

Smarter Travel Cycle Challenge

8th - 28th May 2019

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a **€500**
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For further details contact:
 email: cyclechallenge@nationaltransport.ie
 visit: www.cyclechallenge.ie

Your Cycle Challenge Checklist

| Item # | Activity | Complete? |
|-----------------------------|--|-----------|
| Before the Challenge | | |
| 1 | Talk to HR & senior management to ensure buy-in. Even better if they take part! | |
| 2 | Put up the posters provided by Smarter Travel Workplaces to promote your event (see page 4 for suggested locations). | |
| 3 | Promotion - consider internal competition and prizes | |
| 4 | Promote the event to all staff e.g. send out e-mail to all staff (email promotional text found in Appendix 1); use your intranet for promo too. | |
| 5 | Organise an event to launch the challenge in your workplace (see examples pages 5 & 6). | |
| 6 | 'Sign up' days are useful with PCs in the canteen for example and a member of staff showing how colleagues can register online (use Appendix 7). | |
| 7 | Add details of the Challenge to your intranet (use Appendix 2) | |
| During the Challenge | | |
| 8 | Consider events during the challenge, for example, group cycles, health awareness days to make it fun and motivating for staff—see examples on pages 5 & 6. | |
| 9 | Post weekly leader boards so teams in your workplace can see how they're ranking against others in the workplace. | |
| 10 | Encourage teams to take photos or share stories of any activities and events taking place in your workplace and submit them to cyclechallenge@nationaltransport.ie for the newsletter/website. | |
| After the Challenge | | |
| 11 | Send a 'Well done' email to all staff following the challenge (final leader board and text template will be sent to you from STW). | |
| 12 | Internal prize giving event for staff – presenting certificates (provided by STW) & internal prize (sponsored by your workplace, prize can be big or small). | |
| 13 | Submit photos of your prize giving to STW for newsletter/website. | |
| 14 | Complete online evaluation for STW– link will be sent to you following the challenge. | |
| 15 | Attend STW prize giving ceremony! | |

Top 10 Tips for Promoting the Challenge and Increasing Uptake!

1. Circulate Cycle Challenge Promotional email & update intranet—using templates provided in Appendix 1.
2. Put Challenge posters up in prominent places around your workplace—halls, canteens, lifts, toilet doors, clock in areas, at cycle parking, at changing areas, bike lockers *If you need more posters email cyclechallenge@nationaltransport.ie*
4. Hold a launch event or a 'sign up' PC at lunch (borrow the Cycle Challenge banner stand for your launch, *email cyclechallenge@nationaltransport.ie*). Use the training slides (Appendix 7) to show participants how to register for the challenge.
5. Match up people into teams (where necessary)
6. Personal Contact helps!
7. Ask HR for a list of people who took part in the Cycle to Work scheme and contact them to get involved. Maybe they can help encourage new cyclists!
8. Get regular cyclists on board to assist you in spreading the word and promoting the challenge (they might even assist new cyclists to get on their bike– buddy up cycles). **Remember only 'new' cyclists can receive bonus points during the challenge.**
9. Circulate the leaderboard weekly during the challenge (This will be emailed this to you)
10. Organise internal events to promote the challenge (see pages 5 & 6 for further details) & workplaces are required to sponsor small internal prizes.



Cycle Challenge Poster

Week by Week IDEAS for Promoting and Motivating

From Wednesday 10th April - 4 Weeks before

- * Highlight that the Cycle Challenge will be kick starting on 8th May (only four weeks away!) **Great time to launch the cycle challenge!**
- * For those without a bike, **promote Cycle to Work information** (seek HR support) on how to avail of the scheme in your workplace.
- * **Publicise all facilities available** – where they are, when they are opened or who to contact for access.
- * Consider running an 'Operation Transportation' Day on site & invite colleagues to try different types of bikes – tandem, road bike, mountain bike etc. Your cycle to work supplier may be able to assist with this.

Wednesday 17th April - 3 Weeks before

- * **If not done already, launch the Cycle Challenge by e-mailing all staff** (see appendix 1 for template) and **put up posters** on site – including at lockers/ changing areas, cycle parking and notice boards. Use the intranet! Publicise any internal prizes, as well as the main ones.
- * **Promote team formation. Some companies encourage inter departmental or between floors competition to engage staff!**
- * Ask HR for a list of everyone who has availed of the Cycle to Work scheme, and invite them to get involved in the Cycle Challenge.
- * **Support and encourage new cyclists** e.g. organise buddies and promote buddy up bike rides to new cyclists .

