CycleLocal Coordinator Guide

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Nothing compares to the simple pleasure of riding a bike

John F Kennedy

About CycleLocal – Wheelie get to know your neighbourhood

CycleLocal is a fun three-week cycling event designed to engage staff, build morale and increase activity.

The target group for this event is staff in partner organisations throughout the country. This will be made up of established cyclists, new cyclists and it will focus on encouraging new and returning cyclists.

This is a team event where participants complete the trips on their own but share their experience with workmates and contribute to their team's tally. Staff who are not signed up are also welcome to join in and enter the weekly Creative Competitions. Every participant, cyclist or competition entrant plays their part in helping their organisation to win the overall prize.

CycleLocal will focus on encouraging people to cycle when they can and within government guidelines. Short cycles outdoor and indoor count as trips.

So, whether we get out on our bikes to explore our neighbourhoods, enter competitions or we take to the stationary bike when the children have gone to sleep; we can stay active, enjoy the activity of cycling and remain connected to our colleagues.

How will it work?

Once an organisation has registered to participate in CycleLocal, members of staff can visit the [Active Travel Logger](#) website to register their team and to invite their colleagues.

The Active Travel Logger does not support @hotmail, @live and @outlook email domains. Please ask staff to use another email.

During the three weeks of CycleLocal, each cyclist will log the number of trips they complete each week.

Once a participant has been cycling for at least 10 minutes that qualifies as a trip. If you do a few loops of your estate over 30 minutes, that still counts as one trip.

Trips made should adhere to the government guidelines **i.e. all trips should be within the government's distance guidelines and at least 2 metres** should be kept between cyclists and other road users at all times.

Teams will be eligible to win prizes each week once the team trip average meets or exceeds the modest trip targets (3 trips in week one, 4 trips in week two and 5 trips in week three). All trips count, once they take place between the morning of July 20th and midnight on August 9th.

Individuals who reach the target contribute to the organisations tally, as do all staff and their households who enter into the CycleLocal Creative Competitions. Ranking on the leaderboard is based on the number from your organisation who -

1. Take part in the weekly creative competitions
2. Cycle and achieve the weekly team targets

By ranking at the top of the leaderboard your organisation can win a memento for participants, a Best Organisation trophy and a €400 donation to the charity of your choice.

Organising CycleLocal in your organisation

	Activity
Before CycleLocal	
1	Talk to HR & senior management to ensure buy-in. Even better, ask them to take part!
2	Register your organisation via https://www.surveymonkey.com/r/CycleLocal
3	Publicise CycleLocal and how to sign up on the Active Travel Logger over email (appendix a), the intranet (appendix b) and ask managers to raise it as an item in their virtual team meetings. https://www.activetravellogger.ie Promotional graphics will be available from our website.
4	Speak to HR to see if they would be willing to promote CycleLocal to those who have availed of the Bike to Work Scheme
5	Secure a budget for internal prizes
6	Share testimonials and videos to encourage those who haven't cycled in a while. Emphasise that trips can be for outdoor and indoor cycling.
7	Share cycle safety information and tips for staying socially distant while cycling (see FAQs). https://www.rsa.ie/en/RSA/Pedestrians-and-Cyclists/Cycling-safety/
During CycleLocal	
8	Each week remind participants to log journeys

9	Share the link to the overall leaderboard, so staff can see where their organisation is placed
10	Encourage participants, their households and staff who do not cycle to participate in CycleLocal's Creative Competitions; take photos, make videos or share cycle stories and submit them as described in Table 2. Participating in these competitions also contributes to your organisations place on the leaderboard.
11	Recognise the efforts of your colleague. Encourage your colleagues to tag your company and Smarter Travel Workplaces in their social media posts about CycleLocal.
12	During or after CycleLocal is a great time to let your colleagues know about the cycling facilities you have in your organisation (cycle parking, lockers, bike repair stations etc).
13	Decide which charity your organisation would like to donate your winnings to
After CycleLocal	
14	The last day to log trips is Monday 10th August (by 2pm).
15	Send a 'Well done' email to all staff following CycleLocal
16	Hold a virtual celebration event for your own teams. Share a cup of tea and discuss your cycling experiences over a tea break.
17	Download and distribute participation certificates from your Active Travel Logger account
18	Complete the Smarter Travel Workplaces online evaluation-sent to you by email. The responses of this survey inform the winner of the Best Coordinator prize.

