

## Poster Presentation: Mankind and Health

### 17a: Promoting Events that get more People Cycling more often – Bike Week

**Aitken, Ian (GB)**

*Bike Week*

*10 South Pallant, Chichester, West Sussex, PO19 1SU, United Kingdom*

*HQ@bikeweek.org.uk*

Bike Week is the UK's annual 'celebration of cycling', first started in 1923.

Since 2001 it has incorporated the Bike2Work campaign, encouraging car drivers to try cycling to work throughout Bike Week. Most events are suitable for people who are new or returning to cycling. Bike Week HQ provided local event organisers with a 'menu' of 20 ideas for successful events, including those with media appeal.

Professionally co-ordinated for a steering group of 19 organisations, Bike Week receives government funding from England, Northern Ireland, Scotland and Wales, plus a small annual grant from the UK cycle industry's BikeHub levy. In 2006 the total Bike Week budget was 225,000 Euros (£150,000), just 0.2% of the UK's total investment in cycling.

Bike Week has grown as a result of increased funding and professional marketing. This year, 1,171 organisers ran 1,717 local events for an estimated 261,216 participants. All event organisers were offered free public liability insurance – essential for volunteers - plus a range of free promotional materials including posters, certificates, prize draw leaflets, balloons, stickers, etc – examples of these will be shown.

Bike Week is a superb example of a marketing communications and event promotion campaign that offers excellent value for money. For a total cost of 225,000 Euros (£150,000), Bike Week and Bike2Work events generated media coverage worth 2,718,750 Euros (£1,812,500), ie: 12 x budget. The average cost to support each event was 131 Euros (£87.26). The cost per participant encouraged to cycle more was just 1.15 Euro (76.5p).

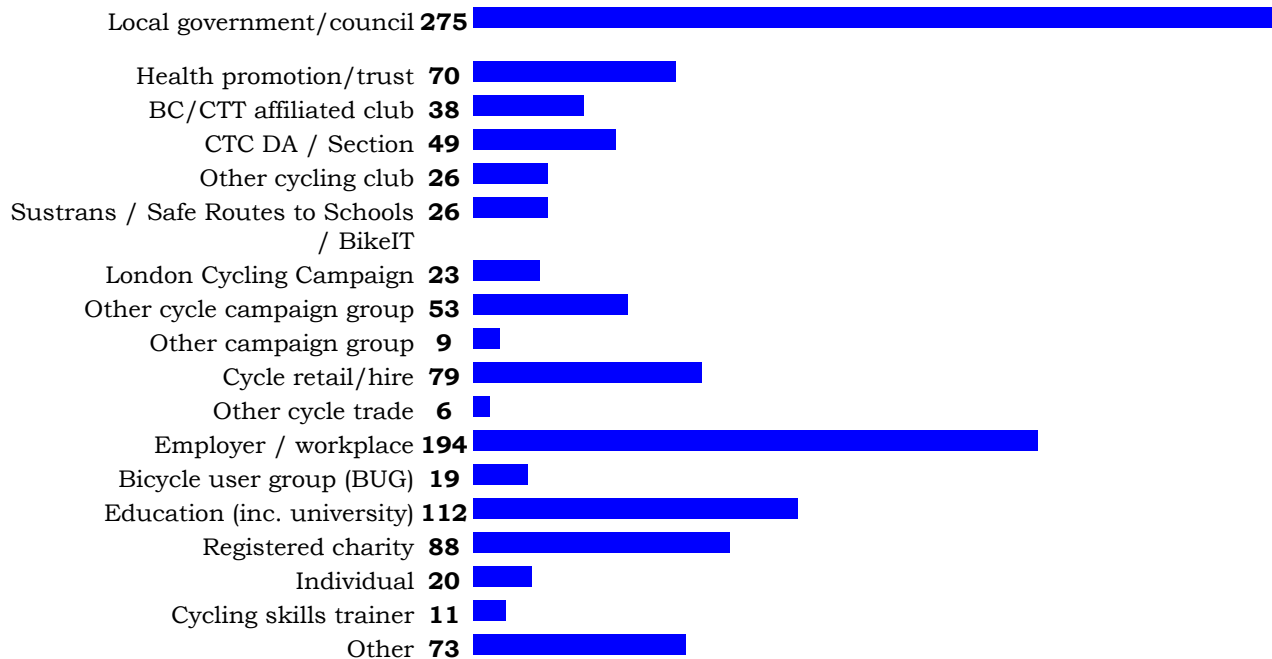
The successful growth of Bike Week in the UK – a country with a very low level of everyday cycling – should inspire others who seek reassurance that promoting local events as part of a dedicated 'focus' week will result in more people cycling more often, especially when coupled with professional PR based on strong branding.

