



BikeWeek

Report 2025 Offaly

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Offaly Sports Partnership on behalf of Offaly County Council
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1 Bike Week 2025 Summary

This report was compiled to provide feedback on the coordination and delivery of Bike Week 2025 in Offaly. The report includes an overview and account of all events that took place during the week including: -

- Grand Canal Greenway Cycle Relay (third annual)
- Ferbane Bike Week
- Daingean Bike Week

Just over 250 participants of all ages and abilities took part across the various events delivered in Offaly during Bike Week 2025, although some of the activities were also delivered pre and post the week due to difficulties sourcing ride leaders and volunteers during Bike Week itself.

2 Introduction

Bike Week 2025 for Offaly was coordinated by Offaly Sports Partnership on behalf of Offaly County Council; and was supported by local clubs and schools throughout the county.

The focus of Bike Week in Offaly was to provide people of all ages and abilities with a variety of cycling events and to create awareness of cycling as an enjoyable form of transport and physical activity.

3 Public Event List 2025

Event	Organiser	No of participants
Grand Canal Greenway Cycle Relay (third annual) - 10 th May 2025	Offaly Sports Partnership	150
Ferbane Bike Week i. Bike Maintenance – 12 th May 2025 ii. School cycle day – 16 th May 2025 iii. Community cycle – 18 th May 2025	Lynx Cycling Club	75
Daingean Bike Week i. School cycle day – 16 th May 2025	Grand Canal Wheelers	30

Other events delivered pre and post Bike Week included the Peatlands Tour by Daingean Grand Canal Wheelers and the Mucklagh Playground Cycle.

4. Marketing

In addition to the national marketing campaign, Offaly Sports Partnership also developed a local marketing campaign which included the following elements: -

4.1 Promotional materials

Based on the templates supplied by the National Transport Authority, Offaly Sports Partnership developed posters for the promotion of the Grand Canal Greenway Relay across print, radio and the Sports Partnership's own web and social media channels. The posters were developed in both English and Irish; and were disseminated to the five cycling clubs in Offaly for onward dissemination, etc.



The posters were also issued by email to schools, clubs and organisations as well as other stakeholders in the county to drum up support for the event.



Bike Week hats, snoods and water bottles were also developed as part of the wider promotional materials for the Grand Canal Greenway Relay.

4.2 Print / Radio advertising

Offaly Sports Partnership worked with local media outlets to promote Bike Week 2025 including the Midland Tribune, the Offaly Independent and Eden FM, a community radio station in Edenderry.

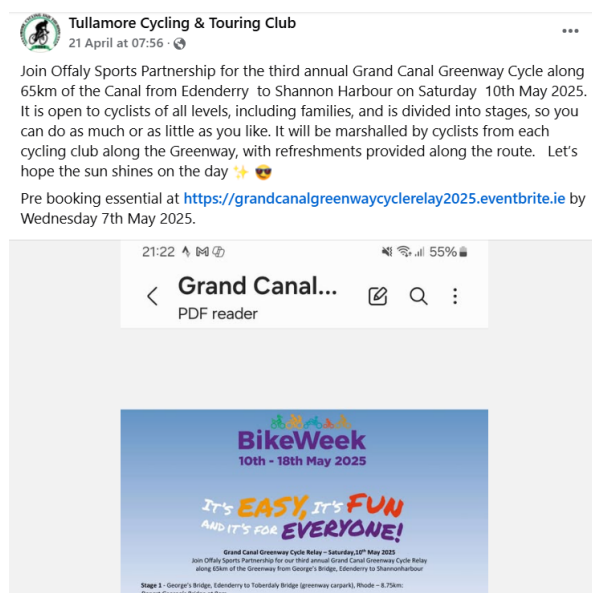
Furthermore, Offaly Sports Partnership also highlighted cycling opportunities in Offaly and nearby such as the Grand Canal, Lough Boora Discovery Park, Mount Lucas Wind Farm, the Old Rail Trail in Athlone, and the Slieve Bloom Mountain Bike Trails in Kinnitty; as well as local clubs in the area including Daingean Grand Canal Wheelers, Edenderry 905 Cycling, Lynx Cycling Club, Tullamore Cycling and Touring Club, and the Wolftrap Cycling Club in Birr



4.3 Web & Social media

Offaly Sports Partnership operates a website (www.offalysports.ie) and various social media channels including Facebook/OffalySportsPartnership, Twitter/@OffalySP and Instagram/OffalySports to promote the work of the Sports Partnership. The various Bike Week promotional items including posters; as well as the social media posts issued by the National Transport Authority regarding Bike Week were disseminated across these channels. These materials were also disseminated across brother and sister web and social media channels including Offaly County Council and Healthy Offaly.

