

## The Waiheke Cycling Festival

Please find below the target scenario for The Waiheke Cycling Festival. There are many components to the festival, involving education of children and adults, youth engagement, fun activities, and marketing of the island as a desirable place to cycle and support the businesses on the island.

There are two activities that involve education, upskilling, and cycle engagement across schools that have already been activated: The Blackpool Passport and the Bike Maintenance, Creation and Waste-stream diversion projects. The cost to continue to fund these projects across Te Huruhi, Waiheke Primary and Waiheke High School would be \$5,000. This includes payment of supplies for both projects, instructor payment, and facilitator compensation.

The lead-up to Bike to School/Bike to Work week will require a high-level of organisation and marketing, liaising with businesses, schools and community partners. \$5,000 will fund grassroots marketing and include basic incentivisation supplies for both activities, some paid marketing in Gulf News and marketplace, PR for event.

### WAIHEKE CYCLING FESTIVAL

**The Waiheke Cycle Festival is envisioned as a multi-part, multi-faceted endeavour to reinforce cycling as a viable mode of transportation and engaging pastime on Waiheke. Educational components will see Waiheke's three main schools come together to educate and empower children to ride bikes, leading up to the main school-focused, mass-participation event, Bike to School Week, beginning on 29<sup>th</sup> October. Concurrently, Bike to Work week will encourage people throughout Waiheke to cycle to work – not just bike commuters. The crescendo of the week will occur on the weekend of 2<sup>nd</sup>-4<sup>th</sup> November, with an event at Artworks, Waiheke Cinema, organised mountain bike rides, bike camping at Whakanewha, and a ciclovía from Matiatia to Onetangi to Palm Beach, with a celebratory ending at Blackpool Reserve.**

#### **Schedule of events:**

**June** – Kids bicycle passport in Blackpool, described below.

Begin the bike maintenance programme for kids at Waiheke High School, in a container in the parking lot of the Surfdale reserve.

**August** - public service marketing begins to bring attention to the safety needs of bicyclists via Fullers, facebook posts, and Waiheke Cycle Festival Website.

**September** – Bike education continues at Waiheke High School, Te Huruhi and Waiheke Primary; Marketing starts for October event and road closure.

**October** - Marketing of events, Paid marketing ramps up; event kick-off 29 October.

**November** - Cycling Festival events from Friday through Sunday

## **Calendar of Main Events, 29 October to 4 November.**

29 October kicks off Bike to School week – The Bike Fairy will visit each school and leave bike-oriented gifts on bikes during that week.

29 October also marks the beginning of Bike to Work week, which will encourage people to cycle to work on the island and off the island, incentivized both by employers and by a party at Artworks at the end of the week.

Both bike to school week and bike to work week will be incentivized, with prizes at the end of the week.

3 November: Filmed by Bike, shown at Waiheke Cinemas. To be joined by other events in the Artworks Courtyard

3 November: Cycle to and camp at Whakanewha – reserved for people who want to camp by bicycle

3 November: Waiheke Mountain Bike Club hosts one or two rides at Whakanewha.

4 November: Waiheke Ciclovía, where all of Waiheke comes to cycle between Matiatia and Onetangi, with one lane closed, leaving the other open to car traffic on a circular route around Waiheke.

The finish/celebration event will occur in Blackpool Reserve, with DJs, food carts, kids' craft area, etc.

### **Part 1: Education/Marketing**

- a) Schools: Children need to be able to bicycle with confidence, aware of car traffic and road signs. This comes through guided bicycle classes on school grounds, as well as real-life practice. Children should have received cycle programming and education several times before the week of 29 October to ensure that they will be able to cope with road traffic and safety during this time.
- The first cycle activity that will be undertaken in schools will be the drawing of cycle-oriented images by kids in Waiheke Primary and Te Huruhi Schools in an art block of class. The concept of these drawings will be built by each particular school.
  - The drawings will then go to Waiheke High School, where the art classes will choose drawings and paint them onto signs.
  - These signs will then be mounted onto posts, and on a yet-to-be-determined day in June, they will be stuck in the ground in Blackpool, along Manuka, Nikau, Rata and Tui Streets. A stamp that corresponds to the same drawing will be attached to each sign.
  - Children will receive a passport when they arrive at the event, accompanied by their parents. They will cycle through the neighbourhood, stamping their passport as they see and reach each sign, until their passport is filled.
  - At the end of the journey, they will receive an AT-sponsored item, and go into the draw for some sort of item.

