

# Big Bike Revival 2022

## Grant application guidance

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## 1 Programme overview

The purpose of awarding grant funding is to support partners to deliver the Big Bike Revival in the form of local events, that meet the programmes **aims and objectives**. Big Bike Revival events are designed to inspire a change in cycling behaviour for the **target audience of people who do not currently cycle**, and the evidenced **fix-learn-ride model** enables this to happen. Each roll-out period might have a particular focus (see section 2 – Programme Focus) but delivery partners are expected to shape the delivery based on a combination of the models three elements. All events must be free to beneficiaries at the point of access.

### 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 the three core elements of fixing bikes, teaching skills and leading rides. This means fixing unused or broken bikes so they are safe to ride, provide learning sessions such as maintenance workshops or cycle training to upskill people, or offer led rides on local routes to build cyclists confidence. These event types are documented in more detail in the event guides and include relevant tools, tips, procedures, and methods to apply at point of delivery. Briefly the three event types are:

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

**Learn events:** Provide instruction so beneficiaries learn some basic knowledge to maintain their own bike or cycle skills training, so people learn can how to ride a bike with confidence.

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

### Target audience

Applicants must demonstrate that they will reach and inspire people **who do not currently cycle**; people who are either complete beginners or returner cyclists who have been out the saddle for many years. This means going beyond any regular activity being delivered to reach new people who are not currently engaged. Events must be open to all and partners should engage; people in need in terms of economic, social or health deprivation; people underrepresented in cycling; 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 people who do not currently cycle but would consider either starting or returning to cycling. This supports the Department for Transport's vision of achieving a step-change in cycling levels.

### Objectives:

- Inspire and encourage the substantial proportion of the population who do not cycle, to start cycling.
- Increase the number of people that cycle by addressing the fact that a high proportion of adults in England own bikes (42%) but are not making use of them.
- Increase the number of trips made by bike 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 people to access supported cycling activities, training on how to cycle safely and how to keep bikes in safe working order.

## Limitations

The programme is somewhat restricted by funding obligations. This means there are limitations on the types of activity that can be delivered and who can be engaged. These limitations include but are not restricted to:

### Children only activities

To safeguarding all young people under 18 years old and sustain levels of cycling in children, the funding can be awarded to deliver family cycling that includes parents, responsible adults, caregivers over 18 or guardians. It cannot however be awarded to deliver events for the sole purpose of engaging children under 18 years.

### Regular activity

It is the intention that the funding is used to engage and reach the target audience through delivering events that go beyond any regular activity that a partner organisation consistently offers. The funding therefore cannot be awarded to support or sustain any regular and organised activity that occurs as part of a consistent allotted time.

### Offering a series of events

Whereby it is reasonable to assume that the target audience require additional activities and support to sustain regular cycling, Big Bike Revival events must be focused on offering one-off activities. Partners interested in offering a series of events and activities to a repeat audience are encouraged to express interest to the team about joining Cycling UK's Community Cycle Club network.

## Limitations (cont'd)

### Social events

It is recognised that cycling is a social activity and promoting a friendly environment is recommended to include at events within reason and at discretion. The funding however cannot be awarded to deliver events that focus solely on promoting a social environment whereby encouraging people to cycle for local journeys becomes less than the primary focus.

### Mass participation events

Big Bike Revival events are focused on providing cycling activities that address the local need and are delivered at community level by partners embedded in those environments. The numbers of people attending events are therefore typically low so individual needs and perceived barriers can be addressed. Plans to deliver large or mass participation events are therefore unsuitable for Big Bike Revival funding.

### Motorised travel

One of the programmes objectives is to transform short car journeys into cycling ones. 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.

### Types of cycling

Because the programme is aimed at increasing active travel through encouraging more utility and commuter cycling, there are limitations around offering events that focus on specific types of cycling. One example of this might be mountain bike rides in a park that are not part of a local community. If you are unsure whether you can include specific types of cycling in you plan, please contact the team to discuss.

## 2 Programme focus in 2022

Following the success of Winter Programme 2021/22 we are continuing to see an increase in demand for learn and led-ride events. We are therefore focusing on predominantly delivering learning and riding opportunities from **2 May 2022 through until 31 October 2022**.

If you would like to offer these event types, join us, and apply to deliver the programme today. To help you prepare your delivery plan, consult our [quick event guides](#). These guides explain the basic outline of each event type including tips and tricks on how to inspire and sustain a change in cycling behaviour.

To support partners to develop their services, grant funding can be used to purchase equipment to expand delivery, fund venues to host learning sessions and employ instructors to lead local rides. See section 5 for details on eligible costs and expenditure.

