

# Kidical Mass

June 2025



**Planning a  
mass ride**





1. Why Kidical Mass?
2. Who to get involved
3. When
4. Where to do it
5. Marshals
6. Admin
7. Publicity
8. On the day
9. Fun extra things





# Why?

- Shows the demand for safe routes for kids
- Different image of cycle campaigning
- It's fun!

**Joyful  
activism**





# Who?

- Get a small group together to organise it
- Useful to have parents with kids at various schools





# When?

- Pick a date
- Global weeks of action in May and September
- Check for clashes
- Think about timing – kids' sports activities, church etc





# Where?

- About 2.5 miles is good
- Space to gather
- Circular, and anti-clockwise?
- Visible and central
- Road that needs a cycle path
- Barriers
- Test ride and risk assessment





# Marshals

- At least 10 volunteers
- Specific roles and junctions
- Make sure they're clear what to do
- Easily identifiable
- Communication between front and back





# Admin

- Notify police at least 6 days before (legal requirement for a 'procession')
- Could also ask police to attend for support
- Inform council
- Insurance – through Kidical Mass UK





# Publicity

- Use lots of different channels – not just online
- Go via schools
- Contact other groups
- Flyers and word of mouth
- Press releases
- Photos and videos
- Counting people – clicker or video





# On the day

- Numbers are a mystery!
- Allow time to gather
- Briefing at start
- Small bikes at front





# Fun things

- Music
- Flags
- Face painting
- Bubbles
- Cake





# Useful resources

- How-to guide by experienced organisers
- Kidical Mass UK Facebook group
- Cycling UK guides:
  - Engaging with the media
  - Promoting your event





# Thank you

