pandemic.

There will be no Hyde Park start for WNBR London in 2022 as the areas we use will be fenced off and closed to the public due to the Queen's Jubilee celebrations.

This year there are also two other WNBR rides in the Greater London area. As with most WNBR rides, they have their own independent organising team; they are not part of WNBR London. Our friends in Croydon are holding an evening ride on Tuesday, 7th June at 7:30pm. Our friends in Romford have a ride on Saturday, 6th August, followed by an optional meet-up at a nearby sun club.



"Apart from prudes, stiffs, codgers and devotees of the late Mary Whitehouse, literally everyone loves the World Naked Bike Ride. So much so, that it's sort of a shame that it only happens once a year."

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 and Jubilee closures

Given that the Jubilee celebrations will have been the weekend beforehand, no concern had been raised by the Police or other authorities. In consultations with the Royal Parks' Hyde

Park management team, it transpired that there were unpublished plans for closing a large part of Hyde Park and Green Park, including cycle paths and roads, along with closures of other areas in the vicinity of Buckingham Palace. Although the celebrations will be over, these areas will remain closed to the public for the dismantling of infrastructure. According to the Royal Parks, this will make it impossible for riders or the general public to use these parts of Hyde Park.

They also anticipate closures around Buckingham Palace, Green Park, Constitution Hill and the Mall, which would mean the closure of cycle paths as well as the roads and other public access. This means it has been necessary to make adjustments to the route and to the finish point.

Altogether, closures and disruption affecting the cycling routes have been causing great concern in London's cycling community. These routes are heavily-used and, for many people, a daily commuting route. At short notice, closure signs were posted for 30th April to mid-June – some six weeks. There appears to be no safe alternative provided and police are actively preventing cyclist from riding through the parks. Cycling organisations anticipate there will be many incidents on the roads.

A lot of effort goes into planning routes and contingencies to steer the 1,000+ WNBR riders around Central London. This year, the ride has alternative routes planned and tested. Stewards and spotters 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.

Croydon is the longest of the routes at 20 $\frac{1}{2}$ miles (32 $\frac{1}{2}$ Km). It has a gentle pace of about 9mph (when moving, overall average will be closer to 6mph). Following a tour of a few town centres it will be joining the other groups in Central London. The venue is in a gated, private property with no onlookers. Riders are welcome to arrive early, relax, eat sandwiches, socialise and get painted. There will also be a return ride and people will be welcome to stay for a clothing-optional barbecue.

Kew Bridge is second longest at 17 $\frac{3}{4}$ miles (28 $\frac{1}{2}$ Km). The ride crosses the meandering Thames several times before joining in with the Clapham Junction start. The ride starts from the southbound roadside at the north end of the bridge. As it is a roadside start, participants should not arrive early.

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, so riders should not arrive early. The route is 9 miles (14 $\frac{1}{2}$ Km) without the optional return leg.

Deptford at 10 $\frac{1}{2}$ miles (16 $\frac{2}{3}$ 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. Participants can arrive early, eat pies, socialise and get bodypainted. It is a private location so there should be no onlookers.

Victoria Park 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. It is in a reasonably secluded area as the group likes to socialise before the ride. It is convenient for bodypainting.

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 by Big Ben. 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).

Regents Park is an easy ride down through the centre of town, and particularly good for people bringing bikes 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).

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.

Accessible Option

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

Where and when to find WNBR London

World Naked Bike Ride London, Saturday 11th June 2022			
Start	Meeting Point	Gather	Ride
Clapham Junction	Grant Road, SW11 2NU	14:30	14:45
Croydon	233 Shirley Church Road, CR0 5AB	11:00	13:00
Deptford	Matchstick Piehouse, SE8 5HD	12:00	14:00
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	13:45	14:45
Victoria Park	Near Bonner Gate/Dogs of Alcibiades E2 9JW	11:00	13:30
Accessible Option	Belvedere Rd SE1 7GQ	15:45	16:00

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

Onward rides will head for an afterparty venue, and to the Clapham Junction and Croydon starts.

Important information for participants

There are many things our participants ought to know about the ride, for example, what it's about, where and when to meet, good behaviour, avoiding unwelcome photographers, how to choose the best start, etc. We publish a lot of guidance on our website and share it through website blogs, the mailing list, Twitter, Facebook and Instagram. Even so, it seems many participants do not read it.

This year we have created a seven-minute video, which talks potential participants through the most important points. It is available via our website at <https://wnbrlondon.uk/video>. We also recommend that they read our "[choosing your start](#)" and "[about the ride](#)" blogs

Flag-making Meet-Up

Participants and supporters are also invited to a clothing-optional, flag-making meet-up from noon to late on the eve of the ride, 10th June, at a Central London pub.

Afterparty

After a break for the pandemic, this year we will resume our tradition of a fund-raising afterparty on the evening of the ride. We will have exclusive access to a Central London pub for a clothing-optional party with food, drink, music and comedy.

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 over 200 cities in 35 countries around the world that have WNBR activities. 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. It is a "naked bike ride" but you can be "as bare as you dare" – body painting and fancy dress are welcome. It is fun, legal and all in a worthy cause.

