

## Workplace Cycle Challenges 2012 Swansea, Cardiff & Gwynedd



### ***Sponsorship expressions of interest required by 27 Jan 2012***

The CTC Challenge for Change partnership delivers behaviour change programmes throughout the UK, proven to consistently get many more people cycling, more often. With experience drawn from 38 highly engaging Cycle Challenges, the partnership has so far engaged 67,000 people - including 21,500 new cyclists - and 2,900 organisations. See [www.challengeforchange.com](http://www.challengeforchange.com) for more details.

A Workplace Cycle Challenge is a fun competition where workplaces and departments within them compete against one another to see who can encourage the most staff to ride a bike for at least 10 minutes. This 10 minute cycling experience breaks down negative perceptions about cycling, replacing them with new, positive perceptions. The competition is a key element, creating gentle social pressure on non-cyclists to take part and engaging large numbers, whatever their ability.

The Cycle Challenge is a 3-week hub of activity, including marketing campaigns, targeted e-communications, cycling 'Roadshows' with Dr Bike on hand, pool bikes and other highly engaging activities. Each Challenge website acts as a 'hub' for cycling activity, including signposting to local events and activities, allowing users to log their trips and take part by giving cycling a go.

Using highly effective social marketing techniques and behaviour change theory, these Challenges create a culture of cycling in the workplace. Prizes & incentives reward those who encourage their peers to participate and the departments and businesses who achieve the highest percentage of participation throughout the Challenge period.

### **Supporting Sustainable Living**

In 2011, CTC Challenge for Change were approached by Environment Wales and Cynnal Cymru who manage the [Supporting Sustainable Living](#) (SSL) fund. Based on Challenge for Change's excellent track record, they part funded the Cardiff Cycle Challenge as a pilot 'Phase 2' programme.

In line with the Climate Change Strategy for Wales, the SSL grant and advice scheme was established by the Welsh Government in 2011 to tackle the causes and consequences of climate change and bring long-term changes in lifestyle at home and in the workplace. The aim of the scheme is to give communities, local authorities and businesses an opportunity to test out behavioural change approaches, such as social marketing whilst measuring and evaluating the carbon reduction.

The scheme also aims to encourage replication of projects which demonstrate long-term behaviour change as well as other additional sustainable development benefits such as an increase in health and wellbeing. The many benefits to the economy, the environment, the employer and the employee make this a rich and innovative programme, proven to work in Cardiff in 2011.

### **Cardiff Cycle Challenge - [www.cardiffcyclechallenge.org.uk](http://www.cardiffcyclechallenge.org.uk)**

In September 2011, the Cardiff Cycle Challenge was launched as the first Wales pilot, following a successful application to SSL 'Phase 2' funding. Supported by Cardiff City Council and the Public Health Team, this behaviour change programme exceeded almost all targets, despite taking place during September and October. 1,600 people from 63 organisations took part in the Cardiff Cycle Challenge, including almost 300 new cyclists. Together they logged 9,200 trips, including 7,000 cycle commutes, covering 61,000 miles and 12.5 tonne CO<sub>2</sub> saving in the three week period alone.

Cynnal Cymru are very keen to share best practice and replicate successful programmes across Wales, bringing this opportunity to additional areas in 2012, including Swansea and Gwynedd.



## Swansea, Cardiff and Gwynedd Cycle Challenges in 2012

Building on the Cardiff 2011 success story, with support from funders, local grant making bodies and employers, we plan to get Challenges underway in Swansea, Cardiff and Gwynedd during 2012. We have already attracted a stakeholder group including: Wheelwrights, Council of the City of Swansea, Gwynedd Council, Cardiff City Council, SWWITCH, SA1, Sustrans, Bikeability, CTC, Public Health Team. We are also speaking with Public Health at a national level and others to further expand membership and create a stakeholder group to continually develop this programme for future years.

### Private Sector sponsorship opportunities

Following a presentation to members of the SWWITCH (SNITI) forum on 10 January, we have created exciting sponsorship opportunities for key employers. By aligning with the Challenge as a sponsor, you are demonstrating your support for locally driven, highly engaging sustainable programmes of behaviour change, that impact upon the environment, the economy, health and wellbeing. Getting more people cycling links directly to employers Travel Plan activity and supports this requirement.

It's exactly the type of programme that the most responsible businesses in Wales will want to be associated with and take credit for, by helping to make possible. We have a unique chance to create a public/private sector funded programme in three key locations, to get many more people cycling right across Swansea, Cardiff and Gwynedd and further afield in future years.

Read on to find out about unique opportunities to support this exciting development.

### Sponsorship – making change happen

In order to match-fund SSL grants and other funding streams for the Cycle Challenges in Wales in 2012, we have created private sector sponsorship opportunities, creating excellent platforms for exposure through a highly engaging and innovative programme of behaviour change. As a tried and tested model with consistently excellent results, we would like you to consider the following opportunity to engage as a sponsor of 2012 Cycle Challenges in Swansea, Cardiff and Gwynedd.

#### Platinum Challenge Sponsor £10,000

- ✓ Headline Cycle Challenge Platinum sponsor accreditation
- ✓ Priority Challenge website banner advertising
- ✓ Logo on home page website header
- ✓ Company introduction, click through logo on sponsors page
- ✓ Excellent national PR exposure
- ✓ Dedicated workplace cycle training event for your employees

#### Gold Challenge Sponsor £5,000

- ✓ Cycle Challenge Gold sponsor accreditation
- ✓ Challenge website banner advertising
- ✓ Logo on home page website footer
- ✓ Company introduction, click through logo on sponsors page
- ✓ Excellent local PR exposure

We are looking for up to 2 Platinum sponsors in Cardiff and Swansea, and 1 in Gwynedd. Gold sponsor packages are not limited although will be accepted on a first come first served basis.

### Register your interest or discuss further

To register your interest and/or secure your package, please email [sam@challengeforchange.com](mailto:sam@challengeforchange.com) by Friday 27 Jan 2012. Alternatively contact Sam Robinson directly on 07734 833451 with any queries.

***Thank you for supporting this unique opportunity.***