

CYCLING FOR ALL SIDE EVENTS

UCI TOOLKIT FOR EVENT ORGANISERS



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ABOUT
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01 THE CASE FOR CYCLING FOR ALL SIDE EVENTS

It is the UCI's ambition to grow cycling in all forms around the world - be it for transport, recreation or competition. As part of this, we encourage and support our partners to host events that inspire the general public to cycle. The hosting of UCI sanctioned races provides an opportunity to organise side events that advocate and promote cycling beyond elite competitions. This guide provides advice on the development and hosting of Cycling for All side events, as well as practical examples of best practice.

Cycling for All side events may take various forms, depending on an organiser's wider vision for their event.

This guide will provide case studies related to the following types of initiatives:

Activity areas for children	Race circuits open to the public
Educational workshops	Cycle skills training
Travel by bike initiatives	Sustainability promotion and environmental campaigns
Tourism and regional development campaigns	Cycling festivals
Multi-sport experience zones	Closed street / car-free days





The hosting of such events not only strengthens the passion for cycling amongst local populations and spectators, but also encourages more everyday cycling. Benefits of delivering these events include:

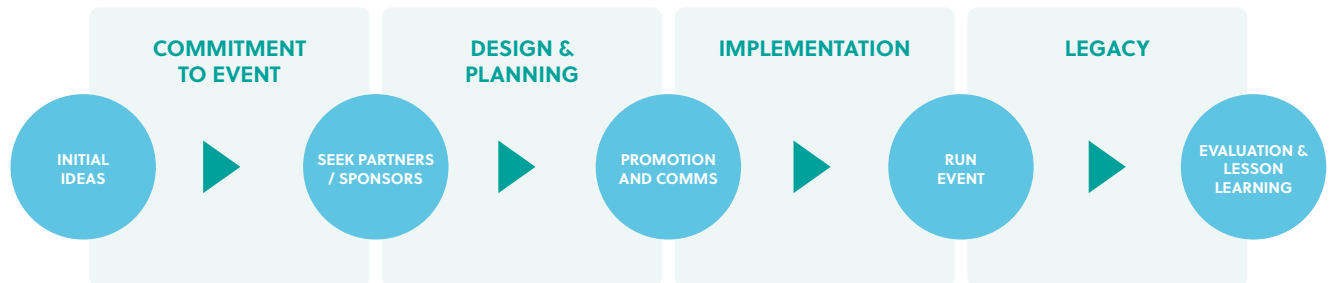
- In the widest sense, helping to reinforce the role of cycling as a provider of socio-economic benefits such as social inclusion, reduced air pollution, improved public health and sustainable travel;
- Events for children provide a gateway into active competitive cycling later in life, and can help spark a lifelong passion for the sport;
- Strengthen the legacy of the event for the wider public;
- Foster a greater sense of inclusion and passion for the elite event in the host community or region;
- Strengthen the attractiveness of the event to local political leaders, given rising interest amongst policy makers in promoting active mobility and healthy lifestyles;
- Make the race more attractive for spectators - offering more activities for the entire family.

SUPPORTING WIDER EVENT AMBITIONS

Cycling for All events can be complementary to the wider sustainability programme of the event they are attached to, assisting with reducing the event's environmental footprint, as well as planning. For instance, a Cycling for All event can be designed to encourage spectators to travel to the race by bike - aiding traffic management while reducing emissions and localised pollution.

A defined Cycling for All programme of events and actions can also strengthen the legacy ambitions of the event and assist with attracting more public investment from host cities and regions. Committing to hosting a Cycling for All side event can be embedded early into the overall plan for the wider event, ensuring it contributes to meeting the overall sustainability strategy.

The following flow chart may assist you to plan and map out the objectives, resources and expected outcomes of hosting a side event:



ACCELERATING AMBITIONS WITH THE 2019 UCI CYCLO-CROSS WORLD CHAMPIONSHIPS

2019 UCI Cyclo-cross World Championships, Bogense (Denmark)

The 2019 UCI Cyclo-cross World Championships took place in Bogense (DEN), a coastal town situated in UCI Bike Region Fyn. While Fyn already has strong cycling credentials - with there being over 1,200km of signposted routes across the region, a 26% modal share for cycling in the largest city Odense, and a growing market for cycle tourism (generating around 500 million DKK each year) - strong ambitions are also in place. By 2025, the region wants to see 50% of the population active in a sports club, and 75% being physically active, with cycling a major sport promoted under this target.

By hosting the 2019 UCI Cyclo-cross World Championships, the region used this elite event as an opportunity to accelerate the passion and participation in cycling in all forms and to inspire foreigners to visit Bike Island Fyn on their next vacation. Their side event programme also focused on promoting and introducing children to cyclo-cross.

