

SAFE CYCLING

During 2020-2021, PPA continued the safe cycling campaign whenever it was possible during the Covid 19 pandemic, on a national level focussing on Gauteng, PE, Western Cape, Bloemfontein, and Durban. We managed to secure sponsorship to continue our activities during the past year. We were fortunate to secure sponsorship of R 384 000.00 end of January 2021. We also received R 564 457.95 from Toyota in April 2021. We wish to thank both our loyal sponsors for their continuous support to keep the safe cycling campaign running.



ACTIVITIES IN SUPPORT OF OUR KEY STRATEGIES

Due to the impact of the Covid 19 pandemic, we were not able to continue with our regular activations in 2020-2021 as travelling was restricted. Besides key messaging promoting safety on the road, we promoted our tag line “Cycling is part of the solution”

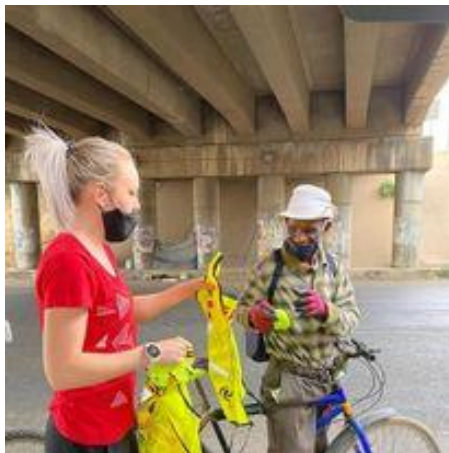
Activities included reflective bib handouts and mask distribution, sticker handouts to cycle shops and motorists, car freshener handouts to motorists, donation drives, Chapman’s Peak Powerade handouts as well as social media campaigns to promote safety on the road.





NATIONAL BIB HANDOUTS

We were able to hand out close to 6000 reflective bibs, 500 lights, 1000 lumo tags and 150 helmets to commuters across South Africa mostly in previously disadvantaged communities. We also handed out 1000 masks to commuters as well as social riders.



AWARENESS RIDES

We were unable to host any awareness or memorial rides due to Covid 19 which restricted gatherings/events. We have however engaged in a safety awareness ride in Langa in Feb 2021. A ride was organised through Langa, and a talk was organised by the local Langa Cycling Hub



STAY WIDER OF THE RIDER MERCHANDISE

Online sales continued during the pandemic, and we sold short and long sleeve jerseys throughout. We wish to thank Toyota for their merchandise sponsorship which allows us to sell top quality jerseys, arm warmers and gilets at cost. We managed to sell 458 items during the lockdown period



STAY WIDER OF THE RIDER STICKERS

It is encouraging to see how many vehicles are already sporting our “Share the road/Stay wider of the rider’ bumper stickers. We see them on all kinds of vehicles, from taxis and buses to cars and scooters. Well over 100 000 of these bumper stickers and 20 000 license disks were distributed nationally at intersections in Gauteng, Cape Town, Durban, Bloemfontein and PE. We also handed out stickers to all Western Cape Licensing departments as well as cycle shops on a national basis. Our sticker handout campaign included Kalk Bay, Seapoint, Camps Bay, Tableview, Bottelary Road, Fisante Kraal (Cape) William Nicol, Beyers Naude, Mabilingwe, Ontdekkers Drives (Gauteng), Marin Parade, Umhlanga, Morningside, Balito (KZN), Centurion, Walmer Estate, Seaview (PE)



CRASH AND CRIME MAP

We have compiled a map for website and social media purposes, pinning all cycle crashes and theft hot and black spots to keep members informed of dangerous areas. The information has come in handy for media interviews and reports.

LEGAL ASSISTANCE

PPA continues to monitor accidents on a case-by-case basis and if an incident arises, which allows us to enforce the 1-metre rule, then we will pursue it. Drunken driving cases are also followed closely.

DC ACTIVATION

Prior to the annual Double Century event in Swellendam the safe cycling team activated along the N2 to Swellendam. Signage was erected along the DC route warning motorists to be on the lookout for cyclists participating in the event.



NATIONAL BRAND AMBASSADORS

We would like to thank our national brand ambassadors across South Africa for their dedication and assistance to promote the safety of all cyclists throughout South Africa.



THANK YOU

We thank all our supporters, government partners, cycling organisations, RAF, bike shops, media partners, event organisers, suppliers, cycling clubs as well as the PPA members for all the support we receive throughout the year.