

HOW TO RUN A SECOND-HAND BIKE SALE



1. WHY?

- Popular and a good way to fundraise as well as provide a social event in communities – suitable for schools, youth groups, scouts/guides, church groups etc
- Encourage people to start cycling by making it easier to buy an affordable bike, especially first bikes for children and replacing out-grown bikes.



2. WHAT?



- **Children's bike sales:** very popular with families, with a steady supply of second hand bikes available
- **Adult bikes:** parents may find they need / want to get a bike because their children are keen, so cover all bases!
- **Bike equipment:** tag-alongs, child-seats, trailers; maybe other bits and bobs (pannier racks, lights and bells etc)
- **Exclude helmets from the sale:** it is impossible to know what damage a helmet might have already suffered so don't sell them on.
- **Scooters:** as an excellent alternative means of transport that also provides a lot of fun.

3. WHEN?

- Catch spring clear-outs and help people get ready for the core cycling season, especially if the Bike Sale also provides an opportunity for a quick bike-check and advice.
- Sales later in the autumn can work well, with parents looking for affordable Xmas bikes
- Link to other events that will draw in crowds – e.g., Xmas Fairs and school Sports Days.

4. WHERE?

- Ensure your venue has adequate space for the size of event you are planning. Bike sales need quite a bit of room for bikes on display, people looking at them, and potentially bike repairs, plus any other related activities.
- If outdoors, arrange some protection from wet weather (e.g., a gazebo).
- If indoors, check access to get bikes in and out, as well as people.
- Ideally have access to off-road outdoor space for try-outs (e.g. school playground).
- A storage area for 'sold' items for collection later can be very useful.
- Make the sale venue attractive: signs, balloons, bunting, posters, maps, music etc.

5. WHO?

- Recruit plenty of helpers! Volunteers will need to: assist potential buyers to try out bikes, keep records of sales, look after the money, ensure general security, set up and clear away.
- Organise teams to work in shifts.
- Arrange for someone suitably competent to check over bikes before the Sale opens, to allow for quick fixes such as puncture repairs and brake-tightening.
- Also during the Sale to identify what might need to be fixed by the buyer.
- (However, be sure to emphasise that bikes are sold 'as seen' and buyers have the ultimate responsibility for ensuring safety.)
- Could be a volunteer or ask a local bike shop if they could supply a mechanic in return for the advertising opportunity.
- Or contact an organisation like the Bike Station (www.thebikestation.org.uk).



6. HOW?

- Process is everything, before, during and after, to make sure everyone knows how things work and keep the Sale running smoothly.

6.1 Paperwork

- A clear system is needed to keep track of what is entered and what is sold, for how much.
 - o Supply registration forms for sellers, to get their contact details and information on what they are selling and for what price. Have pens, paper, sellotape available on the day too.
 - o Give each seller a number which can then be used to identify their items on labels and keep track of any monies owed etc.
 - o Clear bike labelling: with the price (for sellers) and a seller number / name to keep track and return for either proceeds or the item to its owner.
 - o Sales list – record a brief description of the item being sold, its price, its seller number, the buyer's name and a contact number / email (e.g., in case the seller later finds some related equipment, esp. with tag-alongs and child-seat fittings).
 - o Ask the buyer to sign to say they are buying the item as seen.

6.2 Seller Instructions [example given below]

- You may want to ask people to register their intention to sell a bike or bikes in advance. This may help you gauge the space you'll need and will give you reassurance that the effort of arranging everything will be worth it. Cover:
 - o Where / when to drop off items for sale
 - o Information on pricing: this might be left entirely up to them, or you might wish to indicate appropriate price ranges (e.g., based on typical prices on eBay / Gumtree etc)

- What share of the revenue will be returned to the seller if items are sold and what to the organisation running the sale (or to charity), and how / when (e.g., by cheque within two weeks)
- Contact telephone numbers - e.g., if the bike is sold, or leftover
- End-of-sale arrangements: where / when to collect items if unsold, or any donation arrangements (e.g., to bike recycling organisations such as the Bike Station). Include tick-boxes so you know what any seller wants to do if there are different options.

6.3 Sale set-up

- Organise bikes by type – different areas for different sizes, categories etc.
- Arrange some means of support for the bikes on display (wall space etc.); a lot of bikes don't have prop stands. Bikes just laid down on the ground risk damaged pedals/cranks/gear mechs etc as well as being trip hazards.



6.4 Money

- Make clear arrangements for looking after money, e.g., a cash box or money belt with someone specifically responsible.
- Be clear who the payee is for cheques if you accept those.
- Have a float – notes and coins, depending on the likely need for change.

6.5 Security

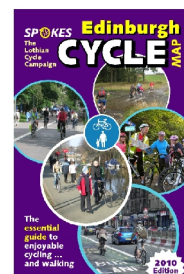
- Bikes are valuable items and you don't want them disappearing. Nominate helpers who can keep an eye on the Sale area and make sure anything being tried out is brought back.
- Have a clear try-out area and supervise this.
- People may want to leave items for collection later, so plan for this, e.g., with a clearly marked space and 'sold' labels to attach to bikes with the buyer's contact details.

6.6 Publicity - the most important task to be allocated!

- You need buyers as well as sellers. Advertise well in advance so sellers have a chance to think about entering bikes for sale and get them ready.
- Think about who you hope to come along as buyers and how they get information on events (e.g., schools, local noticeboards, listings in magazines e.g., Families Edinburgh, local papers and Facebook / Twitter).
- If you are likely to have starter bikes, advertise at local primary schools and pre-schools / nurseries or through relevant networks.

