

# Bike around the Borough

## London Borough of Hackney

### Description

Mass ride for students, 9 miles around Hackney, on roads that are open to all traffic (the ride is marshalled as a rolling closure, not a closed road ride). 2013 was the 3rd annual event, number of participants 401 from 20 schools. This meant that the line of bike riders was about 500m long & took over ten minutes to travel past. Likely the largest ever single line bike ride of school children in UK.

### Who was involved

Hackney Council Sustainable Transport, Road Safety & Cycle training teams – overall project & event management (4 staff heavily involved). Cycling instructors – council's pool of instructors marshalled with extra help from CTUK. Hackney Council Children's Health & Wellbeing team – 3 staff provided event support. Metropolitan Police Safer Transport Team – oversaw route development & traffic management during event. Met Police youth engagement reggae band "five-O" provided entertainment. Schools – school staff were trained as marshals & were responsible for their group of students.

### Costs

Overall cost (including all staff costs): £14,400. Staff (includes marshal training the school staff, planning and event delivery) : £8,000. First aid: £600. Print/design/ photograph: £700. Equipment hire/ entertainment/ refreshments for celebration at end: £3000. Penny Farthing: £130 T-shirts: £2,000.

### Development

Bike Week event in 2010, first BATB in 2011 called 'Bike Across the Borough' 130 students ride from one side of Hackney to the Olympic Park site, via newly completed Olympic Walking & Cycling route. Event was a huge success, all partners decided to repeat following year, 240 participants. At 401, 2013 is largest so far. Objective of event is to show students how fun, easy & safe to cycle on Hackney roads, with

message that bikes belong on the road. Also generate publicity, & provide skills & confidence to school staff to lead a cycling field trip.

### Outcome

One off event become an annual fixture with other boroughs inspired to hold their own event. Event generates a lot of publicity, reached all residents with very positive messaging about cycling. 60 school staff from 20 schools were trained & given confidence to assist marshalling students on a cycling field trip. Over 300 students had their bikes checked & made roadworthy. Event changed attitudes among participants about the ease of cycling & inspires them to discover more of their local area by bike. Especially important in Hackney where postcode rivalries are a serious issue and for many participants, this event is their first time crossing certain territorial boundaries.

### Criteria

Idea is not new, but the way in which this ride is done is different. We crossed the A10, motor traffic had to stop for 10 minutes, twice! People including motorists were cheering. Over 300 students from 20 schools interacting with each other & learning to own & share the road by bike. Working in partnership with other organisations: several council departments. The only risk to sustainability is the cost. Police have already committed to double the number of officers for next year & want a bigger ride! Have also received an unsolicited sponsorship offer by a local business network, a sponsorship of this sort would ensure sustainability. Cost is £36 per participant. Generates at least £8,000 worth of publicity (3 pages in Hackney Today, article in many other local news). T-shirts are very popular and have been spotted around Hackney since the event!

