

smartertravel >>>
>>> workplaces

smartertravel >>>
>>> campus


BikeWeek
Sunday 12th – Saturday 18th
September

Smarter Travel Cycle Challenge 2021

Michelle Carey



August 2021

What is the Cycle Challenge?

- The Cycle Challenge is for Smarter Travel programme partners (campuses and workplaces)
- On campuses, both staff and students can participate
- The Challenge will run for one week (Sunday 12th- Saturday 18th September)
- Part of Bike Week 2021
- Teams of 2-6 people compete against teams within your organisation and nationwide
- Teams place on the daily Leaderboard for a chance to win prizes
- The average number of journeys for each team is calculated to determine a team's place on the Leaderboard

All activities related to the Cycle Challenge should be in line with the current Covid-19 regulations

What is the Cycle Challenge?

- It's easy – keep track of your daily bicycle journeys and then log your journeys to the Active Travel Logger
- One journey = a trip by bicycle that lasts at least 10 minutes
- It is a fantastic way to encourage a regular cycling routine (habit-forming) while encouraging long-term physical activity and modal shift
- Goals:
 - Encourage staff and students of our partner organisations to integrate cycling into their daily lives
 - Encourage people to see cycling as a viable alternative to car journeys
 - Promote cycling as an enjoyable activity, and to reinforce a positive attitude toward cycling and cyclists

How to take part

- Register on the Active Travel Logger (www.activetravellogger.ie)
- Type of cyclists (new/returning, occasional, regular)
- Create a team of between 2 and 6 people
- Begin recording your cycling trips on Sunday 12th September
- Log your cycle trips daily on the Active Travel Logger (the Leaderboards will be updated every day)
 - Three-day window for logging trips

Honour system

How to take part

- The final day of eligible cycling trips is Saturday 18th September
- The final day to log journeys is Monday 20th September
- Overall winners will be announced on Tuesday 21st September
- There will be daily, optional photo competitions that align with Bike Week
- Engage with Bike Week on social media

Bike Week 2021 (12th-18th September)

- Daily themes for cycles (#7DaysofCycling) – promoting across organisations
- Online webinar (Tuesday 14th September) on cycling-related topics as part of Bike Week
 - Open to Cycle Challenge participants
 - Leave no Trace
 - Social Inclusion and Cycling
- Various events put on by Local Authorities and Local Sports Partnerships
(www.BikeWeek.ie)



Get on your Bike

#7DaysofCycling

Photo Competitions

Sunday 12 th	Cycling for All
Monday 13 th	Nature Competition
Tuesday 14 th	Cycle to Work Day
Wednesday 15 th	Most colourful team
Thursday 16 th	Cycle Yourself Happy
Friday 17 th	Me-time
Saturday 18 th	Off to the shops
Monday 20 th	Wheeling in the Years

Get on your Bike

#7DaysofCycling

- Prize draw for 'new/returning' cyclists registered
- Top 3 teams on Leaderboard
- Distance winner (week-long)
- Draw for team in 4th-20th place

Participants from the top 10 teams will be entered into a draw to win a bicycle!



Cycle to Work Scheme

- Great opportunity to promote Cycle To Work scheme
- Cycle To Work scheme aims to encourage staff to cycle to and from work
- Enables staff to buy a bicycle and safety equipment at a reduced cost
- There are now two limits, depending on the type of bicycle purchased.
 - For pedelecs or ebikes and related safety equipment the limit is €1,500.
 - For other bicycles and related safety equipment the limit is now €1,250.
- Staff can avail of the scheme once every four years
- More information on <https://www.revenue.ie/en/jobs-and-pensions/taxation-of-employer-benefits/cycle-to-work-scheme.aspx>

What did the 2020 Cycle Local participants say?

"I liked the fact that you just had to enter number of cycles and not the distance or time taken to do the cycle. This lessened the competitive factor and made it more doable / achievable."

"This was very enjoyable and got me out on my bike during the COVID-19 time which was good."

"This was very well organised and a great way to get people back into exercise and cycling."

"I got a new role during lock down and as a result of remote working, I have not met some of my colleagues in person yet but CycleLocal broke down some barriers and enabled us to get to know each other outside of work meetings/work talk. We even plan to meet up for a social distance cycle!"

