

— The —
BIG BIKE
— Revival —

A guide to programme delivery





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Contact us to apply

To apply or find out more, please email: bigbikerevival@CyclingUK.org

Call to action

Big Bike Revival is delivered in partnership with a wide spectrum of not-for-profit groups, volunteer-led organisations, local initiatives, charities and social enterprises. If you are interested in delivering the programme, we would be delighted to hear from you.

Here's a brief overview of who the programme is for, what the aims are and how it's delivered

Big Bike Revival is an intervention that aims to inspire adults who don't currently cycle to begin, to return to cycling after a long break or to start cycling more frequently for local journeys.

Big Bike Revival aims to encourage an uptake in cycling levels, adults to cycle more often for everyday short journeys and improve the perception of safety.

Big Bike Revival is a funded programme that delivers events locally through a network of community-led groups and organisations, who are addressing local needs. Based on behaviour change theory, events offer solutions and support for adults experiencing perceived barriers to cycling.

Big Bike Revival events have common focus, to deliver social and inclusive activities that present cycling as a practical, normalised and everyday habit. Delivery partners are encouraged to offer follow-up activities to sustain journeys into regular cycling.



Our vision

Making cycling accessible to everyone

Our mission

To deliver free events that enable a community to start cycling, through fixing bikes, teaching skills and leading rides.

Our aims and objectives

The Big Bike Revival is funded by Active Travel England and together we address a clear set of aims and objectives:

- **encourage adults who don't cycle to cycle**
- **encourage adults to cycle more often**
- **increase short cycling trips**
- **improve the perception of cycle safety**
- **improve adults confidence to cycle**



Our approach to behaviour change



To instigate a change in behaviour and increase cycling levels, the intervention has a clear start and a clear end, which allows for the impact to be reliably measured. Cycling activities and services are offered for FREE at all events.



*all personal questions are optional and all respondents remain anonymous unless they indicate otherwise when contacted

The theory behind our behaviour change approach:

Big Bike Revival encourages adults to begin or return to cycling by providing solutions to perceived barriers. Understanding behaviour is complex and the programme is evaluated to know which solutions work. The solutions and techniques applied at events align with theoretical models. It is the theory that provides us with confidence we are applying relevant solutions to encourage adults to begin or return to cycling. In other words, the Big Bike Revival's approach to change is a structured and rigorous process.

The approach is guided by the COM-B model: a comprehensive theory of three interactive behavioural elements: Capability, Opportunity and Motivation. The Big Bike Revival events programme provides solutions to ensure:

- 1 Adults have the **Capability** to change
- 2 Adults have the **Opportunity** to change
- 3 Adults have the **Motivation** to change



The FIX - LEARN - RIDE model



The **FIX - LEARN - RIDE** model addresses barriers and challenges that stop adults cycling. Events are shaped by the model and each event type incorporates solutions and techniques that help adults overcome barriers to cycling.

- **Learning** to increase knowledge and skills to ensure adults have the **Capability to cycle**.
- **Fixing** bikes and embedding delivery locally to ensure adults have the **Opportunity to cycle**.
- **Rides** that are social and normalise cycling to ensure adults have the **Motivation to cycle**.

Delivery partners offer events that fit the model and the following are types of events that work well.



Fix

Provide basic services to repair broken bikes and essential checks to ensure bikes are safe to ride.

Fix events:

- Dr Bikes
- Free bike checks
- Basic Service



Learn

Provide instruction, training or skills for adults to learn to maintain their bike and cycle with confidence.

Learn events:

- Puncture repair
- Learn to ride
- Cycle skills coaching
- Cycle maintenance
- Plan local routes
- How to cycle safely
- Safety check your cycle



Ride

Provide led rides for adults to practice cycling locally and learn new routes in a social environment.

Ride events:

- beginner rides
- low mileage rides
- On local routes
- Boost confidence
- Improve safety



How the Big Bike Revival is delivered



Delivery partners **MUST** deliver events within the **intervention period** and focus on reaching adults who are returning or beginning to cycle. Adults should be encouraged to return and access a full programme or as many sessions as they need to sustain their cycling. Partners are encouraged to become a Community Cycle Club and offer subsequent activities to sustain cycling all year round. For information on our current Big Bike Revival programme and how to apply, visit our website:

www.cyclinguk/bigbikerevival

Grant funding is available to support the delivery of events and approved applications receive help from a team of dedicated cycling development officers. Grant applicants must align the delivery with the aims and objectives of the programme and all applications are subject to a review process.