In the four years before the championships, 12,000 school children participated in Cycle

School, a fun initiative at the local cycling arena where they learn to ride safely by working on technical skills and overcoming different challenges. Cycle School is run by Cycling Odense, which has produced names such as Lasse Norman Hansen, Alex Rasmussen and Rasmus Lund.

An offshoot of Cycle School is the Schoolyard Cycling programme. Over 3,000 children have benefited from this initiative. In the run up to the UCI Cyclo-cross World Championships, the initiative focused in on the skills associated with the discipline of cyclo-cross. Children could train on a course opened just in advance of the competition, and free training sessions were organised at this venue in parallel with the World Championships.

On the day before the Championships, a 1 km kid's race was held on the World Championships course. Children up to the age of 15 participated on their own bikes ahead of the world's best cyclo-cross riders - providing an easy to organise and inspiring experience for participants.



02 CONCEPT AND DESIGN OF EVENTS

Very broadly, a Cycling for All side event or action is non-competitive in nature and designed to promote cycling in all forms - be it recreational, transport or leisure cycling. The objectives of the event are aligned with the UCI's mission to promote cycling in all forms.

Side events should be incorporated into the official programme, to ensure their widest possible promotion.

As Cycling for All side events have a transformative ambition, promoting cycling and strengthening legacy impact, it is highly advisable to identify specific goals or ambitions that the event is looking to reach, before deciding on specific formats to apply.

The event may aim to promote more cycling in the broadest possible sense. It may also wish to focus in on a specific issue, which could include:

- Riding to work or school;
- Promoting physical activity and healthy lifestyles;
- Encouraging participation in competitive cycling events;
- Raising awareness over environmental concerns;
- Promoting cycle tourism in the local or wider region.



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UCI BIKE REGION DRENTHÉ'S ICONIC VAMBERG

*2019 Ronde van Drenthe UCI Women's WorldTour
(The Netherlands)*

The Dutch UCI Bike Region of Drenthe has high ambitions to be an exemplary cycling province, bundling together promotional activities - often tied to elite races - under the Op Fietse Drenthe platform. With a strong identity, this initiative serves to market Cycling for All activities when it comes to side events.

In the region, the recently opened 'VAMberg', a reclaimed hill on the site of a former landfill site, has received global attention and has become a symbol of responsible environmental management and renewal. With bicycle-only roads going

up the hill, and off-road trails created at its base, the site has become a centre for cycling across the region - offering climbs to the highest point in Drenthe (4800cm).

The Ronde van Drenthe and other elite races in the region now incorporate the VAMberg as a key element of the course. With this in mind, the region held the official opening ceremony for the VAMberg on the weekend of the 2019 edition of the Ronde van Drenthe (15-17 March). Connecting the elite event with the opening of this new cycling infrastructure ensured strong media attention.



MESSAGING AND TARGET GROUPS

A coherent focus in the messaging generated around a Cycling for All event can help ensure a wider impact. An event could centre on core issues related to cycling such as road safety or air pollution, or focus on wider global objectives such as the achievement of the UN Sustainable Development Goals (SDGs).

In some cases, it may be advisable to tailor events to target specific population groups. In fact, projects or events that target groups that are under represented or less physically active are more likely to attract wider support from government.

These groups may include:

- Infants and children
- The elderly
- Disabled persons
- Migrants and newly arrived residents

The orientation of the event should be towards inclusivity. With the goal being to promote more cycling amongst different populations, overly competitive elements or messaging should be avoided, as this may discourage non-converted bicycle users from trying out a given activity.

An elite race also provides a valuable opportunity to share messaging regarding everyday cycling promotion. Many UCI Bike Cities and Regions for instance display information related to their wider cycling programmes, as well as specific UCI Bike City/Region Label branding, on barriers and signposts at their respective events. Furthermore, linking such events to localised issues, or the opening of new cycling infrastructures, can help create a stronger connection between the host city or region, and the wider event.

IMPACTED STAKEHOLDERS

Given that Cycling for All touches upon wider socio-economic issues (i.e. transport, the environment or public health), it is wise to seek the participation of and collaboration with local or national bodies who are already active in these areas. Such stakeholders may also potentially be able to support the hosting of a side event by contributing budget or providing materials or staff.

Key partners to consider include:

- **National Federations** - National Federations across the world are already active in the promotion of Cycling for All. They may have campaigns or policies in place that would align well with the proposed event.
- **Schools & children's clubs** - As many side events will seek to engage local children, bringing in local schools and youth clubs in the planning phase of the event can help maximise engagement with children and young people.
- **Local government** - By aligning the event with the local government's or municipality's ambitions around cycling (i.e. more people cycling for transport, or higher rates of physical activity), the side event can serve as a catalyst to reinforce the positive role of hosting the elite event in the community. Public agencies active in the areas of public health, transportation or education would be impactful partners.



