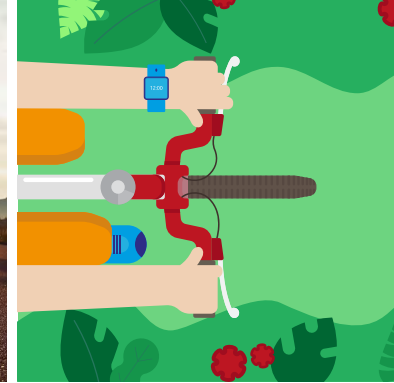


Bikeweek

PARTNER PACK 2019

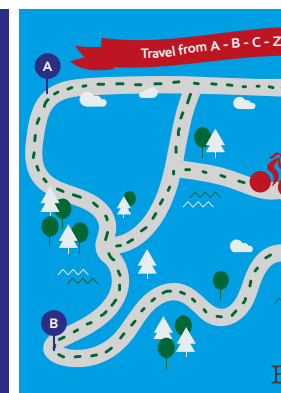
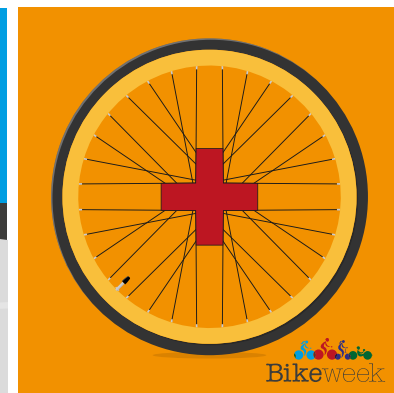
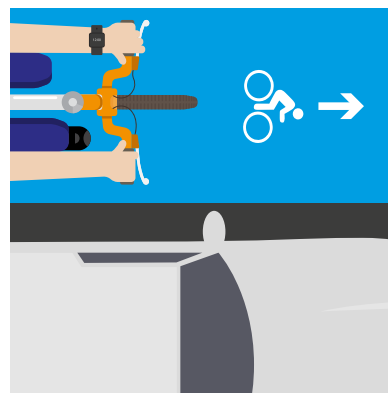


What is Bike Week?

As the UK's cycling awareness raising week, Bike Week encourages 'everyday cycling for everyone'. Each year thousands of people join in events, rediscover cycling and rethink everyday journeys by switching to cycling as a convenient way to get around.

Bike Week aims to get a further 300,000 people on their bikes to join the 5.3 million people who already cycle¹. People who are passionate about cycling are a vital ingredient in encouraging others to ride a bike, and by inspiring and helping others, changing attitudes and influencing those with power and funding, we can make cycling more accessible to more people.

Running from **Saturday 8 to Sunday 16 June 2019**, a wide variety of events and activities will take place right across the UK, with lots of opportunities for people to join a ride, get out on their bikes and discover cycling.



¹ DfT's Walking & Cycling Statistics (WCS CW0302) - 11.9% cycle at least once a week (about 5.3 million people of 16+)

Why is Bike Week Important?

Cycling is a positive solution to a range of challenges we're facing in the UK, like air pollution, obesity, poor mental health and traffic congestion.

Nurturing a culture where it's easy to walk or take the bike for short journeys will be healthier, better for the environment, better for local high streets and communities, and better for businesses everywhere.

How you could support Bike Week?

Our aim is to get many more people across the UK to give cycling a try, encouraging people to get out on their bikes between Saturday 8 June to Sunday 16 June 2019.

You can help by spreading the word about Bike Week and promoting your own initiatives under the banner of Bike Week, to raise the profile of the benefits of cycling and getting the nation talking about it.

Hashtag #7DaysofCycling

Online during Bike Week, we'll be promoting our digital campaign, #7DaysofCycling, where over seven days we look at different cycling experiences:

- 1. Sunday 9th**
Enjoying the social side of cycling
- 2. Monday 10th**
Cycling to school and engaging children in cycling
- 3. Tuesday 11th**
Benefits a bike can have on mental health
- 4. Wednesday 12th**
Businesses boosting their cycle-friendliness, in partnership with Cyclescheme
- 5. Thursday 13th**
Getting fit and healthy through cycling
- 6. Friday 14th**
Travelling from A-B by bike
- 7. Saturday 15th**
Favourite three-miles - best short routes by bike

Taking part in #7DaysofCycling

Any outing on a bike counts - whether that's nipping round to a friend's house, cycling to work or school, enjoying a leisurely ride with the family or tackling a cycling challenge.

During Bike Week, 7 days of cycling is a great opportunity to get out and enjoy a cycle seven times to celebrate Bike Week.

There are no rules on what counts as one of your seven - from riding to work to cycling to the shops; from giving your bike a spring clean to joining a cycle club - all you need to do is share a photo, video or story about your experience on social media, using #7DaysofCycling.

Promotions

Bike Week is a comms-lead campaign, to raise awareness of cycling with non-cyclists and inspire cyclists to talk about, engage and enthuse others to cycle with an ultimate ambition of encouraging millions more people to use their bikes as part of their lifestyle.

People around the UK will be encouraged to get out on their bikes seven times during Bike Week and share their experiences online with videos and photos, with the chance to win some great prizes.

Cycling UK's promotions have gone live with 'one month to go' and scheduled posts are planned at specific points in the run up to the launch event, which takes place in London on Tuesday 4 June. Daily content will be posted throughout Bike Week to maximise engagement and conversation, with highlights from the week promoted post-16 June.'

Approach and channels

Event organisers will be encouraged to register their rides and activities on the website www.bikeweek.org.uk with the event listing providing a picture of the range of activities taking place around the UK that members of the public can take part in.

Promotional channels will include:

- Websites, including Cycling UK's Bike Week website
- Social channels, including Cycling UK Twitter, Facebook, Instagram, YouTube, Strava
- PR and media
- Promotional videos
- CycleClips newsletter (circulation 80,000)
- Cycle Magazine (distribution 50,000)
- Downloadable marketing materials
- Printed marketing materials

Get involved

Included in this pack are some share posts you can use, however these are just a suggestion, please do inspire your audiences with your own content, using the hashtags **#BikeWeekUK** **#7DaysofCycling**.

Any queries?

Contact the Bike Week team at hq@bikeweek.org.uk

8 - 16 June 2019



#7DAYSOFCYCLING
#BIKEWEEKUK