

# PROMOTE CYCLING



## The role of the cycling champion

This document outlines the role and responsibilities of the Cycling Champion in your organisation. Cycling Champions will play an invaluable role in promoting cycling, encouraging staff participation, and enhancing the overall cycling experience within your organisation.

### ROLE OVERVIEW

The Cycling Champion is a passionate cyclist, irrespective of skill level or years of tenure, who will actively encourage and promote cycling as a form of active travel on the commute and beyond, during the Ready, Set, Cycle programme (RSC).

This individual will help to lead initiatives, foster a cycling culture, facilitate engagement, and ensure the success of cycling-related events. Just one keen individual in a small organisation who is willing to get involved as a cycling champion, particularly if they are a senior member of staff, could make a big difference in encouraging colleagues to cycle to work.

### ROLE OF THE CYCLING CHAMPION

- Promote Ready, Set, Cycle in the workplace or campus
- Encourage and facilitate other staff to participate
- Support participants along the way
- Be the point of contact for the Ready, Set, Cycle Coordinator

### RESPONSIBILITIES

#### SUPPORTING THE LAUNCH OF THE CYCLING PROGRAMME


- Collaborating with the Ready, Set, Cycle Coordinator or team to promote a successful launch event for the Cycling Programme.
- Assisting in the distribution of promotional materials, including posters, emails, and social media content.
- Composing a short bio of themselves, outlining why they began and continue to cycle. This could be included in the RSC email communications along with a photo to normalise that colleagues are choosing to cycle to work as well as to promote discussion and engagement.

#### SUGGEST CYCLING ROUTES

- Based on the cycling champion's experience cycling to work or for leisure, outline surrounding safe and enjoyable cycling routes other staff could try to integrate into their commute.

- Provide information on these routes, such as distance, hills, points of interest, and potential challenges others may be interested in.
- Potentially get in contact with and collaborate with local cycling clubs or other contacts for route validation and recommendations.

“ Not only do I feel healthier and more energetic, but my commute has become the highlight of my day ”



Ever since I started cycling to work, my life has changed in ways I never imagined. Not only do I feel healthier and more energetic, but my commute has become the highlight of my day! There's something liberating about cruising through the streets, feeling the wind in my hair and the sun, or sometimes rain, on my face. Once you experience the joy of cycling to work, you'll wonder why you ever sat in traffic jams or squeezed onto crowded buses. And the best part? I'm getting a great workout without even realising! Cycling has shaved precious minutes off my commute, meaning I arrive at work feeling invigorated and ready to tackle the day ahead.

~ Sally Kieraus, Programme Manager

### CONDUCT/ENGAGE WITH FACILITIES

- Organise tours to showcase cycling-related facilities such as bike storage areas, shower facilities, drying room, and maintenance stations at your site.
- While doing so, highlight the benefits of cycling (e.g. cost savings, time savings, health improvements) and the available amenities (e.g. nearby parks, greenways, local cycling events) to encourage more employees to cycle.

### ASSIST WITH YOUR ORGANISATION'S BIKE TO WORK DAY

- Coordinate and promote engagement leading up to the Bike to Work Day event during Week 6 of RSC, coinciding with Bike Week.
- Consider organising a welcome event for all cyclists who cycled into work that day as a celebration but also for facilities-related information and support if needed.