Cycle Challenge 2021 Key Dates

Key dates	
Monday 16 th August	Registration opens on the Active Travel Logger
Sunday 12 th September	Cycle Challenge begins
12noon daily	Daily deadline to submit journeys to the Active Travel Logger
2pm Daily	Daily Leaderboard is published
Saturday 18 th September	Cycle Challenge ends
Monday 20 th September	Final day to submit journeys
Tuesday 21 st September	Final results announced
Monday 20 th September	Wheeling in the Years

Role of the Workplace/Campus Coordinator

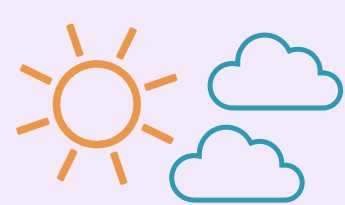


Resources available to you

The resources available are to help you, the Coordinator(s) promote, run and coordinate a successful Cycle Challenge in your organisation.

- Ongoing National Coordinator support
- **Participant Guide** – outlining how to get started and what are the next steps.
- **Coordinator Guide** – outlining key dates, information for you, and best practice guidelines
- **Promotional graphics** – Social media, emails, print & post, intranet, etc.
- Active Travel Logger **video tutorials** – Simple steps and tools you can use!
 - How to log journeys
 - How to create a Team
 - How to invite people to a Team
 - How to use the email function
 - How to view Teams taking part
- **Organisational Leaderboard Template** – effectively promote your internal Leaderboard.
- **Sample emails** – promotion and engagement

www.cyclechallenge.ie



smartertravel >>>
>>> workplaces

smartertravel >>>
>>> campus

Smarter Travel Cycle Challenge 2021

12th-18th September



Editable version
available on
www.cyclechallenge.ie

[Insert organisation name]



