



INTRODUCTION

PedalRevolution.co.uk

A new family-friendly and socially inclusive cycling community.



Join. Ride. Smile.



INTRODUCTIONS & CONTEXT

The Pedalling Revolution

Cycling is now, according to Sport England, the UK's fastest growing sport attracting people of all ages and abilities. More and more of us are loving the fact that cycling is socially and family inclusive. Norfolk's relatively quiet lanes and byways coupled with a growing network of cycle routes and it's cycling friendly flat-ish landscape makes Norfolk an ideal place to cycle and enjoy the amazing landscapes on our doorstep.

However, the continued growth of cycling over the longer term is dependant on our region having the facilities to engage, inspire and enable new, improving and habitual riders. Having proven the demand for facilities over the last few years, established the initial investment and developed the resources, skills and business plan to sustain such a venture, our vision is to create these facilities in the heart of Norfolk. Our bold vision balances all aspects of cycling across all ages and abilities, seeks to engage the support and backing of local authorities and is backed by a sustainable business plan.



Pedal Revolution Limited



Pedal Revolution have proudly served Norfolk as a high quality cycle retailer for over 20 years and are the last privately owned independent cycle store where you can seek personal service, expert advice on all types of bikes, clothing and kit in Norwich.

We share our customers passion for cycling and thrive on helping them achieve more. We have done this for 20 years and being local and independent is important to us and our customers. Through our events programme, sponsorships and community projects we have vibrantly contributed to the local cycling scene.

Over the last 20 years, we have sponsored and supported local cycling clubs and individuals.

The Pedal Revolution Community Interest Company



Pedal Revolution events have been run on a not-for-profit basis by Social Enterprise Activaitng C.I.C. for the last 6 years. We have worked with local and national charities and raised tens of thousands of pounds for good causes and we have invested into the local cycling scene.

For 2019, we have taken the bold step to expand our events programme, created a wider range of new and challenging activities and put everything into the Social Enterprise. The aim is to channel our energy, resources and all the surplus revenue from the Events and Community activities into creating our long term vision for a local cycling destination venue - PedalPark.

"The Pedal Revolution Community Interest Company" is the new name for our Social Enterprise to reflect this step change and to inspire local riders to join "The Pedal Revolution" and help us achieve our vision for local cycling. Everyone who enters an event or joins the community is doing their bit to help us create ground-breaking facilities that will transform participation levels and help build Norfolk as a cycling destination.



OUR BUSINESS OVERVIEW

MISSION

Our mission is to engage the community and inspire them to ***Get Active, Feel Great and Achieve More*** in life using cycling as our vehicle.

Our ethos is to ***engage, inspire and enable*** cyclists and potential cyclists and raise participation levels.

We are proudly a ***not-for-profit Community Interest Company*** re-investing all profits into sustainable growth and our long-term vision.

VISION

Our vision is to create a cycling destination venue within our region to support and further enable the development of socially and family inclusive cycling.

Facilities will promote family, recreational and competitive cycling supported by innovative community engagement projects and a vibrant events programme.

2019-21 PRIORITIES

1. COMMUNITY



Create a compelling membership proposition that offers a feel good factor, a sense of significance and delivers tangible benefits both to the individual and the community.

2. EVENTS



Create, design and deliver an innovative and challenging programme of events throughout the year.

3. FACILITIES



Having proven the demand for a cycling facility we now have the initial investment, resources and skills to create a not-for-profit cycling venue for Norfolk over the next 3 years using revenue from Community and Events activities.



MEET THE TEAM



Helen Rainbow



Helen plans and manages all of our events. She has 3 years experience of running the regions biggest locally organized mass participation event – the Tour de Broads. She professionally produces our event management plans and works with local authorities and suppliers to ensure our events run like clockwork.

She started cycling only within the last few years and can relate directly to the challenges of joining the cycling world, the aches and pains of riding a bike and the mind boggling array of bikes, kit and clothing!

Helen is also a trained and practicing Sports Therapist.

Helen is booked on British Cycling Level 2 coaching award in January 2019.

HELEN.RAINBOW@PEDALREVOLUTION.CO.UK



Josh Peachment



Josh is our coaching and community engagement lead. His passion is mountain biking and outdoor activities and he is often seen in the local road racing peloton.

