

# Big Bike Revival

## Grant application guidance Summer 2025

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## 1 Programme overview:

Grant funding is awarded to partners to deliver events locally that meet the **aims and objectives of the Big Bike Revival programme**. Events are designed to inspire a change and an increase in cycling levels for the **target audience of adults who do not currently cycle**, and the **FIX-LEARN-RIDE model** enables this to happen. Each intervention period might have a particular delivery focus, see below, but essentially partners are expected to deliver the events model to meet the local need and encourage participants to return to access multiple services to sustain increases in cycling. All events must be free to participants at the point of access.

### Delivery focus Summer 2025

We have seen **an increase in participants returning to events**, multiple times, to access **additional activities and services**. We therefore **encourage partners to inspire participants to return** to subsequent events, to help **sustain increases in cycling** and help us make a much bigger difference through Big Bike Revival.

#### Fix-learn-ride model

Based on rigorous evidence and validated behaviour change techniques, the model informs applicants about the types of events that work best to inspire the target audience. Partners are expected to deliver events that focus on one, two or three of the core elements to fix cycles, teach skills and lead rides. The three event types are documented in more detail in the event guides and include tips and advice on how to deliver. The three types are:

**Fix events:** Provide services to repair broken cycles and essential checks to ensure they are safe to ride.

**Learn events:** Provide instruction on learning how to maintain cycles or offer cycle-skills training, so adults can learn how to ride a cycle with confidence and feel safe when cycling.

**Ride events:** Provide led rides for adults to practise cycling locally and learn new routes in a social environment.

#### Target audience

The **target audience are adults** learning to cycle as beginners, returning to cycling after many years not cycling and those cycling less often, about once a month or less.

**Events need to focus on encouraging adults to cycle for short, everyday journeys, that present cycling as a practical, normal and habitual way to get around locally.** Children can join events if accompanied by an adult participating in the event too (not just observing) ideally one child per adult. Adults might for example be keen to learn how to cycle the school run or encourage their family to cycle as an economic and healthy way to travel for local journeys.

Funding restrictions mean that events delivered must be in addition to any regular activity already on offer. Events must be promoted to adults not currently cycling, promoted to adults in need, in terms of economic, social or health deprivation; people

underrepresented in society; people who face challenges or perceived barriers to cycling. This includes, but is not limited to:

- Women
- People on low incomes
- People who identify as belonging to an ethnic minority group
- People not in work
- People not meeting physical activity guidelines
- People with perceived barriers to cycling

## Aims & Objectives

### Aim:

To make cycling accessible to all and unlock the potential for adults who do not currently cycle but would consider either starting or returning to cycling. This supports Active Travel England's vision of achieving a step-change in cycling levels for active travel.

### Objectives:

- Inspire and encourage the large proportion of the adult population who do not cycle, to start cycling.
- Increase the number of adults that cycle by addressing the fact that a high proportion of adults in England own cycles (42%) but are not making use of them.
- Increase the number of trips made by cycles by addressing the fact that adults in Britain appear to be aware of cycling and its potential for shorter journeys but have safety concerns about using it as a form of travel.
- To improve the perception of cycling safety by providing opportunities for adults to access supported cycling activities, training on how to cycle safely and how to keep cycles in safe working order.

## Funding restrictions and limitations

For the purpose of meeting the aims and objectives of the programme we are restricted by funding obligations. This means there are some limitations on the type of activity that can be delivered under the Big Bike Revival programme. These limitations include but are not restricted to:

### For adults, NOT children

For the purpose of safeguarding young people under 18 years old, events for families can be offered whereby both adults and children are participating. If adults for example are keen to **learn how to cycle the school run** or parents aim to **encourage their children to cycle locally for transport and economic reasons**. Ideally partners should encourage one adult per child to take part in relevant events and adults must participate. However, **funding cannot be awarded to deliver events for children only** or if the ratio of children outweighs adults.

### Regular activity

The funding cannot be used to fund or sustain regular activity - it must be used to deliver additional events and sessions. For example, if you regularly deliver a led ride every

Saturday morning, this cannot also count as a Big Bike Revival event. You could, however, offer a learn-to-ride as well, helping to attract new audiences.

### **Social events**

Promoting a friendly and social environment as part of an event is actively encouraged, however the funding cannot be awarded to deliver events that are purely social.

### **Leisure cycling**

The programme aims to increase active travel by encouraging adults to cycle more frequently for short local journeys. Events might, for example, aim to develop skills and confidence so adults can use cycling as a form of transport, but funding cannot be awarded to deliver events that aim to promote cycling for leisure reasons.

### **Mass participation events**

Events focus on providing cycling activities that address the local need and encourage cycling for transport reasons. For this reason, large or mass participation events are unsuitable for funding.

### **Motorised travel**

One of the programmes objectives is to convert short car journeys into cycling. To achieve this means upskilling people with the knowledge of how to cycle confidently on local routes whilst learning how to negotiate perceived barriers and challenges. This means that motorised travel outside of the local area with the aim of taking beneficiaries cycling elsewhere cannot be considered for funding.

