

'Led ride event' quick guide

Delivery partner responsibilities

- Decide who is going to do what, assign team roles
- 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 with a friendly group in a relaxed atmosphere
- Feel connected with like minded others and increase confidence

Participant takeaways

1 Planning tip

Route planning

Start in an accessible central location. Plan an enjoyable route, consider participant abilities 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

Greet participant, explain the session and "pitch" the Cycling UK survey to collect names and emails. Check riding ability, bike knowledge and ask about medical issues or limitations in ability.

Bike loans

Loan a bike to participants without their own.

M-checks & safety

Complete an M-check with the whole group and help those needing assistance with minor checks and adjustments. Discuss clothing and general safety on the bike.

The brief

Brief participants on the ride and describe what is going to happen. Explain the duration and terrain, provide instruction on how to cycle as a group, what procedure to follow at junctions and where stops will be.

During the ride

Monitor all riders and be aware of all abilities to help set the pace of the ride. Support those struggling to keep up by aiming for a pace that is comfortable for the whole group and considers the slowest member. A led ride that is community focused, should be enjoyable and social, while allowing for casual conversation and friendships to grow.

3 Behaviour change tips

Keep it social

Create a friendly social atmosphere, and allow time for everyone to introduce themselves. Offer refreshments if you can to prompt conversations. A social environment will foster the feeling of peer support whereby participants will feel safe and not judged when talking about barriers to cycling.

Communicate in time, not distance

Describe the ride in minutes and hours, not mileage. Eg. Say its a 45 minute ride rather than a '5 mile' ride. Its often hard to judge distances, but easier to consider an amount of time. Conversely, celebrate the distance and miles at the end and you'll create a positive sense of achievement.



Signpost participant

Find out what participants are interested in or would like to know and point them in the right direction:

- Recommend joining a local Cycling UK, Community Cycle Club. A great way to sustain cycling with like-minded others.
- Suggest upcoming learn to fix events to learn about minor bike repairs.
- Suggest learn to ride events if cycle skills need improving.
- Recommend upcoming fix events if a participants bike would benefit from a safety check.