#### **Bike Week Growth Tracking**

<i>Bike Week</i>	<i>2004</i>	<i>%</i>	<i>2005</i>	<i>%+</i>	<i>2006</i>
Local organisers	926	+6.6	987	+18.6	1171
Registered events	1406	-3.2%	1361	+26.2	1717
Event participants	181,147	+24.3	225,254	+16.0	261,216

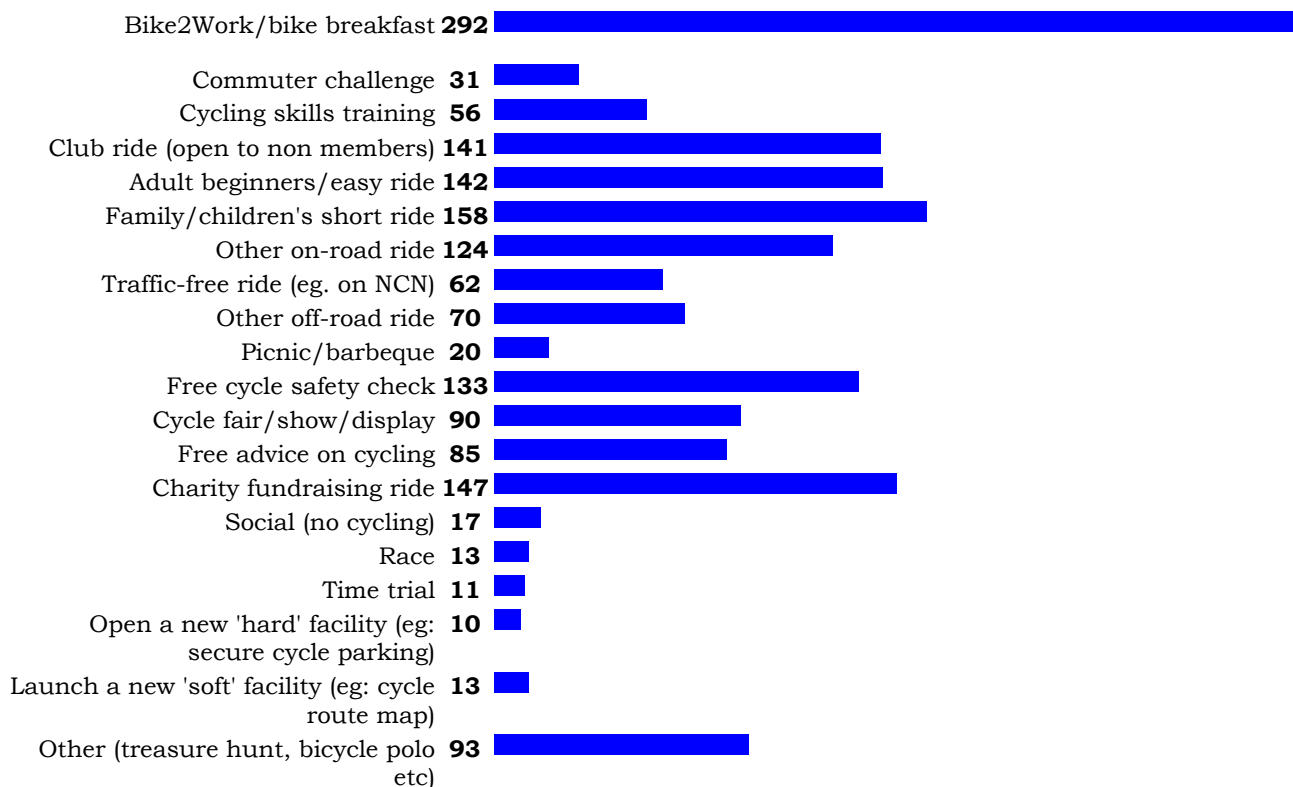
## Bike Week 2006 Organisers

(1171 Approved)



## Bike Week 2006 Events

(1717 Approved)

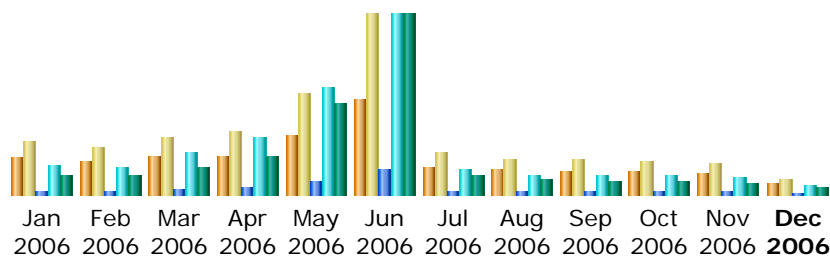


## Bike Week/Bike2Work Free Materials Supplied

<i>Item</i>	<u>2005</u>	<u>2006</u>	<u>%+/-</u>
Bike Week Poster Templates	7626	8875	+16.4
Bike Week Certificates	42483	50518	+18.9
Bike Week Sticker	185522	78698	n/a*
Bike Week Balloon	32522	39191	+20.5
Free Prize Draw Leaflets	158407	142387	-10.1
Bike2Work Poster Templates	5902	7618	+29.0
Bike2Work Certificates	16013	17238	+7.7
Bike2Work Sticker	0	28857	n/a*
Bike2Work Balloon	15063	18345	+21.8

\*No Bike2Work stickers were offered in 2005.

## Bike Week 2006 Website Traffic



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2006	6623	9387	20525	196717	1.01 GB
Feb 2006	6013	8537	19584	183449	956.65 MB
Mar 2006	7185	10177	31262	286676	1.34 GB
Apr 2006	6974	11441	46437	380844	1.96 GB
May 2006	10484	18157	89205	706974	4.63 GB
Jun 2006	17175	32343	164883	1196269	9.21 GB
Jul 2006	4894	7568	22740	160513	955.45 MB
Aug 2006	4314	6468	19622	132434	758.54 MB
Sep 2006	4229	6278	18180	128700	671.87 MB
Oct 2006	4150	6077	18264	129068	653.28 MB
Nov 2006	3628	5487	16035	111159	613.27 MB
<b>Dec 2006</b>	1916	2777	9273	55477	329.00 MB
<b>Total</b>	<b>77585</b>	<b>124697</b>	<b>476010</b>	<b>3668280</b>	<b>22.98 GB</b>