

Organising a cycling workshop in your workplace

Don't wait until Ride to Work Day to promote cycling in your workplace.

Have you considered hosting a cycling workshop at your work? Below is a suggested topic and formula for that could be followed for hosting a cycling workshop. These are just suggestions and can be chopped and changed to suit your workplace.

Topic: Riding at night.

Background: In late March, 2005 Bicycle Victoria counted the number of cyclists riding at night with and without the minimum legal requirement for bicycle lights. We were shocked by the results, 62% of cyclists were riding at night without any or just one rear or front light.

After three cyclists died whilst riding at night in 2004 we became concerned with cyclists' safety.

Aim: Our aim is to educate cyclists about the importance of making themselves seen when riding at night. It is the responsibility of every cyclist to ensure that their bicycles are road worthy as is specified in Vic Roads Road Rule 259 (See:

By ensuring that they are seen, cyclists reduce the risk of being injured when riding at night.

We believe that many cyclists who ride at night are not aware that they are not visible. Some cyclists may not know that by simply installing a set of lights on their bike and ensuring the batteries are at full capacity, they will become more visible to other road users.

Furthermore some night-time riders may not know that quality lights are very affordable.

We need the help of Workplace BUGs and Organisers in promoting the importance of cyclists making themselves visible on the road at night.

Step 1: Find ambassadors

- 🚲 You will probably already have the best resource for advice on riding at night in your workplace! Those who already commute to your workplace by bike are your best assets. Make full use of these people. Why don't you ask them to talk about their experiences. They'll probably jump at the opportunity. They will be able to

tell cyclists in your work place how easy it is to make themselves visible when riding at night.

- 🚲 In the lead up to the event, ask your ambassadors to outline any tips about riding at night. Ask them to be positive and talk about the types of lights that they use and their experiences with these products.

Step 2: Invite your local bike shop

- 🚲 Many bike shops would be enthusiastic about creating a relationship with your workplace.
- 🚲 They may even attend on the day and talk about products that can help to make riding at night easier for your staff.
- 🚲 Give your local bike shop the opportunity to sponsor your workplace. They could donate special prizes, offer a free service as a prize or a discount for all participants.
- 🚲 There are many workplaces that have developed a relationship with their local bike shop. These shops have offered to run maintenance workshops, talk about riding products and give general tips and advice.

FACT!

62% of cyclists in Melbourne ride at night illegally because they don't have any or enough lights on their bikes.

(see www.bv.com.au keyword: light).

Step 4: Get the word out, promote your event, promote cycling

- 🚲 Put up posters promoting the day in strategic places: noticeboards next to the urn/kettle, on the door into the car park, on the fridge, on toilet doors, in the lift, next to the water cooler, above the photocopier...as permitted.
- 🚲 Send an email to staff telling them when your cycling at night workshop will be held.
- 🚲 Write an article advertising the day in your staff newsletter.
- 🚲 Email keen cyclists in regional offices and sister companies/organisations and ask them whether they'd like to attend.
- 🚲 Provide management endorsement including promotion in staff newsletter
- 🚲 Senior management can lead by example by attending the event

Step 5: On the day

- 🚲 Ask your Ambassadors to discuss their experiences about riding at night at your event, ask them to be positive about riding at night, *this is not supposed to be rendition of Australia's worst riding experiences.*

- 🚲 By introducing experienced cyclists at the your event people who are thinking about cycling or are already cycling to work will be able to ask them for advice in the future.
- 🚲 Your ambassador may even have a favourite light brand or model that they recommend.
- 🚲 Encourage workmates to change the batteries in their lights on the day. You could even have a few sets of batteries for sale.
- 🚲 You could run door prizes for those that attend, this might be a free set of lights or new batteries. (See, 'Invite your bike shop' for sourcing prizes).

Step 6: Talk it up

- 🚲 Tell people how easy it is to ride at night.
- 🚲 Hand out Bicycle Victoria's fact sheet on lights and the available products.
- 🚲 Tell people to check their batteries regularly. Although some lights might operate for up to 300 hours on one set of batteries the light quality declines much earlier than this (sometime as early as after ten hours of use). We encourage that all people check their batteries regularly to ensure that the batteries in their lights have maximum power.
- 🚲 Check everybody's lights on their bikes at the end of the seminar to see how bright their lights are and to make sure that they are mounted in such a way that they are visible. Many people fix their rear lights to their back packs, Bicycle Victoria recommends that rear lights are fixed to the bike in such away that they are not obstructed by racks and panniers.
- 🚲 Encourage safe and responsible riding behaviour and attitudes in your workplace.
- 🚲 We encourage that most people go above and beyond the minimum Vic Roads requirements of one front white light and one red rear light visible from at least 200m. For example many experienced cyclists fix two or three rear red lights to their bikes.

Bicycle Victoria Resources:

If you have any further questions about how to get 'more people cycling more often' in your workplace feel free to call Bicycle Victoria on 8636 8888.

Bicycle Victoria has a number of resources that will assist in you getting more people cycling to work more often, if you would like any of the following resources please call Bicycle Victoria on 8636 8888:

- 🚲 Web. www.bv.com.au (search: light) this webpage has some great advice on riding at night.
- 🚲 Maps. Travel Smart map, in partnership with Bicycle Victoria Travel Smart has printed a comprehensive cycle map highlighting all the cycle routes into the CBD from around metropolitan Melbourne. Bicycle Victoria also has a number of additional maps.
- 🚲 Cycling Promotion Fund (CPF) guides. A series of guides to help people start cycling. (these are also available on line at <http://www.cyclingpromotion.com/usefulinformation.htm>)