

# How to deliver our grant funded programme The Big Bike Revival



The Big Bike Revival is an intervention for adults aimed at encouraging an uptake in cycling. By providing solutions to perceived barriers, adults are enabled to learn to how to cycle and to increase their cycling levels for short, everyday journeys. Events focus on presenting cycling as a practical, normal and habitual way to get around locally.

The Big Bike Revival is delivered across England by a wide range of community-embedded partners who understand the local need. An extensive programme of FREE events offering services that fix bikes, teach skills and lead rides, motivate adults to either start or return to cycling. Social and inclusive activities help adults of all ages, backgrounds and abilities to discover the joys of cycling and help make cycling become a normal travel option.

## Delivering Fix-Learn-Ride events

The programme delivers three types of event based on the FIX-LEARN-RIDE model.

- **Fix events** – offer basic services to repair cycles and provide essential checks to ensure cycles are safe to ride
- **Learn events** – offer instruction, training or skills for adults to learn to maintain or repair their cycle or learn cycle skills to help them feel safer when cycling
- **Ride events** – offer led rides for adults to practise cycling locally, build confidence and learn new routes in a social environment

## Who can apply to deliver the programme?

Delivery partners are typically volunteer-led groups, not-for-profit organisations and social enterprises that are rooted in local communities and working to address a range of local needs.

They are experienced in engaging with non-regular cyclists and people in need in terms of social, economic and health deprivation.

We welcome applicants from delivery partners based anywhere in England, with the exception of London.

## What events need to be delivered?

The FIX-LEARN-RIDE events model is evidence based; the three pillars represent the types of events that typically encourage people to change their behaviour and cycle more.

Our one-page guides are pitched at beginner level. Use these to help you plan your Big Bike Revival events, they explain the basics of how to deliver each of the FIX-LEARN-RIDE event types:

**FIX EVENTS** offer bike safety checks and basic repairs

**LEARN EVENTS** teach cycle skills, show people how to complete simple repairs and maintain their bike

**RIDE EVENTS** take people on led bike rides on local routes.

Contact your cycling development officer to discuss your events plan further.

## Who is the target audience?

The Big Bike Revival programme focuses on engaging adults with social, economic, and health needs, those from diverse backgrounds, and individuals facing complex challenges.

We have put together a series of audience guides to explain why you should connect with specific groups, the challenges they face, how you can support them, and the best ways to reach them.

These beginner guides are full of ideas of how to tailor events to reach audiences you may have not thought about already.

## Contact a member of the team for advice about how to apply for grant funding

**Please contact your region's team support or cycling development officer to discuss your application.**

To prepare your delivery plans and understand what's expected, we invite all applicants to [consult the FAQs](#), read the [application guidance](#) and consult the [Terms & Conditions](#) before submitting an application.

Applications are reviewed against funding criteria to be sure the programme aims and objectives will be met. For further questions, please contact one of our officers from the list below or the national project team [bigbikerevival@cyclinguk.org](mailto:bigbikerevival@cyclinguk.org)

Alternatively, if you'd like us to keep you informed about future funding for England, please fill in our [expression of interest](#) form. |

A full list of contacts can be found on visiting website.

<https://www.cyclinguk.org/bigbikerevival/delivery-partners>