

## Working with the Community

**Date:** August 2021

**Activity:** Festival of Cycling



From the first meeting on 9<sup>th</sup> June 2021 and via a succession of 9 meetings hosted by Yvonne, the first Hawick Festival of Cycling proved to be a resounding success.

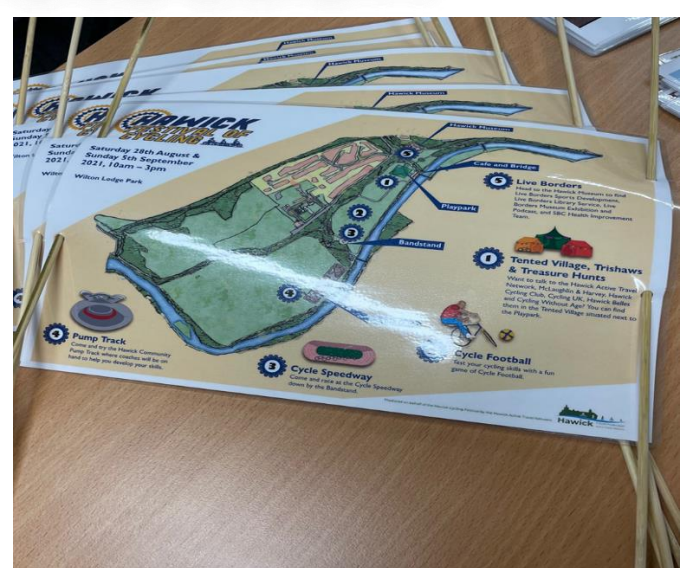
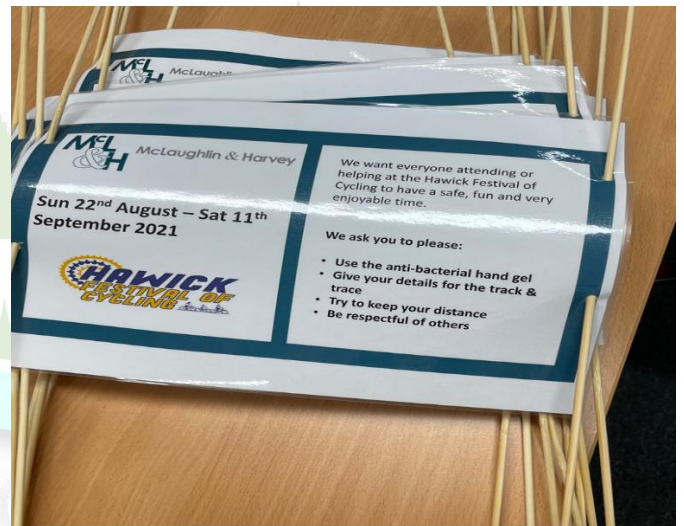
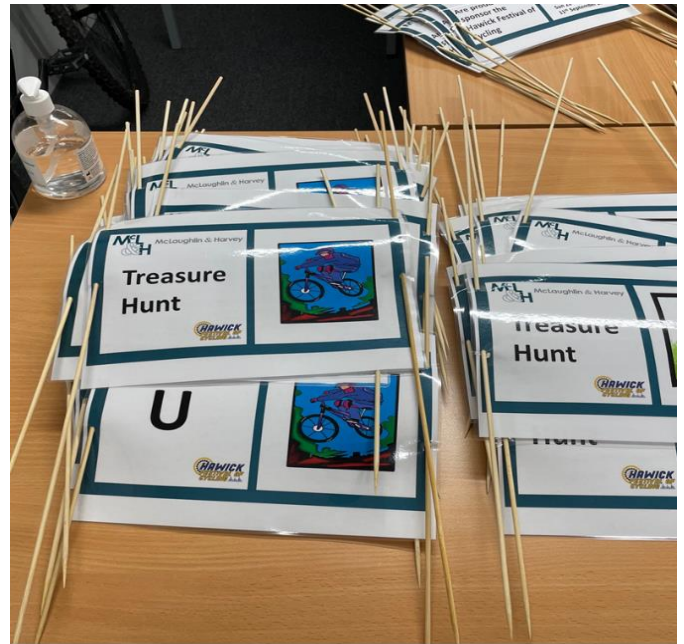
Yvonne took a key role in the planning, coordinating and marketing of the Festival as a whole, whilst additionally took the Lead for organising, setting-up, sign-posting and gaining volunteers for the Festival of Cycling in the Park days: Saturday 28<sup>th</sup> August and Sunday 5<sup>th</sup> September 2021.

