

Cycle into Summer

Coordinator Guide

Thank you!

First of all, we would like to say a big **thank you** for taking the time to coordinate this year's Cycle into Summer event. We acknowledge that you have a busy working schedule already but we are delighted that you can find the time to coordinate Cycle into Summer and to encourage staff and/or students to get on their bike.

What is Cycle into Summer?

Cycle into Summer is a fun, free, journey-based team event for people of all cycling abilities. Taking place from 9th-29th May, participants will have the chance to win some great prizes while connecting with their colleagues, being part of a team, having fun and being active!

How does Cycle into Summer work?

The aim of Cycle into Summer is to encourage and support staff and students of all cycling abilities to get on their bike more throughout their day, particularly on the commute. Cycle into Summer aims to support the commuting benefits, health benefits, and environmental benefits of cycling.

With most organisations adopting a return to the office in some capacity, Cycle into Summer provides you with an opportunity to encourage cycling on the commute and during the day for work or study, and for you to consider implementing cycling-related initiatives for your staff and/or students. We have provided some helpful tips for you in this Guide!

Cycle into Summer Key Dates

- Registration: Now open
- Coordinator Webinars: Begin on 13th April
- Start Date: 9th May 2022.
- End Date: 29th May 2022.
- Deadline to log journeys: Every Monday, 2pm
- Leaderboard published: Every Tuesday afternoon
- Final day to log journeys: 2pm, 30th May 2022.
- Overall Results published: by 1st June 2022.

The deadline to log your cycle journeys for the previous week is 2pm every Monday.

How do staff and students take part?

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

As a Coordinator, we recommend Coordinators circulate the Participant Guide to all participants at the beginning of their promotional campaign.

Please note: During Cycle into Summer we use an honesty-based system and Quality Assurance Checks on the accuracy of cycle journeys logged. Before the Leaderboards are published, we will contact the teams at the top so they can detail their journeys. Participants will be asked to respond as soon as possible so that delays to the publication of the Leaderboard are avoided.

As a Coordinator, we recommend that you highlight this to participants throughout the event.

For more information

For more information on Cycle into Summer including resources, video tutorials, weekly competitions, FAQs and Terms & Conditions please visit [CycleChallenge.ie](https://www.cyclechallenge.ie).

What resources are available?

The Smarter Travel Team have developed the following resources for Coordinators to help make your promotion as easy as possible:

1. **Promotional Graphics:** include these on emails, intranets, presentations, newsletters, social media and more.
2. **Participant Guide** – an easy-to-follow guide that you can circulate to all participants to ensure an easy sign-up process and information for them to follow.
3. **Sample Emails and Social Media Captions** – you can use or amend our sample email and social media guide when promoting and communicating Cycle into Summer at your organisation.
4. **Active Travel Logger Video Tutorials** – We have provided easy to follow video tutorials specific to both participants and coordinators.
5. **Editable Promotional Graphics** – editable graphics for you to use during the event to make announcements, celebrate achievements and so on.
6. **Internal Leaderboard Template** – promote your organisations Top Leaderboard Teams throughout Cycle into Summer.
7. **Cycle into Summer Information Webinar** – an opportunity to discuss resources, best-practices and potential opportunities for your organisation.

To access these resources, please visit [CycleChallenge.ie](https://www.cyclechallenge.ie).

National Bike Week 2022

This year's National Bike Week takes place during the second week of Cycle into Summer.

Bike Week is a celebration and promotion of the benefits of cycling and there will be plenty of exciting events happening across the country for you to get involved in.

For more information on the Bike Week events taking place in your area please visit [BikeWeek.ie](https://www.bikeweek.ie).

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1 cycle journey = a cycle journey that lasts at least 5 minutes where you cycle from location A to B.

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Visit BikeWeek.ie and find out what is happening in your organisations area and get involved. It could be anything from a community cycling event, a Cycle to Work Day, local bike clinics and more!

Encourage staff and/or students to visit BikeWeek.ie and get involved in their local communities where possible. It's an opportunity to get the family, neighbours and friends involved too – and of course, an opportunity to get on the saddle and increase those cycle journeys.

For more information on the Bike Week events taking place in your area please visit BikeWeek.ie.

Useful links

Join Cycle into Summer: www.ActiveTravelLogger.ie.

For more information: www.CycleChallenge.ie.

Bike Week: www.BikeWeek.ie

Email: cyclechallenge@nationaltransport.ie.

Promoting Cycle into Summer – Getting Started!

Successfully coordinating Cycle into Summer in your organisation plays an important role in determining whether your colleagues or classmates engage and participate.

Based on previous challenges and events, we have developed a successful promotional strategy and the resources you need to ensure maximum engagement.

1. Get **buy-in from Senior Management** or similar within the organisation. Promoting the benefits of Cycle into Summer for the organisation and securing support from management is one of the key steps to success.
2. **Begin the promotion early!** Once your organisation has registered, use the promotional graphic to post on your intranet, social media channels, emails, newsletters and so on, using sample captions and emails from the resources.
3. Create a **Cycle into Summer Promotional Team** – it can help reduce workload, increase promotion and participation rates and improve the overall experience.
4. Attend our **Information Webinar** – where we will discuss best-practice, share ideas and stories from previous events and offer you support.
5. Familiarise yourself with the **Active Travel Logger** website and the Organisation Dashboard.
6. Access your **Coordinators Resources** and begin your promotional strategy. Develop a social media campaign, organise promotion for your intranet, newsletters, canteen, notices boards and so on.
7. Review the **weekly Cycle into Summer Competitions** and also plan your own **internal competitions** to help boost engagement.
8. Familiarise yourself with **National Bike Week events** happening in your local area and identify events and competitions that are suitable to your organisation. Visit BikeWeek.ie.
9. Provide **bike repair kits, puncture repair kits, pumps** and so on at reception or a similar area for cyclists (just in case!)
10. Highlight the nearby areas to your organisation and the time it takes to cycle there – local shops, business partners and so on.
11. Create a designated webpage or noticeboard for all cycling-related information for staff and students. Cycle to Work scheme, local bike shops, health benefits, environmental benefits and so on.
12. If you don't have fleet bikes available, consider organising a shared bike service for the three-week event as a trial.

Promoting Cycle into Summer – Keep it going!

Some top tips to help you promote Cycle into Summer and keep your organisation motivated throughout.

As the event begins:

- Encourage last minute sign-ups.
- Help staff and students to find a Team to join.
- Encourage all cyclists to get involved. Cycle into Summer is for everyone of all cycling abilities.
- Try to encourage a new or returning cyclist for each Team.
- Promote Cycle into Summer on social media and other promotional channels available to you.
- Launch the first day of Cycle into Summer – hold an event on site, organise a lunchtime cycle with Senior Management, hold a tea and coffee morning for cyclists.

During the event, consider the following:

- Give ideas for participants to incorporate cycling throughout their day .
- Health awareness webinars or seminars.
- Post regularly on the designated Cycle into Summer webpage or portal.
- Launch a '#iCycle' story – internal competition.
- Promote local cycling routes and amenities.
- Organise a bike clinic to come on site for bike repairs.
- Organise a 'Helping Hand' cyclist from within your organisation.
- Organise or promote the shared bike services for staff and students.
- If applicable to your organisation, promote the use of the TFI Bikes to your organisation.
- Set weekly organisational targets for the number of bicycle journeys.
- Celebrate targets and achievements of participants.
- Continued promotion and communications.
- Remind participants to log their cycle journeys by the deadline.
- Promote your internal and national Leaderboards.