Local cycling clubs also posted various updates on Bike Week on their channels in the lead up to the week as can be evidenced below: -



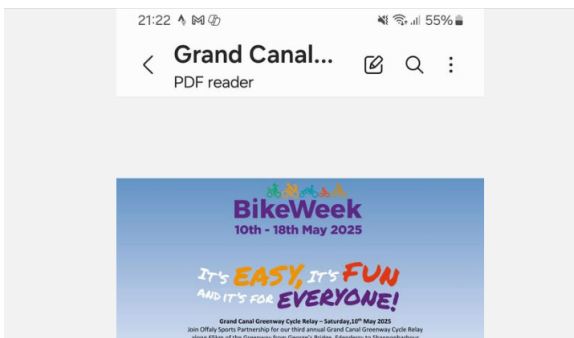


Tullamore Cycling & Touring Club
6 May at 15:43

☆Bike Week☆
If you are around Tullamore this Saturday morning 10th May, why not come along to Digby Bridge Cappincur and cycle along the Greenway for a bit. All the details are below and further information can be obtained from Offaly Sports Partnership.
Speed will suit all ages.
Sports@Offalycoco.ie
Don't forget to register, its free.
<https://www.eventbrite.ie/.../grand-canal-greenway-cycle...>

Lynx Cycling Club
10 May at 09:41

Join us today at Pollagh, Gallen Bridge or Belmont Bridge for the Grand Canal Cycle, refreshments afterwards in Shannon Harbour **Offaly Sports Partnership Mcintyres Pub Shannon Harbour**



5 Bike Week Event Highlights

The following events will be highlighted with additional details on each event provided below: -

- 5.1 Grand Canal Greenway Cycle Relay
- 5.2 Ferbane Bike Week
- 5.3 Daingean Bike Week

5.1 Grand Canal Greenway Relay

Following the success of previous Grand Canal Greenway Cycle Relays from Edenderry to Pollagh (approx. 50km) in 2023, and Edenderry to Ferbane (approx. 60km) in 2024; the third annual Grand Canal Greenway Cycle Relay took place on Saturday, 10th May from Edenderry to Shannon Harbour (approx. 70km).

Boasting seven relay stages, 150 participants took to the Greenway and wound their way along sections from: -

- Edenderry to Rhode (approx. 8.75km)

- Rhode to Daingean (approx. 8km)
- Daingean to Digby, Tullamore (approx. 11.5km)
- Digby to The Thatch at Rahan (approx. 10.75km)
- The Thatch at Rahan to Pollagh (approx. 7.75km)
- Pollagh to Ferbane (approx. 10km)
- Ferbane to Shannon Harbour (approx. 9.5km)

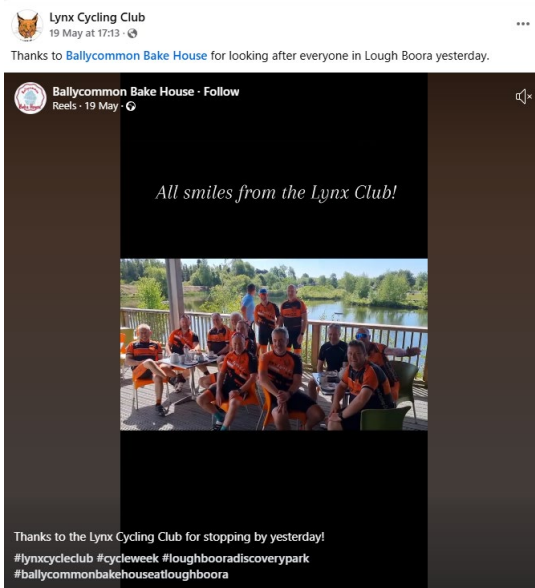


Many thanks to: -

- the four cycling clubs (Team 905, Edenderry; Grand Canal Wheelers, Daingean; Tullamore Cycling and Touring Club; and Lynx Cycling Club, Ferbane) along the Grand Canal Greenway Relay route who provided ride leaders to support the delivery of the event
- Offaly Civil Defence who provided first aid cover on bicycles, etc. along the route
- Tullamore Cycling and Touring Club, Pullough Community Shop and Mc Intyres of Shannon Harbour for the refreshments