Josh loves to use our portable Scalextric-like mountain bike track to engage and inspire young riders and open their eyes to just how much fun you can have on a bike!

Josh is a MIAS level 3 coach and a qualified outdoor activity leader making him an ideal and passionate leader of our coaching and community activities.

Josh is booked on British Cycling Level 2 coaching award in January 2019.

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Neil Turner



Neil is the founder of our social enterprise and has devised and delivered countless community engagement projects ranging from market leading cycle to school projects for the NHS to the award winning Great Yarmouth Bike Project that built and donated 1000 bikes into the local community.

Having used cycling to overcome personal adversity, Neil is well positioned to understand how an active lifestyle can have a positive impact and how getting youngsters active can open new opportunities for them.

Neil is a qualified level 2 coach and has run the regions largest youth coaching and racing club in recent years.

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AIMS AND PRIORITIES 2019-21

1. COMMUNITY

Build a community of engaged cyclists who value the personal benefits of being part of "The Pedal Revolution" and welcome the feel good factor that everything we do, as a Social Enterprise, takes us closer to realising the vision of creating a local cycling venue..

The cycling landscape has changed and most new riders do not enter through the traditional route of local formal clubs and are not interested in competition. We will eliminate the usual barriers of entry using the resources within the community.

Our community is a proposition for the 21st century using our events programme, resources and new technologies to connect to riders and inspire them to greater levels of participation over the longer term – without asking anything in return except a membership fee to invest into local cycling!



2. EVENTS

An innovative and challenging range of professionally organised and managed events for individuals, groups/clubs and corporate customers:

- Family and beginner rides
- Youth coaching and racing
- Sportives and challenge rides
- Trips and holidays
- Bespoke Corporate hospitality events and programmes

3. FACILITIES

Having proven the demand for a cycling facility we now have the initial investment, resources and skills to create a not-for-profit cycling venue for Norfolk over the next 3 years using revenue from Community and Events activities:

- Traffic-free and traffic-light family riding and bike hire
- Youth coaching and Learn to Ride under the British Cycling Go-Ride framework with free loan bikes for new riders
- Recreational riding centre with a myriad of progressive rides to challenge and stretch your riding
- Regular mass participation events
- Competitive events under British Cycling regulations
- Award winning community projects for schools, community groups and individuals
- Open community workshop
- Cycling café and destination venue



1. COMMUNITY

OUTCOMES

- Engage, inspire, enable new riders to establish cycling as a habit and lifestyle
- Structured and progressive pathway to attract new riders and retain riders from individual events
- 21st century cycling community using technology and social media
- Eliminate the usual barriers to entry and widen the audience to cycling

KEY ACTIVITIES

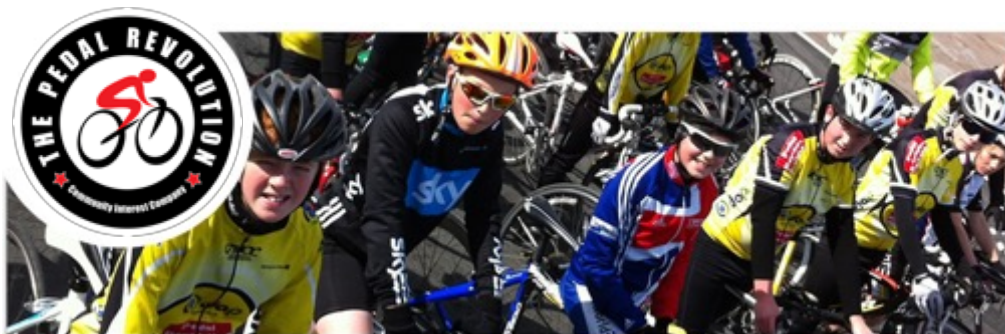
- Weekly rides for beginners, improvers and regulars from Norwich “destination” venue
- Youth coaching fortnightly
- Weekly “park-ride” event
- Progressive rides from “destination” venue and Monthly Virtual Challenge
- Free bike loan, “build-a-bike” scholarships and open community workshop

