



CASE STUDY

HOW NEWPORT LIVE USES FROG BIKES TO DRIVE KIDS' CYCLING COURSES



In 2018, the Geraint Thomas National Velodrome of Wales, one of five internationally recognised indoor velodromes in the UK, partnered with Frog Bikes to improve and drive their kids' cycling sessions at the velodrome.

BACKGROUND

In 2012 a young boy from Holland was riding around the velodrome's track on his balance bike, seeing him using the track for general riding created a real light-bulb moment for one of the staff! From that, the idea of offering kids cycling sessions was born.

One of the Site Managers had an 18-month old son who then tried it out and thoroughly enjoyed himself, so the velodrome decided to invest in some childrens' bikes and make the offering official. They purchased 10 high street brand bikes and began offering one 45 minute balance bike toddler session per week.

CHALLENGES

After three weeks the velodrome was having to turn people away as the demand for the toddler training sessions was so popular!

After much research and consideration, the velodrome gradually expanded the training programme and was able to buy more bikes. However, it quickly became apparent that the high street bikes they had purchased were not durable enough to withstand the use. The chains, tyres and brakes were wearing fast, so they needed to find high-quality bicycles that were robust and durable enough to provide longevity.

APPROACH

Whilst Steve Miller, Track Cycling Development Manager at Newport Live was coaching at an Olympic velodrome in London he saw Frog Bikes lined up on the rack, which made a lasting impression. The bikes were placed in colour and size order with a colourfully branded Frog Bikes backdrop, making a real impact!

AT A GLANCE

Challenges

- To find kids bikes that were:
 - Robust & durable
 - Affordable
 - Low maintenance
 - Easy for children to handle and learn to ride on
- To build a partnership with a bike brand that was like-minded and supported the same goals

Benefits

- Cycling sessions have grown 87% since partnering with Frog Bikes
- Able to offer quality bikes that are built for longevity and require minimal maintenance
- The lightweight frames are easy for kids to handle, manoeuvre and learn to ride on
- Partnership with a brand that has aided growth and wants to help get more kids on bikes!

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"We needed premium kids bikes that could be easily repaired in the event of wear and tear and last for many years! We learned our lesson if you buy cheap you buy twice and the investment into higher quality bikes is much better in the long run. We also wanted to partner with a brand, not just buy their bikes, as a long-term relationship with a like-minded partner would aid our growth and support our goals."

Steve Miller
Track Cycling Development Manager

Steve commented, "The bikes were premium quality, affordable and available in striking colours, but more importantly they were all built specifically for a child's anatomy, so it made sense to offer bikes like these for the velodromes' cycling sessions."

"We researched many quality kids bike brands, but we kept coming back to Frog Bikes. We really liked the crank lengths and the sizing worked better as it was more specific to the child than other brands which in turn would result in children having greater confidence on the bikes and faster skills progression. Plus we had the huge benefit of not having to replace them regularly like the bikes we'd previously purchased."

The partnership also provides the velodrome with impactful dual-branded areas, including advertising boards, banners and screens, cycling programmes, and an eye-catching storage area for the bikes to be held in between sessions. The velodrome also benefits from extended reach through a range of partnership marketing with Frog Bikes and special commercial terms for the bike fleets.

ACHIEVEMENTS

The kids' cycling sessions started using only balance bikes, but the Geraint Thomas Velodrome is now able to offer sessions to all ages and abilities as Frog accommodates different sizes and disciplines.

The current cycling sessions include:

- **Balance bikes** - for 2-5-year-olds to build balance and coordination
- **Learn to ride** - for 4-5-year-olds to transition from balance to pedal
- **Learn to ride 6+** - to assist 6 years + to learn to ride a bike
- **First pedal** - for 4-7 year olds basic bike skills
- **Cycle skills** - coaching for confident riders aged 4+ years on bike control
- **MTB** - for children to learn mountain bike skills
- **Go ride** - a session focussed on bike handling & group riding skills, with regular Go-Ride race days to keep the kids engaged



Steve commented, "We're now able to offer 7 sessions per week, totalling 63 spaces for kids to learn new cycling skills. And a whopping 98% average of these are filled weekly! Whilst there have been some restrictions to sessions and capacity limitations to comply with Covid regulations, we're looking forward to being able to offer the full programme again."

"The other huge benefit is that as Frog bikes are so robust the maintenance on them is minimal, so we can spend more time focussing on the cycling programme and getting children on bikes, rather than repairs!"

Through these cycling sessions, the velodrome has even helped create an award-winning cyclist, who competes at MTB, Cycle X and crit events, winning numerous medals. He started at the velodrome on a Frog balance bike at just 2-years-old.

FUTURE PLANS

And if that isn't enough, the Geraint Thomas Velodrome won't be stopping there! Their future plans include offering Frog Bikes sports camps in the school holidays, cycling proficiency in Summer, and expanding sessions for MTBs, older children and developing outdoor sessions. They are also working on a scheme supported by Newport City Council to provide sessions for kids who don't have access to a bike at home. And, hoping to offer 'Wheels for All' sessions. Their primary goal, which is shared with Frog Bikes, is to make cycling accessible and to help get more kids on bikes!

CONCLUSION

To transform the children's cycling sessions into a successful permanent fixture at the velodrome it was necessary to offer a premium product and partner with a like-minded organisation.

The Geraint Thomas Velodrome made significant improvements to the quality of bicycles that they originally offered by introducing Frog Bikes, resulting in a huge uptake in kids cycling sessions, faster progression for the children as the bikes are lightweight, easy to manoeuvre and much easier to learn on. And, due to the quality componentry, the velodrome spends a lot less time on bike repairs!

Thousands of children come through the Geraint Thomas National Velodrome of Wales and learn on & ride Frog bikes. By deciding to invest in premium quality bikes, the velodrome's kids' cycling sessions have gone from strength to strength, growing 87% since partnering with Frog Bikes.