



MOTITECH



British Cycling and Sport England partner with Norwegian tech startup Motitech, enabling wider participation for UK care homes in the annual Road Worlds for Seniors

- **Motitech's concept, Motiview, is a combination of immersive videos and specially-adapted physical equipment, designed to engage older people in physical activity.**
- **The Road Worlds For Seniors is a global activity programme for cycling within care homes and care centres, which will run throughout September.**
- **Support from British Cycling and Sport England, funded by DCMS, will see more care homes across the UK be able to access Motitech's technology, and engage in delivering physical activity opportunities for their residents and this exciting event.**

Motitech (www.motitech.co.uk), the Norwegian startup motivating older people and those with dementia to engage in more physical activity, is today announcing its partnership with British Cycling and Sport England, which will support Motitech in delivering opportunities for older people to remain active through cycling. This includes the Road Worlds for Seniors 2019 cycling event that takes place throughout the month of September.

Road Worlds for Seniors is Motitech's global activity programme for cycling within care homes and care centres, which will run throughout September alongside the UCI Road World Championships in Yorkshire. It will set the focus on physical activity for older people using its concept, Motiview, in which older people cycle through a choice of 1,700 locations on stationary bikes via a video projection that plays whilst the person pedals.

The combination of exercise and visual stimulation increases activity levels in older people, and gives them the opportunity to revisit familiar places from their childhoods and other important points in their lives. This element of Motiview is especially important for those who live with dementia, as it provokes fond memories of familiar locations, such as their home town, or favourite holiday location, sparking conversations that bring the memories back to life. Everyone who participates will be rewarded for their efforts, with additional awards going to those who have cycled the furthest, and the care teams that have provided the best support.



But this isn't just a one-off event. The five-year partnership will see British Cycling and Sport England support the project through their Places to Ride capital grants programme, designed to deliver a lasting legacy from the 2019 Road World Championships by funding the development of multi-use facilities as well as facility improvement and equipment. The

programme will engage with a broad spectrum of cyclists - encouraging people who have never cycled before to get on their bikes.

Places to Ride has been made possible through a new £15m commitment from the UK Government, and will be delivered over the next three years through a unique partnership between British Cycling, Sport England and the Department for Digital, Culture, Media & Sport (DCMS). For Motitech, it means that the company will be able to provide equipment to an increased number of care homes, encouraging as many people as possible to get involved in physical activity in general, which has a significant, positive impact on physical and mental wellbeing. British Cycling will also be supporting the marketing and communications for the Road Worlds for Seniors.

“We are incredibly excited to be able to announce the partnership with British Cycling and Sport England ahead of Road Worlds for Seniors this year”, says Jan Inge Ebbesvik, President of Road Worlds for Seniors at Motitech. “The support means that we can get even more people and care homes involved in Road Worlds for Seniors across the world, and create that feeling of friendly competition and community. We want to encourage older people to compete, have fun and get active at the same time. Through the combination of exercise, support from friends, families, and carers, as well as the support provided by British Cycling and Sport England, this year’s event is set to establish the unique application of technology to benefit older people as an initiative in parallel to existing cycling competitions, and a special fixture of the British sporting calendar.”

“We are proud to be a key partner of Motitech’s cycling activity programme and the Road Worlds for Seniors”, adds Julie Harrington, British Cycling CEO. “It is vital that everyone has opportunities to remain physically active throughout their life, and the Motiview concept brings people together, forming new communities that may have never existed. We want people to get physically active and feel motivated to take part and cannot wait to see where, around the world, Motiview takes them.”

Sports Minister Mims Davies said: "Sport has an incredible power to boost people’s mental well-being, as well as their physical health. I am delighted that our investment in this innovative project will help older people, and those with dementia, to get and enjoy being active."

Sport England’s Director of Facilities Charles Johnston said: “The benefits of physical activity for older people are considerable but often there are limited opportunities, especially for people living in care. We are pleased to have supported Motitech in bringing their innovative concept to the UK and are delighted to now be part of their long term partnership with British Cycling. The project will build a lasting legacy from the 2019 Road World Championships and accelerate access to opportunities for people living in care, across England, to have more opportunities to be physically active as part of their daily lives.”

About Motitech

Motitech is a Norwegian startup which was founded in 2013 by Jon Ingar Kjenes as a result of a successful project by the Agency for Nursing Homes in Bergen, with the hope of improving the lives of older people and people with dementia through physical activity. The company’s concept, Motiview, helps those within care homes become more motivated to engage in physical activity through a combination of visual technology and specially-adapted exercise bikes where each user can revisit familiar places from their childhoods, and other important points in their lives, through a video projection that plays while they pedals: allowing them to virtually cycle through thousands of destinations.

To date, the company is established in 350 locations across seven countries, with the majority of users being those who reside in public and private healthcare residences in the Nordics, Australia, Canada, and the United Kingdom. There are currently over 500 users in England alone, with an increasing number of people making use of the technology every day. For more information, visit www.motitech.co.uk

About Sport England

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.

About British Cycling

British Cycling is the national governing body for cycling as recognised by the UCI – the international federation for the sport. Based in Manchester at the National Cycling Centre, British Cycling works across all levels and six disciplines of the sport (BMX, Mountain Bike, Cyclo-cross, Road, Track and Cycle Speedway), from providing the support and encouragement people need to get riding their bikes for the first time, to being home to the hugely successful Great Britain Cycling Team. Continued success at the highest level is inspiring a boom in participation across the nation. There have never been more opportunities to ride a bike, be it for fun or sport, and British Cycling is at the heart of this growth. British Cycling also works hard to represent cyclists' interests at all levels, including campaigning on important issues including road safety. As a membership organisation, British Cycling provides a suite of benefits and support to its members who currently number over 150,000. All membership revenue is invested back into cycling. For more information, visit www.britishcycling.org.uk

www.motitech.co.uk

For UK media enquiries please contact:

Kristina Bassett and Amie Smith

kristina@deliberate-pr.com/amie@deliberate-pr.com

0044 2072 435 105 /0044 2072 211 540