`Led ride event’ quick guide

**Delivery partner responsibilities**

- Decide who is going to do what, assign team roles
- Provide a safe led ride for participants to experience cycling with others
- Create an enjoyable and sociable atmosphere for participants to have fun, connect with others and learn local routes

**Participant takeaways**

- Explore a local route with a friendly group in a relaxed atmosphere
- Feel connected with like minded others and increase confidence

**Planning tip**

**Route planning**
Start in an accessible central location. Plan an enjoyable route, consider participant abilities and keep the mileage low. It may include offering an off-road/low traffic ride, showing local routes that participants might use in their everyday lives.

**Procedure**

**Greeting**
Greet participant, explain the session and “pitch” the Cycling UK survey to collect names and emails. Check riding ability, bike knowledge and ask about medical issues or limitations in ability.

**Bike loans**
Loan a bike to participants without their own.

**M-checks & safety**
Complete an M-check with the whole group and help those needing assistance with minor checks and adjustments. Discuss clothing and general safety on the bike.

**The brief**
Brief participants on the ride and describe what is going to happen. Explain the duration and terrain, provide instruction on how to cycle as a group, what procedure to follow at junctions and where stops will be.

**During the ride**
Monitor all riders and be aware of all abilities to help set the pace of the ride. Support those struggling to keep up by aiming for a pace that is comfortable for the whole group and considers the slowest member. A led ride that is community focused, should be enjoyable and social, while allowing for casual conversation and friendships to grow.

**Behaviour change tips**

**Keep it social**
Create a friendly social atmosphere, and allow time for everyone to introduce themselves. Offer refreshments if you can to prompt conversations. A social environment will foster the feeling of peer support whereby participants will feel safe and not judged when talking about barriers to cycling.

**Communicate in time, not distance**
Describe the ride in minutes and hours, not mileage. Eg. Say its a 45 minute ride rather than a ‘5 mile’ ride. Its often hard to judge distances, but easier to consider an amount of time. Conversely, celebrate the distance and miles at the end and you’ll create a positive sense of achievement.

**Signpost participant**
Find out what participants are interested in or would like to know and point them in the right direction:
- Recommend joining a local Cycling UK, Community Cycle Club. A great way to sustain cycling with like-minded others.
- Suggest upcoming learn to fix events to learn about minor bike repairs.
- Suggest learn to ride events if cycle skills need improving.
- Recommend upcoming fix events if a participants bike would benefit from a safety check.

#BigBikeRevival

BigBikeRevival.org.uk