



— The —  
**BIG BIKE**  
— Revival —

we are  
**cycling**  
The cyclists' champion **UK**





Who are we?

Who can get involved?

What's problem?

What support is available?

What is the Big Bike Revival?

— The —  
**BIG BIKE**  
— Revival —

What is a Big Bike Revival event?

Who delivers BBR?

How can BBR address the problem?



What are Community Cycle Clubs?

# Who are we?



Cycling UK's vision is of a healthier, happier and cleaner world, because more people cycle.

We want people of all ages, backgrounds and abilities to be able to cycle safely, easily and enjoyably.

- Membership
- Campaigning
- Grassroot development support
- Cycling UK Projects



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# What's the problem?



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- Proportion of households with access to one or more bike for private use: ranges from 24% in East Ayrshire to 51% in Highland.
- Current rate of cycling (as a main mode of travel) 1.2%
- Transport responsible for over 20% of UK's greenhouse gas emissions
- Physical inactivity one of largest causes of ill health in Scotland
- Scottish government CAPS shared vision:
- ***"10% of everyday journeys to be made by bike by 2020"***

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# What is the Big Bike Revival?

6 week campaign to inspire, incentivise and enable large portion of people who own bikes but who do not use them, to start cycling by attending **free** events across the country.

Support community groups with funding, marketing and Development Officer support and advice enabling them to deliver events aimed at encouraging people to get bikes out of the shed, in working order and used for regular, short trips.

- Year 1: 19th September – 31st October 2016
- Year 2: 1st May – 11th June 2017



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# Who delivers BBR?



## The Team:

5 Regional Development Officers

Marketing Assistant

Marketing and Communications  
Manager

Project Manager



# Regional Development Officers

- Dave (North)  
[Dave.Sage@cyclinguks.org](mailto:Dave.Sage@cyclinguks.org)
  - Shetland
  - Orkney
  - Highland
  - Aberdeenshire
  - Aberdeen
  - Western Isles
- Ralph (Central)  
[Ralph.Jessop@cyclinguks.org](mailto:Ralph.Jessop@cyclinguks.org)
  - Angus
  - Dundee
  - Perth and Kinross
  - Clackmannanshire
  - Stirling
  - Argyll and Bute
- Claire (West)  
[Claire.Montgomery@cyclinguks.org](mailto:Claire.Montgomery@cyclinguks.org)
  - Glasgow
  - West Dunbartonshire
  - East Dunbartonshire
  - Renfrewshire
  - East Renfrewshire
  - Inverclyde
- Esmond (East)  
[Esmond.Sage@cyclinguks.org](mailto:Esmond.Sage@cyclinguks.org)
  - Falkirk
  - Fife
  - West Lothian
  - Edinburgh
  - East Lothian
  - Midlothian
  - Borders
- Jeff (South)  
[Jeff.Frew@cyclinguks.org](mailto:Jeff.Frew@cyclinguks.org)
  - North Lanarkshire
  - South Lanarkshire
  - North Ayrshire
  - East Ayrshire
  - South Ayrshire
  - Dumfries and Galloway



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# Who can get involved?

- Youth Groups
- Community Development Trusts
- Environmental Charities
- University Groups
- BME organisations
- Disability Charities
- Community allotments
- Bike Recycling Social Enterprises
- Road Safety Awareness charities
- .....



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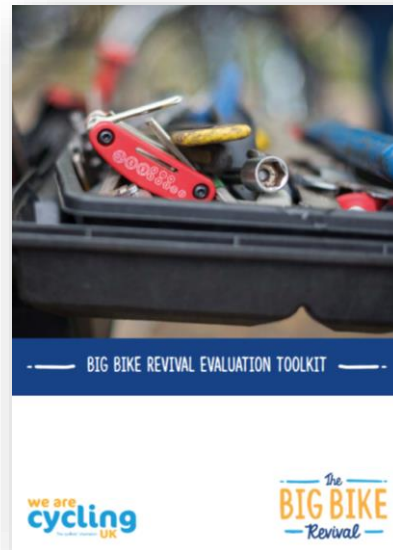


What are Community Cycle Clubs?

