

NATIONAL TABS CONFERENCE

AN INVITATION TO HOST THE 2019 or 2020 CONFERENCE

The Association of Bikeability Schemes (TABS)

July 2018



1.0 INTRODUCTION

1.1 Purpose of document

The Association of Bikeability Schemes (TABS) is seeking to create a partnership with a local authority, who are committed to working in partnership to host one, of the next two years' conferences either 2019 or 2020.

TABS is a non-for-profit, trade association which is a membership based organisation representing the interests of the Bikeability industry. The income it derives is from membership fee's, which are purposely kept low to encourage not only schemes to join, but also now qualified NSI Instructors.

TABS works with the Department for Transport to ensure the highest quality of delivery of Bikeability cycle training. TABS aims to work in the interest of Bikeability schemes, and represents the view of the professional cycle training industry in discussions and decision-making activities with Government agencies and other public bodies.

Our immediate aim is to give children the confidence and skills to cycle more safely on the road as a result of Bikeability training, with an ultimate aim being to get more people taking trips by bike more often and more safety.

1.2 Summary:

TABS is looking for a partner to host the annual conference in either 2019 or 2020.

To deliver a professional conference for no fewer than 200 people can cost between £10,000 to £15,000. TABS are looking for either an 'in-kind' or a direct financial contribution towards venue hire, catering, staffing, accommodation, evening reception, etc.

In return, the host city would benefit from positive local and national publicity, income for local businesses from delegate spending, plus an increased profile for the city and their cycling programme.

Another consideration which will be looked at favourably when choosing a local authority, will be if they can demonstrate good links to local Bike Hire facilities, have good routes for a FREE led bike ride and possibly can offer the opportunity for local business/organisations who may be able to offer sponsorship. Ideally the venue should have good transport links too.

2.0 Previous Conference Case Study

2.1 Hull – City of Culture

This case study illustrates how the conference was run, what it achieves and the benefits it can bring to the host city/organisation.

The 2017 national Bikeability conference was held in Hull – City of Culture 2017, in the magnificent setting of The Guildhall reception rooms.

The event took place over two days for the first time. This was in response to feedback from delegates from previous conferences who wanted more time to be able to network and socialise, outside of the main training sessions.

Hull City Council approached TABS in the lead-up to the 2016 conference and asked if we would consider holding the 2017 conference in Hull. For the council there were various benefits:

- It brought new visitors to Hull many of whom stayed the night and added to the local economy to the value of at least 25-30,000 pounds
- To change perceptions of Hull and showcase the city to the new visitors, hopefully encouraging future trips, with associated economic benefits.
- It helped to raise the profile of the cycling and road safety promotional work that Hull City Council does, both internally and externally.
- It provided Hull City Council with an opportunity to show their support for Bikeability and sustainable transport, potentially helping with future funding bids etc.
- It helped to build stronger relationships with local businesses (eg. the Hull Cycle Hub which provided hire bikes for delegates, the local charity that works with disabled adults/children getting them cycling (showcased on the guided bike ride)
- It gained media coverage, with associated publicity benefits (Humber TV, BBC and Humber radio stations and Hull Daily Mail)
- It boosted their annual programme of public events - in this case adding to their 'City of Culture 2017' event list (Hull City of Culture ambition was to have a major event / conference every day of the year in 2017).

In return for the opportunity to host the 2017 Bikeability conference, Hull City Council provided the following services:

1. The venue hire for free (included the main civic rooms in the Guildhall plus 5 additional workshop rooms) from 12pm (9th May) through to 5pm (10th May)
2. A contribution towards the catering for the event of £2,000.
3. A free accommodation booking service, with reservations in a number of city centre hotels held for conference delegates at a fixed price through the Council's Tourism and Marketing section.

4. Staff time to help organise and promote the conference, and deliver the guided bike ride
5. Volunteers from Hull City Council's contracted Bikeability provider (First Step Sports) to assist with directions/other logistical tasks at the conference
6. Secured a financial contribution from First Step Sports towards the evening reception on 9th May (approximately £1,300) Hull City Council also had the philanthropic intention to help reduce the attendance costs so that more trainers could attend ensuring the conference achieved maximum benefit. Their financial contribution meant that TABS could afford to offer a discounted rate for instructors to attend.

3.0 TABS PROPOSITION FOR A CONFERENCE 'HOST'

3.1 Requirements for a National Conference (2019 or 2020)

- **2019 date – week commencing May 13th (proposed date 15th & 16th May)**
- **2020 date – likely to be week commencing May 11th 2020**
- TABS is looking for partners to host the annual conference in either 2019 or 2020. We are very flexible in how we work with a host city/organisation and the local Bikeability provider to support the event.
- Our main requirement is to hold a high-quality training / networking event for the Bikeability industry that delegates enjoy and find valuable professionally. And that the event is affordable for all in the industry to be able to attend.
- Support can therefore be both 'in-kind' and/or a direct financial contribution towards venue hire, catering, staffing, accommodation, evening reception, etc.
- Each year we have slightly varied the type of venue, and the format of the conference adapting both to delegate feedback, but also to maximise on the host city/organisations' particular attributes.
- Provide conference facilities to also host the annual Bikeability Awards.

4.0 NEXT STEPS

TABS would welcome the opportunity to meet, and to provide further information on any aspect of the national, annual TABS conference.

We would be delighted to talk further about opportunities to host either the 2019 or 2020 event.

For more information and/or to arrange a meeting please email in the first instance and complete the attached Expression of Interest form.

All forms must be returned via email by Friday August 24th. These will then be reviewed week commencing August 27th 2018.

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