Wednesday 24th April - 2 Weeks before

- * Do an office walk around, or have a **registration desk in the canteen with signups** for people already in teams, or looking for teammates. Let people know who the teams are so far, and what teams are looking for someone else.
- * Remember that the **personal touch works best when asking people to sign up!** Ask people as they arrive on site by bike or people you see with cycling gear or helmets, or walk around your offices/ canteen inviting people to take part.
- * Invite everyone who took part in the Operation Transportation day to join a team in the Cycle Challenge .

Tips for Promoting the Challenge Continued...

Wednesday 1st May - 1 Week before

- * Continue your sign up desk during lunch, and assist teams short of members to find new members. Remember there is no minimum amount participants must cycle – even one trip a week will do!
- * Publicise 'safe cycling' tips, see www.rsa.ie/RSA/Pedestrians-and-Cyclists/Cycling-safety/ for ideas
- * Publicise the location of cycle parking/ changing areas/ lockers/ showers on site.

Wednesday 8th May - Week 1 of the Challenge

- * Launch the first day of the Cycle Challenge with a Bike Breakfast/ Coffee Morning on site.
- * Host a Bike Repair Clinic event on site after the first couple of days, so that any first week 'niggles' with breaks or gear can be sorted. Your Cycle to Work supplier may be able to facilitate this, or invite a provider such as the Spokesman – spokesman.ie
- * Publicise the location of cycle parking/ changing areas/ lockers/ showers on site.

Wednesday 15th May - Week 2 of the Challenge

- * Display your Week 1 results (downloaded from the website)
- * Organise Health Checks for interested Cycle Challenge participants.

Wednesday 22nd May – Week 3 of the Challenge

- * Publicise your Week 2 results in a visible location and encourage your teams to keep going until the last day.

Post Challenge Celebration

- * Consider hosting a Bike Breakfast for all participants in the Cycle Challenge, and remember to encourage everyone to log their trips!

After the event

- * The last day to log is **Thursday 30th May (by 2pm)**— if you are away, make sure someone else can log for you if needed!
- * Publicise the overall results, in particular all of your company's team placing's.
- * Hold a prize giving for your own internal winning team.

Frequently Asked Questions (FAQs)

What is the Cycle Challenge?

The Cycle Challenge is a fun, free team event where every rip taken by bike puts your team in with a chance to win some fantastic prizes! The Challenge is part of the Smarter Travel Workplaces programme for large employers promoting more sustainable travel

When does the Challenge start/end?

The Challenge starts on 8th May and ends on the 28th May 2019.

How do I take part?

Get a team of 3-6 people together. There is no minimum number of trips required, so don't worry if you're taking your time building up trips. **The main thing is taking part**, supporting your colleagues and having fun on your bike! Once your team has a name and a Captain, participants can register for the challenge using the Active Travel Logger, www.cyclechallenge.ie. Every participant must register individually, trips can be logged by a captain but **we recommend all individuals log their trips daily!**

Can we Earn Bonus Points?

Bonus points will be on offer for **new cyclists only** during the challenge. How does it work? If a new cyclist logs one trip or more on any given day during the challenge they will be able to receive one bonus point for every day they do this! For example if a new cyclist was to log 2 trips per day (in and out of work) for each day of the challenge (21 days) they would clock up 42 trips during the challenge. With the bonus point scheme they would then also receive an additional 21 points (1 for each day they log one trip or more) giving them a total of 63 trips!! This incentive for new cyclists will allow for them have even more benefit to each team, so be sure to recruit them!

The number of people in my team has changed since we started the challenge. Do I need to tell anyone?

Yes – please contact cyclechallenge@nationaltransport.ie with the details of your team name and changes. If a new member is being added to your team, they will need to register for the challenge in the usual way, or change their Team Name details under the 'My Personal Details' tab of the Active Travel Logger. If a team member is dropping out, please let us know as soon as possible.

Where can I view results?

You can see how you and your team are doing when you log into your Active Travel Logger and go to 'My Progress'. Your team's progress will also be shown on the overall Leader Board on the website, www.activetravellogger.ie

What are the Prizes for this event?

End of challenge and weekly competition prizes are provided by the National Transport Authority. Keep an eye out for our weekly challenge events and send in your fun team photos and stories during the challenge for your chance to win spot prizes!!!!

