

**Bike  
week**  
2017

10-18  
**JUNE**  
2017



# A GUIDE TO BIKE WEEK ACTIVITIES

[www.bikeweek.org.uk](http://www.bikeweek.org.uk)

Delivered by:

**we are  
cycling**  
UK

# Bike week

2017



**Bike Week is the biggest cycling event in the UK and more people than ever before will take part. You too can join in the fun to kick-start your summer of cycling.**

With so many people using Bike Week as the catalyst to kick-start their summer of cycling, Bike Week is the perfect opportunity to show how cycling can easily be part of everyday life.

If you're stuck for ideas on what type of event you could put on, here are some of our favourites...



Put on a ride with your friends or family to explore your local area. You'll be amazed at what you'll discover.



Join your local Cycling UK group to meet new friends and have fun. Simply visit: [cyclinguk.org/local-groups](http://cyclinguk.org/local-groups)



Host a bike breakfast to reward those who have cycled to work (or school). It only takes a few crumpets and mugs of tea to spoil your colleagues!



Challenge yourself and friends to take part in a fundraising ride.



Start your event from your local Halfords store, and take advantage of the free bike check-overs they're providing as part of the Week. Simply visit [halfords.com](http://halfords.com) and contact your nearest store.



Become a bike buddy and show someone at your workplace how easy it is for them to cycle to work.



Take the Bike Week pledge and win some great prizes: [bikeweek.org.uk/pledge](http://bikeweek.org.uk/pledge)

Don't forget to register your event on the Bike Week site for FREE insurance\* and other great tips and resources.

## [www.bikeweek.org.uk](http://www.bikeweek.org.uk)

\*Terms apply, see website for more details.



## Here are some simple steps to help you organise your Bike Week event

### 1. Plan your event

There are lots of events you can put on yourself or take part in to encourage others to start cycling. From social rides and challenges to bike maintenance sessions and bike breakfasts, Bike Week is packed with ideas and handy hints ready for you to use. Choose your event by setting the distance or activity that's right for you. If you can't organise your ride during Bike Week itself, why not pick another date that fits - we just want you cycling. No need to worry about insuring your event. Register it on the Bike Week website and take advantage of Bike Week's FREE third party insurance\* and other great tips and resources. More event ideas can be found at [bikeweek.org.uk](http://bikeweek.org.uk)

\*Terms apply, see website for more details.

### 2. Spread the word

Don't keep your event to yourself. Tell all your friends, family and colleagues about it. Why not get them involved by challenging them to get on their bikes too. The more the merrier! Social media is a great way to spread the word to let people know what you're up to and how they can get involved. In this pack, you'll find some posters to put up at your local shop, workplace, library window or gym. Let your local newspaper know about your ride - we've got a sample press release ready for you to use on our website. Send them some photos of you and your fellow riders and tell them what you're up to.

Don't forget to follow us on:

**Facebook:** [facebook.com/CyclingUK](https://www.facebook.com/CyclingUK)

**Twitter:** [twitter.com/wearecyclinguk](https://twitter.com/wearecyclinguk)

**Hashtag:** #BikeWeekUK



### 3. Make a fundraising page

If you're fundraising during your event, set yourself a target and start collecting sponsorship. Using an online page like JustGiving makes fundraising easy by automatically collecting money (and Gift Aid details) from your supporters. Share your JustGiving page link via Facebook, Twitter and email to keep people updated with your fundraising progress and encourage them to donate.

### 4. Let's go cycling

Have a great day, be proud of how you've helped to get over half a million people cycling and take loads of photos. Remember, if it's a long-distance ride, you'll need to put in some training. There's a whole host of cycling tips at [cyclinguk.org](http://cyclinguk.org)

We'd love to hear about your event too, so share your stories with us on Facebook (@CyclingUK), Twitter (@wearecyclinguk) and don't forget to tag your photos #BikeWeekUK

### 5. Thank you

Don't forget to say a big thank you to everyone who took part or helped make your event happen.

Join us on Facebook @CyclingUK and share all your stories and pictures (don't forget to use the hashtag #BikeWeekUK). If you would like more posters please download them from [bikeweek.org.uk](http://bikeweek.org.uk)

### Top tip

If your event is raising funds, don't forget Gift Aid! Any UK taxpayer can include Gift Aid when they donate. The taxman adds 25 per cent to their gift, so that's an extra £1 for every £4 donated. Please make sure all UK taxpayers tick the Gift Aid box on your sponsorship form or online fundraising page, and include their full name and home address with postcode.

More information and tips can be found on the Bike Week website.

[www.bikeweek.org.uk](http://www.bikeweek.org.uk)

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Bike Week 2017 takes place 10-18 June

Delivered by:

**we are**  
**cycling**  
**UK**

In Partnership in Scotland with:

**Cycling Scotland**

Supporting Partners:

**halfords**  **bikeradar** **CYCLING** PLUS



Bike Week, c/o Cycling UK, Parklands, Railton Road, Guildford, GU2 9JX