LIABILITY AND RISK

Organisers should ensure participant safety and comfort is considered, and all applicable local traffic and/or safety rules are followed. A risk assessment exercise will identify potential concerns, and the event design should take account of this. Any local legal or insurance obligations must also be identified.

For instance, it may be necessary for participants to wear safety equipment (such as a helmet) either provided by the event organiser or brought along to the event. Medical assistance should be available, as appropriate for the event, with any potential liability for personal injury assessed in advance.

To ensure that the day is as fun, informative, impactful - and critically - safe and secure, appropriate numbers of trained staff need to be on hand to manage the event. Consider issues related to staff welfare in the event planning phase.

ALIGNMENT WITH NATIONAL AND/OR LOCAL CYCLING POLICIES

Cycling for All events will ensure a wider impact if they take account of local priorities or topics associated with cycling promotion, such as active lifestyles or regional tourism.

Events can work towards wider external ambitions - for instance, is there a national cycling strategy in place – and can the event contribute to meeting some of the goals within this strategy?

More and more, public actors want to see elite events delivering a legacy impact. Cycling for All side events and wider programmes can tangibly help deliver on legacy ambitions, by reaching out and involving engaged spectators, locals and visitors during events.

FINANCE AND BUDGET

Early on in the event design, it will be essential to identify the funding model. Given such events directly support policies that public actors may be pursuing - physical activity, travel by bike or participation in sport - Cycling for All events can attract a public subsidy or funding. A self-funding model may be adopted, or a sponsor may be sought.

Existing event sponsors may have a Corporate Social Responsibility (CSR) strategy or related ambitions that a Cycling for All side event may support. Organisation of such an event may not only enhance the overall attractiveness of attaching sponsorship to the competition, but unlock more funding from sponsors, given that side events further help build on social or environmental goals.

In considering the financing model, alongside identification of budget and costs, it is important to also model the wider economic benefits the hosting of this event may generate. For instance, it may be possible to put a figure on the added value to public health or regional tourism, that the stimulation of more people cycling or being more active the event will result in.

PRACTICAL CONSIDERATIONS

WHAT? EQUIPMENT PROVISION

Will equipment need to be sourced for the event (i.e. children's bikes for a child training session or race), and what are the liability implications if the public bring their own bikes - will safety checks be needed before participation?

WHEN? TIMING

Race day or not? Whether the side event takes place alongside the elite event, or during the days prior to or following the race, will play a critical role in shaping the design of the side event. If taking place alongside the elite race, the event has the potential to engage a higher number of people, but may face more logistical constraints, which will need to be discussed with all partners delivering the event.

WHERE? LOCATION

Location is a critical element in ensuring the event reaches the defined target groups. If planned in the days before or after the elite event, local residents may be prepared to travel to the side event. However, if taking place alongside the main elite event, the side event should be situated so that local residents and visiting spectators can access these activities, such as within the spectators' expo area or alongside the course.



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YORKSHIRE 2019 - ENSURING THE SPORT INSPIRES EVERYDAY CYCLING

2019 UCI Road World Championships, Yorkshire (Great Britain)

As host of the 2019 UCI Road World Championships, the region of Yorkshire in the north of England, Great Britain, is renowned as a region passionate for cycling in all forms. Awarded UCI Bike Region status in 2017, Yorkshire has hosted key elite events, as well as committing to promoting all types of bicycle use amongst visitors and residents alike.

Capitalising on the hosting of the World Championships, the UK government has funded the £15 million 'Places to Ride' programme - as a direct legacy of hosting the event.

Delivered by British Cycling, Sport England and the UK government (Department for

Culture Media and Sport (DCMS), the programme will fund the development of new or improvement of existing cycling facilities in locations across England. Taking an inclusive approach, the facilities will focus on meeting the needs of women, girls and those with disabilities. The programme will also promote cycling in the round as a vehicle for unlocking societal benefits such as community cohesion and the promotion of health and well-being.

The programme is working with any organisation developing cycling activity in their community, funding small to medium scale facility improvements or equipment provision - as well as construction of large-scale new facilities.





03



03 CYCLING FOR ALL EVENT FORMATS

Once the overall objectives and target groups for the Cycling for All event are defined, its format can be further developed. The list below – while non-exhaustive – will provide you with various examples

of formats which have been developed by National Federations, UCI Bike Cities and Regions, UCI event organisers, as well as other international cycling events.

1. ACTIVITY AREAS FOR CHILDREN

CONCEPT

Provide a closed off area where children can take part in organised races in a fun and protected setting.

TARGET & AMBITION

Providing a race experience for young children- inspiring their participation in future cycling activities.