### 3 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
- Local authorities
- Independent bike shops with a community interest

Please note:

- We cannot pay grant funds into a personal bank account. If you are applying for a grant, you will need to access an organisational or business bank account.
- 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 2022. 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 funding being awarded. All applications are reviewed against approval criteria and Cycling UK reserves the right to approve or reject an applicant based on any information provided on the application submitted, or any information that Cycling UK currently has or acquires because 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. on the Cycling UK website.

## 4 Qualifying conditions and approval process

Organisations must apply by submitting an online application and follow the advice given herein. Applications are reviewed on a weekly basis every Monday. 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 aligns 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 beneficiary data no later than 48 hours after each event.
- Ability to comply to our general terms and conditions.
- Past performance will be considered alongside 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.
- **Rejected** – an application has been rejected in full or partially, and where possible and appropriate, reasons and decisions will be provided. If your organisations' application is **rejected**, it is not intended that this outcome will reflect on future applications, unless additional information, other notification or advice is provided.
- **On hold / actions required** – 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. In the eventuality, a member of our team will contact the applicant to discuss and follow-up on actions before proceeding. This outcome carries the provisional expectation of a definitive outcome.

## Approval

If an application is approved, the contacts provided on the application submitted will receive a formal email the funding has been approved. If this notification is received, you will receive instruction about providing further documentation, which must be signed and returned in full prior to commencing delivery. This includes but is not limited to:

- Terms and Conditions contract
- Grant Claim Form
- Copy of a valid Bank Statement
- Data Agreement
- Copy of a valid Public Liability Insurance

Cycling UK reserves the right to approve or reject an applicant based on any information provided on the application submitted, or any information that Cycling UK currently has or acquires because 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 case-by-case basis and are subject to the availability of funding, and the fulfilment of the terms and conditions on all previous applications.

## 5 How to complete a Grant application

The application - **CANNOT BE SAVED FOR LATER** - please ensure you have all information to hand before you begin.

Before filling in your application, you will 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. There are 8 sections to fill-in, here is a description of each and what you expect to submit:

### About your Organisation

We require details about:

- Organisation name, address, postcode, social media addresses, etc.
- Organisation type IE. Charity, Social Enterprise, Independent bike shop, etc.
- Contact of details 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 Organisations' audiences

- We require knowledge about the audiences you regular engage with.

### Funding Agreements

We require your agreement on:

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

## Delivery plan

The two images below labelled **Figure 1** display how this section is seen on the online application form, in summary we require the following details on your delivery plan:

- 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.
- And how many events will you deliver.
- You will have the opportunity to provide any additional information.
- Tell us if you are a delivering Dr Bike events at a Workplace.
- Tell us if you are a Workplace applying for funding to encourage your employees to cycle to work.
- You must provide a COVID19 protocol telling us how you will adhere to current guidance, to maintain the health and safety of the public and maintain social distancing.

**Figure 1:** Two images of the events plan (aka delivery plan) as displayed on the online application form

**WHO is your audience? \***

Tell us who your events are for; who your target audience is (Max 100 words)

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**WHERE will you deliver? \***

Tell us where your events will be held; in which locations or venues (Max 100 words)

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**WHERE - Community or workplace delivery**

BIG BIKE REVIVAL EVENTS ARE MOSTLY DELIVERED IN THE COMMUNITY AND ARE OPEN TO ALL. OCCASIONALLY EVENTS ARE DELIVERED AT WORKPLACES OR BUSINESSES FOR EMPLOYEES ONLY. PLEASE INDICATE WHETHER YOUR EVENTS WILL BE IN THE COMMUNITY OR AT A WORKPLACE.

**Are your events open to all in the community or only for employees at a workplace?**

PLEASE INDICATE WHETHER YOUR EVENTS ARE IN THE COMMUNITY AND OPEN TO ALL OR AT A WORKPLACE OR BUSINESS FOR EMPLOYEES ONLY.

Yes, in the community, open to all

Yes, at a workplace, only for employees

Both

**Have we, Cycling UK, asked you to deliver at a workplace?**

PLEASE INDICATE YOUR REASON TO DELIVER EVENTS AT A WORKPLACE OR BUSINESS.

Yes, I was asked by Cycling UK

No, workplace delivery is my choice

Not applicable

**Are you the workplace organising the events and will recruit a partner to deliver?**

PLEASE INDICATE, IF YOU ARE THE WORKPLACE OR BUSINESS ORGANISING BIG BIKE REVIVAL EVENTS FOR EMPLOYEES AT YOUR PLACE OF WORK, AND IF YOU WILL RECRUIT A PARTNER TO DELIVER.