FAQs Continued...

How is the Overall Prize Winning Team Decided?

The overall winning team is the team at the very top of the joint Smarter Travel Workplaces leaderboard at the end of the Challenge.

I don't have a bike – can I take part?

You can use a Dublin bike, a company fleet bike or borrow one from a friend to clock up a few trips.

I'm having technical issues with the website, who do I contact?

Contact cyclechallenge@nationaltransport.ie with the details of your issue and any error messages you see. Note that you can edit your journey or personal details in 'my personal details' tab once you are logged into Active Travel Logger. You can also delete your account in this section.

I can't see my workplace/ campus when I go to register...

The challenge is for Smarter Travel Workplace Partners. If you are unsure if your organisation is taking part, and don't know who your organisation's smarter travel workplace coordinator is, please contact us at cyclechallenge@nationaltransport.ie.

My organisation hasn't signed up to participate – how can I get involved?

We would love to offer everyone the chance to participate, however our remit is to work with large employers who have signed up to implement workplace travel plans – these are plans to promote sustainable transport for commuting and businesses travel, as part of the Smarter Travel Workplaces. If you work for a large organisation and are interested in becoming a Partner of the Smarter Travel Workplaces programme, please contact cyclechallenge@nationaltransport.ie.

How do I know what type of cycle trips I've made?

The following information describes the different types of cycle trips.

- * *Commuting* to work trip refers to cycling the majority of your journey to work.
- * *Commuting* from work refers to cycling the majority of your journey from work.
- * *Leisure/other* trips refer to journeys made by bicycle such as those for work-related trips, leisure trips, the purpose of shopping, journeys involving school/crèche etc. drop offs/pick-ups.

Cycling Information Sheets

- * **Cycle Safety**
- * **What bicycle to choose**
- * **Other things to consider when buying a bicycle**
- * **Bicycle security**

The following Information Sheets provide information in relation to cycling that may be useful to distribute to your colleagues. Note that the National Transport Authority is not making recommendations or providing guarantees for any supplier or product listed in this document.



Cycle Safely

- * Take it easy, particularly if you're just getting back into the saddle! Plan your route in advance especially if you are a new cyclist, particularly at the beginning you might want to choose routes with cycle lanes, off road tracks or through parks (and not too many hills!)
- * Avoid pushing through traffic to get to the front of the queue. All vehicles have a blind spot, where the driver can't see other vehicles around them. The driver ahead of you may not see you, depending on how aware of cyclists they are. Until you are a more experienced cyclist, it may be best to wait behind larger vehicles in traffic queues, instead of cycling inside them or overtaking, until it's safe to continue.
- * Take your time. Cycle well clear of the edge of the roadside or kerb – debris and drains at the road edge are a hazard and put you at risk of getting a puncture and becoming invisible to drivers. Sit yourself in the middle of your lane stay at least 0.7 metre from the kerb, more (approximately 1.5 meters) when passing a line of parked cars.
- * Be safe be seen - As well as being vital for safety it is also a legal requirement that you have a white front light, a red back light and a rear reflector on your bike. You may also like to consider wearing a reflective 'high-visibility 'jacket, armbands or reflective strips on clothing.
- * If you have to cross LUAS tracks, ensure it is at a sufficient angle.
- * Take care near road junctions; other road users might not notice you, even if you have right of way.
- * Remember the Rules of the Road apply to all road users including cyclists! It is illegal to cycle on a footway or footpath, unless on a cycle track where one has been provided.
- * Always ride in single file on narrow or busy roads and when riding round bends.
- * If a car ahead of you indicates that it is turning left, don't move up between the car and the kerb, even if there is a marked cycle lane. Allow the car to make its turn safely.
- * Give a clear signal to show other road users what you intend to do and always check for traffic before changing your position
- * Look well ahead for obstructions in the road, such as drains, pot-holes, parked vehicles and traffic calming features, so that you do not have to swerve suddenly to avoid them.
- * Leave plenty of room when passing parked vehicles (ideally not less than 1 metre) and watch out for doors being opened or pedestrians stepping into your path. Remember to signal in advance, check for traffic approaching from behind, and move out when it is safe to do so.
- * Avoid wearing headphones when cycling, as they limit your awareness of what is happening around you.
- * If you're ever in doubt about how to make a turn, or the safety of a manoeuvre on your bike, you can always get off and walk your bike! If in doubt, don't take a chance!