# What support is available?



- Dedicated Development Officer support
- Grant funding
- Marketing support
- Online presence
- Evaluation support
- Good practice case studies





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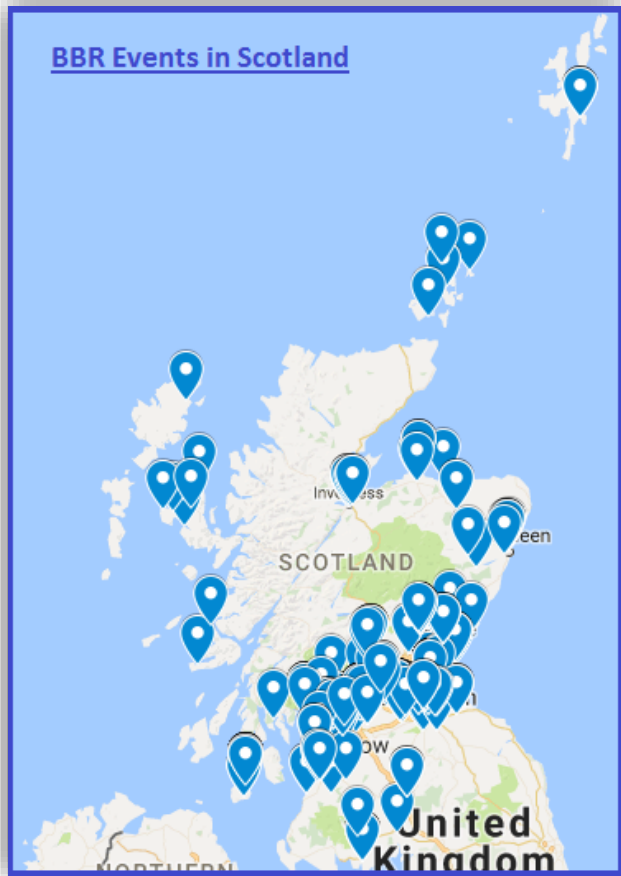
- Dr. Bike Sessions
- Smoothie bikes
- Led rides
- Family treasure hunts on bikes
- Bike picnic & BBQs
- Halloween rides
- Pedal powered cinemas
- Bling your bike
- Puncture repair sessions
- Fix your own
- Bike skills sessions



- Bike Breakfasts
- Journey planning
- Adaptive bike sessions



# BBR Events





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# How can BBR address the problem?

- Beneficiaries – anticipated **21,973** people attending events
- Organisations registered to host BBR events – **107**
- BBR Events & Led Rides – **492**
- Grant funding of **£91,724** distributed to all 32 Local Authorities (102 organisations)
- Follow up led rides in October



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# What are Community Cycle Clubs?



- Affiliation with Cycling UK
- Dedicated support regional BBR Development Officers
- Access to free training such as CRL, First Aid, Basic Bike Maintenance
- Case Studies/ best practice
- Networking Opportunities



# What next?



- Regional Networking Events  
September 2017
- October Led Rides
- Community Cycle Clubs
- Complete evaluation of BBR Scotland  
2017



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# We Walk, We Cycle, We Vote - collaborative campaigning Holyrood 2016, local elections 2017



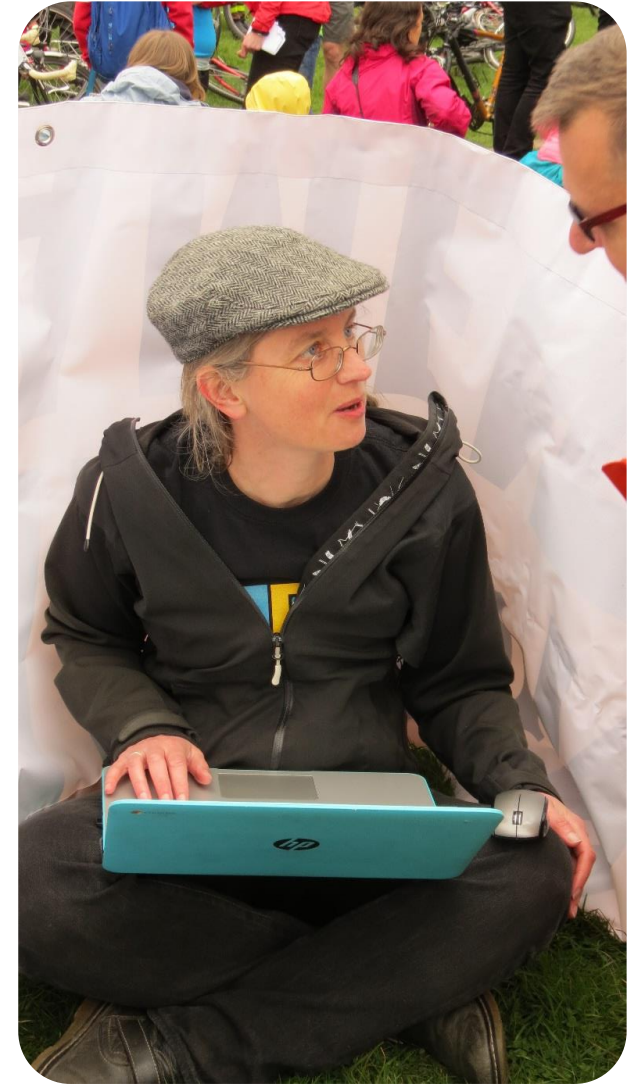


**We Walk, We Cycle, We Vote** is campaigning for all candidates in the 2017 Scottish local government elections to help turn Scotland into a healthier, wealthier, happier country and help transform our lives and the lives of our children. We are asking candidates to support the following three promises:

- **Investment:** Provide sustained, long term investment in both cycling and walking, reaching 10% of the transport budget.
- **Infrastructure:** Build and maintain dedicated cycling infrastructure suitable for people of all ages and abilities.
- **Local action:** Solve the main local barriers to walking and cycling, as identified by residents and businesses.

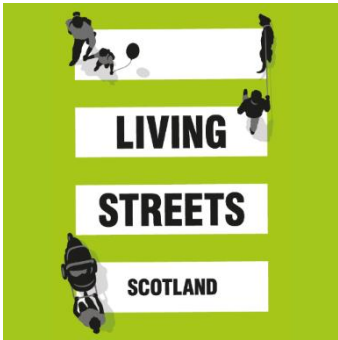
**We Walk, We Cycle, We Vote** is a collaborative campaign supported by a range of active travel, environmental, health and children's organisations across Scotland. The campaign is co-ordinated by Cycling UK and Pedal on Parliament.

Join us and find out more at: [www.walkcyclevote.scot](http://www.walkcyclevote.scot)



# Collaboration: over 50 organisations and counting

More than the usual suspects – reaching out to health, environment, faith, play, children, local

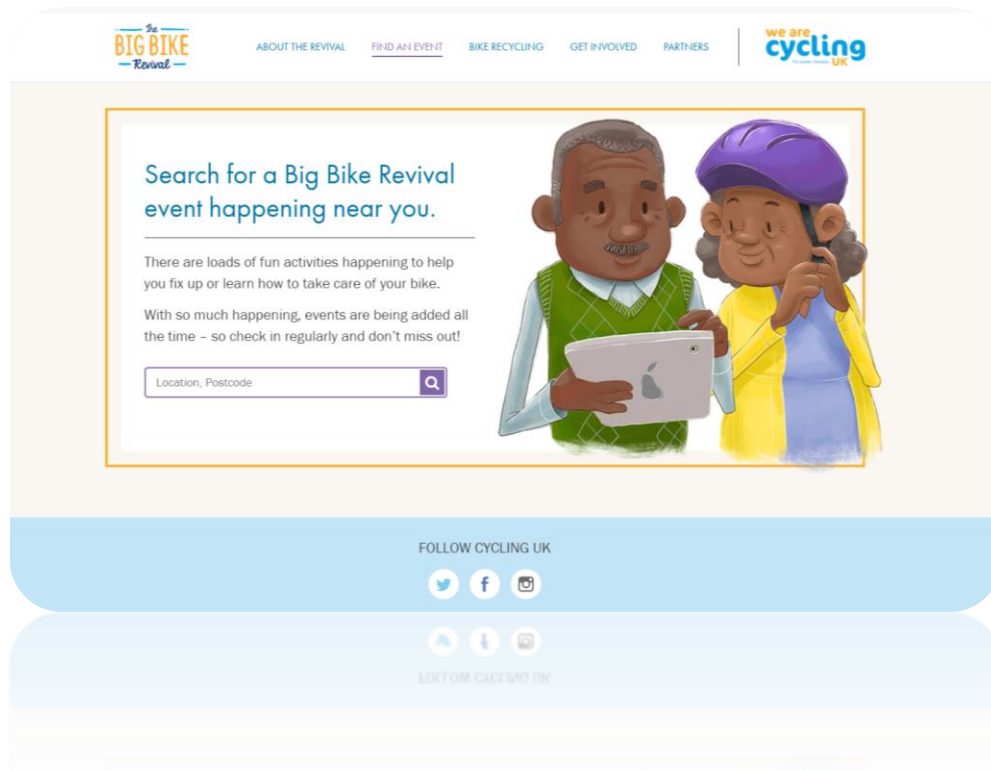


**Friends of the Earth Scotland**



Moving conversation away from 'cycle lanes for cyclists' to places for people

# Thank You!



- [www.bigbikerevival.org.uk](http://www.bigbikerevival.org.uk)