GRAUBÜNDENBIKE KIDS AREA AT THE 2018 UCI MOUNTAIN BIKE WORLD CHAMPIONSHIPS



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*2018 UCI Mountain Bike
World Championships
presented by Mercedes-
Benz, Lenzerheide
(Switzerland)*

In the GraubündenBIKE Kids Area, several tracks were set up for young children, and a pump track was open to children and adults free of charge. Expert supervision from the Bike School Lenzerheide was provided, and both children and adults were required to wear helmets. The Graubünden Alp hut offered refreshments and information on the trails and other activities in the region, ensuring the side event is attractive for all family members attending the UCI Mountain Bike World Championships. Registration for participants was organised on site, making the event easy to take part in. All timings, including for fun races and the opening times for the tracks, were made available in advance on the official event website.

The activity was repeated in 2019 for the UCI Mountain Bike World Cup in Lenzerheide - ensuring continuity in the running of the event.



2. RACE CIRCUITS OPEN TO THE PUBLIC

CONCEPT

In the host city or region, allow families and children to ride together on the closed race route and within a safe environment.

TARGET & AMBITION

To encourage active participation by visitors and local inhabitants, on the same roads and circuits which will be used by elite athletes.

The event can reflect the spirit of the elite race and help strengthen the sense of inclusion among the wider community.



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SANTOS TOUR DOWN UNDER MINI TOUR FOR KIDS

*Santos Tour Down Under, UCI WorldTour
(Australia)*

The Santos Tour Down Under Mini Tour for Kids is a child cycling event where 6 to 12-year-old children have the opportunity to ride in a closed road setting. While in a mass participation race format, the event emphasises participation and promotion of physical activity and cycling, while offering the chance for children to feel like a pro as the crowds cheer them on. The course follows a modified Down Under Classic circuit. The event's Cycling for All actions have been endorsed by the region's political leaders.

Children are provided with an official t-shirt and race number. The Mini Tour follows parts of the official TDU race route.

According to the organisers: "It's not about how fast or how far you can ride but being active, having fun and showing the crowds how much you love cycling." A Junior Starter kit has also been developed, part of which is a road safety rules leaflet designed for kids.

High level cycle events can act as a formative moment for children, encouraging them to be active and participate in cycling. Alongside the Mini Tour for Kids, a family ride along part of the world stage cycling circuit is also offered. These activities are free of charge, with registration available online.

3. EDUCATIONAL WORKSHOPS

CONCEPT

Organise workshops and public gatherings where information on both elite and everyday cycling is provided.

Ranging from special classes in schools (such as bike handling skills and bicycle maintenance), to town square events or stalls, such activities can be tailored to different cross-sections of the local community.

TARGET & AMBITION

Use the elite event as an opportunity to provide wider information on the personal (skills, health, etc.), local (congestion, active mobility) and global (economy, climate change, etc.) benefits of more cycling.



ATELIERS DU TOUR WORKSHOPS AT THE TOUR DE FRANCE

Le Tour de France UCI WorldTour (France)

The Tour de France actively advocates for sustainable mobility, and under this programme reaches out to children and families. The Ateliers du Tour concept sees dedicated areas created in host towns of the race where activities can be undertaken. In 2018, the workshops were hosted in nine towns located at the start and finish of stages. This activity is delivered in association with the French Federation of Bicycle Users, ensuring collaboration with a partner from the wider cycling advocacy world.

These areas host activities such as bicycle repair workshops, child training activities and learn to ride sessions (on a closed track and under expert supervision). The activity combines practical training, knowledge sharing (e.g. information on traffic rules) with the opportunity to experience the Tour.

In 2019, the Dictée du Tour programme also saw 17,000 children - from the communities and departments crossed by the Tour - take part in educational activities. Sponsor Bic supported the event, and 40 communities were involved.

4. CYCLING SKILLS TRAINING

CONCEPT

Provide an area where various age groups, such as children and teenagers, can receive tailored cycle training. This can be basic bike handling skills, road safety education or discipline specific training (such as cyclo-cross or BMX).

For adults, training on road safety or bike to work tips can be provided, in addition to demonstration areas for e-bikes or new mobility concepts.

TARGET & AMBITION

Provide children with skills and confidence to not only ride their bicycles in safety, but also provide an entry point into a new discipline.

Adults can be introduced to cycling or provided with enhanced skills that will encourage them to discover other forms of cycling.



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E-BIKE EXPERIENCE AT THE 2018 OVO ENERGY TOUR OF BRITAIN

*OVO Energy Tour of Britain - UCI Europe Tour
(Great Britain)*

Free of charge, spectators took part in the experience zones located close to four stage finishes during the Tour. These traffic-free, 250m test tracks provided demonstration e-bikes to those over the age of 14. This concept allowed participants

to try out an e-bike, for potential future adoption as a recreational activity or as a sustainable transport mode. Helmets were provided to the participants. The bicycles were provided by e-bike manufacturer Wisper.