1st

2nd

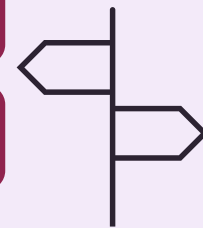
3rd

4th

5th

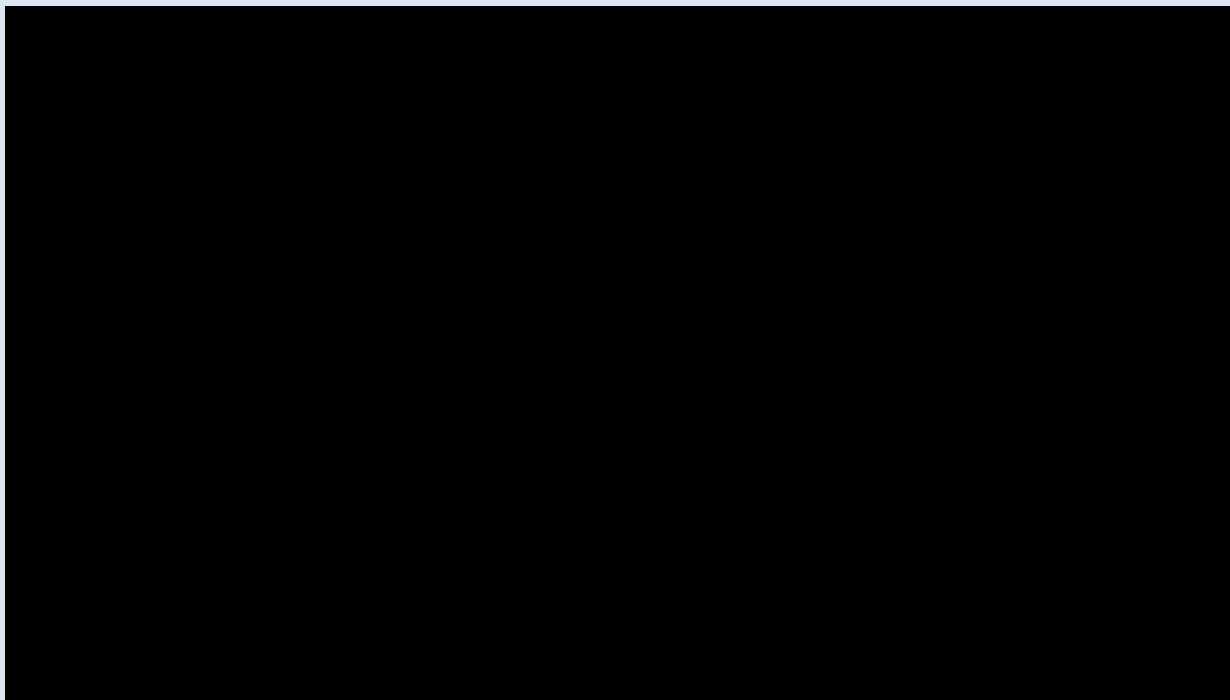
Team Name

Avg. Team Journeys



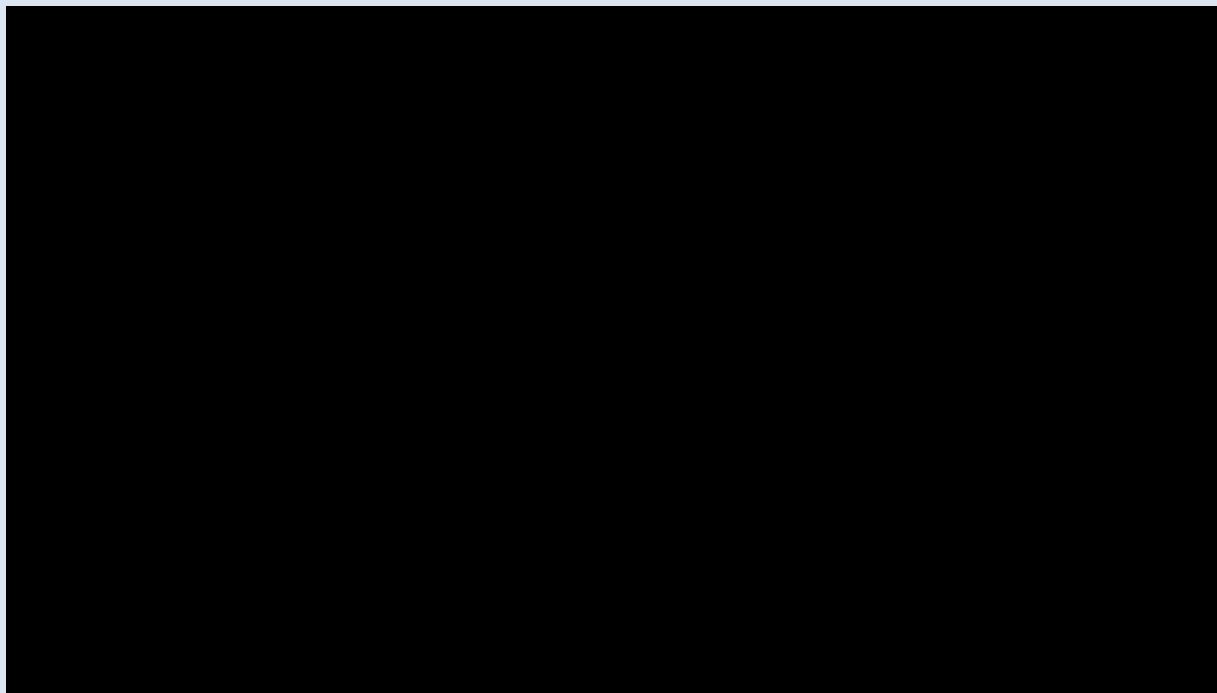
Coordinator Resources

How to Join a Challenge and Create a Team



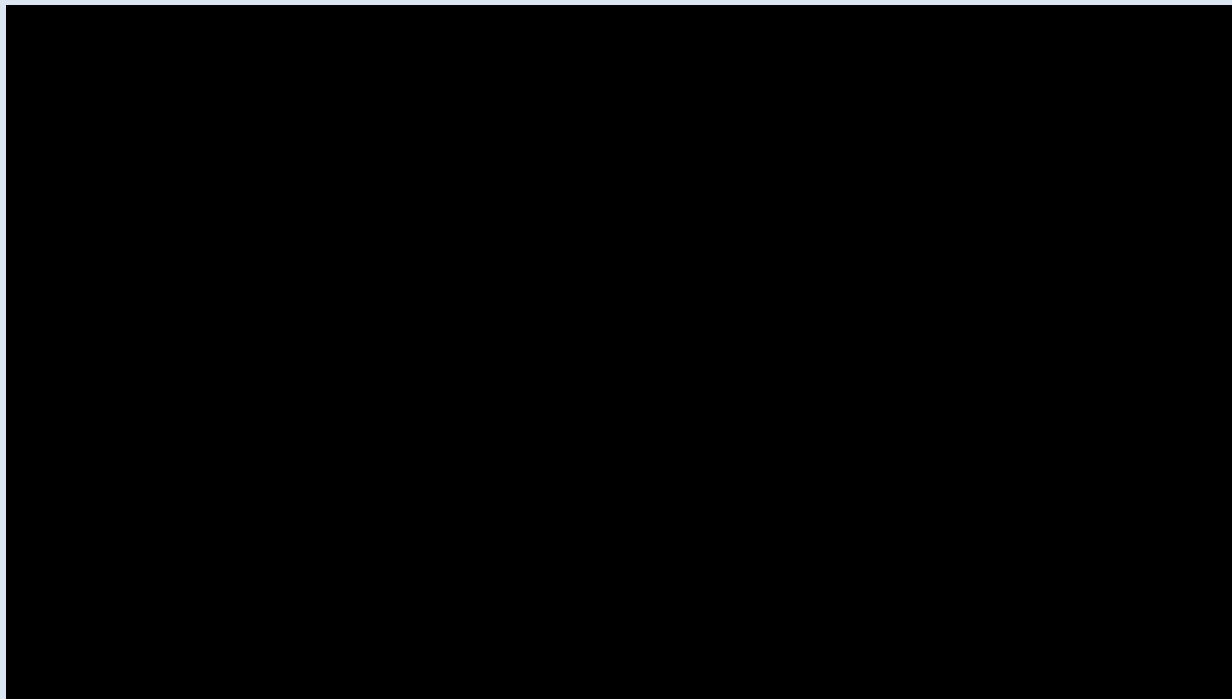
Coordinator Resources

Team Captain: How to invite team members



Coordinator Resources

How to log your cycle journeys



Promoting the Cycle Challenge

Getting Started

- Secure buy-in and support from Senior Management
 - Can they support you? Promote the benefits of taking part
- Begin the promotion early – don't delay!
 - Email all staff/students - draft emails available
 - Online newsletter or intranet to publish
 - Social media accounts – prepare some posts
- Can you find a Cycle Challenge Champion?
- Know the Active Travel Logger – be familiar
- Access your resources
- Organise internal competitions and 'challenges'

Start Your Promotion Now!

Simple & effective ideas that work!

- Include Bike Week logo on your email signature - in your resources
- Put **Cycle Challenge on the agenda**
 - Promote it at weekly team meetings/lectures
 - Can you organise an email from Senior Management?
 - Organise a virtual launch for sign-ups and process on ATL
- **Use prompts** - Screensavers, posters, calendar reminders, at the beginning of presentations
- Do you have an online portal? Upload a Cycle Challenge folder
- Set up a Facebook Private Page / MS Teams Chat, etc.
- Identify solo participants and help recruit team members

Motivating your Workplace/Campus

During the Cycle Challenge

Engage, Motivate & Communicate

- Highlight local Bike Week events that may be of interest (BikeWeek.ie)
- Get people talking about it – use all platforms
- Create and share **internal competitions and winners**
