

POLAND

Local development

Location

Baranów

Programming period

2014 – 2020

Priority

P6 – Social inclusion and local development

Measure

M19 – LEADER/CLLD

Funding (EUR)

Total budget 2 500
EAFRD 1 900
National/Regional 600

Project duration

2016 – 2017

Project promoter

LAG Stowarzyszenie Wrota Wielkopolski

Contact

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Website

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Organising bicycle rallies as a means of promoting social interaction and integration.

Summary

The Bike Rally is an annual event that has been organised by the LAG Wrota Wielkopolski Association since 2010. The event promotes social integration and the natural and cultural heritage of the southern Wielkopolska region in Poland. This initiative provides the local community an opportunity to spend time together in an active way.



The local community is involved in the implementation of the Bike Rally, and routes (itineraries) are set out in cooperation with local cycling enthusiasts. During the rally, the LAG provides a technical and pre-medical service, insurance, guidance and refreshments.

Results

Organised two bicycle rallies (18 September 2016 and 10 September 2017).

Around 200 participants joined the two events.

Promoted a healthy lifestyle and active recreation.

Promoted local tourism, sightseeing and natural heritage.

Fostered integration among participants, a combination of passion and willingness to cooperate with each other.

Lessons & Recommendations

- Such events create the opportunity to promote local resources in an innovative way.
- Regularly undertaking the initiative resulted in permanent cooperation with other organisations and institutions, and most importantly with the local community.
- An important factor for the success of this project was that it was based on an activity for which there is huge interest among the local community.

Context

Conversations with residents in the LAG area Wrota Wielkopolski showed that there was very limited social interaction. People did not meet and did not know each other. Despite the fact that they like to ride a bike, they knew very little about their communities and local villages that they passed through on the bike. In this context the LAG decided to organise bicycle rallies to allow the locals to meet each other and explore the region's values.

Objectives

The main goals of this project were to:

- Stimulate a bottom-up initiative of inhabitants in the LAG area to get together cyclists, who spend time together and exchange experiences;
- Identify and gather knowledge about local monuments and the cultural heritage of the region, and encourage more fans of cycling to participate in the rally; and
- Promote integration and strengthening of the local identity.

Activities

The project activities were carried out in several stages:

- The preparations for the Bike Rally started with the meeting of the project organisers and representatives of cyclists, to allocate tasks, determine the rules of the rally, prepare the registration form and plan the route.
- After the meeting the poster was designed to promote the event.
- Information was published on the website and the local press and posters were distributed in the villages.
- The rally guide was then selected, who would present the cultural and natural heritage of the region to the participants.
- The office of the LAG was assigned to receive the submitted registration forms for a bike rally. After closing the registration, another meeting with all involved those engaged in the project implementation, took place in order to determine and discuss the

details of the rally, such as the transport of participants to the start.

- The local fire brigade station was contacted to ensure that firemen would provide medical and technical assistance during the rally.

Main results

Two types of results were achieved:

Tangible results:

- Two bicycle rallies organised (18 September 2016 and 10 September 2017)
- Around 200 participants joined the two events

Other results:

- Promoted a healthy lifestyle and active recreation
- Promoted local tourism, sightseeing and natural heritage
- Fostered integration among participants, a combination of passion and willingness to cooperate with each other
- Developed interregional relations

Moreover, the idea of creating a tourist route connecting two neighboring counties was proposed. This idea of the LAG Wrota Wielkopolski was later developed into the 'Bicycle Loop of Southern Wielkopolska' project. As part of the implementation of the cooperation project between the LAG "Wrota Wielkopolski" and the LAG "Ostrzeszowska Association, a 350 km bicycle route was marked out in the Kępiński and Ostrzeszów counties.

Key lessons

The bike rallies created an opportunity to promote local resources in an unconventional and innovative way. Undertaking the initiative of this event and including it permanently in the event calendar created the basis for permanent cooperation with other organisations and institutions, and most importantly with the local community.

An important success factor for the project was the huge interest of the local community.

Additional sources of information

n/a