

RESPONSE

LECTURE

From Concept to Controversy to Consensus: How a new sports technology policy transformed UK-based Time Trial Cycling'



Thursday, 28 May 2026



13.00 - 14.00



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After 100 years, a form of amateur competitive cycling in the UK stood at a crossroads - facing decline and external forces that threatened its existence. In this lecture we'll take a look at a real-world case study research project that illustrates how a change in sports technology policy reshaped how the sport was viewed and experienced on British roads. Structured in three parts: first, we uncover the sociological forces that drove a sport's decline; second, we explore the impact of a new technology policy - complete with its controversies and debates; and finally, reveal recent insights that shows exactly how these changes are landing with riders and the racing community.



ABOUT DR BRYCE DYER :

Dr. Bryce Dyer is Associate Professor of Sports Technology at Bournemouth University in the UK and is a Visiting Academic in Medical Technology at the University of Southampton. With 25 years' experience in higher education, his primary research interest focuses on the design, philosophy and analysis of technology used in high-performance sport. He has worked on a range of projects, including designing medal-winning prosthetics and equipment for athletes at the last four Paralympic Games and consulting with Team GB, Team Ireland, Team Poland and Team Malaysia.

Dr Dyer has published extensively in the product design, biomedical engineering and sports science fields and specialises in outreach, science communication and frequently offering expert commentary to the media. Beyond academia, Bryce has competed as a masters athlete for Great Britain in 7 different sports and was a Beach Lifeguard for over 10 years.



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