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CYCLO-CROSS SKILLS CLINICS AT THE 2018 UCI CYCLO-CROSS WORLD CHAMPIONSHIPS

*2018 UCI Cyclo-cross World Championships, Valkenburg
(The Netherlands)*

The 2018 UCI Cyclo-cross World Championships were hosted in UCI Bike Region Limburg-Valkenburg, with the local authorities working hard to ensure the Championships had a major impact on the population.

Before the event, a Let's Go Off-road programme of cycling clinics were held at 20 primary schools across the province - inspiring kids to take up cycling, while teaching them essential bike handling skills.

Cyclo-cross clinics for adult and youth riders were also organised, with some held on the official World Championships course in Valkenburg. Low cost and

simple to organise, this activity brought participants to the heart of the event in the days leading up to its start. Participants were awarded special Valkenburg World Championships jerseys.

A cultural theatre event, De Muur - On Tour, WC CX Edition, took place the day before the Championships - celebrating cycling and the region's passion for the sport.

Across the province of Limburg, the organisation Limburg Cycling acts as a promoter of cycling activities, coordinating promotion, event management, tourism actions and other associated cycling promotion activities.



5. TRAVEL BY BIKE INITIATIVES

CONCEPT

Promote travel to the event by bike or via a combination of public transport and bike. This will not only reduce the local impact of hosting the event in terms of congestion and localised pollution, but also reinforce the image of the bicycle as a sustainable mode of transport.

TARGET & AMBITION

Visiting spectators and local residents will be encouraged to choose cycling to experience the event. Synergies with local/municipal sustainable transportation ambitions can be reached.



ACTIVE MOBILITY PROMOTION AT THE 2018 DE RONDE VAN VLAANDEREN

*2018 Ronde van Vlaanderen - UCI World Tour
(Belgium)*

Fans were encouraged to arrive to the start and finish areas of the race by bike. A specific mobility plan was developed by the event organisers to reduce traffic and congestion at the Ronde.

Spectators were encouraged to travel via public transport, walking and/or cycling. At the race start in Antwerp, guarded temporary bike parking areas were built. At the finish in Oudenaarde,

additional temporary bike stands were installed. With rail services serving the start and finish point, it was also possible to take rail and bike for the last leg of the journey.

Free shuttle buses were offered, and the event organisers encouraged travel to the finish by train, particularly by highlighting 50% reductions on weekend ticket rates in communication materials.

6. SUSTAINABILITY PROMOTION AND ENVIRONMENTAL CAMPAIGNS

CONCEPT

Integrate the event into wider local actions to promote sustainable transport and environmental management.

Information on the positive environmental (individual and societal) benefits of choosing the bicycle can be delivered alongside the elite event.

TARGET & AMBITION

The event can serve as a messaging platform to encourage sustainable transport amongst inhabitants and highlight local sustainable development projects.



SUSTAINABILITY STRATEGIES AT THE TOUR DE ROMANDIE

Tour de Romandie - UCI World Tour (Switzerland)

The Tour de Romandie (held annually in Switzerland) is committed to a multi-year strategy to render the event more sustainable over the years. Acknowledging the potential of the Tour to highlight cycling as a green mode of transport, the Tour wishes to secure and enhance this positive image of cycling.

Taking a transversal approach, the initiative applies to the entire organisation: from environmental issues such as waste management and sustainable transport, to using cycling to promote physical activity and inclusion, to the economic benefits delivered by cycling, such as tourism promotion. A key element in the strategy

is the inclusion of the public and spectators in the actions, alongside local businesses and governmental actors. The two key priorities for the strategy are Waste Management and Transport - with the Tour looking to not only reduce its own impact in these areas, but also use the event as a mechanism to promote sustainability.

Secure bike check-in facilities have been developed, so spectators attending the tour stages can leave their bikes in a safe place.

Event organisers are increasingly looking to reduce environmental footprints. Such efforts help to strengthen the image of cycling as a sustainable sport and everyday activity.



7. TOURISM AND REGIONAL DEVELOPMENT CAMPAIGNS

CONCEPT

Fans may be captivated by the elite event and want to visit the area to experience the same roads, tracks and trails. An online tourism portal can be developed with a coherent identity linked to the elite races.

Alongside displays or tents in the spectator village on tourism packages, links with local government and regional tourism boards/agencies can support the creation of legacy routes that follow the official event courses.

TARGET & AMBITION

Such actions help to generate positive economic benefits for host communities, while also strengthening the profile of the event by offering a legacy action such as route mapping.



