

Post-Event Update Report: Macclesfield Bikeathon 2026

Date of Report: 28 July 2026

Event: Macclesfield Bikeathon

Organiser: AllGood Cycling

Primary Beneficiary: Just Drop In (Local Independent Charity)

Grant Funding Received: £2,000 from Macclesfield Town Council (MTC) [\[1\]](#)

1. Executive Summary

The 2026 Macclesfield Bikeathon has concluded as a resounding success, achieving record-breaking participation and fundraising milestones. Organised by AllGood Cycling, this annual community cycling fundraiser brought together hundreds of cyclists & local residents to promote health, family activity, and charitable giving. Despite a challenging weather forecast leading up to the day, the event generated a vibrant atmosphere in the heart of Macclesfield, successfully raising crucial funds for our local independent charity partner, Just Drop In.

2. Attendance and Participation Figures

This year's event set a historic milestone for the Macclesfield Bikeathon, demonstrating growing community engagement and trust in the event's organisation.

- **Total Participants:** 300 registered riders.
 - **Milestone Achieved:** This represents the **largest attendance to date** in the history of the Bikeathon.
 - **Demographics:** Strong turnout across all age groups, supported by local families taking advantage of accessible pricing structures.
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3. Event Day Summary & Atmosphere

The build-up to the event was met with an unfavourable weather forecast, creating initial concerns regarding turnout. However, the riders & local community showed incredible resilience, resulting in our best-ever turnout and an unprecedented level of energy in the town centre.

Key Highlights of the Day:

- **Market Place Hub:** Market Place served as the central event village, creating a real, tangible buzz in the town.
 - **Stallholders:** Local stallholders lined the square, providing refreshments, information, and interactive displays that successfully built a festive event atmosphere.
 - **Live Entertainment:** For the first time, a live **DJ** was introduced to the main hub. This addition was highly successful, keeping energy levels high for spectators and returning riders alike.
 - **Participant Feedback:** Riders overwhelmingly reported a wonderful experience, praising the route organisation, the welcoming atmosphere, and the community spirit of the day.
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4. Community Impact and Legacy

The Macclesfield Bikeathon is designed from the ground up as a grass-roots community event. This year, specific initiatives were implemented to remove barriers to cycling and support local youth.

Inclusive Pricing

To encourage widespread local participation, the **Family Ride** ticket was priced exactly the same as a **single entry ticket**. This ensured that local families could participate together without financial strain.

Youth Safety and Security

Security is a major barrier to ongoing cycling. To address this, **high-quality bike locks were gifted free of charge (FOC)** to under 18 year olds. This directly empowers local youth to cycle to school and social activities securely.

High Street Economic Boost

To directly support the town's business community, every registered rider was rewarded with a **£5 gift voucher** upon entry. These vouchers were exclusively redeemable at **participating local independent retailers**, driving footfall and direct spending back into Macclesfield's independent high street businesses.

Dr Bike Maintenance Support

The "Dr Bike" service was available free of charge throughout the entire day. Mechanics provided essential repairs, safety checks, and tune-ups, ensuring that local bicycles left the event safer and more roadworthy than they arrived.

Charitable Fundraising

The event served as a major fundraising vehicle for **Just Drop In**, a vital independent charity providing support to local young people.

- **Total Funds Raised: £11,000**

5. Event Photographs (Placeholders & Captions)

6. Financial Breakdown and Funding Utilisation

Organising an event of this scale requires a significant investment of time, planning, and administrative oversight. As a small business, AllGood Cycling dedicates a vast portion of its operational capacity to ensure the Bikeathon is safe, well-routed, and legally compliant.

The **£2,000 grant received from Macclesfield Town Council (MTC)** was entirely allocated toward the essential administrative and organisational time required to bring the event to fruition.

Allocation Table:

Funding Source	Allocated Category	Description	Amount
Macclesfield Town Council	Project Management & Event Organisation	Compensation for the significant operational hours spent by AllGood Cycling planning routes, managing registrations, coordinating stallholders, and executing event-day logistics.	£2,000.00
<i>Community Generated</i>	<i>Charity Donation</i>	<i>Direct proceeds raised by participants and donors to support local youth services.</i>	<i>£11,000.00</i>
TOTAL GRANT SPEND			£2,000.00

The funding from MTC acts as the foundational backbone of the Bikeathon. Without this financial support to offset the immense time commitment required by a small company like AllGood Cycling, delivering a free-to-access community event of this magnitude would not be viable.

