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IMPACT REPORT  
24/25

# FOREWARD

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City Cycle Club was founded to make cycling into central London easier, safer and more rewarding.

Built during lockdown and now thriving in Covent Garden, the Club is London's first 24-hour cycle park with showers, lockers and on-site mechanical support.

This first Impact Report shares our progress as we work towards B Corp certification, a framework that helps us measure what matters and improve every year.

“ City Cycle Club began as a simple idea during a difficult time, to make it easier for people to keep moving. We wanted to prove that cycling in the city could be safe, comfortable and genuinely sustainable. Seeing it grow into a community that shares those values has been the most rewarding part of the journey. ”

Adel Martelli, Managing Director

# INTRODUCTION



City Cycle Club exists to support the growing number of Londoners choosing cycling as their main mode of transport.

Our Covent Garden facility offers 24-hour access, CCTV and staffed security, with sustainable showers, filtered water, complimentary coffee and a professional workshop.

Every feature is designed to reduce impact and enhance experience. Low-energy showers and air dryers eliminate towel washing; LED lighting and reduced-flow systems cut water and energy use by around 40 percent.

From community events to safe, reliable infrastructure, City Cycle Club helps London move in a cleaner, healthier way.

**CITY CYCLE CLUB WAS BORN OUT OF  
A DESIRE TO SOLVE A PROBLEM FACED  
BY MANY CYCLISTS AROUND LONDON,  
FOUNDED BY TWO PASSIONATE RIDERS  
WITH A SHARED VISION - CREATING  
A PLACE WHERE CYCLISTS COULD  
PARK THEIR BIKES SECURELY AND  
CONVENIENTLY, REFRESH THEMSELVES  
BEFORE GOING ABOUT THEIR DAY.**

# GOVERNANCE

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## WHAT WE DO NOW

Governance at City Cycle Club is built on transparency and accountability. Leadership reviews environmental and social performance regularly, and the Board receives updates on progress against sustainability goals.

Policies and practices are openly discussed with staff to ensure purpose and operations remain aligned.

## WHAT OUR GOALS ARE

We are formalising our governance framework for B Corp certification. This includes:

- Publishing an annual Impact Report
- Establishing measurable indicators for energy use (Scope 1 and Scope 2)
- Strengthening supplier reviews for ethical alignment
- Implementing improved data-tracking across operations

# WORKERS

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## WHAT WE DO NOW

City Cycle Club employs four full-time and one part-time staff, supported by specialist contractors. Everyone is salaried and paid above the London Living Wage.

We foster an open, collaborative culture where wellbeing, fairness and professional growth are priorities.

## WHAT OUR GOALS ARE

We will:

- Launch annual wellbeing and engagement surveys
- Expand access to skills training and professional development
- Build a framework for progression as the Club grows

Our long-term aim is to become a benchmark employer in the cycling and urban mobility sector.

# ENVIRONMENT

## WHAT WE DO NOW

Environmental responsibility is built into every aspect of our Covent Garden site.

Energy-efficient Aqualisa showers, LED lighting and air dryers reduce water and power use; filtered water and coffee facilities minimise single-use waste.

We operate with Scope 1 emissions = 0, as we use no company vehicles or direct fuel. Scope 2 emissions (electricity) are not yet being calculated. Our model directly supports reduced transport emissions by encouraging more people to cycle.

## WHAT OUR GOALS ARE

Once Scope 2 data is verified, we will:

- Set formal reduction targets for 2026-2027
- Explore more renewable power supply
- Begin annual reporting on energy, water and waste performance

Our long-term goal is to operate a low-carbon, resource-efficient cycling hub.





# CUSTOMERS

## WHAT WE DO NOW

City Cycle Club provides 24-hour access to secure parking, luxury showers, lockers, filtered water, coffee and complimentary e-bike charging. Our in-house workshop delivers full mechanical support, and as an official VanMoof partner we offer test rides and servicing for the A5 and S5 models.

Our services are designed to make cycling practical, reliable and enjoyable for everyone, from daily commuters to first-time riders.

We provide discounted facilities to underserved bike users, such as the fast food delivery cyclists on zero hour contracts.

## WHAT OUR GOALS ARE

We will introduce:

- A structured customer feedback system
- Measurement of satisfaction, retention and Net Promoter Score
- Digital tools for easier booking and communication

These will help us report transparently on customer experience and quality of service.

# COMMUNITY

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## WHAT WE DO NOW

Community is at the heart of City Cycle Club. We host rides, workshops and charity events, bringing together cyclists of all levels. We maintain a formal charitable giving policy and include inclusive hiring statements in every job posting.

We proudly support Great Ormond Street Hospital and 1% for the Planet, dedicating at least 2% annual revenue to charitable environmental and social causes.



## WHAT OUR GOALS ARE

In 2026 we plan to:

- Host at least two major community events
- Expand partnerships with local schools, cycling clubs and charities
- Track participation, engagement and funds raised

Our aim is to be recognised as London's community hub for responsible cycling.

# NEXT STEPS

**OUR FIRST B IMPACT ASSESSMENT HAS DEFINED WHERE WE EXCEL AND WHERE WE CAN GROW.**

**IT CONFIRMED OUR STRENGTHS IN COMMUNITY, INCLUSIVITY AND ENVIRONMENTAL LEADERSHIP WHILE HIGHLIGHTING THE NEED FOR STRONGER DATA AND GOVERNANCE REPORTING.**

## **IN THE COMING YEAR WE WILL:**

- Collect verified data across all five B Corp pillars
- Publish measurable progress annually
- Use the B Corp framework for continual improvement

Our goal is clear:  
to achieve B Corp certification and prove  
that responsibility, innovation and enjoyment  
can all share the same path.

City Cycle Club will continue to evolve helping  
London move forward, one ride at a time.

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