Comhgairdeas and Go Raibh Míle also to Clann Uí Mhurchú (Rob Murphy, Fiachra Murphy (13 yrs) and Ferdia Murphy (10 yrs) who completed the full 65km as event sweepers.

5.2 Ferbane Bike Week



Lynx Cycling Club in Ferbane: -

- supported the delivery of the third annual Grand Canal Greenway Cycle Relay on Saturday, 10th May
- delivered a bike maintenance workshop on Monday, 12th May
- delivered a school cycle day on Friday, 16th May
- delivered a community cycle on Sunday, 18th May

Check out

<https://www.facebook.com/LynxCyclingClub>
for other event news and images from Bike Week 2025

5.3 Daingean Bike Week

Daingean Grand Canal Wheelers: -

- delivered the Peatlands Tour on Saturday, 3rd May
- supported the third Grand Canal Greenway Cycle Relay on Saturday, 10th May
- delivered a school cycle day on Friday, 16th May



Check out <https://www.facebook.com/DaingeanGrandCanalWheelers> for other event news and images from Bike Week 2025

6. Participation 2025

In total five events were organised before, during and after Bike Week 2025. Just over 250 people of all ages and abilities took part in the events from Saturday, 10th May to Sunday, 18th May. A number of events also took place in advance of and after Bike Week 2025 including the Peatlands Tour and the Mucklagh Playground Cycle.

Event	Target audience	No of participants
Peatlands Tour – 3 rd May (coordinated by Grand Canal Wheelers, Daingean)	Mixed ability - Adults	
Mucklugh Playground Cycle	Mixed ability	
Grand Canal Greenway Cycle Relay – 10 th May (coordinated by Offaly Sports Partnership and local cycling clubs)	Mixed ability – Cyclists and Families	150
Ferbane Bike Week – three events (coordinated by Lynx Cycling Club)	Mixed ability - Cyclists Primary school pupils & Teachers, and Families	75
Daingean Bike Week – one event (coordinated by Grand Canal Wheelers, Daingean)	Primary school pupils & Teachers	30
Total number of events	5	
Total number of participants		255

7 Feedback

Feedback from stakeholders and participants across the range of events has been extremely positive as can be seen from the below testimonials and social media postings: -

Tullamore Cycling & Touring Club's post



Tullamore Cycling & Touring Club

10 May at 18:18

BIKE WEEK

Well done to all participating in the Bike Week Canal Relay from Edenderry to Shannon Harbour shout out to Olivia Murphy, Offaly Sports Partnership who organised the event. To the Civil Defence for looking after everyone on route, to An Garda Síochána who got everyone safely across Kilbe and Clara Road bridges, to all those who catered for the cyclists on route, Supermacs at Digby and Martin in the Community Shop in Pollagh, refreshments and ice creams all very welcome and was an amazing day, perfect for cycling.

To Daingean Wheelers who handed over the baton to Tullamore Cycling and Touring Club and Cycling Club who took over from TCTC at Pollagh.

The young cyclists stole the show, 2 boys in particular who cycled the full distance from Edenderry to Shannon Harbour, congratulations boys 🏆

A huge thanks to our own Club Members who turned out on the day to help out.

A lovely enjoyable day out.

[#offalysportspartnership](#)

[#daingeangrandcanalwheelers](#)

[#offaly](#)

[#Lynx_Cycling_Club](#) [#civildefence](#)@offalycoco



8 Impact of Bike Week 2025

250+ participants took part in three events delivered specifically during Bike Week 2025; with these participants exposed to the developing cycling infrastructure in the county, specifically the Grand Canal Greenway now open from Edenderry in the north of the county to Shannon Harbour in the west of the county.

