

3 – 9 May 2026

LOCAL

BIKE SHOP WEEK

Retailer promotion pack

Local Bike Shop Week 2026

An inspiration pack of simple ideas to help you drive footfall during Local Bike Shop Week.

Local Bike Shop Week is a UK-wide celebration designed to help independent bike shops attract footfall, reach new customers and showcase what makes them special.

Managed by the Association of Cycle Traders, the week brings the cycling industry together to encourage people, especially those new to cycling, to visit their local bike shop.

Taking part doesn't require big budgets, long hours or heavy discounting. One simple idea, done well, is enough to make an impact.

This pack is full of practical, low-effort ideas to help you get involved in a way that suits your shop, your team and your customers.

 localbikeshopweek.uk

[#supportyourlocalbikeshop](https://twitter.com/supportyourlocalbikeshop)

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Retailer Quick Start

How to take part in Local Bike Shop Week

What you need to do (3 simple steps)

1 Pick an idea from this pack

Choose something that suits your shop, your team and your customers. This isn't about doing everything, it's about giving people a reason to walk through the door.

2 Download the free assets and promote it locally

Use the posters, images and suggested posts to let customers know what's happening and when.

DOWNLOAD RETAILER ASSETS

CLICK HERE >>

3 Tell us you're taking part

Let us know how you're getting involved and we'll help share and amplify your activity through Local Bike Shop Week channels.

Tag us or email info@localbikeshopday.co.uk

What you don't need

- No discounts required
- No extra stock
- No late nights (unless you want one)

Why it works

Local, visible and human experiences give people a clear reason to visit your shop, stay a little longer and discover what makes you special.

Turn the page for simple, shop-friendly ideas you can use during Local Bike Shop Week.



Local Bike Shop Week | 3-9 May
Celebrating the people who keep us riding

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Top 10 Local Bike Shop Week footfall-driving activations

Fun, visible, easy to explain, and worth leaving the house for.

1. Beat the Mechanic

Customers take on a simple workshop task against the clock. Fast, noisy, watchable and great for your social accounts.



2. Free Bike Health Checks (With a Twist)

Keep them short, but add:

- A printed "bike report card"
- Dated during Local Bike Shop Week

Creates value without turning into free servicing.



3. Slow Bike Race

Run it outside the shop on the pavement or car park. Zero kit, high laughs, draws a crowd.



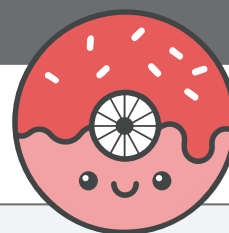
4. Golden Ticket / Hide & Seek

Prizes hidden around the shop floor encourage browsing and discovery.



5. Ride Out + Social

Any discipline, any pace. Finish back at the shop for coffee, cakes or giveaways.



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6. Spin to Win / Tombola

Cycling-themed prizes only, discounts, freebies, services, merch.



7. Guest Q&A (Keep it Casual)

Local rider, mechanic, builder or ambassador; stools, drinks, questions, no PowerPoint.



8. Bike Shop Pub Quiz

Cycling rounds + general knowledge. Easy evening footfall win.



9. Kids Skills / Balance Bike Zone

Cones, chalk, mini obstacles, parents linger around the shop, kids remember it.



10. Golden Hour

One surprise hour of flash offers demos or giveaways. Promote it in advance to create urgency.



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This is one of the best ways to attract non-cyclists and young families

Learning to Ride:

A brilliant Local Bike Shop Week opportunity

Learning to ride is empowering, family-focused, and massively aligned with what local bike shops do best.

Learn to Ride Sessions (Kids)

Short, bookable slots throughout the day.

- Balance bike friendly
- Parent involvement encouraged
- Stickers, certificates or medals at the end

Why it works:

Parents plan their day around it
= guaranteed footfall.

Learn to Ride Graduation: huge shareability for parents
across social (local organic reach for your shop)



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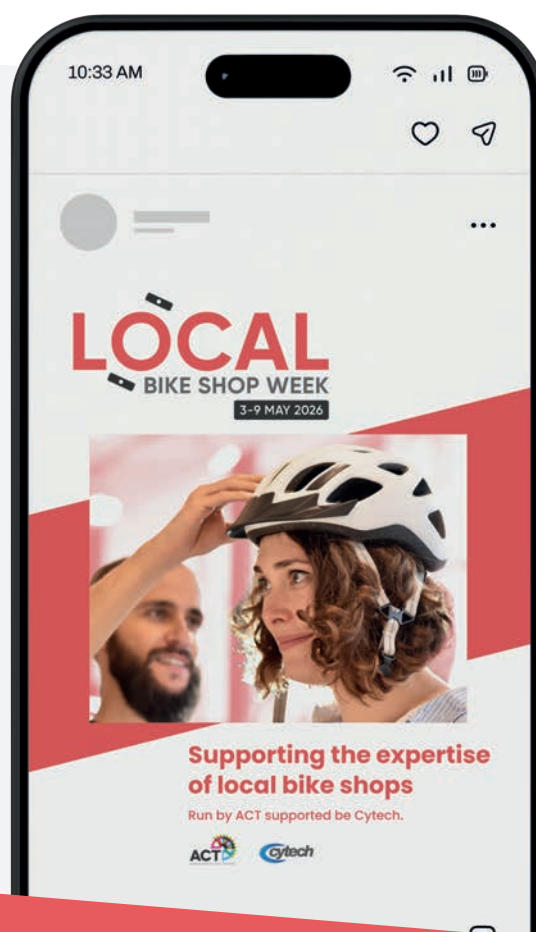
Promoting Local Bike Shop Week on Social Media

You don't need a full content plan or daily posts. A small number of clear, local posts is enough to let customers know you're taking part and give them a reason to visit.

Use the ideas below in whatever way suits you.

Make sure you tag us

- When you post, please tag Local Bike Shop Week so we can reshare and help amplify your reach:
- **Instagram:** [@lbsweek](https://www.instagram.com/lbsweek)
- **Facebook & X:** [@LBSWUK](https://www.facebook.com/LBSWUK)
- **Hashtag:** [#supportyourlocalbikeshop](https://www.instagram.com/hashtag/supportyourlocalbikeshop)
- **URL:** localbikeshopweek.uk
- Tagging us is the best way to get extra visibility for your shop during the week.



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Images & content tips

- Photos of your shop, team or customers work perfectly
- Short videos are great, but not essential
- You can also use the “We’re taking part” images from the asset pack

If you’re stuck for words

Try something simple:

“We’re taking part in Local Bike Shop Week”

“This week at our local bike shop...”

“Thanks to everyone who came along today”

Free assets

Posters, images and social graphics are available to download here:

DOWNLOAD RETAILER ASSETS

CLICK HERE TO GET DOWNLOAD >>

IF YOU ONLY DO ONE THING, DOWNLOAD THE ‘WE’RE TAKING PART’ IMAGE AND POST IT.

Easy approach idea

Aim for three posts across the week:

Before:

Let people know you’re taking part and what’s happening.

During:

Share a photo or short clip from the shop – it doesn’t need to be polished.

After:

Say thanks, share a highlight, or show what happened.

That’s it.



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Local Bike Shop Week is organised by the Association of Cycle Traders, if you have any questions about this pack, or you'd like to let us know how you are promoting the week send us an email at info@localbikeshopday.co.uk

Join our WhatsApp channel for the latest news, ideas and images:

 Local Bike Shop Week 2026