Table 1: CycleLocal steps

How to win?

There are four ways to win.

1. **Early bird prizes**

Staff members who sign up before 5pm Monday the 13th of July are eligible to win prizes, as are Coordinators who recruit more than five teams in the first week. Registration will open on July 6th.

2. **Team prizes**

There will be a weekly prize draw for teams who reach the weekly target (3 trips in week one, 4 trips in week two and, 5 trips in week three). Winning teams will receive a goodie pack for each team member.

3. CycleLocal Creative Competitions

These competitions are an opportunity for all staff and members of their staff households to get involved. There will be prizes for the photos, limericks, videos, drawings and stories. Further details are available [on our website](#).

The competition winners will win One for All shopping vouchers and the runners up will receive goodie bags.

4. Best organisation prizes

The winning organisations will be those with the greatest percentage of staff achieving the weekly trip targets, combined with the number entering the Creative Competitions each week.

The winning organisations in the Small, Large and Campus categories will win a memento of their achievement for participants, a Best Organisation trophy and a €400 donation to the charity of their choice.

Competition	Date	How to submit	Open to
Team Photo	July 13th to 21st	Website Form	Cyclists
Drawing	July 20th to 26th	Website Form	All
Video	July 20th to 26th	Tag Smarter Travel on Facebook and Twitter	Cyclists
Photo	July 27th to 3rd August	Website form	Cyclists
CycleLocal Quiz	July 31st	https://www.surveymonkey.com/r/2020CycleQuiz	All
Story competition	August 3rd to 7th	https://www.surveymonkey.com/r/CycleLocalStories	All
Limerick	August 3rdto 7th	https://www.surveymonkey.com/r/CycleLocalLimerick	All
Cycling Leader	August 8th to 11th	https://www.surveymonkey.com/r/CycleLocalLeader	All

Table 2: Creative Competitions

Frequently asked questions

What is CycleLocal?

CycleLocal is a fun, free team event where making trips by bike puts your team in with a chance to win some fantastic prizes! CycleLocal is an event run as part of the Smarter Travel Workplaces and Campus programme and open to organisations who are Partners of the programme. Teams of 1-4 can win prizes for their team by meeting the modest weekly trip targets (a trip is any cycle of greater than 10 minutes duration) or they can enter the CycleLocal Creative Competitions to win prizes and to contribute to their organisations tally.

When does CycleLocal start/end?

CycleLocal starts on 20th July and ends on the 9th August 2020.

How do I take part?

Contact your colleagues to put together a team of up to 4 people. If you cannot arrange a team, individuals can also compete. You just need to make up a team name for your Active Travel Logger account and you can start pedalling. Each trip of greater than 10 minutes on either your bike outside or your stationary bike helps your team and your organisation to win, just be sure to stay within the government distance guidelines while keeping a social distance of greater than 2m from all other people.

The main thing is taking part, virtually supporting your colleagues and having fun on your bike! Once your team has a name and a Captain, participants can register for CycleLocal using the [Active Travel Logger](#). Every participant must register individually, trips can be logged by a captain, but **we recommend participants log their trips each time they cycle!**

I cannot cycle; can I participate in any way?

You can also help out, by entering CycleLocal's Creative Competitions. You could win a prize and your entry will be added to your organisation's participation tally, helping to win overall prize.

How do I cycle while keeping my social distance?

We all must do our bit to keep our distance, keep in mind the following tips when you are out on your bike:

- Keep a distance greater 2m between you and those near you. This is includes cyclists and walkers who may be to the side or behind you.
- Avoid busy routes.

- Wait well behind other cyclists at traffic lights.
- If you need to overtake a fellow cyclist or walker, give space. If you cannot overtake safely, wait until you can.
- Go for your cycle when the roads are quiet.

The number of people in my team has changed since we started CycleLocal. Do I need to tell anyone?

Yes – please contact ***info@smartertravelworkplaces.ie*** with the details of your team name and changes. If a new member is added to your team, they will need to register for CycleLocal in the usual way, or change their Team Name details under the 'My Personal Details' tab of the Active Travel Logger. If a team member is dropping out, please let us know as soon as possible.

Where can I view results?