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 UK Rides

Brighton & Hove	Sunday 12/06/22
Bristol	Sunday 19/06/22
Cardiff	Saturday 16/07/22
Coventry	Saturday 28/05/22
Croydon	Tuesday 07/06/22
Eastbourne/Cuckoo	Saturday 02/07/22
Edinburgh	Saturday 18/06/22
Folkestone	Saturday 30/07/22
Hastings	Sunday 05/06/22
London	Saturday 11/06/22
Manchester	Friday 10/06/22
Portsmouth	Saturday 02/07/22
Romford	Saturday 06/08/22

Participation

Anyone with a bicycle is welcome to participate for free, so long as they support the objectives of the World Naked Bike Ride. Riders simply need to turn up at the right place at the right time with a bike to ride. We recommend that participants sign up on their selected Facebook event so that they are more likely to pick up information and can invite all their friends to join them.

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. The [London Bicycle Tour Company](https://www.londonbicycle.com/voucher-codes) [https://www.londonbicycle.com/voucher-codes] is offering a special hire deal, which includes a WNBR seat cover. Further information about bike hire is on our website at <https://wnbrlondon.uk/hire>. We ask riders to use a seat cover if they are using a hired bike. Covers are also available to purchase 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/WNBRLondon/events/) [<https://www.facebook.com/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.

Photocall – Saturday 11th June 2022

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 in return for 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 appear to be doing 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. Following a rest break, the riders will continue in a continuous peloton.

Good photographic points include:

1. Westminster Bridge (15:30 to 16:15)
2. Waterloo Bridge (16:00 to 16:30)

Due to the aftermath of the Jubilee celebrations, we have had to plan alternative options for the final leg of the ride, so we are unable to give you reliable tips for photo opportunities at the finish or latter part of the ride.

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://wnbrlondon.uk>

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

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

[@WNBRLondon](https://twitter.com/WNBRLondon)

<https://www.instagram.com/wnbrlondon/> @WNBRLondon

<https://www.youtube.com/wnbrlondon>

<https://vimeo.com/wnbrlondon>

WNBR London is part of [Bike Week](https://bikeweek.org.uk/) [https://bikeweek.org.uk/]



[London Bicycle Tour Company](https://www.londonbicycle.com/voucher-codes) [https://www.londonbicycle.com/voucher-codes]

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](#), or viewable at https://www.youtube.com/watch?v=QppEztj_jm8.

This video was edited to be PG / social media safe.



There are other collations of clips on our [shared media folder](#). These are not designed to be coherent videos, they are just collections of clips that the media may use to support news coverage and articles. Our 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.

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/drive/folders/0Bw9utABL3mPxX3RrakliTXgyY1k?resourcekey=0-J5FNGdGbuKEj2ZVpwi-tTQ&usp=sharing>

<p>World Naked Bike Ride passing by Waterloo, London. Photo by: BAZ</p> <p>DSCN2536ce2.JPG 1979x1979</p>	
<p>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</p> <p>dscn2505cesolar5.jpg 2434x3246</p>	

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

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3000x2207



Riders from the Tower Hill start, pausing on Southwark Bridge
Video still by Cy Wol

TowerHillies1920x1080.jpg



WNBR London's Hyde Park start group passing through Trafalgar Square, 4062 x 2708.
Photo credit: Huw Glyne-Thomas
<https://www.flickr.com/photos/87585332@N06>

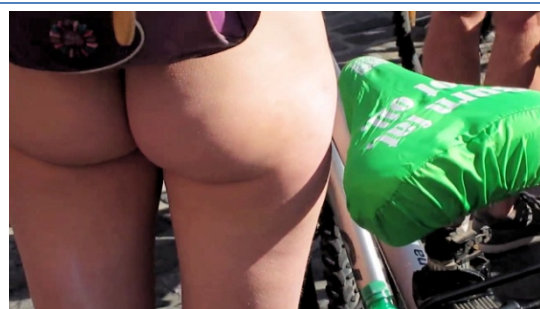


World Naked Bike Ride, London, 2018. Riders from the Tower Hill start are the first to arrive at the rendezvous point.
Photo by Cy Wol. 4000x1238



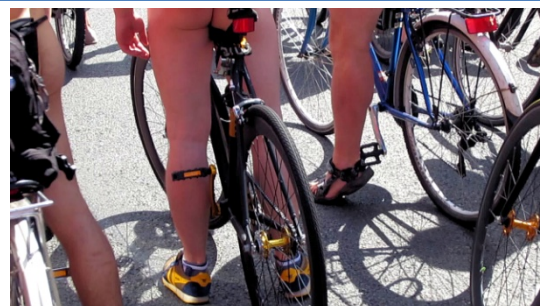
WNBR Rider with "Burn Fat Not Oil" slogan saddle cover. Photo by: Cy Wol

vs170429-001.jpg
1280x720



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

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1280x720



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

biggs160231.jpg
7283x988



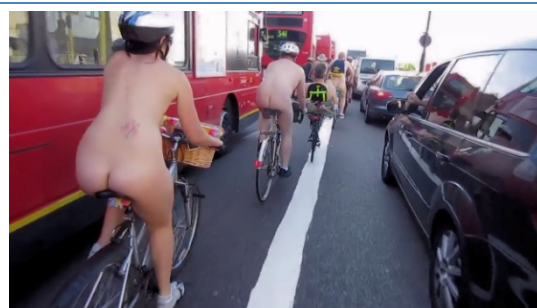
Naked Bike Rider vs London Traffic. Photos by: Cy Wol (from video stills – medium resolution)

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



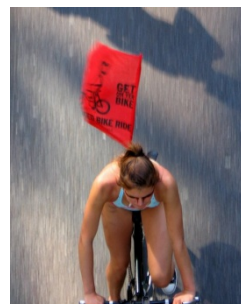
World Naked Bike Ride participants approaching Trafalgar Sq (June 2014). Photo by: Biggsytravels

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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<https://WNBRLondon.UK>

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