- **Celebrate daily achievements!**
- Memes – create fun atmosphere
- Publish your organisation's **Daily Leaderboard**
- **Follow ST Workplaces & Campus social media pages**

A sample plan to promote & engage

1. On Friday 10th September (the last work day before the challenge starts) send an email at 9am to welcome people to the Cycle Challenge. Remind them that Sunday 12th is the first day to start logging cycling trips
 - a) Include message of encouragement from Senior Management
 - b) Advertise any prizes or internal competitions that your organisation will run
 - c) Remind participants that there are events happening across the country for Bike Week (BikeWeek.ie)
2. Send an email to participants on Monday 13th at 10am to encourage people to log their cycling trips from the previous day
 - a) Promote any internal competitions
 - b) Promote the #7DayCycleChallenge to give people some inspiration for their week's cycling!
3. Check in with Team Captains on Monday and Tuesday to check if they or their teams have any questions
4. On Wednesday 15th at 10am, send participants an email reminder to make sure they have logged their journeys for Sunday, Monday & Tuesday.
 - a) Mention people's status on the Leaderboard(s).
 - b) Share photos from the photo competitions
5. Email the Leaderboard(s) updates on Friday morning and remind participants that Saturday 18th is the final day of the Cycle Challenge, and that they can log their trips for Saturday on Monday (20th) morning
 - a) Email to encourage continued effort in the final week & publish Leaderboard
 - b) Promote the final challenges & competitions
 - c) Congratulate participations for their effort
6. Send a congratulatory email on Monday 20th to participants and remind them to log their cycling trips that day.

