



COMMUNITY TOOLKIT

Activating your community for RideLondon-Essex 2023

ABOUT RIDELONDON-ESSEX



RideLondon is a legacy event from the London 2012 Olympic Games. Essex will welcome 25,000 cyclists on Sunday 28 May as RideLondon, the world's greatest festival of cycling, returns to the county for its second year in a partnership between RideLondon and Essex County Council.

The partnership brings the Ford RideLondon-Essex 100 and 60 mass participation rides into the county. Local authorities in Essex will also host two stages of the RideLondon Classique; a three-day UCI Women's WorldTour stage race for the best female riders in the world, on Friday 26 May and Saturday 27 May.

As a result of RideLondon-Essex last year, communities right across the county have been benefiting from significant funding from The London Marathon Foundation (LMF) – funding that inspires activity and supports people of all ages and abilities to participate in sport and physical activity.

For full event details, click [here](#)

"I'm delighted we are able to play an important role in bringing the prestigious RideLondon event to Essex again, after the success of last year. We know that major mass participation sporting events like RideLondon inspire people to get active, which will help to fulfil the aspirations of the 10-year Fit for the Future Physical Activity and Sport Strategy for Essex, and our major Find Your Active campaign. Your help on the activation of RideLondon-Essex will help inspire everyone across Essex to cycle more and make physical activity a regular part of their daily lives."



Jason Fergus, Director of Active Essex

ACTIVATING YOUR COMMUNITY

RideLondon-Essex is an exciting event for Essex and it would be great to hold as many local activations as possible to get communities involved. And it doesn't just have to be about cycling!

This toolkit is to offer ideas to local communities and a guide to the support on offer, including:

- Business as usual activations
- Funding opportunities
- Bespoke activation programmes
- Locality activation



ACTIVATION IDEAS

From FAN zones in local green spaces and spectator hubs along the route, to opening community club doors and offering open days. These encourage community spirit, support local organisations and get residents active.

COMMUNITY EVENTS

Utilise the local spaces and places to bring your community together, helping to highlight and support local people, charities and organisations. Below are a few options to think about:

- School fetes with baking competitions
- Local stalls or charity cheer zones
- Local entertainers - musicians, activity instructors, performers, local orchestras and choirs etc
- Highlighting local cycling clubs - perhaps even hold a community sports day

STREET/VILLAGE GREEN PARTIES

Encouraging neighbours to come together for fun and games, before and after spectating RideLondon-Essex cyclists.

- Community games
- BBQs
- Local entertainers - musicians, activity instructors, performers etc

LOCAL CLUB/ GROUP OPEN DAYS

This could take place throughout the week, leading up to (or just after) the RideLondon-Essex event whereby you encourage local clubs and groups to open their doors, to allow residents to try a new activity.

GETTING LOCAL BUSINESSES INVOLVED

Reach out to local businesses, especially those on the route or near events taking place, to help them promote their business and RideLondon-Essex. Some examples could include:

- High Street shops displaying RideLondon-Essex window displays
- Bakery's offering RideLondon-Essex inspired themed cakes
- Deli specials in the theme of cycling
- Support pubs to open early for breakfast, or late for spectators and riders alike
- Support businesses, like garden centres, to offer alternative opportunities in the week leading up to, or just after the event

FUNDING OPPORTUNITIES

Ford RideLondon-Essex Community Pitstop Fund

Major mass participation sporting events like RideLondon inspire people to get active, bring people together and ignite communities. The Fund, working in partnership with London Marathon Events will support Parish and Town Councils, Constituted Organisations, Local Businesses and Community Groups to create a local offer to engage their communities and / or provide a 'pitstop' service to riders or spectators.

Grants are available up to the value of £1,000 to support a venue providing activities/ refreshments and rest facilities or other community events considered appropriate by the applicant.

Applications for The Fund will be open soon.



OTHER FUNDS AVAILABLE

Find Your Active Small Grant

The London Marathon Foundation (LMF) has provided a grant of £1 million to expand the Find Your Active small grants programme, scale up Essex Pedal Power, and increase active travel opportunities in our schools and communities.

As part of Active Essex's successful Find Your Active campaign, LMF is powering a programme to support Essex-wide projects that help residents lead active and healthy lives. Organisations, groups and instructors are able to apply for funds of up to £3,000 to help residents find the activity that's right for them. In light of the growing cost-of-living crisis, this funding is available to clubs and groups who can help get residents active in these challenging times and also welcome organisations to inform us of the support they need.

So far, over 160 applications have been approved, supporting groups and organisations who provide physical activity opportunities to children and young people, older residents, women & girls, ethnic diverse communities and residents living with disabilities & long-term health conditions.

For more information, click [here](#).



SUPPORT AVAILABLE

It's important for us to make this as easy for you to implement across your communities as possible. So, as well as the funding which we're able to support you with, we will also be offering a merchandise pack. We hope this will help you feel like your events are a real part of the wider RideLondon-Essex county celebrations.



As well as a merchandise pack inclusive of flags and posters, support from the RideLondon-Essex activation team is available, as well as a chance to utilise the RideLondon spectator app to ensure your events can be seen and accessed by local residents.

Local Active Networks

Major events can be a catalyst for communities to try something new or inspire them to be more active.

Speak to your local Relationship Hub team member if you'd like to activate your local place for Ford RideLondon-Essex and make physical activity more accessible for everyone. You will find contact details on the following page of this document.

ADVERTISING



Once you have everything in place you then need to let everyone know about it. Below we have stipulated some useful avenues:

- Email
- Active Essex activity finder
- Poster/ leaflets
- Local newsletters or magazine
- Social Media (inc local Facebook groups)
- Village/ town noticeboards

RideLondon Spectator App


The app will offer spectators and riders the ability to find local events and activation taking place across the county and track cyclists along the route. More details will be shared around how to get your community event listed and showcased by RideLondon.

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