

Riding For Health For All

The Simon Milward Run

London, UK To Kayes, Mali. Nov/Dec 2005

An Outline of the Journey

This document outlines the aims of a motorcycle run to West Africa in November and December 2005, seeks interest from potential sponsors and answers initial questions which may be raised.

What Is This Run About?

Following the untimely death of biking humanitarian Simon Milward, the proposers of this run felt that they would like to celebrate his achievements by organising a memorial to Simon between the small Malian town of Diboli and Kayes (also in Mali) where he died in March 2005. The location is near the border between Mali and Senegal. This would have been the sole aim for a 'quiet' unsponsored run before the riders realised that there were additional opportunities which would ensure Simon's aims and ambition could survive and attract public interest.

There are two main reasons for undertaking the ride which, with these being the major PR feature of the journey. These can be summarised as

- Charity Awareness Raising
 - Motorcycle Outreach (Supporting HfA, A motorcycle-based, logistical healthcare project in Flores (Indonesia), plus developing this concept more internationally through a new charitable structure, Motorcycle Outreach)
 - Riders For Health (Riders). The ground breaking UK Charity which develops and provides logistical healthcare services in Africa
- Promoting Alternative Ways of Touring By Motorcycle

1. Charity Awareness Raising

It is perhaps helpful at this point to outline the work of Simon Milward, his achievements and known plans.



Simon Milward. Grand Canyon, USA

Simon Milward was well known in motorcycling circles as the General Secretary of the European riders Group FEMA. A role he had developed to international prominence since 1992, when he had left the Motorcycle Action Group (MAG) in the UK to work in Brussels. He had partnered the motorcycle industry on a range of legislative issues during the late 1990s and was well known for both his effectiveness and his dynamic approach to rider/industry issues.

In 2000 Simon took what was originally meant to be an 18 month sabbatical to travel the world by a handmade, Rotax-powered motorcycle – The 'John T Overlander'. His initial aim was to raise money for the charities Riders for Health (Riders) and Medicin Sans Frontiers. However as he travelled he became increasingly engaged by some of the wider issues which affect the developing world, particularly basic healthcare delivery and how motorcycling can play a part in this.

The use of motorcycles for healthcare in some developing world countries has been recognised for some years. Unfortunately, agencies or Governments have had poor experiences due to the lack of basic vehicle servicing and rider training programmes. This issue seems not to have been considered properly, with the result being that sometimes extensive fleets have become inoperable within a relatively short period of time. This in turn leads to image issues for motorcycling in the countries involved and a return to poor levels of public healthcare in remote areas.

Simon's journey (now extended to effectively however long it took) became focused on promoting the idea of zero-breakdown motorcycle fleets on the Riders For Health model, which can be used by healthcare workers in developing countries to deliver emergency aid and establish primary healthcare programmes.

By way of background, it is increasingly recognised that the delivery of basic medical aid is often hampered by difficulties in overcoming the 'last mile'. What this broadly means is that although billions can be poured into aid and healthcare services, all too often delivery in remote areas or areas with a poor transport infrastructure is difficult or even impossible by more established methods (truck 4WD). This results in a failure of aid relief in remote areas. In these cases motorcycles can get through where other transport fails.

Simon drew significant attention to this issue through raising funds and awareness during his ride. Working with an Indonesian, Willy Balawala, he established a zero breakdown motorcycle fleet on the remote island of Flores in Indonesia. 'Health for All' (HfA) as it is currently known, facilitates primary healthcare to over 50,000 people.



Health For All/Millennium Ride Logo

A well established model for this activity is the UK charity 'Riders for Health'. Riders established the zero breakdown concept in Africa and basically 'wrote the book' on this kind of aid facilitation, which is essentially an effective logistics operation. Riders trained Willy Balawala at its Riders

Academy in Zimbabwe, enabling Willy to firmly establish HfA in Flores on essentially the Riders model.

Simon's fundraising efforts became focussed on HfA, though it must be stressed that he worked closely with Riders for Health during significant parts of his round the world trip and visited the Riders centre in Zimbabwe only a few weeks before his death.

