



Guide to sponsored events

Introduction:

Following are just a few guidelines to organising a sponsored event. This information is intended for both large and small events – so you may find it contains detail unnecessary for your particular event. Don't worry – use that which is of use to you. They are a just guide to hopefully steer you on your way to success. With enthusiasm, good planning and a well thought out idea – you're bound to succeed!

What do you want to achieve?

The following need to be addressed to help you decide what event you want:

- What do you want out of your event?
- When and where do you want the event?
- Who is the event for?
- No of people you want involved?
- How much would you like to raise?
- Do you want to recruit supporters/ get people cycling/increase awareness?

Make sure your objectives are realistic! Give this section some thought.

Event Ideas:

- Bike ride – either just you or with your friends – why not use the National Cycle Network? Over one-third is traffic-free (see bike events section)
- (Pub) Quiz, cabaret, fair, auction, dance, (jumble) sale, fashion show, play, treasure hunt, theme party, give up something, casual wear day, lunch, Babysit, (photo) competition, 3-legged race – the list is endless!
- Choose an idea suitable to your area/available time/skills/contacts/finance etc.
- Involve others in a brainstorming activity to come up with other ideas.

Sponsorship:

- Carry a sponsor form everywhere! Photocopy as required.
- A sponsorship form template can be downloaded from the Sustrans website.
- Think of all the people you know/circles you move in and approach them all. Any old friends? Clubs you belong to? Evening class?
- See if anyone you know will take a form to their work place
- Ask your employer/different departments/different regions (if applicable).
- Approach local businesses – particularly those where you are a customer.
- Local Press – write to them for coverage and possibly sponsorship.

Planning:

- ORGANISERS – you will need help from others – whether only on the day or from the outset. You should also have someone else to help with the finances.
- TIMING
 1. Be realistic about a time scale. It often takes longer than you'd think!
 2. A fund-raising event needs time for you to raise funds or for participants to register.
 3. You really need to start promoting your event at least 3 months in advance.
- DATE – ensure it doesn't clash – or if it does, could you combine events? Is a weekend/holiday/weekday best?
- VENUE – What does your event need from a venue? (refreshments/electricity/space/playing field etc). The type of event should eventually decide your location. Choose a couple of possible venues to avoid disappointment, as they may be booked.
- TRANSPORT PROVISION – how do people get to and from the event? Is it easily accessible for all? Can you provide public transport details/ is there cycle parking/a car park (if absolutely necessary)?
- PERMISSION – you may need:
 1. From a land owner
 2. From the council – if public land or if a big event they need to issue a licence. Contact town council, who will advise.
 3. Highways/Rights of Way dept in the local council if your event is planned on the public highway or a right of way.
 4. Raffles/Prize draws and lotteries also have their own rules – check with your local authority before going ahead.
- HELPERS – friends and relatives or contact your local Volunteer Bureau or Sustrans Office/Ranger.
- FIRST AID – For a small event - ensure you have a basic First Aid kit and know the address and phone number of the nearest Accident and Emergency Unit. For large events – first aid cover from qualified first aiders should be provided. Contact St John Ambulance on 08700 104950 www.sja.org.uk or The British Red Cross on 0870 170 7000 www.redcross.org.uk

- SIZE OF EVENT – this needs an educated guess so you can plan the venue/materials/ tickets etc – or if it's outdoors – (cycle) parking/ standing room/access etc.
- CONTINGENCY PLAN – if it is an outdoors event, just in case the weather is atrocious, an alternative plan/venue is advisable. Also a minimum number of sponsors/ticket sales should be established. If this is not reached – cancellation/scaling down of the event should be considered.
- SECURITY – both for storing bikes/equipment and for personnel (if necessary)

Finances/budget:

- Consider approaching local companies in exchange for mentioning their name in press release/having their picture somewhere etc.
- If not able to offer financial assistance some companies could offer discounts – on a venue or prizes.
- Please don't contact Trusts in Sustrans name as our contact here has long-standing relationships with many charitable trusts.

Insurance:

You should arrange adequate insurance cover for your event.

Press/Promotion:

Once you have decided on the type of event you want to hold and the number of people you hope to attract you need to begin to promote your event to attract participants.

When producing leaflets and posters for your event please make sure you use official Sustrans & National Cycle Network logos. Please contact a member of the information team at Sustrans on 0845 1130065 to find out about obtaining these.

On any publicity materials that you produce it is advisable to include : The name of the event, where the event is being held, the date and start time, Why it is being held, contact name and telephone number for further information.

How to promote your event

- ? Word of mouth • Advertisements
- ? Invitations • Banners
- ? Posters • Signs
- ? On a Website
- ? Flyers Schools, colleges, workplace, hospitals, notice boards in shops, bike shops, community leisure centres, libraries, doctors and dentists surgeries,

sports clubs etc are great places to display literature relating to your event. Although the place you choose to display your materials will to a certain extent be dependent on what sort of person you anticipate will be likely to attend your event.