What to wear?

Wear whatever you're comfortable in. Layers are a good option as you can remove some if you get warm. If you can walk down the street in it, you can bike down the street in it. Other things to consider are waterproof clothing for the showery days and reflective/high visibility clothing to make sure that the traffic can see you. If you're wearing a cycle helmet, check it's the right size and that it hasn't been damaged.

Please note that cycling (like walking or driving) is an activity undertaken at the individual's risk. These tips should be read in conjunction with the advice of the Road Safety Authority, see <http://www.rsa.ie/RSA/Pedestrians-and-Cyclists/Cycling-safety/> or <http://www.rsa.ie/>

Cycle Safety Video from the Road Safety Authority

The following video was produced by the Road Safety Authority. This might be worth circulating to staff and posting on your intranet.

<http://www.rsa.ie/RSA/Road-Safety/Campaigns/Current-road-safety-campaigns/Cycle-Smart-Cycle-Safe/>



The film covers all the main safety aspects of cycling and what simply makes good cycling sense.

1. **Equipment Check:** This covers the correct set-up of a bicycle and the necessary safety equipment. Is the saddle the correct height? Are the tyres nice and firm, and the bell, lights and brakes all working properly? The film also gives advice on the choosing and wearing of a properly approved helmet and the importance of high visibility clothing.
2. **Rules of the Road:** Cyclists need to obey the same rules of the road as every other road user. Stopping at red lights, understanding and heeding road signs and markings is for the good of everyone's safety, including theirs.
3. **Sharing the Road:** Cyclists need to be aware and mindful of other road users. As well as having to obey the same rules, they also have the same rights. This film covers subjects including how cyclists should pass parked cars, cycling in heavy traffic and the importance of maintaining a safe distance from larger vehicles.
4. **Signalling:** Here, cyclists can learn the proper signalling procedures for making turns and using roundabouts, as well as the cautionary aspects of dealing with other vehicles when signalling.

Lots more information on cycle safety can be found on the Road Safety Authority website <http://www.rsa.ie/en/RSA/Pedestrians-and-Cyclists/Cycling-safety/>

What bicycle to choose

There are many different types of bicycles available. It's a good idea to have a look around at different types of bicycles and speak to family, friends and colleagues about their bicycles. Buying a bicycle is like buying a pair of jeans – it is a very personal thing, but the information below will give you an outline of some of the types of bicycles available. You will find further information on bicycles available on the internet and your local bicycle shop should also be able to help you choose the right bicycle for you and to answer any questions you may have.

Road Bikes

Lightweight, aerodynamic and fast, these bikes are built for speed. Road Bikes usually have handlebars that curl downwards and skinny tires. Some come with fixed gears that can take a bit of getting used to.



Mountain Bikes

With strong frames and lots of gears, these bikes are designed for rough, 4x4 terrain and may be less suitable when cycling down a flat street.



Hybrid Bikes

If your plan is to cycle to work, this is the type of bike most shops may suggest. They have the speed of a road bike, with all the gears of a mountain bike. You also get a more upright riding position which is better for all-round visibility.



Folding Bikes

These bicycles are perfect if you want to store your bike inside. You can also take them on public transport.



Town Bike

These bicycles often sport a basket up front for storing shopping and allow easy mount and demount in skirt and heels!



Cargo Bikes

The perfect solution for anyone who has to move heavy items around, or cart young children to the park. Bulky, perhaps, if you've limited storage space at home.



Electric Bikes

If you travel long distances, or if you've got a lot of hills ahead of you, the electric bicycle might be worth consider to give you an extra helping hand.

Other things to consider when buying a bicycle

What size to get?

Bikes come in different frame sizes to suit different bodies and leg lengths. Ensure when you buy your bike that the frame is the right size for your height and leg length, as otherwise you may find your back is stretched or your legs cramped when you cycle. Try before you buy to make sure you've chosen the right size for you!

What to spend?

Decide in advance what your budget for your bike will be – if you're planning to cycle regularly, you may find it's worth making the investment to be more comfortable!

If you can access the Cycle To Work Scheme through your employer, this will make a great difference to your budget as the bike (and related accessories) are effectively tax-free.

Carrier Bags

When buying your bike, consider getting a good quality carrier at the back to allow you to carry bags instead of wearing them. You can also get a basket at the front of the bike, but bear in mind that when it's full, it will add extra weight to your handlebars, which may take some getting used to when cycling.