Coordinators Prizes

We value your hard work

The work that **YOU** put into running a successful Cycle Challenge in your organisation will be recognised.

Prizes:

- 1: Prize draw for coordinators who sign up **FIVE +Teams** – by the **Friday 3rd September**
- 2: Prizes for the **TOP five Coordinators at the end of the challenge**

What will we be looking out for?

- What promotional activities did you engage in prior to the Cycle Challenge?
- What activities did you organise during the Cycle Challenge?
- How did you mark the end of the event in your organisation?

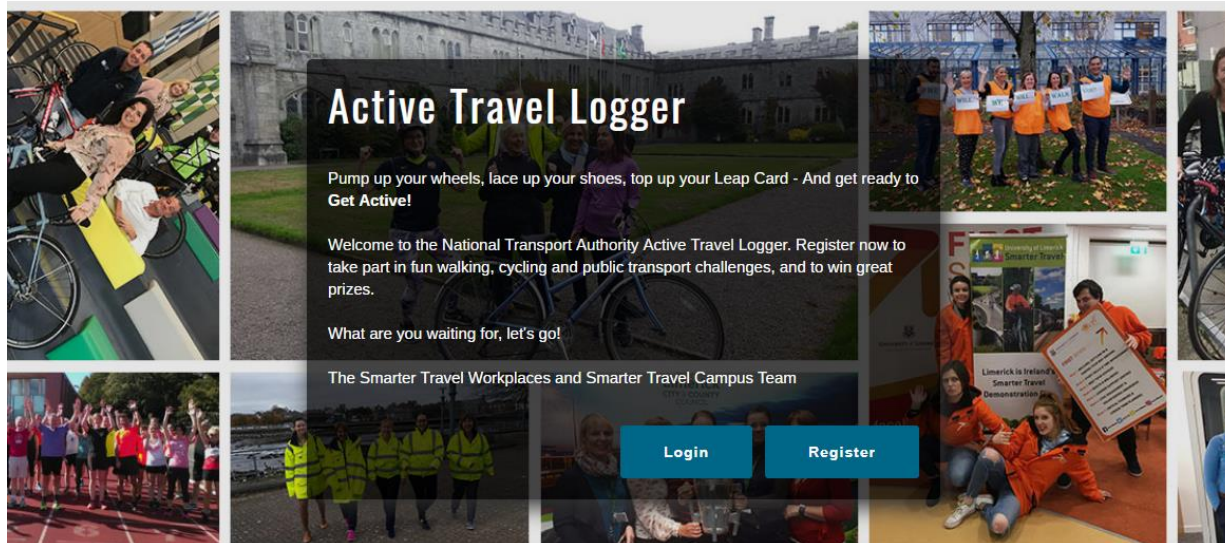
Active Travel Logger



Active Travel Logger

smartertravel >>> smartertravel >>>
>>>workplaces >>>campus

[HOME](#) [CONTACT](#) [LOGIN](#)



Active Travel Logger

Pump up your wheels, lace up your shoes, top up your Leap Card - And get ready to Get Active!

Welcome to the National Transport Authority Active Travel Logger. Register now to take part in fun walking, cycling and public transport challenges, and to win great prizes.

What are you waiting for, let's go!

The Smarter Travel Workplaces and Smarter Travel Campus Team

[Login](#) [Register](#)

Coordinators Panel

Active Travel Logger - Coordinators Dashboard

- Set up your account on activetravellogger.ie
- Let us know you've done so
- Let us know what email domains are permitted
- We will assign you Coordinator privileges
- On your next log in, you'll see this message



Organisation Coordinator

Hi,

The Smarter Travel Team has invited you to become a Coordinator for your company. Please read the Terms & Conditions before accepting or declining.