Media releases

Local and regional media are very powerful tools when it comes to notifying large numbers of people about your event and how to take part. Local stories about local communities are likely to appeal much more to local press than national ones. Be prepared to provide photo opportunities for press as they are more likely to cover a story that has an exciting visual angle.

Local Radio

Radio like newspapers are an excellent way to get into peoples homes and reach a mass audience. It gives you a much more individual approach than posters or leaflets.

Local Television

Getting access to local television is more difficult than radio. But don't let that put you off. A strong message and compelling story will stand you in good stead.

Press releases

With all media attention the important thing to remember is to prepare a good news release. This lets journalists know what you are doing or what you are planning. The first sentence of a news release must make an instant impact on a journalist, so always keep it simple and short and remember the five W's

- ? What is happening?
- ? Who is doing it?
- ? Where is it happening?
- ? When is it happening?
- ? Why is it happening?

Mark the top of the paper " News release". Quotes from representatives or other prominent figures.

Send your news release in good time to the newsdesk. And follow up your release with a phone call.

Bike Events

Introduction:

10,000 miles of the National Cycle Network are open and ready for use with

new routes being developed all the time - providing an expanding network of high quality routes and a major amenity for walkers and wheelchair users. The routes pass right through the middle of most major towns and cities in the UK, providing for journeys to work, to school and for leisure and tourism.

One third of the network is traffic free, with the remainder on minor or traffic-calmed roads, passing within one kilometre of 11.3 million people in England, Scotland and Wales.

This guide is intended to help you decide on the type of event you want to run, to offer practical tips to help you organise and promote it, and to direct you to other sources of advice or information. Any comments you have about the guide please don't hesitate to let us know.

NB: the information in this guide is intended for both large and small events – anything from a family bike ride to a large, public event organised at a national level. You may therefore find that it contains a lot of detail you feel is not necessarily relevant for your particular event or you already know. Don't worry – you are the best judge of how to run your own event and this guide can only offer suggestions. A good point to keep in mind is, whatever your goals and objectives are, try to keep the event straightforward, cheap and simple and therefore the most easily deliverable.

The National Cycle Network is available for events. The traffic-free sections are particularly good for events with children or those who are less confident riders. It is also an ideal place to hold a walking event. It will be worth checking out the surface and suitability of the route before arranging the event.

Depending on the size of the event, you may need to inform the Local Council/Police/residents that it is taking place. Another courtesy may be to put up posters on the section in advance, so regular users know what is going on, which will also publicise the event. [See Press]

If you are raising money for Sustrans, we may be able to help in the promotion of your event and provide some display equipment on the day. Please call the information team on 0845 1130065 for more information. The responsibility for the event organisation must fully remain with the organiser.

First off, you could contact your local bike shop, cycling officer and/or cycle group for advice and assistance. The CTC (Cyclists' Touring Club) has a wide range of very useful planning materials. Their contact details are given in 'Useful Contacts'

Practicalities

Learning to cycle – tips:

You may have participants who are quite new to cycling or have lost their confidence. Perhaps you could get experienced cyclists to train or cycle with novices. The local council cycling or road safety officer should have details of cycling proficiency courses/road safety' training for adults and children. Local

bike shops or cycle groups can give advice on buying or hiring appropriate and roadworthy bikes. For details of organisations offering courses see 'Useful Contacts'

Route planning for a bike ride:

Depending on the size of your bike event, you may need to think about some or all of the following points:

- The start and finish point(s) should be accessible i.e. near public transport, have sufficient space for cyclists to gather, and preferably be close to a local landmark that people will be able to find easily. ?
- A good location would be a railway station, supermarket, town hall or school playground, provided they aren't too busy.
- Well in advance of the event, carefully check out and record the routes physical characteristics (i.e. on road and traffic-free sections, major road crossings, steep climbs and descents) and the facilities on the route (telephones, refreshments, toilets etc).
- Record the distances and timings between destinations/landmarks, to help you plan the day's schedule. NB: A large group will travel far more slowly than individual cyclists (reckon at approximately 7-10 miles/hour for a group of about 30 people).
- Choose a route with minimum height gain and don't be too ambitious with distances. 10 or 20 mile route options are common distances for a day ride.
- Consider different or separate, preferably traffic-free, sections for junior or family rides. Your route could be linear, circular or even a figure of 8, which gives riders the option of a longer or shorter route.
- If your route is linear, you may well need to return cyclists and their bikes to the start point. If you anticipate doing so by rail, you will need to contact the relevant train operating company early in the planning stage to discuss logistics. If the company has a Group Bookings office, this may be the best place to start. Please be aware that they may not be able to accommodate you, and you may need to make alternative plans.
- If possible ride circular routes anti-clockwise to avoid right hand turns across traffic on roads.
- Decide on a suitable start time (for large bike rides you may wish to stagger the departures).
- Decide whether or not to hold an event of any kind at the start or finish of the ride.

