

Smarter Travel Cycle Challenge 2021

Coordinator Guide

Thank you, Coordinators!

Firstly, we would like to say a BIG thank you for taking the time to coordinate our annual Cycle Challenge.

We acknowledge that you have a busy working schedule already, but we are delighted that you can find the time to coordinate the Challenge and encourage your colleagues/fellow students to cycle as an alternative to the car, having the added benefit of increasing their physical activity.

What is the Cycle Challenge?

The Cycle Challenge is a fun, free, trip-based team event for people of all cycling abilities that will coincide with National Bike Week 2021 (Sunday 12th- Saturday 18th September 2021).

It is open to staff and students from workplaces and third level campuses who are partners of the Smarter Travel Workplaces and Campus Programme.

Participants have the chance to win some great prizes while being part of a team and being active!

How does the Cycle Challenge work?

The aim of the Challenge is to encourage and support staff and students to cycle more throughout their day, particularly on the commute, and to support and facilitate long term physical activity where possible.

While some participants may be working or studying remotely, Coordinators may decide to encourage cycling as an opportunity to connect with colleagues virtually and promote physical activity.

Participants create a team of 2 to 6 people.

All team members must set up their individual account on the Active Travel Logger (ATL) to log their cycle journeys. If you have taken part in previous Challenges, you can use that same account (www.ActiveTravelLogger.ie)

From Sunday 12th to Saturday 18th September, keep track of your daily cycling trips (one trip is equal to a journey by bicycle that lasts at least 10 minutes).

The Leaderboard on our website will be updated daily during the Challenge and will calculate the placement of teams based on their average trips. So, it doesn't matter if a team is made up of two people or six people, as the Leaderboard is calculated by a team's average number of journeys. The team with the highest average will top the Leaderboard, which is updated daily!

Participants can also enter daily photo competitions and have an opportunity to win prizes by submitting pictures from their cycling trips.

How do staff and students take part?

Participants and Coordinators are asked to refer to the Cycle Challenge Participant Guide for more information on how to sign up and take part.

Note: During the Challenge we use an honesty-based system, but quality checks on the accuracy of cycle journey entries will be done throughout. Teams who receive an email or phone call to verify their journey entries are asked to please respond as soon as possible so that delays to the publication of the Leaderboard are avoided. We recommend highlighting this throughout the Challenge to participants.



Cycle Challenge key dates

- Registration on the ATL: Opens on the 16th August
- Cycle Challenge begins: Sunday 12th September 2021
- Daily deadline for participants to submit journeys to the ATL: 12noon
- Daily Leaderboard published: 2pm every day during the Cycle Challenge
- Cycle Challenge ends: Saturday 18th September
- Final day to submit journeys: Monday 20th September
- Final results announced: Tuesday 21st September

What resources are available?

1. Organisation Leaderboard template for internal team rankings
2. Participant Guide - an easy-to-follow guide that you can circulate to all participants to ensure an easy signup process and information for them to follow
3. Active Travel Logger Video Tutorials - We have provided easy to follow video tutorials for Coordinators to help them get the most out of the Active Travel Logger
4. Cycle Challenge Information Webinar - an opportunity to discuss resources, best-practices and potential opportunities for your organisation

To access these resources, visit www.CycleChallenge.ie



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