TARGET AUDIENCE

- Adults 30-40 and 40-60
- “get fitters”, “lifestyle” changes and recreational
- Youth
- Families
- Youth & novices
- Families & new riders
- Adults (above), older Youths

OTHER OPPORTUNITIES

- Schools projects
- Community projects with local groups
- Scholarship “build-a-bike” programme





ELIMINATING THE BARRIERS TO ENTRY



BARRIERS

- **Perception of Danger:** The number one reason young people do not ride is that their parents feel cycling could be the most dangerous thing they could.
- **Broken bike:** Socially we have lost the skills to diagnose and apply simple mechanical maintenance skills. Our bikes develop flat tyres, rubbing brakes and sticking gears and it is an excuse to leave it in the shed...
- **Not-fit-enough:** We often feel sport is something fit people do. It is easy to convince yourself that you can not possibly cycle from A to B and back to A again. Low self-esteem, especially in cycling oriented clothing, attenuates the barrier.
- **Cost of a bike:** For families, having to buy a bike before developing a passion for cycling is prohibitive.

INTERVENTIONS

- **Off-road weekly "Park-Ride"**
- **Off-road youth/family coaching to transform confidence, bike handling and awareness**
- **Open community workshop sessions under expert supervision**
- **Maintenance classes for all ages and abilities**
- **Circular, informal and casual weekly "Park-Ride"**
- **Progressive family friendly routes and rides**
- **Community support, inspiration and motivation**
- **Club venue not a sport-centre**
- **E-bike loan and hire**
- **Free loan bike fleet at coaching and weekly "Park-Ride" events**
- **"Build-a-Bike" community scholarships**



2. EVENTS

REGULAR

- Coaching
- Weekly traffic-free Park-Ride with free loan bikes
- Weekly café-rides for families, beginners, improvers and regulars
- Monthly “virtual sportive” challenge
- Workshop maintenance classes
- Open community workshop

SPORTIVES

- Southwold Roubaix
- Tour de Broads Spring
- Tour de Broads Summer incorporating the Pedal Revolution Revival Ride and Show
- Off-road Sunset Countdown series
- Summer Sunset Countdown Series

TRIPS AND VISITS

- Velodrome experience day
- Training holidays





3. FACILITIES

OUTCOME: DESTINATION CYCLING VENUE

Having proven the demand for a cycling facility we now have the initial investment, resources and skills to create a not-for-profit cycling venue for Norfolk. Regardless of the venue, we will aim to blend recreational, family and competitive cycling facilities with priorities and a development roadmap dependant upon the venue secured.

PROPOSED FACILITIES:-

- Traffic-free and traffic-light family riding and bike hire
- Youth coaching and Learn to Ride under the British Cycling Go-Ride framework with free loan bikes for new riders
- Recreational riding centre with a myriad of progressive rides to challenge and stretch your riding
- Regular mass participation events
- Competitive events under British Cycling regulations
- Award winning community projects for schools, community groups and individuals
- Open community workshop
- Cycling café and destination venue

OUTCOME: INCREASE CYCLING PARTICIPATION

At our venue we will design, create and deliver an innovative programme of regular cycling, sports and community events targeting inactive individuals and regular riders alike. Establish a vibrant community with a programme of engaging daytime, evening and weekend events. Integrate the venue into the Norfolk Trials traffic-free cycle routes network and establish a range of progressively challenging traffic-light recreational riding routes for all abilities and ages.

ACTIVITIES: Coaching, training, racing, recreational riding destination, disability riding, inter-schools competitions and annual cycling festival.





JOINING "THE PEDAL REVOLUTION"

TANGIBLE BENEFITS

- **Closed technology groups for community inspiration, support, advice and encouragement**
- **Broom wagon, on-call mechanic and free workshop check-ups and bike fit check-ins every week**
- **Open community workshop (mid-2019)**
- **Free access to closed trial course (mid-2019)**
- **Discounted coaching**
- **Discounted event entry**
- **Discounts in store, workshop and Bike Fit Studio**
- **Membership to British Cycling and Cycling Time Trials affiliated clubs for competition (optional)**

SOFT BENEFITS

- **Feel good factor and peace of mind that every penny of profit goes back into local cycling projects including facilities investment, schools engagement and our community workshop**





WHITLINGHAM PARTNERSHIP

The Pedal Revolution CIC and the Whitlingham Charitable Trust have teamed up to create a unique community proposition and test the projected benefits for both not-for-profit organisations over the first six months of 2019. All activities will be restricted to members of "The Pedal Revolution" or signed in day members, to retain governance, control and management of everyone using the facilities.

