



## **Life Cycle Roadshow**

Hello!

A Life Cycle Roadshow is designed to inspire and encourage more people to cycle to work. A Roadshow is an interactive presentation and discussion lasting one hour. It begins by explaining the many benefits of cycling and then moves on to look at reasons why people might be reluctant to cycle. These might be concerns about traffic, or steep hills, or having loads to carry – or any one of a hundred other things!

In a lively and entertaining way we offer simple, practical, positive solutions to people's concerns. And suddenly, cycling seems a whole lot safer and easier. We bring loads of free cycle maps with us and usually a real life bike for people to illustrate some of the points we're making.

We've run Life Cycle Roadshows for Government agencies, local councils, schools, colleges and universities, and numerous big employers. We can also run a cycle information stall, a Doctor Bike surgery or provide cycle skills training for your people.

This pack contains the following information:

- What we need you to provide if we are to run a Roadshow on your premises.
- Prices.
- Frequently asked questions.
- A booking form, which you must complete and return to us.
- Alternatively, you can phone us and pay by credit card.

### **What you need to provide**

We need a large meeting room or similar space with seating arranged in rows. To give the presentation we need a PowerPoint projector, screen and laptop. We need a big table so that we can display the various cycle maps and other literature that we bring with us.

### **Cost**

A one-hour Roadshow costs **£49**. The price includes the provision of free cycle maps and other promotional literature. There will be an additional charge for travel costs for locations outside Bristol.

The Roadshow is a service provided by Life Cycle UK and is subject to our Terms and Conditions. Copies are available on request or may be downloaded from our website.

Life Cycle UK ● 86 Colston Street ● Bristol BS1 5BB ● 0117 929 0440

[www.lifecycleuk.org.uk](http://www.lifecycleuk.org.uk)



## Frequently asked questions

**Q** How many people can attend a Life Cycle Roadshow?

**A** The sky's the limit! A Roadshow is suitable for almost any number of people so long as they can see the screen and hear the speaker.

**Q** It sounds a bit formal, a bit like being in a classroom. Is that right?

**A** No, no! It's lively and interactive. We begin with a structured presentation about the benefits of cycling but then we try to involve the audience. We want to hear about people's reasons for not cycling, and then we'll offer solutions to their problems.

**Q** So who is a Roadshow aimed at?

**A** It's not for people who already cycle to work – they'll already be familiar with what we're talking about. Nor is a Roadshow for those who have no intention of cycling to work. Instead, it's aimed at people who are considering giving cycling a try, but who are put off for some reason. People who say "I would cycle to work, *but...*" We want to find out what's deterring them and make cycling possible for them.

**Q** Does it work?

**A** It's usually very popular. We ran a Roadshow for Bristol City Council recently and this is what the organiser said afterwards:  
"Thanks for yesterday's lunchtime presentation. We had a very good turn out and many people were enthused by what they heard, so we felt it was very successful. One of my colleagues went home and got her bike out of the garage to ride around the block, having not used it for years! A number of others are looking into buying bikes and booking cycle lessons".

**Q** How do I arrange a Roadshow at my workplace?

**A** Phone us first of all to discuss possible dates and to make sure that we have someone available. Then complete the booking form below and return it to us.



## Booking form

### Life Cycle Roadshow

Organisation's name	
Main contact	Job title
Address	
Post code	
Phone number:	Mobile:
e-mail address	
Location where Roadshow is to be held	
On what date you would like your Roadshow ?	
What time would you like your Roadshow to run?	From _____ To _____
<input type="checkbox"/> Tick here to say your cheque is enclosed	
<input type="checkbox"/> Or tick here if you want us to invoice you and write your official order number here _____	
<input type="checkbox"/> Tick here if you are paying by credit card. You must also complete the form on the next page.	

**Please sign here** \_\_\_\_\_

Please return your booking form together with payment to us at the address below. Your booking is subject to Life Cycle UK's terms and conditions (see below).

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## Booking form

### Paying by credit card

**Please complete the form below and return to Life Cycle UK. Or you can phone us on 0117 929 0440 and make the transaction by telephone.**

Type of card: Visa  MasterCard  Switch/Maestro  Solo  Amount £ \_\_\_\_\_

Card number: \_\_\_\_\_

Valid from \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Expiry \_\_\_\_ / \_\_\_\_ / \_\_\_\_

(Switch/Maestro only) Issue number \_\_\_\_ Security code (last 3 digits on signature strip) \_\_\_\_

Cardholder's name \_\_\_\_\_

Cardholder's address \_\_\_\_\_

Contact telephone number \_\_\_\_\_ E-mail address (for receipt) \_\_\_\_\_

Cardholder's signature \_\_\_\_\_ Date \_\_\_\_\_

Please return your booking form together with payment to us at the address below.  
Your booking is subject to our Terms and Conditions.  
Copies are available on request or may be downloaded from our website.