At the same time, Waiheke High School students are learning bike statistics; English: stories of bikes and/or movies of cycling; and artwork – making signs.

- b) High School students will be offered a bike maintenance class over a period of four weeks, meeting in a donated container at the skate park, using bike parts that have been acquired for free from the inorganic shop on Tahi Road.
- After four weeks, when they have learned how to maintain and fix bikes, they are then able to disassemble and create their own Frankenbike, or tall bike, etc. over the next four-week period, which they will then be able to parade as part of the ciclovía – or on Saturday, 3 November at Artworks.
  - The container has already been donated by Waiheke Container on a temporary basis, until November, and will be relocated. The location should be at the skate park, where other youth will be able to see what is being made. This programme should be equally marketed to girls and boys at Waiheke High School.
- c) Fullers Ferries: Bicycle-focused ads will run on Fullers Ferries from July, with messaging aimed at breaking down the ‘us’ vs ‘them’ conceptualization of motorists vs cyclists. Some messages may include in either words or visuals:
- Cyclists are drivers, too.
  - A cyclist is your sister, your daughter, your mum, your aunt, your grandmother
  - A cyclist is your brother, your son, your dad, your uncle, your grandfather
  - Cyclists do not have a coat of armour.
  - Remember when we all used to bike to school...
- d) Waiheke Cycling Festival Website: This will be built as soon as possible, content TBD but the aim is to promote the week’s events,
- offer a page with cycling awareness and best practice for both cyclists and drivers,
  - advertising sponsors and businesses in Waiheke who have created cycling-specific promotions for the weekend to draw cyclists to Waiheke and/or into their business;
- e) Waiheke Community Pages and Waiheke Community Notice Board: These sites will be great to alert the community to cycle-focused events and activity happening around the island, as well as reminders and a call for VOLUNTEERS for events.

## **WAIHEKE CYCLING WEEK: 29 October to 4 November**

**29 October: Coordinated Bike to School Day with Waiheke Primary, Te Huruhi, and Waiheke High School to maximize visibility of cyclists who are children on Waiheke.**

*Roads will be flanked with signs previously used for the Blackpool Passport Event (Working title) in June. This will encourage kids to cycle to school as well as serve as a reminder for motorists that there are children cycling during this week.*

- a) Events at schools:
- Bike Fairy visitations  
Children who have biked to school will find AT-sponsored items left on their bikes during the week.
  - Passport  
Children who have cycled to school will have their passport stamped by a designated teacher, to go in to win a larger prize on the 2 of November (TBD)
  - Other events  
Each school should create their own events to encourage cycling to school during this week.

### **29 October: Cycle to Work week**

All Waihekeans will be encouraged to cycle to work or to the ferry. There will be incentives for commuters at the Fullers Terminal, TBC. Throughout Waiheke, employers will be encouraged to help incentivize employees to cycle to work for this week. Businesses will be encouraged to own this event, helping to kick off Waiheke's first cycling festival, making an impact on air quality and traffic on the island, and offer employees an incentive to choose active transportation to get to work.

### **1 November: Dia de los Muertos – Activities TBD**

#### **2 November: Friday night Waiheke Cycle Fest Kickoff**

- Filmed by Bike screening at Waiheke Cinema
- Events in Artworks Courtyard
- Night ride

#### **3 November: Bike events around Waiheke**

- Bike events organized by Waiheke Mountain Bike Club
- Camping at Whakanewha
- Band/events at Artworks Theatre
- Frankenbike parade

#### **4 November: Ciclovía**

Road will be closed halfway across from 11am to 4pm

- Downer will lay cones beginning at 9am to indicate road diversion and one-way routing of the ciclovía.
- Businesses will conceive of marketing to draw cyclists to their trade along the route and throughout the weekend, and to attract them from the route during the event.
- Blackpool reserve will host kids event and storytelling, food carts, coffee carts, beer tent, DJs, etc.
- Downer will begin to collect cones from Onetangi, making way towards Oneroa, from 4pm