



# COMMUNITY TOOLKIT

Activating your community for Ford RideLondon-Essex 2024

# ABOUT RIDELONDON-ESSEX



RideLondon is a legacy event from the London 2012 Olympic Games. Essex will welcome 25,000 cyclists on Sunday 26 May as RideLondon, the world's greatest festival of cycling, returns to the county for its third 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 24 May and Saturday 25 May.

As a result of Ford 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 the last two years. 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 Ford 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

Ford 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 Ford 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 Ford 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 Ford RideLondon-Essex. Some examples could include:

- High Street shops displaying Ford RideLondon-Essex window displays
- Bakery's offering Ford 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

## Essex Community Activation Fund

Major mass participation sporting events like RideLondon inspire people to get active, bring people together and ignite communities. Targeted at local town and parish councils, constituted organisations and other community groups, this one-time-only fund will support local activations designed to engage communities in cycling themed events and activities to promote and support the Ford RideLondon-Essex events.

### What can it fund?

- Celebrations, activities, or other community events considered appropriate by the applicant
- Designing and printing costs for leaflets that provide key information to the community about the RideLondon-Essex event.
- Cost of materials for local decoration, community events/street parties (cannot be used for the purchase of alcoholic drinks).
- Other related cycling activities

### What it can't fund:

- Activities promoting religious or political beliefs
- Individuals
- Any private businesses or profit-making organisations unless they are a Social Enterprise or Community Interest Company
- Sole traders

Grants are available up to the value of £250 and will be awarded on a continuous engagement basis until the fund has been exhausted.



[Apply here](#)





# FUNDING TO SUPPORT COMMUNITY PITSTOPS

## Community Pitstop Support

Working in partnership with London Marathon Events, local businesses can apply for support to engage their communities and / or provide a 'pitstop' service to riders or spectators.

The community pitstop offer can support with facilities to help local businesses to diversify their offer over the Ford RideLondon-Essex weekend, with resources such as barriers, toilets etc.

To find out more information, please email:  
[Chris.Davey@londonmarathonevents.co.uk](mailto:Chris.Davey@londonmarathonevents.co.uk)



# 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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