THE LINK BETWEEN CYCLING EVENTS AND TOURISM IN UCI BIKE REGION FYN

Bike Island 2020 Strategy, Fyn (Denmark)

The Danish island of Fyn has the ambition of becoming the most attractive cycle holiday destination in northern Europe by 2020. Recognised for efforts to develop everyday cycling and host competitions, the region was awarded the UCI Bike Region label in 2017.

As part of the Bike Island 2020 strategy, elite events including the 2019 UCI Cyclo-cross World Championships Bogense and the UCI 1.1 Europe Tour Fyen Rundt race are integrated into the regional tourism plan. The hosting of these events not only contributes to marketing the region, but also helps with attracting the target sector of cycle tourists which Fyn is actively seeking.

The region seeks to achieve a synergy between elite events and everyday cycling promotion, with races used to show case routes and scenery that tourists may be inspired to experience for themselves. The 820km N8 Baltic Sea Route, which largely passes through Fyn, was named Cycling Route of the Year 2019 by a jury at the international Bicycle and Hiking Fair (Fiets en Wandelbeurs). Fyn was also voted Best Outdoor Destination in Scandinavia at the international Travel Trade Show, ITB Berlin (Germany).

8. CYCLING FESTIVALS

CONCEPT

Cycling festivals offer a welcoming and fun environment to celebrate cycling in all forms.

A programme of events - from cultural to mass participation rides - can take part during the festival, alongside an exhibition area.

To compliment the race, the festival should be situated within or in walking distance to the race area.

TARGET & AMBITION

Fans, spectators and local residents attracted to the race can also the visit the cycling festival.

Ideally, the festival will be a forum for encouraging visitors to become more active cyclists, through engagement with exhibitors and displays, and the discovery of new experiences.



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A CELEBRATION OF CYCLING AT THE 2017 UCI ROAD WORLD CHAMPIONSHIPS

2017 UCI Road World Championships, Bergen (Norway)

From the moment the UCI Bike City of Bergen, in Norway, was awarded the 2017 UCI Road World Championships, the city advanced specific programmes to ensure a legacy of higher rates of cycling and better bike infrastructure, with an objective set to achieve 10% of all trips to be made by bike by 2019.

During the 2017 UCI Road World Championships, the mass participation event enabled the public to ride the course of the event, local children were led along the final kilometres of the circuit by former World Champion Thor Hushovd, and elderly residents were taken around the course in rickshaw bikes - ensuring all could enjoy the celebration of cycling.

In the two years running up to the World Championships, 4,500 children took part in a child cycle training programme organised in partnership with local schools. At the same time, 160 teachers in schools and nurseries became ambassadors for cycling, helping inspire children to become involved in the Championships and use their bikes more often.

With activity tracking apps increasingly popular, such an app called Sykle til VM was developed to tie in with the championships. Providing rewards such as discounts on products and services for cycling, the app encouraged users to cycle more and explore their surroundings. Elderly residents were also given the chance to cycle indoors and experience video recordings of the course in nursing homes.

9. MULTI-SPORT EXPERIENCE ZONES

CONCEPT

Promoting wider physical activity initiatives by offering an interactive zone for spectators where they can discover a wide variety of sports.

TARGET & AMBITION

Encourage spectators to be active during the event, and engage a variety of local clubs and associations in the delivery of the event.



OMNISPORT EXPERIENCE AREA AT THE 2018 UCI TRACK WORLD CHAMPIONSHIPS

2018 UCI Track World Championships presented by Tissot, Apeldoorn (The Netherlands)

Starting in October 2017, the Road to Apeldoorn programme was designed to inspire local residents under a combined range of elite and everyday cycling activities ahead of hosting the 2018 UCI Track World Championships in Apeldoorn, a city in UCI Bike Region Gelderland.

The kickoff event saw Dutch track cyclists compete in Apeldoorn's high street. They were followed by young children who raced on the same closed course. In February 2018, professional track cyclists visited local schools where they took part in a bicycle clinic with the students.

During the UCI Track World Championships, a daily Omnisport Experience Area was

organised at the venue, Omnisport Apeldoorn. It featured medal ceremonies, 'meet and greets' with various riders, autograph sessions, and press conferences giving visitors the chance to ask questions. There were 13 different sporting activities for the public to take part in. On each day a 'Become the best sportsmen/sportswomen' activity was held for visitors of all ages. With 11 activities, the two highest scoring participants received tickets for a future sporting event.

With the promotion of sports amongst disabled people a priority for the region in 2018, participants with disabilities were also encouraged to take part in these activities.

10. CLOSED STREET / CAR-FREE DAYS

CONCEPT

Closing off a street (or other public space) to create an area where cycling and/or other sports or cultural activities can take place.

This concept will require the active participation of governmental actors (police, local authorities), as well as effective management of road closures.

