



**3-5 July**

**#TheBigFix**

[cyclinguk.org/bigfix](http://cyclinguk.org/bigfix)

## Partner Pack

**Free bike health checks to get  
unused or neglected bikes  
back on the road**

**Let's keep the journeys going**

  
**CyclingUK**  
**The Big Fix**

## Partner pack

A short pack of information and assets to get involved with Cycling UK's The Big Fix campaign.

## What is The Big Fix?

A national campaign moment built around free Fix (health check) events, helping people get unused or neglected bikes back on the road and start saving on short journeys.

Currently, we have around 200 locations across the UK doing The Big Fix including partners from the Association of Cycle Traders, Cycling UK Big Bike Revival projects, groups and Evans Cycles.

## When is The Big Fix?

The Fix events will be across the weekend of 3-5 July.

We'll be starting promotion of The Big Fix from 19 June, giving a two-week lead time into the weekend.



**20% off**  
**membership for**  
**people attending**  
**your fix events**  
**See end of document**

# Why we're doing it

With fuel costs continuing to rise, more people are turning to cycling.

**28%**

of UK drivers are already walking or cycling more

**15%**

more are considering it

Whether it's cycling the kids to school, driving to work or visiting family or friends, cycling is quick, cheap and reliable. With costs continuing to rise, a bike gives people the freedom to keep their journeys going for less.

**[Add your event to our map here](#)**

# What we're asking of partners

Summer is a busy time and we know you need to make money, but with the fuel crisis not slowing down, and the weather turning warm, it's a perfect opportunity to get more people cycling.

## We're asking partners to

1. Provide FREE basic health checks to make sure bikes are road worthy, check cables, tyres, brakes.
2. This could be tightening loose parts, pumping up tyres and lubricating the chain for example.
3. Complete a post event survey from Cycling UK.

We know you need to make money, so we're not asking you to provide parts for free, full services and complex repairs for free. However, if these are required you can of course quote for the job.

## The benefits to you

1. More footfall and more awareness of you.
2. Potential of returning customers – with their bike checked and with them back on the road, they are likely to come back for services.

3. More people on bikes – this can only help us all.
4. Part of an industry wide joint initiative with 100s of other traders, groups, charities and mechanics across the UK.

## How to get involved

1. Agree to host a Big Fix event across 3–5 July
2. Add your event and details to our map here from 19 June.
3. Promote your event across your channels using the assets we've created, links to them can be found on the page below.

You can promote your event by:

- Using your social media channels and local community channels. [Our social media toolkit can be found here.](#)
- Add to your website and promote through email lists you may have of previous customers
- Put up posters in your community
- Word of mouth, either one to one conversations or using community networks.

**[Click for social media toolkit](#)**

# Resources to get involved

We've created a bank of resources for you to download and use across your channels. Simply click the wording on the cog to download.



[Big Fix  
logos](#)



[Posters](#)



[Social  
media  
assets](#)



[Web  
banner](#)



[Email  
banner](#)



[Social  
media  
toolkit](#)

# How we're promoting it

We'll be promoting The Big Fix across all our channels including website, press, social media, email audiences and paid media.

## Timeline

Date	Description
19 June	Launch campaign Website Social media Paid media Email
26 June	Social media Paid media Email
3-5 July	Launch of Bix Fix events
Post 5 July	Surveys, insights and evaluation

# 20% off\* membership for people attending your fix events

\*For a limited time only



  
CyclingUK

Visit [cyclinguk.org/join](https://cyclinguk.org/join)  
and use the code:  
**BIGFIX2026**