

# NewsRelease



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## Toolkit and grants announced to support RideLondon celebrations and activities

*RideLondon – one of the world's greatest cycling events - returns this year from 27-29 May 2022.*

A new partnership with Essex County Council brings RideLondon-Essex 100 and 60 – a mass participation bike ride into the county for the first time. This challenging ride offers 25,000 riders the chance to cycle through the heart of London and take in the picturesque towns and villages of Essex on traffic-free roads.

Essex will also host two stages of the RideLondon Classique, a three-day UCI Women's WorldTour stage race for the best female riders in the world.

RideLondon has created an exciting moment for Essex, which will inspire people to get active, bring people together and ignite communities. To celebrate Active Essex, working alongside Essex County Council and the Essex Association of Local Councils, has put together a package of support for local councils, groups and businesses to motivate their communities for the duration of the events.

A free community toolkit offers ideas and inspiration to local communities. From FAN zones in local green spaces and spectator hubs along the route, to opening community club doors and offering open days, there are plenty of opportunities to get involved and celebrate.

As well as the toolkit, an Activation Fund has been set up to financially support parish and town councils, schools, constituted organisations and community groups to inspire their communities to become involved. Grants are available up to the value of £500 to support celebrations, activities, or other suitable community events.

Jason Fergus, Director of Active Essex, said: "I'm delighted we are able to play an important role in bringing the prestigious RideLondon event to Essex. We know that major mass participation sporting events like RideLondon inspire people to get active, which will help to fulfil the aspirations of the new 10-year Fit for the Future Physical Activity and Sport Strategy for Essex, and our major Find Your Active campaign. Your

help on the activation of RideLondon will help inspire everyone across Essex to cycle more and make physical activity a regular part of their daily lives."

Councillor Louise McKinlay, Essex County Council's Deputy Leader & Cabinet Member for Community, Equality, Partnerships and Performance, said; "It is an honour to be able to bring such a high-profile event as RideLondon to Essex. We hope all our communities will help us to bring a wave of celebrations right across the county. I'd encourage all our community groups to look at the ideas and inspiration from the toolkit and to find out about accessing the funding available."

For further information on the toolkit, fund and other opportunities to become involved, visit the Active Essex website: <https://www.activeessex.org/ridelondon-essex/>

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