

Bike Week 2006 (inc. Bike2Work)



Life Cycle UK Cycle Friendly Employers Conference

Bristol

4 May 2006

The UK's nationwide campaigns that get more people cycling more often!



Email: HQ@bikeweek.org.uk

Funded by: **cycling england**



Transport for London
Street Management



SCOTTISH EXECUTIVE



Travelwise
Member Ireland

Bike Week 2006

- Saturday 17 June to Sunday 25 June (inc.)
- Incorporating **Bike2Work** for the whole week

Our mission is to get

‘more people cycling more often’





Bike Week 2005

- 11-19 June (nine days)
- 1,361 cycling events
- 987 local organisers
- + 755 local bike shops
- 225,254 participants*
- 1,400+ press cuttings

*(total based on estimates provided by organisers)



What is Bike Week?

- Started by CTC in 1923.
- UK's annual 'celebration of cycling'
- Established 'focus' week for media
- UK-wide coordinated PR campaign
- Based on locally-organised events
- Free support for event organisers



Why Bike Week?

- Free fun events and rides for all
- Reach lapsed/occasional users
- National branding for local events
- Focus improves PR opportunities
- Secures positive media coverage
- More cycling = less driving to work



Why bother?

- Motorised transport produces 25%
- of global carbon dioxide and is rising
- 58% of car trips are under five miles and 25% are less than two miles
- 61% of trips between one and two miles are made by car
- 43% of ALL UK journeys are less than two miles and 25% are less than one mile





**Bike
Week**
17-25 June 2006
www.bikeweek.org.uk



**BIKE
2WORK**
www.bike2work.info

Who runs Bike Week?

- Local event organisers
- Bike Week Steering Group
- Bike Week Ltd
- Bike Week HQ
 - insurance
 - co-ordination
 - media relations
 - direct marketing
 - website management
 - materials production and fulfilment



Local organisers

- Local authorities & councils
 - sustainability, travel planning, cycling, environment, tourism, recreation, sport, etc
- Other employers (all sizes)
- Workplace bicycle user groups (BUGs)
- Cycling clubs/campaigners
- Sustrans/National Cycle Network
- Charities
- Etc, etc



Bike Week Steering Group



- Association for Commuter Transport
- Association of Cycle Traders
- Bicycle Association
- British Cycling
- British Schools Cycling Association
- CTC – UK's national cyclists' organisation
- Cycle Campaign Network
- Cycle Northern Ireland
- Cycling England
- Cycling Scotland
- Cycling Time Trials
- Forestry Commission
- Living Streets
- London Cycling Campaign
- The National Byway
- National TravelWise Association
- Ordnance Survey
- Sustrans
- Transport 2000
- Welsh Walking & Cycling Forum



Core Funding

- Cycling England (DfT) - £75,000
- Transport for London - £23,250
- Scottish Executive - £12,000
- Welsh Assembly Government - £6,000
- Northern Ireland DRD - £3,750
- BikeHub - £30K

the cycle industry's 'levy' fund

(Total = £150K)



Paying for...

- £10M public liability insurance
- FREE promotional materials
- Co-ordinated media relations
- Guidance on events and publicity
- Nationwide PR promotional theme
- Website inc. searchable database
- Response and feedback analysis





Free materials supplied last year...

- 158K Free Prize Draw leaflets
- 185K Bike Week stickers
- 13K posters
- 65K certificates
- 'Dr Bike' checklist
- 40K balloons
- + 400 water bottles (sold)



Website

- Main resource for organisers
- PR information and photos
- Searchable events database
- 45,981 unique visitors
- 333,591 pages viewed
- 1,290 sites with links
- Promotes 'bikeforall' portal



www.cycling-images.co.uk



2005 Participants

- 55% male / 45% female
- 31% beginners / novices / fun
- 69% *not* cycle club members or campaigners
- 57% new to Bike Week
- 71% will cycle more as a result
- 39% aim to regularly cycle to work

(2,852 responses = 1.8% of 158,407)



2005 Events Feedback

- 812 events required BW insurance
- 60% used Bike2Work branding
- 62% had media coverage
- 88% of events successful
- 38% of events were new
- 96% will repeat this year