Simon was keen to extend the zero breakdown format to other countries, most particularly South America and South East Asia. To this end, in addition to establishing HfA, Simon established 'Motorcycle Outreach' (MoR) in the United States in partnership with Rob Razor from the American Motorcyclists Association. He intended to establish MoR in Europe upon his return. The idea of the MoRs was to provide a focus for inter-continental fund raising and lobbying.

Simon's death initially left a vacuum and options for the way forward have been the focus of detailed discussion between the Milward family and Simon's associates who had an interest in his activity. This has resulted in a commitment to go ahead and form a new charitable organisation which will aim to take Simon's vision forward by generating interest and support for the establishment of zero breakdown fleets in the countries which need them the most. Riders for Health were also involved in discussions concerning this.

On August 1st 2005, the organisation Motorcycle Outreach was incorporated in the UK. Charitable status is currently being sought. The initial aims of Motorcycle Outreach will be to seek funds and support for the HfA project on Flores. In the longer term, Motorcycle Outreach will aim to work in partnership with existing organisations such as Riders for Health, helping to bring the 'zero breakdown' concept of healthcare fleet management in developing countries to new audiences globally. Motorcycle Outreach links with its MoR fundraising organisation in the States and 'Rideaid' in Australia which establishes healthcare and vulnerable persons projects in Cambodia and Sri-Lanka. Rideaid will assist the development of projects in Indonesia and SE Asia under the name of Motorcycle Outreach

One aim of the motorcycle ride to West Africa will be to raise awareness of the new organisation, by generating PRs as part of the journey. In addition, a further important aim will be to raise awareness of the work of Riders For Health and HfA in Flores.

The riders will visit the Riders For Health centre in The Gambia, in order to discover more about the valuable work of 'Riders' and publicise this.

2. Promoting Alternative Ways of Touring By Motorcycle

The completion, or near completion, of the Sahara stretch of the new Casablanca to Lagos commercial highway during 2005, means that it will now be possible to ride on good or reasonably fair roads all the way from London to at least Dakar. Main roads in Senegal are also fair/good as far as the Malian border at Diboli.

As a result, although this journey is a challenging proposition, it is not about stretching the boundaries of motorcycling, or human endurance. It is a journey which anyone with average levels of fitness could do on a modern motorcycle after essential preparation for a long trip to sub-Saharan Africa.

The riders would seek to demystify long distance independent overlanding, with the aim of encouraging long distance touring motorcycling as an enjoyable and sometimes challenging alternative biking activity for the average motorcyclist.

When?

The riders would aim to leave on November 10th, after the International Motorcycle Show ends on November 6th. The riders will aim to return to London on or around the 20th December.

Who?

The two riders will be David French and Craig Carey-Clinch

David French

Dave is well travelled by motorcycle in Europe, SE Asia, the United States and Japan. He has travelled in 52 countries, over half of these by motorcycle. He is from West Cork, Ireland and currently based in Poland. He is a long-serving member of the Federation of European Motorcyclists Association (FEMA) Committee through his life Presidency of the Irish Motorcyclists Action Group (MAGI), which he founded.

He is an internationalist who in addition to working with Simon Milward and Craig Carey-Clinch over many years has participated in a range of motorcycling legislative activities and awareness raising in different European countries and the US.

Craig Carey-Clinch

Craig has travelled extensively in Europe and the United States by motorcycle. He is well known in the motorcycle world through his work as public affairs director of the UK Motor Cycle Industry Association (MCI). Over a long period in motorcycling, he has worked with industry and riders groups in a number of European countries and at events in the United States, has worked in motorcycle journalism and in other motorcycling sectors. He has been with the MCI since 1998 directing political lobbying and associated public relations.

Craig on left with Dave. Spain.



Have The Riders Any Relevant Riding Experience?

In addition to travelling together on numerous motorcycling overland expeditions, Dave and Craig travelled by two motorcycles to Morocco in 2000. This journey took them over the fringes of the Sahara Desert, south of the Atlas Mountains, during the challenging summer months.



Far Left:- Moulay Idris, Morocco

Left:- About to ascend the high Atlas, Morocco

Which Route Will Be Taken?

Upon leaving Birmingham, the riders will travel to Plymouth and take the ferry to Santander in Spain. This will avoid possibly inclement weather in Northern Europe on bikes which will be set up for a hotter climate. Time will also be gained.

