




BikeWeek
Westmeath
12th - 18th September 2021



Employer/Local Business Criteria

Westmeath Sports Partnership and Westmeath County Council have secured funding from the Department of Transport, Sport and Tourism to support cycling events during **National Bike Week 2021**.

Employers/Local Businesses are invited to apply for funding to organize their own **FREE** Bike Week event during Bike Week 2021 with particular emphasis on Bike to Work Day – Sept 14th .

The scale and scope of your National Bike Week event is up to each applicant, however, applications that focus on the following event criteria will be prioritized:

Event Criteria:

- The event **MUST** take place during within 12th-18th September 2021
- The Event must be **FREE** to take part in.
- Cycle To Work event
- Recreational/Leisure Cycling events
- Focus on inclusion, non-competitive.
- Need some ideas, then check out some of the potential events on **page 2**

Funding Availability:

The maximum amounts are available per Employer/Local Business is **€200**

To apply please complete the online application form, closing date for applications is **Tuesday 31st of August at 5.30pm** .

Application:

The application is online and will take approximately 9 minutes to complete . For the full list of questions see page 3 . Link to online application [Bike Week 2021 online application](#)

Successful Applicants will be contacted on or before **Tuesday 6th of September**.

Funding will be issued post the event and pending submission of a brief event report. Report forms will be provided to all successful applicants.

For further information please see our dedicated Bike Week page or contact Westmeath Sports Partnership on e-mail at info@westmeathsports.ie or by phone 044 93 90208

Ideas for potential events:

- Week long cycle festival
- Family fun cycle
- Cycle challenge 5km, 10km, 20km ... (Couch to 50k) – build up in weeks preceding BW
- Cycle to Work (record previous weeks commute time & compare to this week, prize for most time saved/ stories/ pictures)
- Cycle to School
- Competitions
- Bike Repair Workshops / Basic bike repair demonstrations
- Leisure cycling involving community groups (e.g scouts, youth clubs etc.)
- Cycle for your breakfast/lunch/BBQ /picnic etc.
- Colouring, 'Bling your Bike' and Bike related photography competitions.
- Mystery/History/Scenic Tours of area (guided/self-guided) – Discover 'Place'
- Treasure Hunt
- Bike orienteering
- Women Only events
- Group cycles:- active retirement groups, nursing homes, work colleagues (lunchtime fitness) etc.
- Close a street for a bike festival with Balance Bikes, Jenga, Bling your bike, Soccer etc. (involve traders)
- Cycling skills course
- Restaurant bike crawl
- Mountain bike rides
- Road rides
- Tandem Bike events for the visually impaired etc.
- Cycling events for children/adults with a physical/intellectual disability
- Dawn Cycle – 'Darkness into light' type event
- Bikes available to try, electric bikes, cargo bikes, tandem, folding, trailers, child carriers etc.
- Donate unused/unwanted bike (local bike shop repairs, then donate to good cause such as local refugee centre)
- Movie/documentary screening of cycling related content.

Other Considerations: -

- Consider refreshments, bike related prizes/voucher, medal/trophy.
- Consider entertainment: band/music, performers, face painters, carnival entertainers.
- Consider stands: bike displays, maintenance, repair demo, cycling information.
- Consider events showcasing new/existing infrastructure/facilities: greenways, cycle lanes, national parks, bike parking, public bike schemes.

Potential Partners: -

- Cycling Clubs/ Industry, including
- Local Cycling Clubs – organise and or support events
- Cycling Shops
- Cycling Hire
- Cycling Tours
- Cycling Organisations (Cycling Without Age etc.)
- Local business

Generally, when considering the suitability of events, consider the aims of Bike Week - to encourage those that never (or seldom) use a bike to use it more.




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Bike Week Application – list of questions

Q1	Name of School, Cycling Club, Community Group or Business applying
Q2	Address
Q3	Contact persons name
Q4	Contact person mobile number
Q5	Contact person e-mail address
Q6	Bike week event title
Q7	Aim of event
Q8	Event description
Q9	Event date
Q10	Event location
Q11	Event start time
Q12	Event meeting time and location
Q13	Who can take part (families , kids , adults)
Q14	How many participants do you expect
Q15	Funding request for event
Q16	Breakdown of event costs
Q17	Declaration