TARGET & AMBITION

Especially beneficial for events taking place in urban areas, a car-free day or closed street day could be hosted to raise awareness over the benefits of a shift towards cycling in the urban environment.

The concept of closed road bike parades continues to grow in popularity. With support from local political leaders, such events can be inviting to the entire community.



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BIKE PARADE AT THE 2018 UCI ROAD WORLD CHAMPIONSHIPS

*2018 UCI Road World Championships,
Innsbruck-Tirol (Austria)*

During the 2018 UCI Road World Championships, a bike parade was held through Innsbruck, ending at the finish area in front of the Hofburg imperial palace. Organised on the first day of the event, the parade was open to participants of all ages and abilities, and all types of bicycles (road bikes, mountains bikes, city bikes, e-bikes, etc.).

With a unique festival atmosphere, the day was also the annual official car-free day in Austria. Aligning this event at the start of the

World Championships helped to bridge the connection between hosting the UCI Road World Championships and the promotion of everyday cycling for all, reinforcing the legacy of the event.

In addition, at the finish area of the UCI Road World Championships, on 24 and 25 September, approximately 400 local school children had the chance to try out the new pumptrack, trial bike and unicycle courses, under the supervision of professional instructors.

04



POTENTIALS PARTNERS AND SPONSORS

Cycling for All side events can attract additional visitors and more diverse groups to elite cycling events. This opens up the potential to secure additional sponsors who are interested in the particular cycling development themes covered under a Cycling for All strategy.

The ambitions and messaging actions of side events have the potential to directly align with the CSR goals of private companies. It may be possible to thus attract additional sponsors for Cycling for All events who recognise the value of engaging in cycling promotion or unlock additional public funds to co-finance the event. Partnerships with

cycling advocacy organisations and other NGOs can also assist in the managing and operation of the event in practice.

Partnerships need not only be arranged with actors from the sports or mobility worlds; rising public concern around environmental issues and climate change continue to support increased usage of sustainable transport modes such as the bicycle. Awareness over the need to encourage healthy and active lifestyles is high, and there is much interest in encouraging inclusivity and integration through participation in sport. Partners from the medical, educational or environmental worlds could add much value to a Cycling for All event.



#TOURENSEMBLE IN BRUSSELS FOR THE GRAND DÉPART

2019 Tour de France Grand Départ, Brussels (Belgium)

In 2019, Brussels, Belgium, hosted the Grand Départ of the Tour de France. Increasing cycle usage as a mode of transport has been a stated goal of political leadership in the city, and the region is also committed to reducing air pollution through the promotion of public transport, cycling and walking. In the months leading up to the Grand Départ on 6 July #BikeForBrussels, an initiative of Brussels's regional public mobility agency to encourage the population to cycle more often, highlighting the urban benefits of more cycling, organised the #toureensemble campaign.

The slogan was displayed across the city in the lead up to the Tour de France - on

stickers placed on bike racks, chalked onto the pavement, displayed on public buildings and on posters. The campaign encouraged residents to sign up and join 'the perfect team for all those who want to turn Brussels into a genuine cycling capital'. For each sign up on the campaign website, the region donated one euro towards a project to provide bicycles for mothers taking their children to school.

By linking in existing cycling promotion activities and events under #toureensemble, the campaign used the energy and excitement around the Tour de France coming to Brussels as a spring board to promote cycling in all forms across the Belgian capital.



05

MESSAGING AND COMMUNICATIONS

Messaging and design assets from the cycling event should be utilised in the development of communication materials for the Cycling for All side event, helping create a coherent identity in the overall delivery.

Messaging with regard to specific events may need to be adapted to take account of the different audiences attracted to a Cycling for All event (e.g. families, the elderly, recreational cyclists), but continuity in terms of vision and branding should be integrated into the strategy.

PRESS AND SOCIAL MEDIA

Such side events present a good opportunity to promote the wider event in local or national media outlets. The communications plan should incorporate any Cycling for All activities - helping the event reach a wider audience, as well as adding an additional dimension.

Sharing news of a planned Cycling for All action or event on social media is essential in the digital age. Platforms including Facebook, Twitter and Instagram can be used to not only share Cycling for All messaging and information about events, but also provide additional visibility over predicted attendee levels. For example, creating a Facebook event will enable you to estimate participation numbers whilst giving you the possibility to share all event-focused information to an already engaged audience. On Twitter, we recommend that you tag the official Cycling for All account @cycling so that we can potentially help to promote your event by retweeting / sharing with our followers.

We also recommend using #CyclingforAll in your social media posts to attract new audiences that could be interested in your event. You may also decide to develop your own event hashtag so that users can easily find all event information.



06

ATHLETE AMBASSADORS

As role models for all generations of cycling fans, athletes can be effective advocates and ambassadors for side events, helping build excitement amongst potential participants. Elite cyclists competing in the event are uniquely placed to act as Cycling for All ambassadors for the general public. Moreover, the diverse nature of side events opens the way for celebrities or other well-known personalities to participate in a fun, inclusive event.