7. Conclusion & Next Steps

The 2026 Macclesfield Bikeathon has proven that despite unpredictable weather, the community's appetite for healthy, charitable events is stronger than ever. The partnership between MTC, AllGood Cycling, local businesses, and Just Drop In has delivered a massive £11,000 boost to local charitable causes while leaving a lasting impact on youth cycling safety.

Appendix: 2027 Event Funding Request & Financial Overview

1. Explicit Funding Request

Formal approval is requested for a £2,000 contribution from Macclesfield Town Council (MTC) to secure operational delivery for the 2027 event.

This grant will directly fund the essential logistical infrastructure required to hold the event safely in a public space. Specifically, it will cover the admin costs of securing **Market Place**, formal **road closures**, comprehensive **traffic management**, setting up & managing an online event entry page, pre-event logistics & planning including monthly meetings with Just Drop In. Without this core financial support from the Council, the event cannot legally or operationally proceed.

2. Event Budget Overview (Income & Expenditure)

The link below outlines the total costs and income streams.

 [Bikeathon finance summary 28th April](#)

3. Key Financial & Operational Disclosures

Charity Proceeds Guarantee

- **100% of all public registration fees** collected from participants are paid directly to the designated charity.
- Operational event costs are completely ring-fenced and covered via corporate sponsors and the requested MTC grant.
- This ensures that no public donations are diverted to pay for logistics or administrative overheads.

4. Local Business Stimulus: The £5 Voucher Scheme

To actively support the economic vitality of Macclesfield town centre, a targeted local business voucher scheme has been built into the event model:

- **Event Environmental Impact:** The Bikeathon is a sustainable, community-first event. To help achieve our environmental and waste-reduction goals, we consciously do not offer traditional medals or T-shirts as rewards for entering.
- **How the Vouchers Work:** Instead of physical merchandise, every event registrant receives a **£5 shopping voucher** inside their participant pack. These vouchers are exclusively valid at selected independent, bricks-and-mortar businesses located within Macclesfield.

- **Business Enrolment & Involvement:** The event committee actively approaches local merchants and community not-for-profit providers to register and participate ahead of the event.
 - **The Reimbursement Loop:** Post-event, participating retailers submit the collected paper vouchers back to the event committee. They are reimbursed at **50% face value**. This mechanism drives direct footfall, introduces new customers to local venues, and guarantees localized spending straight into our high street economy.
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5. Community & Partner Stallholder Model

Rather than utilizing a traditional commercial fee structure, the event leverages its stallholder pitches to maximize community engagement, public health support, and local charity visibility:

- **Pitch Access Model:** Stallholders do not pay a direct financial fee for their pitches. Instead, to participate, they must provide a tangible benefit to the event and the town.
 - **Value-Exchange Requirements:** To secure a space, stallholders agree to fulfill at least one of the following criteria:
 - Participate actively in the **£5 voucher scheme** to support town centre footfall.
 - Make a direct financial **donation to the event's designated charity**.
 - Provide **free, essential community services** on-site (such as "Dr Bike" maintenance stands, blood pressure screenings, and other health and wellness checks).
 - **Non-Profit Integration:** We actively encourage local charities and non-profit organisations to take a pitch at no cost. This offers them a high-visibility platform to showcase their work, raise awareness, and directly enlighten and support our local community.
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6. Risk Mitigation: Sponsorship Outlook & Reserves

This section outlines the financial risk profile for the 2027 event, illustrating why Macclesfield Town Council's (MTC) underwriting support is critical to ensure operational continuity.

- **Current Reserve Position:** The event committee currently holds a surplus of **£2,368.83** in account, carried forward from the 2026 event cycle.
 - **Strategic Purpose of Reserves:** These funds are strictly ring-fenced to secure initial vendor commitments and insulate the event against the unpredictable nature of corporate fundraising.
 - **Critical Funding Deficit for 2027:** For the 2027 cycle, a major corporate partner has withdrawn their support. This single entity historically provided **over 50% of the total sponsorship revenue** for the past two consecutive years.
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Revised appendix, further points for consideration

The 2027 Bikeathon funding request integrates key details regarding the event's 9-year partnership with local charity Just Drop In, public health initiatives including blood pressure monitoring, and economic stimulus from out-of-town participants. The document also addresses the departure of a major corporate sponsor, clarifying that the exit follows a standard company policy to rotate charitable funding every two years rather than reflecting any operational failure. You can review the updated funding request and financial overview directly.

