This document is aimed at organisers of small, non-competitive one-day cycling events. It is not exhaustive but is a guide to some areas that Cycling UK considers best practice, in addition to the guidance we include in our Ride Leader Handbook. There is also lots of useful advice issued by the Government at Organising a voluntary event: a ‘Can do’ guide at https://www.gov.uk/government/publications

Events lasting more than one day, or for a large number of people, may be classified as large events and therefore don’t fall within the remit of this guide. You may find useful advice for larger events in the CTC White Guide copyright 2012.

Insurance

- To be covered by our Organisers’ Liability insurance, events or rides open to the public and/or for more than 200 riders should be registered with Cycling UK.
- Event organisers, marshals and other officials should be approved by their group and also registered with Cycling UK.

Health and Safety

- Complete a Risk Assessment for every event you hold.
- If your event is aimed at novices, risk assess the use of busy or fast roads. Other hazards might include: cattle grids; loose gravel; sharp corners; steep downhills; railway crossings; roadworks, roundabouts and so on.
- Keep a copy of the Risk Assessment for your own records.
- Your own group or organisation may also have its own health and safety policies to bear in mind.
- Consider how you would deal with extreme weather on the day. If the weather is too severe to be able to guarantee the safety of your participants, you should cancel it, even at short notice.
- Extreme weather can include: snow, ice, fog, heavy rain, wind, heat and so on.
- Have a contingency plan in place should the unexpected occur.

Event base

It is a good idea to have an event base. Think about the following when choosing this:

- A recognised start and finish area away from pedestrians and other traffic
- Availability and proximity of public transport
- Cycle parking – dedicated cycle parking or railings to which bikes can be locked securely
- Changing rooms and showers for longer rides mainly
- Toilets, including disabled access
- Refreshments – water should be freely available, whether tap or bottled
- Any food provided should be clearly labelled to allow for allergies and intolerances
- Signage – to the venue and at the venue itself
• Car parking
• Proximity of emergency services or local hospital
• Obtain the postcode to provide to emergency services
• A landline as well as a mobile phone number for emergency use if possible.
• Mobile phone charging facilities
• Facilities needed by people with disabilities might include:
  o priority car or cycle parking
  o easy access to toilets and refreshments
  o large signage with colour contrasts
  o good lighting
  o facilities for help dogs
  o extra support from ride leaders or other officials
• If you’re hiring a village or community hall, the Health And Safety Executive provide a Village and Community Hall Checklist to use: http://www.hse.gov.uk/voluntary/assets/docs/village-hall.pdf
• Any gazebos or shelters used must be firmly pegged down, especially if it’s windy.

Publicity

• In the run-up to an event, you can generate coverage by means of e-mailed or posted press releases followed up by phone calls to local newspapers, TV and radio stations.
• Your press release should contain as much information as possible: name, dates, times, location, line-up, ticket information, public transport information, website address and contact name and telephone number.
• Such publicity serves a triple purpose of advertising your event to would-be participants, notifying the local community that a cycling event is taking place, and passing on basic information. Cycling UK’s Social Media Toolkit has more information on using Facebook, Twitter and so on.

Event Dressing

To make the event feel like more of an occasion, you might like to put up posters, bunting, balloons or other decorations. Certificates of completion are always popular.