Cooperation with athletes and their teams can also assist the side event via:

- Pre-event promotion actions (social media postings/press/local promotion campaign)
- Development of messages and quotes on the positive benefits of cycling, for the press and on social media (before, during and after the event)
- On-site engagement with the public during the sporting event



ATHLETE ENGAGEMENT WITH THE PUBLIC IN SAINT-QUENTIN-EN- YVELINES

*2019 UCI BMX Supercross World Cup,
Saint-Quentin-en-Yvelines (France)*

Two rounds of the UCI 2019 BMX Supercross World Cup took place in Saint-Quentin-en-Yvelines, a UCI Bike City on 8 and 9 June 2019.

A series of simple to implement activities were offered to the public, capitalising on the high-level sports facilities available at the event site. A free BMX initiative was offered on the mini pump track in the BMX stadium, track cycling initiations were on offer to visitors at the neighbouring National Vélodrome, and turbo trainer experience sessions were available for spectators.

Sylvain André, the reigning UCI BMX World Champion, was the ambassador for the World Cup. Demonstrating the star appeal that professionals can have, he engaged with the media and public around the event to promote BMX and cycling. Athletes took part in a special signature session on 8 June.

The organisers also offered a Snapchat filter that was available around the Velodrome - helping bolster online engagement with the event.

07



MONITORING IMPACT

While measuring the legacy and wider impact of hosting a Cycling for All event at a race may prove challenging, it is worth generating as much data as possible during the running of the event.

In practice, understanding the key strengths and outcomes, as well as the main challenges faced, will efficiently support the planning of any future Cycling for All side events. The creation of a post-event report can ensure that key learnings are documented and subsequently shared with project partners.

Capturing participation numbers, alongside statistics such as additional event visitors at the race, average visitor spend, enhanced engagement with the wider event or sponsor brand, are valuable metrics to measure.

Key points to consider:

- If participants provided an e-mail address during the registration process for participation in the side event, consider contacting them with a short survey, through which they can provide feedback - supporting planning in subsequent years;
- Engage with stakeholders, sponsors and governmental partners to receive feedback on the organisation of the side event;
- Attempt to measure engagement with the side event, either on social media (including posts that mention, tag or share photos of the event) or through visitor numbers on the day;
- Assess whether the side event contributed to the race legacy or sustainability ambitions.

Ultimately, whether a side event is big or small in scale or scope, the important element is ensuring that it inspires or contributes to more interest and participation in cycling – whether for sport, transport, health or leisure. The simple presence of a side event alongside an elite race can make a hugely positive contribution to the promotion of Cycling for All.

An aerial photograph of a sports complex. In the background, a large stadium with a white, ribbed dome and a multi-story rectangular building are visible. The foreground and middle ground are filled with numerous tennis courts, some of which are green and others brown. A large white number '08' is superimposed over the center of the image, with a thick white horizontal bar positioned directly beneath it.

08

ABOUT THE UCI

The Union Cycliste Internationale (UCI) is the worldwide governing body for cycling. It develops and oversees cycling in all its forms, for all people as a competitive sport, as a healthy recreational activity, as a means of transport, and also just for fun. It represents, for sporting and public institutions alike, the interests of 194 National Federations, five Continental Confederations, more than 1,500 professional riders, more than half a million licensed competitors, several million cycling enthusiasts and two billion bicycle users all over the world.

The UCI manages and promotes the nine cycling disciplines: road, track, mountain bike, BMX – Racing and Freestyle –, paracycling, cyclo-cross, trials and indoor cycling. Five of these are featured on the Olympic Games programme (road, track, mountain bike and

BMX – Supercross and Freestyle Park), two in the Paralympic Games (road and track) and four in the Youth Olympic Games (road, mountain bike and BMX – Supercross and Freestyle Park). The UCI manages the promotion of its own events, including UCI World Championships and UCI World Cups in the different disciplines.

To encourage the global and equitable development of cycling, the UCI built the UCI World Cycling Centre (WCC) which, as well as serving as the UCI headquarters, is a high-level training and education centre. Cycling is also more than just a sport – the use of the bicycle fulfils many functions outside the sporting sphere as a means of transport and leisure. This is why the UCI is committed to expanding its Cycling for All programmes, which are designed to improve conditions and accessibility for those practising cycling.

CONTACT THE UCI

The Cycling for All section of the UCI website contains valuable tools and news stories on Cycling for All activities across the globe.

As an event organiser, you are welcome to contact the UCI Cycling for All team for advice regarding any prospective side event.

 www.uci.org/cycling-for-all

 cyclingforall@uci.ch

