



Pass the Pedall Festival 2025

Saturday 27 September 2025

New Park, Brockenhurst

**A Pedall fundraising challenge event and
celebration of cycling for all in the New Forest**

More about Pedall





PEDALL
New Forest Inclusive Cycling

PEDALL New Forest Inclusive Cycling

What is PEDALL?

- We are a health and wellbeing project, enabling access to the New Forest National Park through our inclusive cycling sessions
- We use an extensive fleet of specialist bikes from our bases at Burley and Ashurst to support people who may have additional needs
- We provide a unique and positive experience for over 5,000 riders per year working with some 40 organisations and charities.
- We have expanded to share our skills with the local community. We now offer training programs and bike repair advice.





PEDALL
New Forest Inclusive Cycling

Inclusive Cycling Beneficiaries

- People that face barriers to participation in cycling and access to the New Forest without additional support, including those with:
 - Health and mobility issues
 - Physical and intellectual disabilities
 - Special educational needs

[Minstead Trust at PEDALL - YouTube](#)

The Centre for Sustainable Healthcare and the King's Fund 'Gardens and Health' report shows the value of physical activity in nature as having a contributing effect to health and well-being, and quality of life.

In response to the statement "I feel healthy" **86%** of Riders answered either much more or a little more than before. Over two-thirds responded positively to the statement "I feel strong" and **81%** agreed with "I feel happy".

Pass the Pedall 2024



PEDALL
New Forest Inclusive Cycling



www.pedall.org.uk/pass-the-pedall-2024/





PEDALL
New Forest Inclusive Cycling



What is Pass the PEDALL 2025 Festival?



- An expanded one-day **fundraising COMMUNITY** event celebrating PEDALL inclusive cycling and **cycling for all in the New Forest**, to include participation from:
 - The New Forest local community
 - Pedall's regular riders and riding groups (SEN schools, colleges, day services, charities that support adults and children with additional needs)
 - ***Cycle event operators including lead sponsor CHASE THE SUN, local cycle businesses, cycle shops, guided ride providers, big bike revival***
 - Pedall volunteers, Friends of Pedall
 - New Forest National Park colleagues and Members, local MPs and Councillors
 - Local cycle clubs and cycling campaigners
 - Green and sustainable transport groups
 - Local food providers

Why Pass the Pedall Festival?



1. **To promote cycling in the New Forest for all**

Pedall works alongside the cycling community in the New Forest. We want to expand the event to celebrate cycling by inviting cycle operators, cycle guides, cycle clubs and campaigners to participate and offer the general public a chance to see what is on offer throughout the New Forest.

2. **To raise money for our Pedall**

Through individual and team donations we're looking to raise funds to ensure the future sustainability of PEDALL. We're looking to engage with local businesses who can help support the event and provide ongoing support.

3. **To celebrate our inclusive cycling project, our riders and the growth of our project**

Pedall now operates from two bases in the New Forest, has expanded its fleet of specialist bikes, grown our volunteering team to over 50 and supports over 5,000 riders a year to cycle in the beautiful New Forest.

4. **To provide a sense of achievement**

We want to provide our regular Pedall riders (with additional needs) with an opportunity to meet others and to challenge themselves, creating a great sense of personal and team achievement.

5. **To increase community awareness of PEDALL and cycling in the New Forest**

We want to increase the number of people who enjoy inclusive cycle rides with PEDALL.

6. **To attract more volunteers and supporters**

Pedall would not be able to operate without our passionate volunteers and supporters, so we're looking to recruit additional help to grow our offering and service.

Pass the PEDALL 2025 – Event details



- Date: Saturday 27 September 2025, dawn to dusk
- Location: New Park, Brockenhurst
- **Fundraising Challenge:**
 - For PEDALL riders to continuously ride loop of New Park from dawn to dusk 7am – 7pm. Our team and supporting volunteers will set off the relay challenge at 7am.
 - Additional challenge options: EVENT target of **1,407 kilometers to be cycled during Pass the Pedall festival (from Land's End to John o'Groats)**
 - The Pass the Pedall Challenge CUP – most laps cycled in an hour – This could help motivate clubs / regular cyclists by offering a competitive challenge
 - Our regular riding groups will be invited to come along during pre-allocated timeslots of one hour from 10am – 7pm.
 - At all times the 'PASS the PEDALL baton' will be moving around our riding loop
 - All riders will be presented with a medal for participation
 - **Members of the public will be invited to 'donate to ride' £3, £5, £10, £other**

Sponsorship Packages



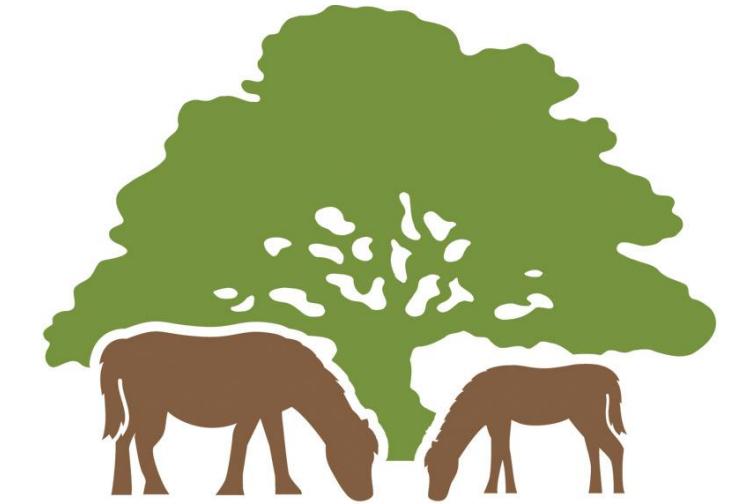
- One Lead Sponsor **£5,000** or Gold sponsor **£1,000**
 - Ride alongside a regular riding group, provide branded goodies, great promotional opportunity for your business social media channels
 - Feature as major sponsor in New Forest National Park press releases and social media channels, pre and post event
 - Allocated space for gazebo in outdoor exhibition area
 - Placement of own signage / banners at start/finish line
 - Feature on www.pedall.org.uk Pass the PEDALL – PEDALL Inclusive Cycling
 - Contact: shelley.filby@newforestnpa.gov.uk for more info

Sponsorship Packages



- Silver sponsor **£500**
 - Ride alongside a regular riding group, provide branded goodies, great promotional opportunity for your business social media
 - Allocated space for gazebo in small outdoor exhibition area
 - Placement of own signage / banners around show ground circuit
 - Feature on www.pedall.org.uk Pass the PEDALL – PEDALL Inclusive Cycling
 - Contact: shelley.filby@newforestnpa.gov.uk for more info

Thank you



NEW FOREST
NATIONAL PARK

Any questions



Contact details

- Richard Taylor: richardtaylorcwg@gmail.com – trustee of 'Friends of Pedall'
- Shelley Filby: shelley.filby@newforestnpa.gov.uk – Pedall project manager