

TOUR SERIES



Working in partnership



Barking &
Dagenham

An invitation to join us at

The Barking BikeFest

A festival of cycling and sustainability

21 May 2022





What is the Barking BikeFest?

- A festival of cycling and sustainability
- 11am – 9pm, Saturday 21 May 2022
- Abbey Green, Barking IG11 8AS
- A FREE event for East London and Essex
- Four elements:
 - The Tour series 2022 – Britain’s leading televised domestic cycle series
 - Community BikeFest – mass participation events for local people
 - The Green Village – community fun and entertainment on Abbey Green
 - Electric Avenue – a showcase for our transition to green technologies

Why BikeFest?

- We're determined to generate a legacy
 - Economic boost to the town centre businesses
 - Enhance the reputation of the area and raise the profile of the borough
 - Bring the community together to celebrate and activate through participation and volunteering
 - Promote cycling and active travel as a sport and a lifestyle
 - Spotlight on our use of environmental technology including electric transport
 - A hugely fun and memorable day out for local residents





When is BikeFest?

- 21 May 2022
- The festival starts at 11am through to 9pm
- Electric Avenue also open on Friday 20 May
- Our hosting will be announced 25 February and will be followed by a series of pre-event milestone media announcements
- Engagement with local residents, businesses and visitors is underway!

Where is BikeFest?



Podium



Hospitality



Boneyard



Technical Parking



Gantry



Green Village



Team Parking



Electric Avenue



Barking Station



Who is BikeFest?

- BikeFest is a free event for the community, with a target of 10,000 visitors on the day
- It is hosted by:
 - The Tour Series 2022 organisers (Sweetspot) and their commercial partners
 - LBBB and Be First – working in partnership, the official host and promoter
 - A huge range of community and voluntary groups – ranging from the Barking and Dagenham Cycling Club to the Barking heritage volunteers
 - Your organisation or business





The Green Village

- Entertainment centre integrated with race operations on Abbey Green
- Free to the public – with marshalled access across the race track
 - Main stage – with medal presentations and entertainment
 - Community stalls on green theme
 - Inclusive cycling promotion and advice, Dr Bike etc.
 - Commercial partners' marquees and pavilion (VIP networking centre)
 - Women's museum and heritage volunteers
 - Concessions and catering
 - Professional stewarding and marshalling
- Iconic Barking backdrop (Curfew Tower, St Margaret's Church)

The Tour series 2022

- 4.30- 8.30pm around Abbey Green
- The only London round
- First UK event to give equal billing to the women's race
- Men's race 5.30pm
- Women's Race 7.30pm
- Medal presentations and jerseys follow
- Coordinated and managed by Sweetspot





Electric Avenue

- Free to the public EV showcase in front of the Town Hall 20 and 21 May
- Showcase electric vehicles
 - Local dealers and leasing companies
- Consult on EV charging options
- Displays of e-bikes and scooters



BikeFest Community Racing

- 11am-4.30pm around Abbey Green race track
- Range of community events on the race course including, for example:
 - Inter-schools competition or events (British Cycling Go Ride) or youth races
 - Amateur races (invite by BDCC)
 - Corporate races (sponsors race)
 - E-bike race
 - Relay events
- Trophies and participants

Activating the Community

- The community activity includes
 - Barking & Dagenham Cycling Club
 - Abbey Green and neighbours – St Margaret's, two schools, ASDA, leisure centre etc.
 - Local schools – exhibitors, competitors, cheer stations
 - Outreach to other schools with mascots and a 'design the start flag schools competition
 - Green groups – exhibitors
 - Gascoigne showcase and other neighbourhoods – exhibition activity
 - Local preparatory activity and heats
- Volunteer stewarding and marshalling



Enhancing the image of Barking and Dagenham

- Host venue announcement 25 February
- Pre-event PR programme and photocalls (Local announcements and UK-wide cycling)
- Course and event branding
- The event is televised on ITV 4
- B roll and venue briefing for ITV4 opportunities.
- Iconic Curfew Tower backdrop
- Commercial partners' pavilion
- Official programme (Tour Series publication)
- Event programme and website including visitor information/offers, travel etc.
- Social media promotion and interactivity
- On-the-day media centre and news management
- Post event news release and image distribution





We are now seeking partners for this exciting event

In return for your involvement we can offer

- Venue and course branding
- Race-day tannoy announcements and photo opportunities
- Official race programme and event programme advertising
- Event website branding and social media programme
- Acknowledgement in all media activity and correspondence
- Village activation presence and access to commercial partners networking area
- Community trophy and shirt presentations, participants medals
- A comprehensive photographic record of the day
- Field a team! Get your staff ready to race!

To make this work for you contact Nick Williams, Communications Manager, Be First. Email nick.williams@befirst.london or ring 07970 396 031