(729 responses = 42% of 1,742)





www.cycling-images.co.uk



Bike Week 2006

- 17-25 June
- **Bike2Work all week**
- ‘Cycling to leisure and for pleasure’
- Targets
 - 1,500 events
 - 250,000 participants
 - more media coverage



2006 Targeting

- 2005-2007 three-year plan
- Targeting local authorities
 - 50 'sustainable travel towns'
 - Six 'cycling demonstration towns'
 - Bike2Work targeted at *all* LAs
- Employers



2006 Materials

- New Event Organisers Guide
- 250K Free Prize Draw leaflets
- Poster 'templates'
- Printed certificates
- Balloons (BW & B2W)
- Stickers (BW & B2W)
- Water bottles (to buy)



▶ FREE ▶ FREE ▶ FREE ▶

PRIZE DRAW



Bike Week is the UK's annual nationwide promotion of all kinds of cycling activities. Hundreds of events and rides are organised to get 'more people cycling more often'. If you are a new cyclist you will soon discover that regular cycling enables you to have fun, get fit and feel free!

As a participant in a **Bike Week** or **Bike2Work** event you are invited to enter this Free Prize Draw. You could win a £2,000 Exodus holiday for two or a runners-up prize of tickets to the International Cycle Show in London.

Simply complete the short questionnaire, affix a postage stamp and mail your entry today.

Good luck!

Visit our websites for more information

▶ www.bikeweek.org.uk

▶ www.bike2work.info



NEWS

www.bikeweek.org.uk



Travelwise



**Visit website or phone 0845 612 0661
for details of all local Bike Week events and rides**

Bike Week is a company limited by guarantee, Reg. No. 4910069. Reg. Office: 2 Newnams Row, LONDON, SE1 3JZ

You can  **BIKE**
2WORK do it!

Travelwise



Improve your health and fitness and save money by cycling to work!

Please make a donation to Leukaemia Research (Registered Charity No. 216032) at www.bike2work.info
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BIKE
2WORK
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WELL DONE!

During Bike Week

.....
cycled miles

Event organiser Date





I DID IT!

During Bike Week

I cycled to work on day/s

Event organiser/employer

Date



Please make a donation to Leukaemia Research (Registered Charity No. 216032) at www.bike2work.info

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2006 PR+

- Advice for local organisers
- Newspaper groups/websites
- Reach broadcast media
- Radio studio interviews
- Enlarged photo library
- Evaluation of coverage



What could you do?

- **Bike2Work / bike breakfast**
- **Commuter challenge**
- Cycling skills training
- Club ride (open to non-members)
- Adult beginners / easy ride
- Family / children's short ride
- Other on-road ride
- Traffic-free ride (eg: on NCN)
- Other off-road ride
- Cycling picnic / barbecue
- Free cycle safety check (eg: 'Dr Bike')
- Cycle fair / show / display
- Free advice on cycling
- Charity fundraising ride
- Social event (no cycling)
- Race
- Time trial
- **Open a new 'hard' facility (eg: secure cycle parking)**
- Launch a new 'soft' facility (eg: cycle route map)
- Other (treasure hunt, bicycle polo, etc, etc)



What to do next?

- Start planning your event and PR
- Apply for Event Organisers Guide
- **Register with Bike Week HQ***
- Get our logo/s for your materials**
- Provide link to www.bikeweek.org.uk
- Order free posters, stickers, etc
- Consider fundraising incentives

*estimate number of participants for insurance

**please send printed copies to Bike Week HQ



Before your event

- Issue a press release*
- Phone to invite local media
- Order free prize draw leaflets
- Order balloons, certificates, etc

*please send a copy to Bike Week HQ



On the day

- Note number of participants
(on Bike Week feedback form)
- Give free prize draw entry forms
to all participants
- Take photographs (with permission)
- Obtain contact details for follow-up?



After your event

- Complete feedback form* ...
- Copy media coverage...
- Send photograph...
... to Bike Week HQ

*first 500 get a free water bottle!



Bike Week 2006



‘more people cycling more often’



- Nick Harvey
- Bike Week HQ
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- Mobile 07730 438082
- Email: HQ@bikeweek.org.uk
- Web: www.bikeweek.org.uk