OUTCOMES

- Engage, inspire, enable new riders to establish cycling as a habit and lifestyle
- Structured and progressive pathway to attract new riders and retain riders from individual events
- 21st century cycling community using technology and social media
- Drive revenue into car-parking and café
- Protect current visitors "quiet enjoyment" and open up the park to a new and equally responsible audience of cyclists

NOW

KEY ACTIVITIES

- Weekly rides for beginners, improvers and regulars from Norwich "destination" venue
- Coaching fortnightly
 - Saturday morning
 - Holiday club
- Weekly "park-ride" event using the path around the Broad
- Monthly virtual challenge

3 MONTHS

- Progressive rides from "destination" venue
- Weekly "Trail" ride course for members-only
- Bike hire: e-bikes and family bikes
- Open community workshop

TARGET AUDIENCE





SUSTAINABILITY & PARTNER OPPORTUNITIES

All our activities and events are organized and delivered by The Pedal Revolution CIC on a not-for-profit basis. To ensure sustainability and value/meaning to participants, some activities including club membership are chargeable for example coaching (discounted for club members).

The main weekly events are free to access including the Park-Ride and Broads Rides. Club members also have free Broads Ride recovery and mechanical support. All Sportive rides are chargeable but capped at a maximum of £25 per event including refreshments, souvenir number board and high quality medal. In this way the CIC can remain sustainable, reinvest surplus income and limit the support of Partners using the income generated.

The CIC and club do however wish to work with partners to ensure long-term sustainability and development of our longer term goal of creating local cycling facilities.

Weekly Park-Ride

A weekly free-to-ride traffic-free 3 mile ride for new riders, families to kick-start, inspire and enthuse you into cycling.

Inspired by Park-Run, but mileage based not timed.

Rewards for completing your first, 10th, 25th etc.

Go-Ride coaching

Weekly coaching by our British Cycling trained and accredited coaches for 8-15 year olds.

Designed to inspire and excite.

Focused on transforming confidence, bike control and awareness.

Broads Rides and Routes

Weekly café rides from club destination for new riders (5-10 miles), improvers (10-15 miles) and regulars (20-30 miles).

Ride leaders supported by roaming mechanic and recovery service for total peace of mind.

All bikes, trikes and e-bikes welcome.

Online route-mapping platform available for finding your next ride.

Scholarship

Offering specific individuals or community groups the ability to learn some new skills, build a bike, take a helmet, lights and local and get active.

Eliminates a major barrier to entry and widens the current audience for cycling.

Medal Partner

Title sponsor of all our ride, sportive and monthly challenge medals for 2019.

Monthly Challenge

Unique monthly challenge designed to engage and inspire new riders to raise and develop their cycling mileage and to engage and motivate current riders with a monthly challenge.

Unique medal-a-month system with 12 interlocking medals to offer a longer term challenge for all the family.

Nutrition Partner

Cycling fueling and hydration partner providing a range of advice, guidance, tasting and club offers throughout the year to ensure that you stay healthy before, during and after a ride.

Partner Benefits

- Official club partner and C.I.C. supporter, great for Corporate Social Responsibility
- Club welcome pack section given to each rider
- Partner logo on all marketing materials
- Prominent on website and social media
- Banner space at events
- Club jersey and merchandise
- Access to rider mileage and regular survey data
- Partner in all case studies and press releases
- Regular activities integrated into partner website and social media
- Opportunity for corporate volunteering days – let your organization make a difference!



SUMMARY



2019-21 PRIORITIES

1. COMMUNITY



Create a compelling membership proposition that offers a feel good factor, a sense of significance and delivers tangible benefits both to the individual and the community.

2. EVENTS



Create, design and deliver an innovative and challenging programme of events throughout the year.

3. FACILITIES



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