[View Terms & Conditions](#)

I have read the terms and conditions and I would like to accept the invitation.

Yes

No

Active Travel Logger - Coordinators Dashboard

smartertravel >>> workplaces smartertravel >>> campus

MY DASHBOARD CONTACT

Organisation Dashboard

My Dashboard

Hi **Arlene**, welcome back to your Active Travel Logger

Manage My Team

Log My Activity

My Progress

View Leaderboards

Step Challenge Coordinators Webinar DRAFT AF Aug

Active Travel Logger - Coordinators Dashboard

Active Travel Logger Organisation Coordination


arlene.finn@nationaltransport.ie

Dashboard

Challenges

Users

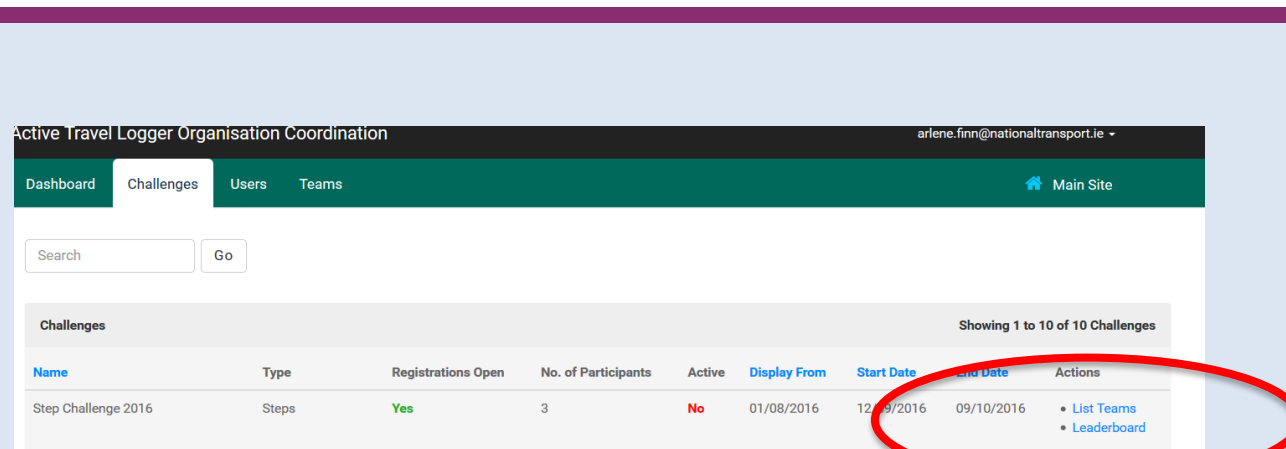
Teams

 Main Site

Your Organisation

Name	Number of Users	Allowed Email Domains	Active	Actions
National Transport Authority National Transport Authority	28	• Any domain	Yes	<ul style="list-style-type: none">• View Challenges• View Users• View Teams

Active Travel Logger - Coordinators Dashboard



Active Travel Logger Organisation Coordination arlene.finn@nationaltransport.ie

Dashboard Challenges Users Teams [Main Site](#)

Search

Challenges Showing 1 to 10 of 10 Challenges

Name	Type	Registrations Open	No. of Participants	Active	Display From	Start Date	End Date	Actions
Step Challenge 2016	Steps	Yes	3	No	01/08/2016	12/09/2016	09/10/2016	<ul style="list-style-type: none">List TeamsLeaderboard

Choose a Challenge to view Leaderboards and teams

You'll also be able to download certificates of participation for everyone in your group when the challenge ends.

Active Travel Logger

- If your group should be limited to people with particular email addresses e.g. @nationaltransport.ie and @smartertravelworkplaces.ie can access the NTA group.
- We can lock access to more than one email domain
- Don't limit access if all of your employees don't have access to a work email address on a regular basis
- You can include contractors email domains also

Very important information we now need from you!

- Permitted email domains for your workplace/campus if there has been a change
- If it is your first time as a Coordinator, we need an email from you to tell us you have created your own account on the Active Travel Logger
- Your company logo (if this is your first time participating)

For more information: www.cyclechallenge.ie

Email: cyclechallenge@nationaltransport.ie



All activities related to the Cycle Challenge should be in line with the current Covid-19 regulations