## **2 Eligibility to apply:**

The types of organisations that are eligible to deliver the programme and apply for grant funding include:

- Cycling UK affiliated Community Cycle Clubs
- Cycling UK affiliated groups
- Bicycle recycling centres
- Not for Profit organisations (IE. registered charities, social enterprises, community interest companies, voluntary led groups)
- Training organisations
- Mobile mechanics
- Local authority (under prior agreement, please contact us for further advice)
- Independent bike shops with a community interest (not franchises or chains)

Please note:

- We cannot pay grant funds into a personal bank account. If you are applying for a grant, you'll need to access an organisational or business bank account. Please contact us for advice if this concerns your situation.
- If you are a sole trader without a business account, at our discretion we may request additional information to verify your trading status.

- Organisations who are providing cycling activities on a regular basis, as their main activities or as a primary income, MUST have a public liability insurance policy and be able to provide Cycling UK with a valid copy of the policy when requested. The validity of the policy must be at least until the Delivery Period ends on 31 October 2025. If your policy expires before this date, we expect to receive a renewal of your policy, to ensure that your policy will continue for the rest of the delivery period as stated herein. The policy holder MUST be identified in the insurance policy as an organisation eligible to deliver cycling activities.
- Organisations must be registered and active in England.
- Eligibility to deliver and apply does not automatically equate to any organisation being awarded grant funding. All applicants are reviewed against approval criteria and Cycling UK reserves the right to approve or not approve an applicant based on any information provided on the application submitted, or any information that Cycling UK currently has or acquires as a result of an organisation applying to take part in the programme.
- If your organisation is not providing cycling activities on a regular basis, as a main activity or primary income, Cycling UK has arranged liability insurance for activity providers organising one-off special events which are part of the Big Bike Revival programme, Bike Week and the Women's Festival of Cycling. A summary of the insurance provided for Big Bike Revival events is detailed in the [Cycling UK Guidance note 5 - Special Events Insurance](#) on the Cycling UK website.

### 3 Qualifying conditions and approval process:

Organisations must apply by submitting an online grant application form and follow advice given herein. Applications are reviewed on a weekly basis, all applications are subject to a review process and the following qualifying conditions will be considered, but are not limited to:

- Eligibility to deliver.
- Ability to submit and deliver a delivery plan that aligns with the purpose and the aims and objectives of the programme.
- Ability to submit and deliver an events programme that aligns with the fix-learn-ride model. It is expected that funding requests align with providing services of value to a relevant community.
- Ability to submit a relevant expenditure plan that aligns with the delivery plan and funding criteria.
- Commitment and ability to collect and return participant data no later than 48 hours after each event.
- Ability to comply to our general terms and conditions.
- **Ability to return a valid Bank Copy dated within the last three months and signature.**
- Past performance will be taken into account as well as the experience of each applicant.
- We will consider applicants long-term development plans for sustaining cycling activity locally.

After the review process is complete, Cycling UK will provide one of three outcomes to all applicants:

- **Approval** – an application has been approved in full.
- **Not approved** – an application has been rejected in full or partially, and where possible and appropriate, reasons and decisions will be provided.
- **On Hold** – an application has been put on hold, due either to a lack of or clarity of information, or to discuss issues or concerns that have arisen by either party. In this eventuality, a member of our team will contact the applicant to discuss any concerns and follow-up actions required before proceeding. This outcome carries the provisional expectation of a final outcome.

### Approval

If an application is approved, the contacts provided on the application submitted will receive a formal email correspondence that the application has been approved. If this notification is received, you'll receive instructions about next steps to help and support you with the delivery.

### Not approved

If your organisations' application is **not approved** it is not intended that this outcome will reflect on future applications, unless additional information, other notification or advice is provided.

Eligibility to deliver does not automatically equate to becoming a grant recipient. Cycling UK reserves the right to approve or not approve an applicant based on any information provided on the application submitted, or any information that Cycling UK currently has or acquires as a result of an organisation applying to take part in the programme.

Your organisation can only apply for one Big Bike Revival grant at a time. Additional grant applications will be reviewed on a case-by-case basis and are subject to the availability of funding, and the fulfilment of conditions on any previous applications.

## 4 How to complete your online Grant application:

The application - **CANNOT BE SAVED FOR LATER** – unless you are **logged into** the Cycling UK website. Please ensure you have all information to hand before you begin. Before filling in your application, you'll have an opportunity to read **Schedules 1 and 2 of the Grant Agreement online**. This will ensure you understand the Delivery Plan in full. As a guide, the type of information you will need to provide when applying is listed below.

### About your Organisation

We require details about:

- Organisation name, address, postcode, social media links, etc.
- Organisation type. E.g. charity, social enterprise, independent bike shop, etc.
- Contact details of the person(s) responsible for the delivery.

