

RIDE LONDON ESSEX

COMMUNITY TOOLKIT

Activating your community for RideLondon

ABOUT RIDELONDON

RideLondon is a legacy event from the London 2012 Olympic Games. Essex will welcome 25,000 cyclists on Sunday 29 May as RideLondon, the world's greatest festival of cycling, comes to the county for the first time in a partnership between RideLondon and Essex County Council.

The partnership brings the RideLondon-Essex 100 and 60 mass participation rides into the county. Essex will also host two stages of the RideLondon Classique, a three-day UCI Women's WorldTour stage race for the best female riders in the world. The start and finish of the first stage on Friday 27 May will be in Maldon, while the second stage will start in Chelmsford and finish in Epping.

As a result of RideLondon, communities right across the county will soon benefit from significant funding from The London Marathon Charitable Trust – funding that will inspire activity and support people of all ages and abilities to participate in sport and physical activity.

For full event details, click here

"I'm delighted we are able to play an important role in bringing the prestigious RideLondon event to Essex. We know that major mass participation sporting events like RideLondon inspire people to get active, which will help to fulfil the aspirations of the new 10-year Fit for the Future Physical Activity and Sport Strategy for Essex, and our major Find Your Active campaign. Your help on the activation of RideLondon will help inspire everyone across Essex to cycle more and make physical activity a regular part of their daily lives."

Jason Fergus, Director of Active Essex

ACTIVATING YOUR COMMUNITY

RideLondon is an exciting event for Essex and it would be great to hold as many local activations as possible to get communities involved. And it doesn't just have to be about cycling!

RideLondon fits nicely, a week before the Queen's Jubilee celebration and with many events already taking place, why not use this weekend to start the week of bringing communities together. It is our hope that the support packs we will be able to offer, can be utilised for the Jubilee events too.

This toolkit is to offer ideas to local communities and a guide to the support on offer.





ActiveEssex

ACTIVATION IDEAS

From FAN zones in local green spaces and spectator hubs along the route, to opening community club doors and offering open days. These encourage community spirit, support local organisations and get residents active.

COMMUNITY EVENTS

Utilise the local spaces and places to bring your community together, helping to highlight and support local people, charities and organisations. Below are a few options to think about:

- School fetes
- Local stalls
- Local entertainers - musicians, activity instructors, performers etc
- Highlighting local cycling clubs - perhaps invite them along

STREET/VILLAGE GREEN PARTIES

Linking in with the Queen's Jubilee celebrations, encouraging neighbours to come together for fun and games, before and after spectating RideLondon cyclists.

- Community games
- BBQs
- Local entertainers - musicians, activity instructors, performers etc

LOCAL CLUB/ GROUP OPEN DAYS

This could take place throughout the week, leading up to (or just after) the RideLondon event whereby you encourage local clubs and groups to open their doors, to allow residents to try a new activity.

GETTING LOCAL BUSINESSES INVOLVED

Reach out to local businesses, especially those on the route or near events taking place, to help them promote their business and RideLondon. Some examples could include:

- High Street shops displaying RideLondon: Essex window displays
- Bakery's offering RideLondon inspired themed cakes
- Deli specials in the theme of cycling
- Support pubs to open early for breakfast, or late for spectators and riders alike
- Support businesses, like garden centres, to offer alternative opportunities in the week leading up to, or just after the event

FUNDING

RideLondon Activation Fund

Major mass participation sporting events like RideLondon inspire people to get active, bring people together and ignite communities. The Fund will support Parish and Town Councils, Schools, Constituted Organisations and Community Groups to celebrate and inspire their communities to become involved and cycle more.

Grants are available up to the value of £500 to support celebrations, activities, or other community events considered appropriate by the applicant.

Priority funding will be given to those where the RideLondon-Essex route reaches across the entirety of the RideLondon weekend. Please note, this funding is open to those in the Essex County Council footprint.

For more information and to apply, click here.



OTHER FUNDS AVAILABLE

The Queens Jubilee Activity Fund

Sport England have launched a new £5 million fund to mark the Queen's Platinum Jubilee that aims to use sport and physical activity to bring communities together and tackle inequalities. The fund will make awards of between £300 and £10,000 in support of new projects providing opportunities to become more physically active. The funds could be used for things such as facility hire and coaching costs, or even small capital improvements.

For more information, click here.

The Essex Cycle Grant

The Essex cycle grant has this year expanded its funding criteria in the hope that local organisations and clubs can use Ride London - Essex to try and attract new individuals and communities to get involved in local cycling activities.

The Essex Cycle Grant does not launch until 1st April 2022. But, if you would like to find out more about ECC cycle grant funding please click here. Check back after 1st April to read the criteria and apply.



SUPPORT AVAILABLE

It's important for us to make this as easy for you to implement across your communities as possible. So, as well as the funding which we're able to support you with, we will also be offering a merchandise pack. We hope this will help you feel like your events are a real part of the wider RideLondon celebrations, as it looks to take over the county!







As well as a merchandise pack inclusive of bunting and posters, support from the RideLondon: Essex activation team is available and a chance to utilise the RideLondon spectator app to ensure your events can be seen and accessed by local residents.

Local Active Networks

Major events can be a catalyst for communities to try something new or inspire them to be more active. If you would like to activate your local place and make physical activity more accessible for everyone after RideLondon-Essex, then you will be able to access our free Community Engagement Toolkit as a starting point to help understand where there are gaps and what local people would be interested in.

Speak to your local Relationship Hub team member. You will find contact details on the following page of this document.

ADVERTISING

Once you have everything in place you then need to let everyone know about it. Below we have stipulated some useful avenues:

- Email
- Active Essex activity finder
- Poster/ leaflets
- Local newsletters or magazine
- Social Media (inc local Facebook groups)
- Village/ town noticeboards

RideLondon Spectator App

The app, which is planned to launch at the beginning of May, will offer spectators and riders the ability to search for any events and activation taking place across the county and track cyclists along the route. More details will be shared around how to get your community event showcased.

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