

Big Bike Revival

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 – Current Focus) but essentially delivery partners are expected to shape the delivery based on a combination of the model. 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. Unless specified, partners are expected to deliver events that focus on the three core elements of fixing bikes, teaching skills and leading rides. Essentially 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 to build cyclists confidence. These event types are documented in more detail in the event descriptions and include relevant tools, tips, procedures and methods to apply at point of delivery. Briefly the three event types are:

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

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

Ride events: Provide 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've been out the saddle for many years. This means going above and beyond any regular activity being delivered to reach new people who are not currently engaged. Events must be open to all and where possible partners should engage; people 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 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 large 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

For the purpose of meeting the aims and objectives of the programme we are somewhat restricted by our funding obligations. This means there are a few limitations on the type of activity that can be delivered under the Big Bike Revival and recommendations when working with children and young people under 18 years old. These limitations include but are not restricted too:

Children only activities

For the purpose of safeguarding all young people under 18 years old and with the aim to sustain levels of cycling in children, the funding can be awarded to deliver and promote 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 only.

Regular activity

It is the intention that the funding is used to engage and reach the target audience through delivering events that go above and 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 consistent activities are encouraged to express interest to the team about joining Cycling UK's Community Cycle Club network.

Social events

It is recognised that cycling is a social activity and Cycling UK agrees that an element of being social and promoting a friendly environment can be accepted as an inclusion to an event 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 usually low so that 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 programme 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, and can include leisure cycling, there are limitations around offering events that focus on particular 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're unsure whether you can include specific types of cycling in you plan, please contact the team to discuss.

2 Current focus: Winter Roll-out 2021-22

Whilst we have been able to successfully deliver the full FIX-LEARN-RIDE model in the Spring and Summer of 2021, we have seen an increase in demand for learn and led-ride events. We are therefore predominantly focusing our Winter roll-out on delivering learning and riding opportunities from 22 November 2021 through until 31 March 2022.

If you're able to offer these event types, join us and apply to participate in 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, Winter Grants 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. We're also offering participating partners the chance to order an all-weather, waterproof professional '[Surf and Turf Gazebo](#)' to support the winter roll-out, at no extra cost.

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'll 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 March 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 becoming a delivery partner. All applicants 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 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. 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 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.
- **Rejected** – 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 providing further documentation, which you agree to submit and sign prior to commencing delivery. This includes but is not limited to:

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

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.

Eligibility to deliver does not automatically equate to becoming a delivery partner. 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 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 case-by-case basis and are subject to the availability of funding, and the fulfilment of conditions on any previous applications.

5 How to complete the 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'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. There are 8 sections to fill-in, here's 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

- We require 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'll 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.

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 22 November 2021 and end on 31 March 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 following information:

- Name
- Location
- Date
- Start time
- Finish time
- Duration

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 and costs, but as a rough guide:

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

For Grants of £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 and costs, please provide information as follows:

- Staff:** Can include payment for qualified professionals, bike mechanics, skilled ride leaders or trained cycle instructors.
- Equipment hire:** Can include hiring equipment like cones or bikes.
- Consumables:** Can include items like brake pads, inner tubes, cables, lubricant or small parts.
- Promotional:** Can include printing Big Bike Revival materials, media advertising or social media posts, but cannot exceed 7% of your total grant request.
- Sustenance:** Can include volunteer expenses or refreshments for beneficiaries.
- Transport:** Can include transportation of goods to and from event locations if necessary, but cannot exceed 5% of your total grant request.
- Personal Protection Equipment:** Can include hand sanitiser, wipes, face masks, disposable gloves, or paper tissue.
- Venue and location:** Can include venue hire or location fees, but NOT costs for rent or rates.
- Equipment purchases:** Can include items like tools, bikes, locks, helmets, high-vis jackets and pumps, but NOT fixed investments or infrastructure costs.
- Incentives:** Can include items that incentivise beneficiaries to continue cycling post event, like puncture repair kits, local maps or water bottles, but NOT giveaways
- 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 guidance
- Attendee list
- Privacy policy

We offer you the option to be represented on our map and you are able to 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:

- **Gazebo:** As part of the Winter Grant off, applicants are able to order a high quality, all-weather waterproof Gazebo, at not extra cost. This product is durable yet lightweight enough for one person to erect, comes equipped with a canopy (roof), 4 sides, sandbag weights and a wheeled bag for easy transportation. The Gazebo is branded, yet this is minimal and leaves plenty of room for partners to add additional logos of their choice. The product is made from a reputable company, Surf and Turf who are experts in producing outdoor shelters. Please visit [their website](#) for more details.
- **Banner** – currently sold out
- **Bunting** – currently sold out
- **Event arrows**

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

Training and Volunteers

Express interest in training opportunities. The courses on offer are FREE for participating partners to access, are all one-day courses and include:

- Ride leader course
- Basic maintenance course
- First Aid course

Express interest in registering with Assemble, our volunteer recruitment and management platform. Name a person from your team to be responsible and we'll contact them directly.

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.