

EVENT PLANNING

One of the key Cycle Friendly criteria is the promotion or hosting of cycling events; this guide is designed to give you inspiration.

DR BIKE

Dr Bike is a mobile bicycle mechanic service delivered at your workplace. The mechanic will carry out a safety check, replacing consumable parts, such as brake pads or cables, if required. The employee receives a feedback form, detailing the work that has been carried out and what additional work is required. This service is provided at no cost to the employee and is a great incentive to encourage those who do not regularly cycle to dust off their bikes, while rewarding those regular cyclists. All accredited Cycle Friendly Employer Service Centres are able to provide this service, your assessor will be able to offer you information on costs and booking.

WORKPLACE SOCIAL RIDES

Social rides held during a lunch break or after work are an excellent way to encourage physical activity and get less confident cyclists buddying with more able riders. The pace is set by the slowest rider and the emphasis is on enjoyment. Cycling Scotland offer Cycle Ride Leader training which will equip leaders with the tools to plan and risk assess an appropriate route.

BIKE BREAKFAST

A 'Bike Breakfast' is a fun and engaging way to incentivise cycling to work. This could be held annually on the national Cycle to Work Day or during Bike Week. Breakfast can range from fruit and a cereal bar to bacon roll or pastry! Enthusiasm and publicity will encourage more staff to participate.



CYCLE TRAINING

For those new or returning to cycling, training can provide them with the skills and confidence needed to cycle to work. Cycling Scotland has developed Essential Cycling Skills, a suite of resources to assist adults undertaking on-road cycle journeys. Providing links to the resources on a staff intranet page or shared with the Bicycle User Group are great ways to highlight the support available. You can even provide group cycle training by contacting Cycling Scotland or one of our delivery outlets directly to arrange a session for staff. These can be tailored to suit the needs of the participants.

For more information on the support available through [Essential Cycling Skills](#) follow [this link](#).

NATIONAL CYCLING WEEKS

If you want to promote cycling but have limited capacity to host events focus your attention on the two main occasions where workplace cycling is encouraged - [Bike Week](#) and [Cycle to Work Day](#). These are nationally recognised so you will be joining workplaces nationwide doing their bit to get their staff on two wheels. Use this guide as inspiration for events you could hold and see the official websites for poster packs and other promotional materials.

TRAVEL PLANNING

For motorists or those who use public transport, cycling to work for the first time can be a daunting prospect made all the more difficult if it seems there isn't a suitable route to take. Providing travel planning sessions presents cycling as a viable option by calculating suitable routes. There are helpful route planning tools such as www.cyclestreets.net and Google Maps which should be promoted to staff through intranet or a BUG.

WORKPLACE CYCLING CHALLENGE

Participating in a workplace cycling challenge, such as Love to Ride and [Sustrans Scottish Workplace Journey Challenge](#) are great ways to motivate staff to increase their cycling levels while the prizes on offer enhance competition. You can check local and national events through the [Cycling Scotland website](#).



PEDAL FOR SCOTLAND

[Pedal for Scotland](#), organised by Cycling Scotland, is Scotland's biggest bike event. Pedal for Scotland's main event day features the 45 mile Classic Challenge from Glasgow to Edinburgh – perfect for a workplace team challenge and a great opportunity to raise money for charity. For other sportives see the [British Cycling website](#).

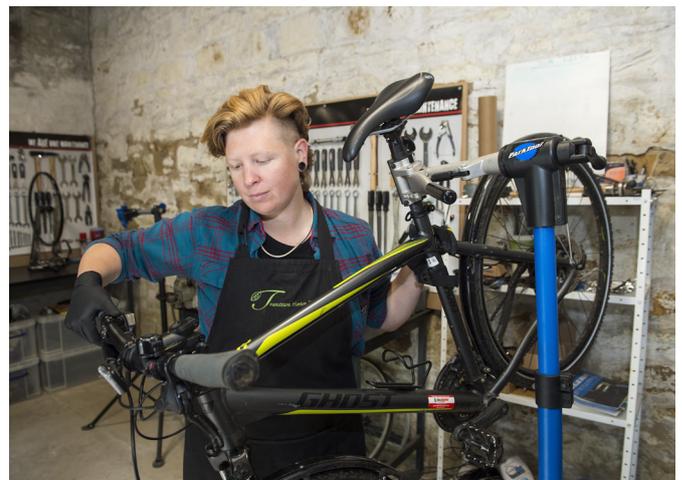


MAINTENANCE CLASSES

To support both new and current cyclists a bicycle maintenance class is a brilliant way to address barriers that may be stopping or discouraging riding. Classes can generally be aimed to suit the audience, with puncture repair, brake and gear adjustment commonly demonstrated. Your local Cycle Friendly Service Centre will be able to provide this service during a lunch break at your workplace or at their premises.

FIX YOUR OWN BIKE

A more hands on version of a maintenance class and is often delivered off site. Fix Your Own Bike does as the name suggests and allows the participant to work on their own bike with instruction from a qualified mechanic. Speak with your Cycle Friendly Service Centre to find out if they can provide a bespoke FYOB session for your staff. These classes are mostly suitable for those with some mechanical knowledge, so best offered as a reward for eager cyclists.



PROMOTION

Key to hosting a successful event is promotion! If you are doing any of the activities highlighted above then make sure you shout about it. You can promote using posters; e-newsletters or bulletins; staff meetings; intranet and through the Bicycle User Group. Get a buzz about the office and you are sure to have a successful event.

CAN'T HOST YOUR OWN EVENT?

If you are unable to host a cycling event at your workplace you can still highlight opportunities that may be going on in your area. Sign-up to some cycling newsletters to keep in the loop and promote to colleagues. This could be anything from family friendly bike rides, sportives, charity cycles or training. Your Cycle Friendly Service Centre will likely host a number of events throughout the year and Cycling Scotland's hub has details of training opportunities that can be highlighted.