Assistance:

- The number of assistants required and the nature of their roles will depend largely on the size of the event and whether it is on roads or traffic-free routes. Roles might include a leader (who knows the route well and sets the pace), a 'sweeper', who stays at the back of the ride to assist people with difficulties and ensure no-one gets left behind, mechanic(s), direction giving marshals, photographer, support van driver (if a large ride) and an overall 'logistics' organiser who deals with registration, refreshments, media etc. It might be useful on the day to identify the staff in some way, for instance, with tabards or jackets.

What participants may need:

A flyer/photocopied sheet giving: an event schedule, information on the marshalling, signing and mapping, safety requirements, on-highway riding rules, health and safety issues, emergency procedures, bike maintenance and fitness training ideas, and a map of the route.

They might be encouraged to bring:

- water
- refreshments
- wet and cold weather clothing
- sun protection (hat/cream)
- helmet
- reflective bands (plus bright clothing if on road) and lights
- helmet
- lock and bell

What event organisers may need:

- Refreshments
- Bin bags
- Publicity materials
- Sponsor forms
- Basic tool kit (puncture repair kit, spanners, link extractor etc.)
- Registration forms
- T-shirts
- Marshal jackets
- Route maps/schedule
- Camera(s) & spare film(s)
- Large water containers
- Mobile phones with emergency/media contact numbers
- Basic first aid kit.

Health & Safety/security for bike events:

In addition to issues already covered in Health and Safety, there are some particular issues relating to bike events:

- You may want to think about the security of the bikes - provision of temporary bike racks and/or volunteer bike minders at start/finish points and destinations on the route.
- If you are riding on-road, encourage riders to be single file, and discourage overtaking. You may wish to stipulate that under 16 year olds should be accompanied by an adult.
- You may wish to approach your local police for assistance with particularly busy sections or dangerous crossings. If you are organising a ride of more than 50 cyclists this may cause traffic problems. Contact the police to notify them, if they consider it necessary they may close off some roads. The police will also be able to provide you with a contact number to call in case of emergencies.

- NB: It is illegal for ride 'marshals' to stop or direct traffic.
- If it is a large ride you must inform the local police of your route, so that they can make adequate provisions for traffic/pedestrian safety.
- If you would like to install temporary route signs you will need to contact your local cycling officer about arrangements.
- If your route is in an urban area and there are problems with litter and glass, you might want to ask the council to do a sweep before the date.
- Prior to the event riders should be encouraged to:
 - have their bike serviced at a professional bike shop to ensure it is roadworthy.
 - train for the event - they should start gradually if they haven't cycled

before

or for some time; stop exercising if they feel sick, dizzy, over-tired or in pain;

leave at least 30 minutes after eating before starting to exercise; and cover

up with loose clothing in hot weather

? - consult their doctor if they have health problems or any worries about

? becoming more physically active

You should ensure that participants are aware of the issues covered in the Good Cycling Code

THE NATIONAL CYCLE NETWORK GOOD CYCLING CODE

On all routes...

Please be courteous. Always cycle with respect for others, whether other cyclists, pedestrians, people in wheelchairs, horse riders or drivers, and acknowledge those who give way to you.

On shared use paths:

- FIT A BELL AND USE IT - DON'T SURPRISE PEOPLE
- please give way to pedestrians, leaving them plenty of room
- keep to your side of any dividing line
- be prepared to slow down or stop if necessary
- don't expect to cycle at high speeds
- be careful at junctions, bends and entrances
- REMEMBER THAT MANY PEOPLE ARE HARD OF HEARING OR VISUALLY IMPAIRED - DON'T ASSUME THAT THEY CAN SEE OR HEAR YOU
- give way where there are wheelchair users and horse riders

On roads:

- always follow the Highway Code
- be seen - most accidents to cyclists happen at junctions
- fit lights and use them in poor visibility
- consider wearing a helmet and conspicuous clothing
- keep your bike road worthy
- don't cycle on pavements except where designated - pavements are for

pedestrians

- use your bell - not all pedestrians can see you

And in the countryside:

- follow the Country Code
- respect other land management activities such as farming or forestry
- take litter home
- keep erosion to a minimum if off-road
- be self-sufficient - in remote areas carry food, repair kit, map and waterproofs
- try to cycle or use public transport to travel to and from the start and finish of your ride
- cycle within your capabilities
- match your speed to the surface and your skills

Feedback:

- ? Remember to ask for feedback from attendees after the event.
- ? Try writing to the media after the event – send in a picture as this often enhances the chance of it being published.

What will your money be spent on?