Visit http://www.smartertravelcycles.ie/ to see your organisation ranking and the weekly prize winners.

What are the prizes?

There are three ways that you can win prizes during CycleLocal:

1. All teams whose average trips meet or are greater than the weekly trip targets will be entered into a prize draw to win cycling goodie packs. Depending on the week goodie packs could include; bells, snoods, hoodies, hi-vis jackets and coffee mugs.
2. There will be Creative Competitions prizes each week for the best photos, drawings and videos. These competitions are open to all staff, cyclist and non-cyclist alike, and their households. Winners of these competitions will win vouchers or goodie bags and participation in these competitions will be taken into account when calculating the organisation winners.
3. The organisations that top their category leaderboard will receive a trophy, a prize for participants and a donation of €400 to give to their preferred charity

Appendix A - Email template

Subject line: CycleLocal with your virtual team to win prizes

Dear colleague,

CycleLocal is a fun team event, for established cyclists, new cyclists and even those that do not currently cycle. It is about taking part, exploring your local area within the government guidelines and supporting your colleagues by having fun on your bike!

 www.smartertravelcycles.ie/

Participants are welcome to cycle outdoors or on their stationary bike. But it's not just cyclists who can participate; the Creative Competitions are open to all staff and their households.

There are fantastic prizes on offer. Goodie packs, gift vouchers, and we can all work together, cyclist and non-cyclist alike, to get **"organisation name"** across the line to win the a €400 donation to **"chosen charity name"** and goodies for participants too!

How do I take part?

Create a team of up to 4 give your team a name and choose a Team Captain. Your Team Captain will set up the team on the Active Travel Logger, act as the main point of contact and will help to keep the team motivated! Once the team is set up each member of your team will create an Active Travel Logger account, at www.activetravellogger.ie. You just need to register, join your team and start cycling.

If you have any questions about CycleLocal or about registering, please visit the FAQ's on http://www.smartertravelcycles.ie/or contact info@smartertravelworkplaces.ie

**So, get your team together today and get ready to start pedalling!**

Best of luck!

Appendix B – Intranet text

CycleLocal 2020 - REGISTER NOW!

When: 20th July – 9th August

What is CycleLocal? CycleLocal is fun 3 week-long event which is all about participation. For those who register as cyclists, CycleLocal is about embracing or rediscovering the joy of cycling, be it outdoors within the government distance guidelines or indoors on your stationary bike. All you need to do to help your team and **"organisation name"** win is to complete a modest number of cycle trips each week and log them on the Active Travel Logger. There are goodie packs and vouchers galore up for grabs.

Even if you don't cycle, you can help "**organisation name**" to top the leaderboard by participating in one of the CycleLocal Creative Competitions; all amateur quizzers, artists and photographers are welcome.
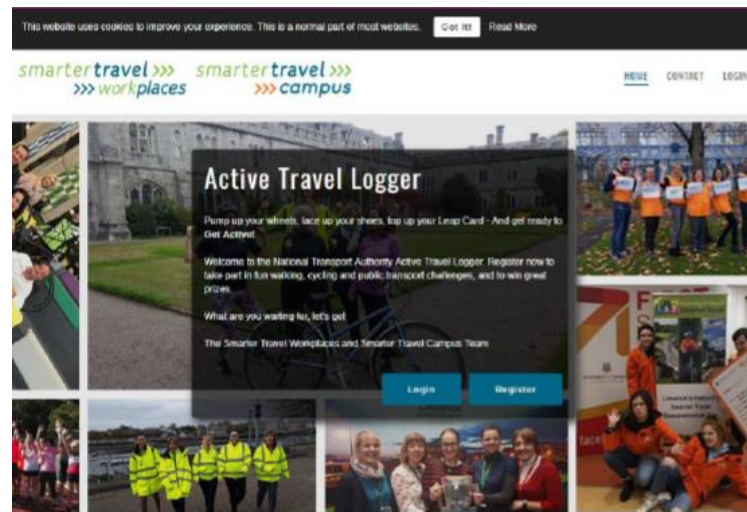
Register today *www.activetravellogger.ie*

If you've any questions about CycleLocal you can email
info@smartertravelworkplaces.ie

Appendix C – Active Travel Logger Guidance

Step 1: Registering on the Active Travel Logger – www.activetravellogger.ie

Please note that @hotmail, @live and @outlook email addresses are not support by the Active Travel Logger. Please ask your colleagues to use a different email address.