Participants were also exposed to four of the five cycling clubs in the county and as a result, there has been some transfer of participants into recreational cycling groups in some of the clubs.

9 Budget Summary 2025

9.1 Bike Week expenditure 2025

<i>Description</i>	<i>Amount (€)</i>
<i>Promotion</i>	
• Iconic Newspapers – Bike Week advertisement & feature	676.50
• Offaly Independent - Bike Week advertisement	971.70
<i>Sub total expenditure - Promotion</i>	<i>1,648.20</i>
<i>Grand Canal Greenway</i>	
• Mucklagh Community Centre – all services meeting	60.00
• Offaly Civil Defence – first aid cover	750.00
• Refreshments (Digby, Pollagh & Shannon Harbour, plus low value purchase card)	1,465.00
• Embroidery & Print World – hats, snoods & water bottles	4,298.85
<i>Sub total expenditure – Grand Canal Greenway Relay</i>	<i>6,573.85</i>
<i>Club / School / Community events</i>	
• Grand Canal Wheelers, Daingean	250.00
• Lynx Cycling Club, Ferbane	850.00
<i>Sub total expenditure - Club / School / Community events</i>	<i>1,100.00</i>
Total expenditure – Bike Week 2024	9,322.05

9.2 Benefit in kind (volunteers, etc.) costs

The following benefit in kind (volunteers, etc.) costs were contributed by the Local Authority and community organisations, etc. involved in Bike Week 2025

Grand Canal Greenway Relay	Offaly SP staff time coordination and event management in the run up to and on the day of the event	<ul style="list-style-type: none"> • 1 x preparatory meeting • 1 x civil defence briefing • 7 x event management days in the run up to and on the day of the event Daily rate = €135 approx. nine days @ €135 totalling €1,215
	Cycling clubs ride leaders & marshals for the event	25 ride leaders @ €90 p/l totalling €2,250
	Offaly Civil Defence 10 volunteer first aiders	10 volunteer first aiders @ €90 p/first aider totalling €900
Daingean Bike Week	ride leaders to lead & marshal the events – school cycle day	five leaders €90 p/l totalling €450
Ferbane Bike Week	ride leaders to lead & marshal the events – school cycle day & community cycle	10 ride leaders @ €90 p/l totalling €900
Total benefit in kind contribution		€5,715

10. Recommendations for Bike Week 2025

Based on the expenditure associated with Bike Week 2025 in Offaly, a budget in the region of €10,000 to €15,000 will need to be submitted to the National Transport Authority for Bike Week 2026. Estimated breakdown of said budget can be found below: -

- i. Promotions budget - following the success of our promotions with local print and radio media, a budget in the region of €1,500 to €2,500 will need to be submitted for consideration.
- ii. Grand Canal Greenway Relay – following the ongoing success of the annual Grand Canal Greenway Cycle Relay, in all likelihood, this event will once again feature as Offaly’s flagship event for Bike Week. In drafting the budget for same, consideration will need to be taken into account of the likely upsurge in participation in this particular event. As such a minimum budget of €5,500 and a maximum budget of €8,000 will need to be submitted for consideration for this event.
- iii. Club / School / Community grant scheme - following the ongoing success of the club / school / community events, the grant scheme to support these events will also need to continue with a minimum budget of €750 and a maximum budget of €1,250 allocated for same. To this end, a budget of €6,250 will need to be submitted for consideration.

Unfortunately, it is highly unlikely that Offaly County Council and / or Offaly Sports Partnership would be in a position to fulfil the match funding requirement for the above estimated budget. This year, Offaly Sports Partnership / Offaly County Council secured benefit in kind contributions (club volunteers, staff time, etc.) to the value of €5,715 and it is anticipated that similar if not higher benefit in kind contributions would be forthcoming in 2026 also. It is felt however, that there should be some method of recording these benefit in kind contributions in the annual application and claim forms for Bike Week going forward.

It has also been noted that while Bike Week takes place cross a seven to ten day period in May, more often than not, the range of activities delivered is now extending beyond the actual week itself as a result of difficulties experienced in securing ride leaders and volunteers to support the delivery of activities; and the timetabling of the range of events on offer into club / school / community calendars.

Should you require clarification on any of the above, feel free to contact omurphy@offalycoco.ie.