Yes, I will recruit a partner to deliver

No

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**WHAT is your CORONAVIRUS guidance? \***

Tell us how you will deliver under current guidance, maintain social distancing, and adapt if restrictions continue

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**Event 1**

**Your events plan**

WE ARE PREDOMINANTLY FOCUSING ON OFFERING EVENTS THAT PROVIDE LEARNING AND LED-RIDE OPPORTUNITIES. PLEASE PROVIDE DETAILS OF HOW YOU PLAN TO MEET THIS FOCUS UNDER THE FOLLOWING SECTIONS:

**WHICH type of FIX-LEARN-RIDE events will you deliver? \***

Based on the FIX-LEARN-RIDE model, tell us which type of event or events your organisation will deliver (Max 40 words)

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**WHAT are you going to deliver? \***

Tell us the details of what you will deliver; the details of your event types (Max 100 words)

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**HOW are going to deliver? \***

Include any information on resources required, plans to collaborate with others or to use third parties (Max 100 words)

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**HOW MANY events will you deliver? \***

Tell us the total number of events you plan to deliver (Max 100 words)

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**WHO is your audience? \***

Tell us who your events are for; who your target audience is (Max 100 words)

## Events plan

### Event 1

WHEN - TELL US AS MANY DETAILS AS YOU CAN ABOUT WHEN YOUR EVENTS WILL TAKE PLACE.

**What type of event will this be? \***

PLEASE CHOOSE ONE.

FIX

LEARN

RIDE

Tell us the name of your event

Location

**Date:**

Day  Month  

**Start time:**

Hour

:

Minute

**End time:**

Hour

:

Minute

**Duration:**

Hours  Please round up to the nearest hour

### Event dates

We require you to provide us with a committed amount of event dates and details.

Your events must fall within the delivery period: begin on 2 May 2022 and end on 31 October 2022.

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.

The events need to be listed with the information as shown in [Figure 2](#).

**Figure 2:** Image of Event 1 information section, taken from the online Grant application

## Grant funding available

Grant funding is available for any amount up to £3,000. Grant requests are viewed 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, but as a rough guide:

For Grants up to £1,500, we expect applicants to deliver at least one part of the model and deliver 5 events or more.

For Grants between £1,500 and £3,000, we expect applicants to deliver at least two parts of the model and deliver 10 events or more.

## Grant costs eligible

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

**Staff costs**

LIST YOUR STAFF COSTS FOR EACH DELIVERY AND ADMIN PERSON.

**Delivery person 1**

Role

Hourly rate

Hours of work

Delivery person 1 total cost

### Staff:

can include payment for qualified professionals, bike mechanics, skilled ride leaders or trained cycle instructors. List each staff member separately. See [figure 3](#) for an example of how the costs are displayed in the online application from.

There are options to enter the following staff:

- Delivery person 1
- Delivery person 2
- Delivery person 3
- Admin person

**Figure 3:** Image of the staff costs section, example, taken from the online application

**Volunteer Expenses:** Can include refreshments and transport for volunteers.

### Equipment purchase:

Can include items like tools, bikes, locks, helmets, high-vis jackets, and pumps, but NOT fixed investments or infrastructure costs.

Capped at 5% of your total grant

**Equipment hires:** Can include hiring equipment like cones or bikes.

### Consumables:

A cost that is more associated with delivering Dr Bike events. We therefore expect this to be higher for Dr Bikes events and lower for other event types. This cost is capped at 7% of your total grant and can include items like brake pads, inner tubes, cables, lubricant, or small parts.

**Venue and location:** Can include venue hire or location fees, but NOT costs for rent or rates.

**Participant Incentives:**

Can include items that incentivise beneficiaries to continue cycling post event, like puncture repair kits, local maps, or water bottles, but NOT giveaways

**Participant refreshments:**

Can include refreshments for participants during the sessions including tea and coffee. Capped at 4% of your total grant.

**Promotion:**

Can include printing Big Bike Revival materials, media advertising or social media posts, but cannot exceed 7% of your total grant.

**Transport:**

Can include transportation of goods to and from event locations, if necessary, but cannot exceed 5% of your total grant.

**Personal Protection Equipment:**

Can include hand sanitiser, wipes, face masks, disposable gloves, or paper tissue.

**Other costs:**

Use this space to provide information on other costs that are associated with delivering your events.

## Downloadable resources

This section provides you with information on the programme resources available to help you promote your events and collect the data. These are all FREE to download from our website. These include:

- Social Media assets
- Posters
- Cycling UK and Big Bike Revival logos
- Data Collection and Survey Guidance
- Participant Survey Information
- Privacy Policy 2022
- Event quick guides

We offer you the option to be represented on our map and you can specify which location details you prefer us to use.

## Resources to order

This section provides you with information on promotional resources we have available to help promote your events and are FREE to order. These include:

- **Banner** – while stocks last
- **Bunting** – while stocks last

Provide a current postal address so we can post your materials.

## Preview and submit

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