Partners **must** deliver this

Big Bike Revival Intervention

For adults beginning or returning to cycling through a programme of events, that are free at the point of delivery.

Delivery partners are encouraged to join our sustainable cycling programme: the Community Cycle Club network

We support partners to develop their activities and services for the local need. Beyond delivering the Big Bike Revival, partners have an option to join our Community Cycle Club network. Focusing on sustainability, cycling activities and services are offered all year round across our community network.



Bike Bike Revival: An intervention with fixed start and end dates.

Offering adults beginning or returning to cycling the first steps to cycle regularly

Must

Community Cycle Clubs: All year round

Offer cycling activities all year round to sustain changes and new habits in cycling

Encouraged

Who delivers Big Bike Revival



Community
Cycle Clubs

Bicycle
Recycling
Centres

Community
Interest
Companies

The Big Bike Revival is delivered in partnership by a network of volunteer-led groups and not-for-profit organisations which are rooted in local communities and working to tackle a range of needs and challenges.

The lived experience and expertise of community led groups enables the Big Bike Revival to successfully reach the target audience by breaking down barriers, helping adults cope with challenges and offering a sympathetic and non-judgmental approach to delivering cycling activities.

Youth projects

Wellbeing
groups

Community
Hubs

Social
Enterprises

Charities

Volunteer-led
groups



Who is Big Bike Revival for?

The Big Bike Revival is for adults who are either reviving a love of cycling or beginning for the first time. The programme engages with adults who are in need, in terms of social, economic and health deprivation.

Delivery partners are experts in addressing social inequalities and breaking down barriers, by reaching adults from diverse backgrounds and facing multiple challenges.

Big Bike Revival engages a wide range of adults identifying as:

- On low incomes
- Suffering poor mental health
- Not meeting physical activity guidelines
- Lacking confidence
- Unemployed
- Military Veterans
- Experiencing substance misuse
- An ethnic minority
- Refugee and asylum seekers
- Experiencing transport poverty



Like: Martin who became a bike mechanic and overcame unemployment and homelessness



Like: Caitlin who is addressing inequalities and the gender gap



Like: Joan who learnt to cycle again aged 80

How do delivery partners benefit?

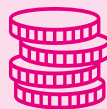


Partners benefit from delivering the programme in a number of ways:

Opportunities to access professional training and upskilling workshops



Apply for grant funding .. to support the delivery during the intervention period



Learn a mix of promotional methods and become an expert in marketing events locally



Access expert knowledge to solutions that help beginners or returners to cycling



Receive FREE branded marketing materials to promote your events locally



Opportunity to join our Community Cycle Club network



Partner with Cycling UK, the national with the national cycling charity



Receive invitations to local and national networking events



Participate in behaviour change workshops and learn tools to address barriers to cycling



Receive support from one of dedicated cycling development officers



Grant funding expectations



Funding to deliver the Big Bike Revival is restricted and Cycling UK are accountable to ensure the programme is rigorously monitored. Understandably, delivery partners are asked to commit to a clear set of expectations and agreements before grants are awarded. These are not limited to, but include:

From every participant at events, partners MUST collect minimal details; name and email

Commit to deliver an agreed number of events, FREE to all participants at the point of access

Return participant details no later than 48 hours after reach event.

Commit to engage an agreed minimum of participants at every event

Plan and design events on the FIX – LEARN – RIDE model

Deliver events within the intervention dates only

Communicate regularly with your local cycling development officer, inform them what's working well and raise any issues

Events MUST be promoted to the target audience of adults, beginning or returning to cycling

Partners MUST meet the programme aims and objectives

Partners MUST be able to use online software to apply and return participant contact details

Partners MUST use Cycling UK and Big Bike Revival branding on all marketing materials

Partners agree that all funded events are part of the Big Bike Revival programme

Contact us to apply

To apply or find out more, please email: bigbikerevival@CyclingUK.org

Or go to our website; <https://www.cyclinguk.org/bigbikerevival>



Active
Travel
England



Funded by
UK Government

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