

LIVERPOOL CYCLE SHOW Liverpool City Council

Healthstart is a commercial events management organisation, and most of its work is for the health service and other public sector bodies. Healthstart has been involved in cycling for 8 or 9 years, organising mass participation cycle rides and other events. Three years ago it was approached to promote cycling in Liverpool, and decided on a cycle show.

Organisation of the Cycle Show costs £13k (inc. £4k consultancy fees). Healthstart's role includes:

- Consultation with relevant organisations
- Establish budget
- Agree date and venue. Easy access by bike / public transport. During National Bike Week. On a Wednesday – better publicity than a Saturday.
- Decide method of evaluation. Questionnaire to find out who comes, why, from where? 400 returns out of 1000 distributed. Prize offered.

Popular elements:

- Cycle auction (stolen bikes recovered by police)
- Bike stunts (£800 to get a decent stunt team)
- Launch of NCN
- Range of bikes on display (including historic bikes from local museums, and adapted bikes for all ages / abilities)

The cycle show is held at St George's Hall, opens 11.30 am to 7.30 pm, and entry is free. All age groups are well represented, and of the 1500 attending, 75% are male. Of those attending, 28% cycle less than once a week.

Successes:

- Info on cycle routes
- Media coverage (was valued at £30k.)
- Questionnaires and feedback

In future years they hope to bus in secondary school pupils.

Peer assessment of this initiative (January 2001):

- ✎ Liverpool Cycle Show
- ✎ Free entry to Liverpool Cycle Show
- ✎ Positive use of media

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