

Cycling in Rural Scotland
A day of inspiration and action to deliver more, better and safer cycling in rural Scotland.

Saturday 22nd March 2014
Ben Wyvis Primary, Conon Bridge

Practical advice, support and good practice from national cycling bodies and successful local groups to help you:

- Develop new cycle routes and trails
- Create cycling events
- Make on-road cycling safer
- Inspire behaviour change
- Map your local cycle routes
- Boost cycle tourism
- Learn about electric bikes for rural areas

Kids Cycling Crèche - limited places available - must be booked

Free - places limited and must be booked

a million miles better

www.transitionblackisle.org 07715669781 ...or find us on Facebook

Event Planning

Million Miles
Square Wheels
Scottish Cycling

- Welcome – intros – format of the session:
- Case studies – Bike Fest and Strathpuffer
- Workshop – work on participant’s ideas together



Reminder – MM organise lots of small scale community events – happy to talk about them too!

Case Study!



Focus on bike fest and strathpuffer as case studies of community led festival and more commercial, competitive type of event – many of the same rules apply.

Aim of the Event: What? And Why?



Aim of bike fest was high profile awareness raiser for our project –so big attractions to draw crowd in – also keen to appeal to young people so airbag and clan were key draws. Stress important of having clear aim at outset and sticking to it!

Timing/Timescale When?



15 – 23 June 2013
www.bikeweek.org.uk

Generally allow at least 6 months to plan, fundraise etc for your event. Beware of clashing with other events in your area. Make most of wider campaigns which can help with your publicity and may have other perks – eg bike week events benefit from insurance and publicity help.

Share/research/copy How?

Baldernock Cut the Carbon 50
celebrating 50 years of the day's earliest cycling and
Baldernock Spring Cycle Festival
www.baldernock.org.uk or email info@baldernock.org.uk

FOR OUR PARTNER





An association with 100% Cycle Co-op

What's On?

- The Clan @ 2 pm & 4 pm
- the bmX Factor
- Primary and secondary school bike races
- Dr. Bike - free advice
- Coach House Fair Trade stall
- Bouncy Castle
- Fantastic food
- Info on local cycle groups
- Arts and crafts
- Make a lantern for Earth Hour
- Noon - 'Park and Ride' available leaving from Turnhall High and Baldernock Primary

Register at
www.edscyclecoop.org.uk
or call 01710 848 196

FREE

It's a chance to see 'The Clan' the biggest and most extreme cycling team show in the UK

Car parking restricted!

Saturday 26th March 1pm - 5pm

Various Skills: Road Cycles, Cycling Helmets, Balloons, Tossoms, etc & a/c

CAIRNGORMS BIKE FESTIVAL
4TH AUGUST 2013
SAM TO 5PM

EventScotland

FREE FUN FILLED FAMILY DAY OUT
AT GLENMORE, AIRDHIRE
FREE PARKING

LOTS OF ACTIVITIES FOR ALL THE FAMILY INCLUDING:

- THE AIR BAG
- THE CLAN
- FOREST TRACK
- MOUNTAIN BIKE RACE

OTHER ACTIVITIES INCLUDE:
SKILL SESSIONS, ELECTRIC BIKES, SCOTTISH TRAILS BIKE CHAMPIONSHIP EVENT, TRILLI BIKES, BUNNY CASTLE, HOT FIRE ENDURANCE RACE, BIKE MAINTENANCE, POLICE FRAME STAMPING, RETAIL STALLS... AND MUCH MORE!

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FINANCED BY



SUPPORTED BY



www.cairngormsbikefestival.co.uk

Lots of ideas and support out there – stress that help is available from Million Miles and Square Wheels with eg funding applications, risk assessments etc etc – share the love!

Funding How Much?

- Awards for All
- Co-operative



Bike display team 1800; airbag 1100 – also factor in venue, first aid, promotional expenses. Look for support from local groups and clubs to provide additional activities at no cost, bike shops welcome if they can provide activities too, police provide bike security marking

Helpers/partners

Who with?



- Bike Shops
- Bike Clubs
- Schools/youth groups
- Police
-
- Form a planning team!

Local school provided catering to raise funds – also unicycle club at school and pedal power smoothie maker from youth team – local bike shops brought demo bikes – penny farthing, electric bikes – all add to the mix! Coaching sessions, tandem demos, skills trail all provided by ourselves; dr bike provided by other local bike projects

Target Audience Who for?



We had specific focus on involving young people – airbag v popular

Venue Where?



- Space
- Access
- Parking
- Cost
- Facilities
- Spin-offs

Parking and traffic management very important! Choice of venue can be key to success of your event – people have to be able to safely get there; toilets also important! Spin offs of using academy were good promotion before the event with all local young people, also lots of cycling interest at the school to tap in to like unicycling. Catering provided by academy to raise funds – win, win. Wet weather option may be required

Activities/attractions



Mix of paid for big draws like the clan and airbag – also lots of simple, hands on activities – skills trail, demos of tandems, toddlerbikes, e bikes etc

Promotion

- Local Press
- Social Media
- Banners
- School Bag Mail
- Venue/providers



Important to factor in time and cost of promotion well in advance – social media v effective, banners cheap option, school mail/email effective. Make use of providers and venue and all their contacts

Logistics

What ifs?

- Safety – Risk Assessment
- First Aid
- Insurance
- Traffic management
- Shelter/indoor options

Advice available from scottish cycling and square wheels re competitive events and requirements for first aid, risk assessments, road closures, insurance etc

What Nots!

- Accompanied Cycle Rides
- Fringe cycle rides – Cromarty Cake Cycle
- Chanonry Trip Finale

Our fringe events did not generate much interest/uptake

Workshop

- What?
- Why?
- When?
- Where?
- Who?
- How?
- How much?