6.7 Other things

- Have bike tools such as allen keys to hand to adjust seats for try-outs.
- Have a drop-in checking service for people to bring their bikes and get quick adjustments / small repairs done.
- Consider games or competitions that might be fun to include – quizzes, bike races / obstacle courses if you have the space and helpers to run them.
- Maybe a ‘bling your bike’ decorating competition or some other type of bike-related craft might be fun for children.
- If your bike sale is at a school, ask pupils to come up with ideas and run stalls – e.g., as an Eco-Schools project. Look into hiring a bike-powered smoothie maker (e.g., from Scotmid).
- Bike Sales are a great opportunity to motivate people to cycle by providing additional useful information such as maps. Have a stall for leaflets from cycling organisations e.g., Spokes, Sustrans and Cycling Scotland.
- Spokes (the Lothian Cycle Campaign) has a range of cycling maps that can be sold through community events (covering Edinburgh, East Lothian, Mid Lothian, West Lothian and Glasgow). For more info, click Spokes Maps at www.spokes.org.uk.
- The Council can also supply free Edinburgh map leaflets.
- Spokes also has free leaflets aimed at families who want to start cycling ¹.



Suggestions and comments welcome. Contact familycycling@spokes.org.uk. While every effort has been made to make this information as accurate as possible, Spokes can accept no responsibility for the consequences of any errors or omissions. Mention of particular organisations does not imply endorsement.

www.weansonwheels.blogspot.co.uk - getting more families cycling

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Want to cycle more, and looking for information??

www.spokes.org.uk – campaigning for better conditions for using a bike for everyday journeys. Produces excellent cycle maps for Edinburgh and the Lothians, Sunday rides, useful information and advice. Membership information via the website.

www.thebikestation.org.uk – Edinburgh’s bicycle recycling and cycling promotion charity. Quality re-conditioned bikes at good prices

www.citycyclingedinburgh.org – cycling discussion forums, info

www.edinburgh.gov.uk/cycling - Edinburgh City Council information on cycling to work, local cycling maps, other useful weblinks / organisations

¹ For our free advice leaflets on family cycling, go to spokes.org.uk : *documents* : *advice* : *everyday cycling for kids* or download direct from the links below, or contact Spokes for free printed copies.

“**How to Get Your Child Cycling**” www.spokes.org.uk/wordpress/wp-content/uploads/2011/01/P4062-Spokes-Parents-Factsheet-PRF4.pdf

“**How to be a Cycling Family**”, www.spokes.org.uk/wordpress/wp-content/uploads/2011/01/P4062-Spokes-Parents-Factsheet-PRF4.pdf

SELLERS' FORM [one for each item]

[Admin only: Seller number ____]

DESCRIPTION OF ITEM:

PRICE:

SALE REVENUE: circle one: 1.) 75% back to Seller OR 2.) 100% to school fundraising

DONATION IF UNSOLD TO THE BIKE STATION? Y / N

SELLER'S NAME

ADDRESS (essential for returning sale proceeds, if applicable)

Email

Tel no

[Contact on Sat afternoon if item is sold? Y/N]

EXAMPLE REGISTRATION FORM: _____ SCHOOL'S BIKE SALE [DATE – PLACE]

Instructions for Sellers:

1. The following can be sold: children's bikes (including balance bikes); adults' bikes; scooters; tag-alongs; tow-bars; child bike-seats; and related bike accessories.
 2. Helmets cannot be sold.
 3. Items entered for sale must be fit for use. Buyers purchase items at their own risk and the event organisers/School accepts no liability for the quality of goods sold. Basic safety checks and minor repairs (e.g., inflating tyres) will be carried out by Dr Bike (give any relevant details). Anything deemed unfit for sale on safety grounds by Dr Bike will not be entered for the Sale.
 4. Sellers will receive 75% of the price of the item, with 25% going to the school's fundraising total. We will aim to post out cheques with the sellers' share of proceeds (minus postage) within two weeks of the sale.
 5. Items can be entered as donations to the Sale – in which case all proceeds will go to the school's fundraising total.
 6. Once a seller's form has been completed (see below), items must be clearly labelled with:
 - a brief description of the item (e.g., blue Raleigh bike, 20" wheels, suggested age range)
 - its price
 - seller's surname and seller's number (to be allocated by the organiser on registration)
 7. Please fix labels securely to items – items without labels cannot be sold!
 8. Sale prices are up to the seller. [Guide prices for second-hand bikes etc can be found via Gumtree, eBay & the BikeStation - <http://www.thebikestation.org.uk/bikes/>]
 9. Items for Sale can be dropped off at _____ on
 - Friday _____, 5-6.30pm (for overnight store in _____), OR
 - Saturday _____, 11.00-12.30pm, in the covered area outside _____. Access for cars via _____ entrance
 10. Sellers can leave a contact number to be informed if their items have been sold.
 11. Unsold bikes and other items must be collected by the seller, by 4.15 following the Sale. Car access to collect unsold items will be permitted via the _____ entrance.
 12. *By arrangement with the Sale organisers*, bikes can be left _____, for collection on _____.
- Any items left uncollected will be donated to the Bike Station (a charity) for use in their work promoting cycling in Edinburgh