The riders will enter Africa at Ceuta in Spanish Morocco. From there the main highway will be taken to Laayoune in the Western Sahara, via Casablanca and Agadir.

Heading south, the riders will cross into Mauritania at Nouadhibou and pick up the new sealed Atlantic route to Nouakchott. This will be the route across the Sahara Desert.

From Nouakchott, the riders will head south and will cross into Senegal at the dam in Ndiago/St-Louis and head for Banjul in The Gambia via Dakar. Here the riders will aim to meet Riders for Health at their Gambian facility.

The journey then takes the riders to Diboli on the border of Mali and then onto Kayes.

The return journey is essentially a rerun of the route down to West Africa. However, the riders expect to spend up to one week with Riders for Health in the Gambia.



The African stage of the Journey

Will There Be Support?

Not physically *with* the run itself, but support will be provided from the UK by a team of two, who will look after certain logistical, communication and organisational issues. Both will join the riders in the Gambia when they arrive, staying for one week in order to take part in activities with Riders for Health and to help with preparations for Craig and David's return journey.

There is also the possibility that Barry and Andrea Coleman from Riders for Health will meet the riders upon arrival in Banjul in the Gambia.

The Bikes

The riders have gratefully received major sponsorship from BMW Motorrad, who have provided two F650 GS Dakars and 'Rallye' 2 riding suits.

Why BMW?

The reliability and versatility of BMW motorcycles is legendary. The 'dual purpose' nature of the bikes mentioned above make BMWs a 'no-brainer' choice for many overland riders. The riders are proud to be involved with BMW for this journey.

Equipment

Metal Mule Luggage Systems have kindly offered full sets of hard luggage for both motorcycles. The riders are very grateful for their support.

A range of equipment will be required, both for the journey itself and to allow effective communications. A list of requirements has been drawn up and can be reviewed upon request. Regarding equipment for the bikes, the riders will be grateful for any support in preparing the bikes which may be offered.

Financial

The riders estimate that the journey will cost up to £4,000 in equipment, travel costs and sundry other expenses. The riders expect to self-finance much of this, but will be grateful for offers of equipment support which can help cut costs.

In addition to BMW, major sponsors currently include:

Metal Mule (quality hard luggage systems for adventure motorcycling)

Scottoiler (renowned manufacturers of precision chain lubrication)

Intaride Communications (Professional bike to bike communications systems)

Motorcycle Action Group (UK motorcycling organisation)

Rowan Public Affairs (Lobby and research organisation, specialising in Motorcycling issues)

What Can The Riders Offer Sponsors?

- Prior to the journey, the riders will be featuring the journey at a show stand (T289) which has been taken at the International Motorcycle and Scooter Show, the UK's premier

motorcycle show. The stand will feature the BMW motorcycles and Simon Milward's 'John T Overlander', the motorcycle he rode around the world. Sponsors will be able to promote their companies & products on this stand. The International Show attracts in excess of 160,000 people over a ten day period.

- Regular travelogues will be provided.
- PR stories will also be generated by a riding team which is experienced in PR and who will be able to interface smoothly with sponsor PR teams.
- PR will be generated upon arrival at the Riders for Health centre in the Gambia
- A PR opportunity can be generated upon return, with a symbolic 'end of journey' ceremony.

Contact

For further information, enquiries or discussions, please contact Craig Carey-Clinch on 07979 757484 / 0208 402 2862. Email:- craig@alamhome.co.uk

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Related Links

www.millennium-ride.com

<http://www.riders.org/en/html/home.php>

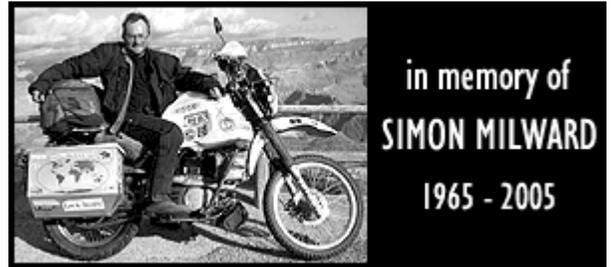
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