Take a Test Ride

Before you buy any bike, make sure you test out how it feels to cycle!

It is also worth speaking with HR in your workplace about your organisation's Cycle to Work scheme, where you can purchase a bike and associated equipment at a discount.

Note that the National Transport Authority is not making recommendations or providing guarantees for any supplier or product listed in this document.

Bicycle Security

Buy a bike lock

Your individual needs will determine which lock, or collection of locks will best fit. It is worth taking advice from a local bike shop. You may find that one lock will not be sufficient, as you'll need to lock both the frame of your bike and both wheels for the bike to be secured properly.

There is an accreditation scheme for locks called "Sold Secure". Sold Secure is a UK scheme but Sold Secure products are also widely available in Ireland. Sold Secure categorises locks into bronze, silver and gold ratings according to how secure a lock is. They perform a variety of standard tests on a brand new lock, including a number of attacks with different tools and time the period taken to break into the lock. The award is granted according to how many of these set tests a lock withstands. Bronze is the lowest award and Gold is the highest. A gold award does not mean that the lock is impenetrable, just that it withstood all that Sold Secure threw at it within the allocated time! Look for a Sold Secure logo on the packaging of your lock or an equivalent scheme. If you're not sure, check with your local bike shop.

Bicycle Security Continued...

Choose your location

Always park it in a busy, well-lit area where people are mingling and frequently walking past. Ideally park in an area where there are CCTV cameras. If possible, lock your bike near other bikes. Use cycle parking if possible as some management companies remove bikes from railings!

Lock your bike properly

Always lock your bike to an immovable, unbreakable object in a busy, well-lit place. Lock it up 'tight' to make moving it around difficult when you have it parked. If you're locking your bike to a pole, ensure its base is fully secured in the ground, and that there's a sign or light at the top, so that your bike (and locks!) can't be lifted over the top of the pole. Secure all removable parts i.e. the wheels and seat. You may need an additional longer cable lock to secure these.

Further information

There is plenty of information on bicycle security as well as bicycle insurance available on the internet and your local bicycle shop should also be able to answer any questions you may have. Household policies are usually the cheapest option to insure a bicycle, but you must ensure that the insurer covers the bike when in storage away from your home, and that the bike's value doesn't exceed the upper claim limit. If the bike can't be covered on home insurance, (i.e. the bike is too expensive) look for alternative or specific insurance.

Members of Cycling Ireland may be covered through their membership, or specific insurance can be arranged through companies such as Cyclesure.ie or chill.ie (or other suppliers).

Note that the National Transport Authority is not making recommendations or providing guarantees for any supplier or product listed in this document.

Appendix 1: Email promotional text template

Subject line: It's as easy as riding a bike!

Dear colleague,

If you want to be more active, save money, be part of a team or beat the traffic, the 2019 Smarter Travel Cycle Challenge is for you!

This is a fun team event, for both experienced and new cyclists alike! It is about taking part, supporting your colleagues and having fun on your bike! There are fantastic prizes on offer. Previous years have included speakers, action cameras, gift vouchers and bicycle kits. There are also challenge goodies up for grabs! To find out more and to **sign up now** on www.activetravellogger.ie

[For COMPANY COORDINATOR- IF YOU ARE OFFERING ADDITIONAL PRIZES TO TEAMS IN YOUR ORGANISATION PLEASE INCLUDE DETAILS HERE]

How do I take part?

Get a team of 3-6 people, give your team a name and choose a Team Captain. Your Team Captain will set up the team, act as the main point of contact and will help to keep the team motivated! You just need to register, join your team and cycle!

How to register teams?

Each member of your team will need to register an Active Travel Logger account, visit www.cyclechallenge.ie or directly on www.activetravellogger.ie. Don't forget to enter your "cyclist activity level"! If you previously participated in a Smarter Travel Workplaces Challenge you may be able to login using your existing details if your account is still active.

[COMPANY COORDINATOR – IF YOU CAN MATCH PEOPLE INTO TEAMS PLEASE INCLUDE A NOTE TO YOUR COLLEAGUES HERE!]

What happens when the challenge begins?

Once the **Challenge begins on the 8th May**, you can **start logging your cycle trips** (not the ones in a gym!), every journey of 10 minutes and more gives you 1 point (even a journey of 60 minutes will still give you 1 point. Bonus points are also on offer throughout the challenge to **new** cyclists only!