Louise Lamont created a Festival of Cycling word search for adults (15 words) to complete and enter to win a £50 voucher for the Pavilion Café, Wilton Lodge Park.

Three treasure trails were created:

1. To win a Scooter, the youngest (early-years) children had to find 7 letters around the Treasure Trail, fill in the form and answer a question. Their entry was then put in a prize draw. This Treasure Trail was shortest and easiest with the trail notices to be found from the Playpark back around the Fountain and area in front of the Museum.
2. To win the bike with stabilizers, children had to find 11 letters around the Treasure Trail, fill in the form and answer a question. Their entry was then put in a prize draw. This Treasure Trail covered the length of Wilton Lodge Park, from the Museum all the way up to the Pump Track.
3. To win the limited edition Haro T1 BMX, secondary school aged children had to find 17 letters around the Treasure Trail, fill in the form and answer a question. Their entry was then put in a prize draw and again this trail covered the length of Wilton Lodge Park, with the trail markers proving more challenging to find.

## Preparation is Key





In addition to the Treasure Trail signage, signs were created for every activity location relating to Covid precautions; Track & Trace Sheets were created & printed; pens and anti-bac gel pumps were provided; and small (children's size) gloves were supplied to Live Borders for the Cycling Speedway and Cycling Football sessions.

300 x Colouring Packs were printed

300 x Treasure Trail Forms (for each of the trails) were printed

200 x Word search forms printed

#### Dressing the Project Information Centre Window



In accordance with the request from Hawick Community Council and Future Hawick for businesses in the town to show support for the Tour of Britain and Festival of Cycling, we 'dressed' the Project Information Centre window with bike, notices about the Festival of Cycling and a revolving presentation of bike stunts and downhill racing.

#### Saturday 28<sup>th</sup> August 2021 – Festival of Cycling in the Park







Sunday 5<sup>th</sup> September 2021 – Festival of Cycling in the Park





Throughout both days, all children (and those adults who wished) were supplied a tongue colour-changing lollipop and some adhoc prizes of cycling jackets, gloves and helmets were gifted.

Just two of the 'adhoc' prize winners – Eileh and Ross Kelly. Eileh received a new bike jacket and her brother Ross received new bike gloves.



#### Winners of the Treasure Trails and Word Search

**Scooter – Rory Graham. Age 4 from Hawick**



**Scooter – Kylan Graham. Age 3 from Hawick**



As you can tell by the expressions on Rory and Kylan's faces, both boys were absolutely delighted to win their scooters and helmets.

**Bike – Jack Rowley. Age 3 from Hawick**



**Limited Edition Haro T1 BMX – Carra McLeod. Age 12 From Hawick**



The £50 Pavilion Café voucher was won by Amelia Knox from Duns. That was sent by recorded delivery.

#### Benefits of these particular activities

- Continued commitment to helping the Hawick Community
- Demonstrating our support of cycling and outdoor activities for all
- Working with and within the community to help generate socio-economic stimulus from the creation of a successful first-time event
- Ensured the Pavilion Café was very busy on both Festival of Cycling in the Park days
- Created wider networking opportunities
- Encouraged people of all ages and abilities to get outdoors and enjoy free activities during the Festival in the Park days as well as organised cycle rides and races
- Highlighted the excellent facilities in the town to locals and visitors
- Established great collaborative networks which when working together can bring positive dividends to the town and people of Hawick
- Further demonstrates that McLaughlin & Harvey are creative, innovative contractors who both care about the communities in which they work AND delight in promoting ideas that can benefit the community at large with a view to creating a lasting legacy (there is already talk of repeating the Festival in a larger basis next year)