

How to plan, promote and run a Big Bike Fix Up (BBFU) event

Background to the BBFU

The BBFU has been chosen as a campaign idea to help people overcome barriers to safe cycling. The cost of repairing bikes or purchasing helmets has been identified as a major barrier to participation for many low income people. The target audience nationally is children and lower income families, but you know your communities well and will know who to target.

You can work a BBFU element in to one of your existing Bike Wise events by having bike maintenance check-ups available. Or you could choose to run a standalone event which just focuses on fixing or repairing bikes.

Things to think about

Successful events are often those that are linked to other events that attract large crowds of people, such as market days or school fairs, and aren't necessarily expensive to run (depending on what you are offering and the support you receive).

Some highly successful events include the Back on Bikes campaign in Christchurch, 'Share the Road' campaign in Southland around the Tour of Southland, and the Dr Bike Workshops.

Enticing participants is the key to your success. Free Bike Checks are essential and arrangements such as discounts at the local bike shop for repairs and parts are a huge draw card. Communicating the **FREE** elements in your promotional material will help to attract the target audience. Bike Wise will provide a general events coordinators' kit, which includes such things as puncture repair kits, cats' eyes, reflective tape, drink bottles and slap bands.

Budget: list everything you will need and then work out who might help to pay for it.



Associated activities also contribute to a successful event. Consider helmet checks, cycle skills lessons, BBQ, music and displays to capture and engage the audience.

Advertising: If you have a budget to pay for advertising, great! Otherwise, try free advertising, such as local radio community notices, school newsletters and producing your own media release.

Getting support from various groups in the community is vital. Groups such as your local council, police, local bike shops, cycle clubs, regional sports trusts, cycle advocates groups, public health organisations and sponsors from within the community bring expertise and resources.

Ask for help. Use the Bike Wise free phone 0508 BY BIKE (29 2453) or email info@bikewise.co.nz or visit <http://can.org.nz/dr-bike-workshops> for great planning tips.

Some examples of great BBFUs

If you are planning a BBFU and would like to email or get on the phone to someone who has organised an event like this before, or to surf the net for ideas, then the contact details below may be helpful.

- Big Bike Fix Up – New Plymouth contact Nathaniel Benefield, ph (06) 759 6060 extn 8850, benefieldn@npdc.govt.nz
- 350 Big Bike Fix Up – Auckland, <http://www.350.org/node/16683>
- Big Bike Fix Up – Wellington, <http://can.org.nz/media/2010/volunteers-fix-the-climate-one-bike-at-a-time>
- Cycling Advocates Network – Dr Bike Workshops <http://can.org.nz/dr-bike-workshops>

Resources and ideas for your BBFU event day

The CAN (Cycle Advocates Network) website is a valuable resource about what to plan for and what to expect.

<http://can.org.nz/dr-bike-workshops>

The CAN site includes resource sheets for things like: tools and parts, signs, posters, and recording.

For a visual example of a Big Bike Fix Up, check out

http://www.youtube.com/watch?v=_4fKx9Yyfrc

Promoting your Big Bike Fix Up event

Big Bike Fix Up resources available online at www.bikewise.co.nz

Event organisers can download the resources listed below at

<http://www.bikewise.co.nz/resources-for%20event%20organisers>

1. Big Bike Fix Up flyer template
2. Big Bike Fix Up poster template
3. Bike maintenance check list.



BBFU Brainstorming and Planning Template

Venue - Where can your audience easily access and are there other amenities nearby, such as toilets.

Date(s) - Think about your audience and when they will be most available and likely to attend.

Partners - Who can assist you? Think about partners like police, sports trusts, local bike shops, local bike clubs.

Leader and job specs - Who will be the main coordinator? Who will do what?

Sponsors - Seek out sponsors for prizes or to offset some costs you might incur.

Advertising - Consider how you can best reach your local audience - schools' communications, radio and newspapers.

Evaluation - How will you record your success and any issues that arise? How can you capture participants' details so that you can follow up on their cycle use?

Big Bike Fix Up

BBFU Event Planning Template

Task	Sub task	Person/organisation responsible	Start date	Due date	Progress/comment
Date	Check against other events				
	Check staff availability				
	Check venue availability				
Venue	Book venue/reserve				
	Wet weather alternative				
Budget	List of costs				
	Identify/ approach sponsors				
Equipment	Book equipment				
	Pick up/drop off				
Advertising	Book radio				
	Print posters/flyers				
	Circulate posters/flyers				
	Write media releases				
	Register event on Bike Wise				
	Post event media release				
	Info/photos to Bike Wise				

BBFU Event Planning Template continued

Task	Sub task	Person/organisation responsible	Start date	Due date	Progress/comment
Staff	Book mechanics				
	Identify roles				
	Book staff to roles				
Sponsorship	Council				
	Police				
	Sports trusts				
	Gaming trusts				
	Businesses/bike shops				
	Report back to sponsors				
Associated activities	Invite others to attend				
	Link to other events				
Evaluation	Registration process				
	Follow up				

Big Bike Fix Up

Big Bike Fix Up (BBFU) event planning notes