- ? Creation of new cycle routes
- ? Maintenance of existing routes (whether cutting down of foliage, upgrading of surface or clearing up rubbish)
- ? Providing Safe Routes to Schools for young walkers and cyclists
- ? Safe Routes to Stations to make walking and cycling the best and most natural travel choice to/from stations.
- ? Rural area projects – ride-sharing, car clubs, flexible taxi-buses and cycle hire to encourage people to travel less in private cars.

Useful contacts:

Sustrans

Sustrans co-ordinates sustainable transport projects, including the National Cycle Network, Safe Routes to Schools project and numerous others. For the full list check out the website. Sustrans produces free information sheets about various aspects of its projects, and these can be downloaded from the website. Some partner organisations and local governments also have their website linked to Sustrans.

Sustrans, National Cycle Network Centre, 2 Cathedral Square, College Green, Bristol BS1 5DD

Tel: 0117 926 8893

www.sustrans.org.uk

CTC (Cyclists Touring Club)

The CTC is a national organisation devoted to the protection of cyclists' interests and the encouragement of recreational cycling. They produce a wide

range of useful leaflets on organising cycle events, details of local cycle groups, a UK wide Cycle Hire Directory, insurance cover and much more. CTC, Parklands, Guildford, Surrey GU2 9JX. 0870 8730060.

www.ctc.org.uk

cycling@ctc.org.uk

RADAR

Provides information about venue accessibility for people with disabilities. Tel: 020 7250 3222

Cycle proficiency/training courses:

For details call your local cycling or road safety officer. However if you are having difficulty finding a contact in your local area ring the Royal Society for the Prevention of Accidents. (ROSPA)

Head Office:

Edgbaston Park, 353 Bristol Road, Edgbaston, Birmingham B5 7ST, UK

General Information : +44 (0)121 248 2000

Email: help@rospa.co.uk

RoSPA in Scotland:

Livingstone House, 43 Discovery Terrace, Heriot-Watt University Research Park, Edinburgh EH14 4AP

Occupational Enquiries: +44 (0) 131 449 9378

Home and Road enquiries: +44 (0) 131 449 9379

Fax: +44 (0) 131 443 9442

RoSPA in Wales:

7 Cleeve House, Lambourne Crescent, Cardiff CF14 5GJ Telephone: +44 (0) 02920 250600; Fax: +44 (0)02920 250601

RoSPA in Northern Ireland:

Nella House, 4 Dargan Crescent, Dargan Wholesale Park, Belfast, BT3 9JP

Telephone: +44 (0)2890 501160; Fax: +44 (0)2890 501164 Web site:

<http://www.rospa-ni.co.uk>

Cycle Training is a network of professional cycling instructors covering the London area and some other UK towns. They provide individual tuition for all levels of ability. They can also arrange group training courses. 020 7582 3535

www.cycletraining.co.uk

info@cycletraining.co.uk

Other useful websites:

www.cyclenetwork.org.uk

Contact details of about 65 Cycle Campaign groups round the country. This is not the definitive list as not all of them are affiliated to the Cycle Campaign Network.

www.cycling.org.uk

The website of the cycling project for the NorthWest, that contains useful local route information.

<http://www.bikeweek.org.uk/>

T: 0845 612 0661

An event that you could tie in with if you are organising a biking event.

Checklist

NB: Depending on the size of your event, either some or all of these points may be relevant.

Choosing an event:

- Have you decided on your objectives?
- Do you know what type and numbers of people you want to get involved?
- Have you taken their abilities and limitations into account?
- Is the type of venue and location suitable?
- For fund-raising events have you given enough time for participants to register and raise money?

Getting assistance:

- Have you established a sufficient team of people with clearly identified tasks?
- Have you produced a budget that takes account of all potential outgoings and in-comings?
- Have you pursued sources of funding (direct or 'in-kind')?
- Have you identified and contacted useful local sources of advice/information?

Legalities/Health & Safety:

- Have you contacted the local council and/or police as necessary?
- Have you considered and taken action on the issues of: transport, signage, access, security, space, facilities, equipment?
- Have you established a pre-event checklist?
- Have you researched legal issues such as fund-raising, licences, bylaws, use of the public highway, lotteries and insurance?

- Have you covered all the necessary health and safety issues, including first aid?

Promoting your event:

- Have you issued news releases to all your local media? (TV/Radio/Newspapers).
- Have you invited relevant celebrities/. dignitaries?
- Have you produced and distributed your marketing materials and displayed them effectively?

Event planning:

- Is the route/day planned?
- Have you identified all the necessary tasks?
- Have you secured an adequate number of assistants and briefed them appropriately?
- Do the participants have all the necessary advice/information to join the event?
- Have you accumulated the necessary equipment?

After the event:

- Are the accounts tidy?
- Are any required assessments complete?
- Has everyone been thanked?

Good Luck!