

'Led ride event' quick guide



Delivery Partner Responsibilities

Decide who is going to do what.

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.

Explore a local route in a friendly relaxed group ride.

Feel connected with like minded others and increase confidence as a cyclist.



Participant Takeaways

1



Planning Tip

Route Planning

Start in an accessible central location. Think about how the route can be as enjoyable and useful as possible 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



2



Procedure

Greeting & Bike Loan

Greet participant, explain the session and "pitch" the Cycling UK survey to collect names and emails. Next check their riding ability, understanding of the bike and if they have any medical/disability issues that might influence their cycling. Those who do not have a bike can be loaned an appropriate sized bike.

M-checks & Safety

Ask all participants to complete m-checks and help those who need it. Also discuss cycle clothing and general safety on the bike.

The Brief

Brief the participants by describing what is going to happen on the ride, the duration, break stops, the terrain, instruction on how to cycle as a group, what procedure to follow at junctions, where stops will be and how to communicate to the leaders if you need to.

During the Ride

Monitor participants (from the back and front of the group) watching out for anyone struggling and assessing the mix of ability in the group to help set the best pace and support those who need it. Aiming for a pace that is enjoyable but slow enough to allow for casual chat is important.

3



Behaviour Change Tips

Keep it Social

Create a friendly social atmosphere, and it will encourage participants to get over the physical, emotional and social barriers that alone they may struggle to overcome. At the start allow enough time for everyone to introduce themselves. Get the conversations going by asking participants about their riding, how they found the event etc.

Encourage

Many barriers to cycling are psychological. Encourage and support participants to take the ride at their own pace. This will help them feel accepted and a sense of achievement from completing the ride.



Signpost Participant

During the event, find out what the participant needs next for their cycling and help point them to:

- Upcoming led ride events.
- Community Cycle clubs if strong enough ability.
- Learn to fix events if unsure about repairs.
- Fix events if bike needs repairs soon.