**Role of the Cycling Champion.**

The cycling champion is nominated by the coordinator during week 1 of the Ready – Set – Cycle campaign. Their role is to use their expertise and passion for cycling to both promote and encourage participants within their organisation of the benefits of cycling.

They can choose to be as involved as they in the campaign, however there are certain aspects where their involvement would be hugely beneficial. An example of this would be helping to organise the cycling distance competition and photo competition.

There can be one or several cycling champions in your organisation, depending on the size. Cycling champions are also in with a chance to win some great prizes so their involvement is greatly appreciated!

**Sample email to Cycling Champion(s)**

**Subject line:** Thanks for signing up to be a Cycling Champion!

**Email text:**

Thanks again for signing up to be a cycling champion for (organisation name), we are sure your expertise and passion will encourage all participants to cycle on the commute and beyond!

**Want to be in with a chance to win some prizes?**

Reply to us with a little information about yourself, why you love to cycle, and a top tip for any new cyclists who have joined the programme. (these can then be shared internally)

**What’s next**

We have lots of events coming up and we need your help to promote and encourage users to join in.

* Facilities Tour (Help with showing participants how to use and access facilities)
* Cycle Buddy/Bus (Lead a cycle/buddy bus to/from site)
* Maintenance Class (Share some top tips for bike maintenance and safety)
* Distance Competition (Help organise and encourage sign ups to the cycling distance competition)

Your involvement in these also puts you in with the chance to win the overall cycling champion prizes at the end of the programme courtesy of the Smarter Travel team.

