

Wiltshire Cycling Festival 2015

Your guide to getting involved





Background

The Wiltshire Cycling Festival takes place from 3 – 10 May 2015 and each area board is invited to encourage their local community to take part.

Cycling is a booming sport in the UK, driven by a number of factors. The success of British Cyclists at the highest level including the London 2012 Olympic and Paralympics Games, along with significant government investment into British Cycling, has resulted in the number of adults cycling at least once a week reaching over two million.

Wiltshire Council is working with British Cycling to deliver the Sky Rides Local programme, which will start again in May 2015 and it also offers Bikeability and Bike It Plus programmes, as well as working with Sustrans to make cycling easier and safer for people in Wiltshire.

Wiltshire's Big Pledge is back for its second year and you can pledge to 'make a difference' as an individual, group, business or community.



Why not organise, or take part in a cycling event as part of making a Big Pledge – and make a difference in your community.

We would like to see many more people out cycling in local communities and we need you to encourage participation.

The Wiltshire Cycling Festival finale is the Cycle Wiltshire Sportive and Grand Prix race on 9 – 10 May 2015. Perhaps you could encourage your community to get involved and enter the Cycle Wiltshire Sportive which has routes to suit all abilities and is a great day out for all. Last year more than 400 people – of all ages – participated in this event cycling 20, 60 or 100 miles! This year we want to see this figure double.

Now it's your turn to get involved and encourage your local community to get on their bikes.



What you need to do...

- ✓ First of all, start planning now! May isn't that far away and the more time you have to plan, the bigger and better your participation in the cycling festival will be.
- ✓ You may need to set up a group to help. You might be able to use an existing group – check out local cycling clubs and activity already taking place in your community as well as Parish Councils.
- ✓ It is hoped that all 18 community areas will take part – think about how you can best showcase your local area with your bike ride, choose bike paths and scenic routes and identify points of interest along the way. Try to avoid main roads wherever possible.
- ✓ Be inclusive – people of all ages and walks of life can take part in cycling, so consider route lengths and any special facilities for your participants.
- ✓ Ensure your participants have a good supply of water and food for the ride. Perhaps plan stops at local cafes along the route where you could have a comfort break.



- ✓ How about raising money for charity with your cycling participants? If you plan to fundraise, charities often have additional resources that can help, so be sure to register with them first – You may want to organise a cycle event and support the council leader’s charity Hope for Tomorrow. This means 50% of all money raised will be donated to this charity, with 50% being donated to a local charity; chosen by the area board.
- ✓ Be creative – could a local company contribute, or provide sponsorship to help make your event a success?
- ✓ Think about how you raise awareness – what has been done before - did it work and could this be improved? – Speak to local supermarkets, shopping centres and leisure centres in your area.



What you need to do...

- ✓ Are there any local groups or schools already working on cycling activities – can these be linked to your event?
- ✓ Remember, this is an opportunity to promote your local community and take part in a county wide festival.
- ✓ Don't forget to contact events@wiltshire.gov.uk for event and promotional support and to let us know how it went.



How do you do it – tools to help

Quick action check list:

- Set up your working group
- Choose the event date and time and inform events team
- Plan your cycle route and stops
- Register your group on the Big Pledge website
- Get sponsorship and plan promotional activity
- Print and distribute posters, flyers and other promotional items
- To promote your event use local communication networks and social media
- Set up and hold your event
- Tell us how it went



How do you do it – tools to help

- Posters/flyers – an example is included with this guide
- Draft copy for local communication networks; Community Area Matters, Facebook page and Twitter – example below:

Cycling is a sociable and fun way to get fit. The Wiltshire Cycling Festival takes place from 3 – 10 May 2015

A series of fun events will be happening across the county. As part of the festival, get involved in your local event(s)

space for event details- venue, route, distance, time, date

Register at***leave space for registration details/ website***



Useful links

Connecting Wiltshire gives advice on cycle maps and paths, choosing a bike, road riding tips and safety advice, training opportunities, bike maintenance and security, and bike hire.

Visit Wiltshire has information on cycling routes throughout Wiltshire.

Register your event online at **The Big Pledge**.

Cycle Wiltshire has information on local cycling clubs in and around Wiltshire and everything you need to know about the Cycle Wiltshire Sportive event.

Sky Ride Local is expertly designed to cater for all ages and abilities. These rides allow cyclists to explore their local area, meet like-minded people and cater for all levels of experience.

British Cycling's Breeze Network is the biggest ever programme to get more women into riding bikes for fun. This women-only group do short rides of 10 miles or less as well as longer rides on and off road.

British Cycling is the national governing body for cycling working across all levels and six disciplines of the sport.

For general advice on event management, safety and promotion contact the Events team at

Wiltshire Council on **01225 713153**
or e-mail: **events@wiltshire.gov.uk**

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Wiltshire Council
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