Step 2: Joining or creating a team

This challenge starts on 08/06/2020 12:00:00 AM.

CycleLocal

🗀 08/06/2020 12:00:00 AM - 28/06/2020 11:59:59 PM

Activities: Cycle

CycleLocal is a fun, team event. Where participants aim to complete a certain number of cycle trips each week (a cycle indoors or outdoors of greater than 10 minutes) to help their team and their organisation win. Have fun cycling within your local area while maintaining your social distance.

Create A New Team

Join A Team

♠ / My Activity Log

Logging your journeys is simple!

Choose the date   Log steps/journeys   You're done!

← **04 – 10 May 2020** →

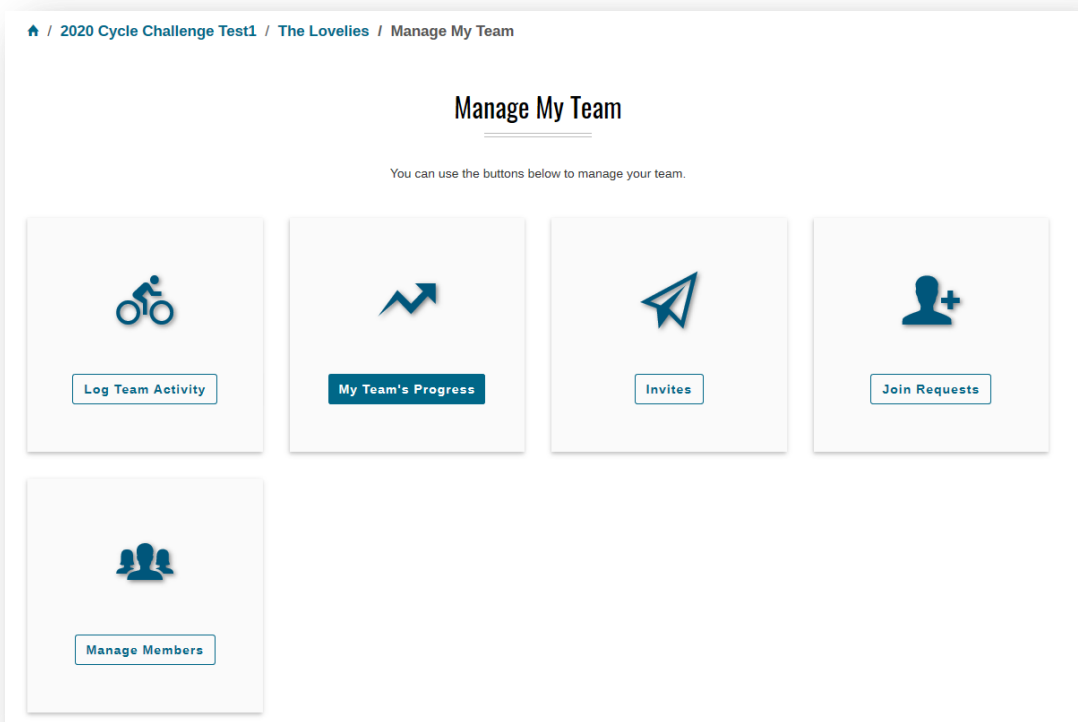| Mon - 04 May	Tue - 05 May	Wed - 06 May	Thu - 07 May	Fri - 08 May	Sat - 09 May	Sun - 10 May

Step 3: Logging your trips

Logging your team member's trips if they do not have access to a computer

Step 4: Managing your team and monitoring progress. See image below.

My Team's Progress - The Lovelies

🗓 23/03/2020 12:00:00 AM - 19/05/2020 11:59:59 PM

Activities: Cycle

My calories burned (approximate): 19392 kcal

Activity Type [Summary (Pie Chart) ⌄]

Summary

23/03/2020 - 11/05/2020

For each team member, the total number of steps or journeys in the date range is shown below.

Clicking on a teammate, team or organisation on the chart legend below will show/hide their steps or journeys.

Journeys

▪ Gráinne Kennedy (48)   ▪ Patti Walshe (45)   ▪ Xavier Boonman (58)