If you have any questions about the Challenge or about registering, please visit the FAQ's on www.cyclechallenge.ie or contact cyclechallenge@nationaltransport.ie

So get your team together today and get ready to start pedalling!

Best of luck!

[COMPANY COORDINATOR – INSERT YOUR NAME HERE!]

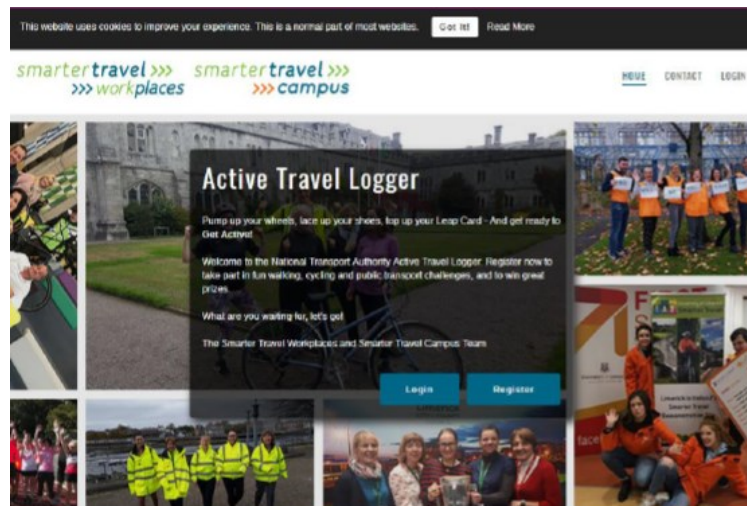
Appendix 2: Promotional text template for Intranet

Cycle Challenge 2019 - REGISTER NOW!

When: 8th May– 28th May

What is the challenge? Teams (3-6 people) clock up as many journeys during the challenge as possible using an online Active Travel Logger to keep track of your trips!

Some great prizes on offer! New, returning and regular cyclists are invited to participate.



Register today www.activetravellogger.ie

If you'd like to sign up but you don't have a team to take part contact your coordinator [\[Company Coordinator insert your name and email address here\]](#) and they will help you to sort out a team!

If you've any questions about the challenge you can email cyclechallenge@nationaltransport.ie

Appendix 3: Leaderboard template for display

Editable print version is available on www.cyclechallenge.ie

2019 Smarter Travel Cycle Challenge

League table for [\[insert your company name\]](#)

[\[insert your company logo\]](#)

[\[insert date so teams know when the table was last updated!\]](#)






| Position | Team name | Points |
|----------|-----------|--------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |

To see where your team is placed on the overall Cycle Challenge Leader Board visit

www.cyclechallenge.ie

How to register teams?

The essentials re registering to take part:

-  You will need a team of 3-6 people. Give your team a name, choose a Team Captain, and register on www.activetravellogger.ie or via www.cyclechallenge.ie (see table below)
-  Your e-mail address works as **username**, just make sure that there is no space after it when putting it in
-  **Passwords must include** all of the following in any order: a capital letter, a number and a symbol.
-  If you don't have a team but are interested, talk to your coordinator
-  All team members must register on www.activetravellogger.ie to get their own [travel logger account](#)

In Summary:



| If you are a Team Captain: | If you are a Team member: |
|---|---|
| 1. Register with www.activetravellogger.ie | 1. Register with www.activetravellogger.ie |
| 2. Log back in AND register your team name! | 2. Log back in to join your team |
| Remember: <ul style="list-style-type: none">1. The captain needs to register the team name before members can join it!2. passwords must include all of the following in any order: a capital letter, a number and a symbol3. When logging in, check there is no space after your username if copying & pasting your e-mail address4. You can log your steps on a daily or weekly basis on the Active Travel Logger. | |

So find a team, find a road worthy bike and start logging your way to the top of the leader board!



Queries



Coordinator Queries

If you have any queries in relation to the Cycle Challenge please contact:

Email: cyclechallenge@nationaltransport.ie

Participant Queries

Most queries will be answered in the **FAQs** on **www.cyclechallenge.ie**

For everything else participants can email cyclechallenge@nationaltransport.ie

**Best of luck to your workplace, we hope to see you
up the top of the leaderboard!!**

Key Dates

- * Registration on www.activetravellogger.ie or www.cyclechallenge.ie
- * Cycle Challenge starts: Wednesday 8th May
- * End of Challenge: Tuesday 28th May
- * Prize Giving Event: To be announced!