

Great Yarmouth “Bike-It!” Day at the Great Yarmouth Stadium Saturday 19th June 2010

As part of the National Bike Week and to officially relaunch the Great Yarmouth Cycling Club (GYCC) we are staging a cycling festival at the Great Yarmouth Stadium.

Family, novice and seasoned riders will be able to ride safely and leisurely around the traffic free track, learn some basic and intermediate cycling techniques that will improve your safety and riding skills and have your bikes safety checked by accredited Dr Bike mechanics. Every hour, for the sport-oriented we will be holding some informal track races and the highlight of the day will be the inaugural inter-schools Grand-Prix race will also decide which local school is top of the cycling race table! We also have lots of other cycling and healthy living stands and displays for all the family.

The goals of the event are:

- To demonstrate to the local community that cycling is great for health & fitness and is accessible to everyone regardless of age, experience and ability;
- Create awareness of GYCC and the benefits of membership;
- Charity fundraising for the Great Yarmouth Rotary Club's Visually Impaired Persons Tandem Cycling Team.

To make this event successful and achieve our target of attracting the community into cycling we seek your support to:

- promote the event during the countdown weeks and days and attend on the day and take part in several of the events (we can help with this!)
- provide a stand on the day to encourage families and novices into cycling and transform their lifestyle in terms of health and fitness;
- provide a prize for inaugural inter-schools Grand-Prix race.

We hope you find this new event an exciting opportunity for our community and we welcome your support.

Background:

Great Yarmouth has some staggering health and fitness statistics to overcome - childhood obesity is over 30% and only approx 15% of adults take part in two 30 minute sessions of exercise per week (this is one of the lowest figures in the UK). We aim to make cycling accessible to families and novices from all parts of the local community regardless of age, ability and experience.

Supported by British Cycling, the GYCC has a vision of introducing 100 novices and children into cycle sport through a structured and nationally accredited coaching programme every year using club bikes, clothing and coaches. This unique vision removes all the traditional (and expensive) barriers of entry into cycle sport and with the support of Great Yarmouth Stadium all the coaching is conducted in a safe and traffic free environment. We are at an advanced stage in the funding application through Sport England to make this possible.

GYCC has a partnership with the Great Yarmouth Rotary Club Visually Impaired Tandem cycling team and we offer VIP club members rides every fortnight. It is a real inspiration to witness these guys fly around the track!

GYCC has built strong relationships with the local schools through the Sustrans Bike-It initiative. The Bike-It! initiative has transformed the number of children, parents and staff riding to school since September 2009 and now provides road safety training through the Bikability scheme and bike maintenance through the DR Bike scheme.

GYCC complies with British Cycling Safeguarding and Child Protection policy and the club coaches and welfare officers are fully CRB checked and first aid trained.

Summary

Date

19th June 2010

Name: Great Yarmouth Bike-IT! Day

Target: 300 local people riding at least 5 laps of the Great Yarmouth Stadium

Roles

See next page

Guest List

Mayor
BC celebrities
Opening ceremony celebrity

Format

Family and novice riding

VIP tandem rides

On-the-hour Devil and Slow races

Great Yarmouth Inter-Schools Cycle Grand Prix

Hourly family, novice and intermediate coaching sessions

Family bike maintenance checks

Marketing Plan

Bike-IT
Tri-a-sport
Rotary
PCT

Archant
BBC Radio
BBC TV
Heart

Purpose

- Promote cycling in the community specifically targeting families and novices
- Create awareness to GYCC and what it offers and create a brand
- Publicise GY Stadium
- Charity fundraiser for GY Rotary/VIP tandem club

Club Stands

Dr Bike
Childrens introduction Coaching
Novice traffic-free coaching
Family rides
Raffle
VIP

Others

Change-4-life
BC: ToB and Celebrities
SUSTRANS
PCT (Martin Payne)
Cycle forum
Circus?
Norfolk County Council

Tasks & Roles

Marketing: Luke

- Press release
- Media plan
- Archant
- TV
- Radio
- Stadium Banner
- PCT
- Rotary
- Schools/Sustrans
- NCC

Schools engagement: Kev

Partners: Neil

- Change-4-Life
- BC
- PCT
- Stadium
- Police cycle coding
- National Bike Week & NCC:

Rotary: Geoff

- Buckets, PR, Major, Councillors, VIP

Coaching – traffic free: Norman

- Family skills
- Novices

DR Bike: Norman

- Stand
- Mechanics
- Banners/leaflets

Logistics on the day: Paul/Ed

- Events programme/map/events list
- Layout of the stadium
- Family rides structure (15mins?)
- VIP tandem rides
- Grand “Opening/Relaunch” ceremony
- Tombolo? Raffle?
- Pedal Revolution?
- Family entertainer?
- Traffic Lights on casiter road
- Wet Weather plan
- Club stand with membership forms to join on the day
- Marshalls recruitment
- Marshalls briefing
- Commentator

Grand Prix events

- Schools Cup: Slow race, Devil
- Novices Devil