Sponsorship			Expenditure			Sponsorship remaining	
Received	5,000.00	Inc AZ	Gumpo Advertising	240.49		2,368.83	
Invoiced			Sew on Badges	275.40			
To be invoiced			Thor's Hammer	9.99			
	5,000.00		Spinning prize wheel	118.00			
			events licence	21.00			
			cable ties	11.48			
Income			parking	6.60			
			fuel	49.39			
SI Entry Fees	7,518.00		van hire	187.00			
SI Donations	910		signing lunch x 2	33.50			
SI Gift Aid	239		Mobberley ice cream vouc	84.00			
On the day Entry fees and sale	551		Vol coffees	84.60			
On the day Donations	366.4		Treacle traybakes voucher	35.00			
On the day gift aid	91.6		Vol beers	35.10			
Additional donation	25		St Michaels vouchers	32.50			
AZ matching	322		Baking ingredients	116.95			
Tim fundraiser to date	435		SI entries fees	421.40			
Abby Fundraiser to date	231		Socks	230.00			
Russ Fundraiser to date	310		RG Beer vouchers	142.50			
Fundraising gift aid	220		Toilets	192.00			
	11,219.00		Sponsor posters	69.60			
			Superhero prizes	84.67			
			Warford Church donation	100.00			
			Amazon voucher	50.00			
					2,631.17		

Ann Wright – JDI

Hello Abby, just reaching out to say THANK YOU to you and the Town Council for your AMAZING support through the Bikeathon.

This is such a special event made possible by your long-term support. Do let me know if I can register our appreciation more formally with the wider Town Council.

We will let you know our final fundraising total, but we are well over £10,000 already.

The loan of equipment came in really handy with the rain so thanks.

Everything was locked away safely but was wet, we left the gazebo's slightly open to air.

It was such a smashing day, let us know footfall numbers or any other feedback if you have any.

Darren Allgood – Bikeathon

- **Participation numbers** were over 300 riders on the day
- **Footfall** on the day was 8349 which is very much on par with a "normal" Saturday in town but considering it was a cold, grey, wet day footfall was significantly increased
- **Any anecdotal stories**, feedback from riders

Yesterday I participated in the Macc Bikeathon. I am not really a cyclist; I have started riding as I am completing a memorial ride for a close friend who we lost to cancer. I have found it a steep learning curve.

I found the Bikeathon a great event, everyone was friendly and helpful. The food at the food stop was amazing, as were all the staff involved. The goodie bag was one of the best I have had.

Thank you to everyone involved

Regards

Catherine Mitchell

Thank you very much indeed for the great day out cycling at the Macclesfield Bikeathon you organised last Saturday. It was a privilege to be able to participate in this lovely cycling event. The entire event was magnificent. Very well done to you for bringing everybody and everything together, worked out so well at a splendid venue.

Tom Croston

List of honours of appreciation :

Congratulations for the amazing £11,000 raised for Just Drop In charity!

- Thank you to Darren Allgood for all the organisation of the cycling event, for the pleasant Cheshire Plains route {the cycling event fee was less than others}
- Thank you to the volunteers putting up and collecting all the 60 miles of bright yellow direction signs
- Thank you to the gentleman bringing plates of splendid sandwiches at Great Warford Baptist Church
- Thank you to the ladies serving hot coffees/ teas to warm cyclists up on a cold windy wet day
- Thank you for the catering team for the bakes/pasties/energy foods, water/cordials supplies etc
- Thank you to the Registration volunteers, getting up so early and staying till late
- Thank you to the Photographers taking photos of the happy cyclists
- Thank you for the kind offers of generous goodies/ rewards to the cyclists completing the 60m ride {love the fab chocolate bars, dolly mixtures}
- Thank you to the ladies who baked brilliant Brownies/Blondies
- Thank you to the gentleman who help cut the riders' number plates plastic strips
- Thank you to the DJ for providing some upbeat music for exciting atmosphere
- Thank you to all the stalls holders for their presentations and to all the other volunteers that were supporting the event
- And thank you to anyone else that I may have missed.

Because of all the volunteers giving up their time and talents, cyclists had the privilege of riding the Bikeathon and raising funds for the Charity.

Kind regards,

Participating cyclist.

- **Number of volunteers** 20
- **Total sponsorship from local businesses**
£5,000