### About your Organisations' activities

- We require knowledge about the activities you currently provide and whether they take place on a regular basis.

About your Organisation's audiences

- We require knowledge about the audiences you regular engage with and who you hope to engage with through Big Bike Revival

## Funding Agreements

We require your agreement on:

- Collecting and returning data from all attendees within 48 hours after your event.
- Our Terms and Conditions

## Required banking attachments.

We require you to upload the following in jpg, jpeg, png or pdf format:

- A bank copy in your organisation's name, with account name, account number and sort-code clearly visible. Bank Copy must be no more than three months old.

## Events plan

We require details about your delivery plan, how you are going to promote your events and the number of participants you are going to expect at each event. This includes:

- WHICH type of FIX-LEARN-RIDE events you will deliver.
- WHAT you are going to deliver (the details on your event types).
- HOW you are going to deliver your events (with what resources).
- WHERE your events will be delivered (which locations).
- WHO your audience is.
- HOW many events will you deliver.
- HOW you plan to promote your events, your skill level and support needed

## Event dates and details

**All events must fall within the delivery period: from 18 April until 31 October 2025.** We require a committed number of events and a list of all your events dates with the details. For each event you'll be asked for the

- Type
- Date
- Postcode
- Start time
- Duration
- Expected attendance

## Expected attendance

We understand that the number of participants who turn up to events varies due to a number of factors. However, based on experience and as a rough guide, you should aim to expect the following number of participants at each event type:

Event type	Expected attendance
FIX events	10 - 15
LEARN to RIDE events	6 - 10
LEARN to FIX events	6 - 10
RIDE events	10 - 15



**Cancelled events** We understand that event dates may need to change due to unforeseen circumstances such as inclement weather. In this eventuality, you will need to keep us up-to-date on any changes and amendments. Please contact your local Cycling development officer to make those changes.

### Events promotion

Promoting events is crucial to engaging participants on the programme, and ensuring your events are well attended. Grant recipients are responsible for promoting events locally. If your promotional skills are limited, we can offer some support. Please follow our advice when applying and let us know.

**Our bite-sized advice on HOW to promote Big Bike Revival events:** Use a mix of different methods, do NOT rely on one or pin all your hopes on social media. Past experience tells us that **almost 50% of people hear about Big Bike Revival events through word of mouth, posters, flyers and physically networking with people locally. Using different promotional methods, will help increase participation**, but don't worry if it's not your thing. We've **easy to follow guides** as a starting point or could offer a **masterclass in one method**. Let us know if you'd like extra help or if you're confident with the promotional skills you have.

### Grant funding available

Grant funding is available for any amount up to £3,500. Grant requests are reviewed on a case-by-case basis and organisations must provide a breakdown of their costs as listed below. Your Grant application will be shaped by your plans and costs, but as a rough guide:

**For Grants of £2,000, partners should be able to deliver at least 6 events.**

**For Grants of £3,500, partners should be able to deliver at least 10 events.**

### Grant costs eligible

When submitting your expenditure and costs, please provide information as follows:

**Staff:** Includes paying for qualified professionals, bike mechanics, skilled ride leaders or trained cycle instructors. Also includes admin help to promote events and collect participant details at events.

**Volunteer transport:** This is for transport costs for volunteers and unpaid staff members only.

**Volunteer refreshments:** Can include refreshment costs for volunteers and unpaid staff members.

**Equipment purchases:** This can include items like tools, cycles, locks, helmets, high-viz jackets and pumps, but cannot include fixed investments or infrastructure costs.

**Equipment hire:** Includes hiring equipment like cycles, helmets or obstacle items like cones.

**Consumables:** Includes brake pads, inner tubes, cables, lubricant or small parts.



**Venue and location:** This can include venue or location hire fees but cannot include costs to cover rent or utility bills

**Participants**

**incentives:** Includes items that incentivise participants to sustain their cycling like puncture repair kits, local maps etc. but NOT giveaways such as slap bands, badges or plastic water bottles.

**Participant**

**refreshments:** Includes refreshments for participants during the sessions, such as tea, coffee and soft drinks.

**Promotional:** Includes printing Big Bike Revival materials, posters, social media posts but should not exceed 10% of your grant request. Funding cannot over media advertising, such as in local newspapers and magazines.

**Transport:** Includes transportation of goods to and from event locations, if necessary, but should not exceed 5% of your grant request.

**Other costs:** Includes other costs that are associated with delivering your events, such as PPE.

## Resources

This section provides information and guidance on resources that are FREE and aim to help you promote your events and collect participant details. Most are available to download from our online library and some will be posted as physical resources, for which you'll need to provide a current postal address. Resources include:

- Social Media assets
- Posters
- Programme logos
- How to promote guides
- How to collect participant details
- Privacy policy statement
- Bunting (posted on request only)

## Preview and submit

Here you have a chance to preview your application, go back and change any information before submitting. On submission you'll receive a full copy of your Grant application.