

This Question and Answer Guide accompanies The Try Cycling to Work (TC2W) initiative, a programme designed for employees of selected businesses to experience for themselves the many benefits of cycling.

The Guide covers the following:

- **Summary overview – what's it all about**
- **Why cycle?**
- **What does the Try Cycling programme involve?**

Summary overview

The Try Cycling Programme gives you the opportunity to experience for yourself the fun, the health benefits and the time and money savings that you can achieve if you cycle rather than travel by car or public transport.

It is open to employees from a selected number of businesses in your area.

You will be provided with a quality bike and all the accessories you need, advice on route planning and cycle commuting, maintenance support and in some instances professional cycle training, all free of charge.

During the four-week challenge period you undertake to cycle to work for at least 50% of the journeys available to you. You will have the opportunity to create a cycling diary online so that you can record your miles cycled and obtain details on the number of calories burnt and the amount of CO₂ emissions saved as a result of leaving the car at home. At the end of the challenge period you will be amazed at the results!

At the end of the period you can choose to buy the bike and/or the accessories that you have used at typically 30% off the normal retail price. You also have the option to buy a brand new bike from our partner Raleigh at www.cyclelife.com at a 10% discount if you prefer. A discount voucher will be issued at the end of the programme.

If you've ever thought of cycling but lacked the confidence, the equipment or just never got around to it, give our Try Cycling programme a go.

Why cycle?

There are several reasons, some or all of which may be particularly relevant to you:

- You want to get more exercise and cycling to work is a convenient way of getting that.
- You want to get fitter and perhaps lose some weight.
- You're fed up with sitting in traffic jams, whether in a car or on a bus.
- You'd like to do your bit for the environment and cut down your CO₂ emissions.
- You'd like to save money on travel expenses.
- You want to reduce your journey time.
- You'd just like the convenience of being able to travel door to door, without having to worry about timetables and getting stuck in traffic.

Participants in Try Cycling Programmes regularly highlight all of the above as significant benefits they have received.

What does the Try Cycling Programme involve?

Recruitment phase

Firstly you need to register your interest by visiting www.CycleExperience.com/Try and filling in the on line application form. You will then receive an e-mail that will give you some details of the programme and some key dates for the following:

- Try Out and Selection Roadshow
- Date for closure of the application process
- Bike Handover Day
- The 4 week Challenge
- Bike Collection Day

There are usually 30 places available on the programme so it is important to get the application in as soon as you can.

On the day that the application process is closed, you will be contacted by e-mail to say whether you have been accepted onto the scheme. It is unusual for people not to be accepted but it is possible that the scheme can get oversubscribed so we may need to select participants.

Try Out and Selection Roadshow

This is an event where you can come along to have a look at the bikes and equipment that are on offer to you for the Try Cycling challenge. It will usually be held near your workplace, or if a number of businesses are involved it will be held at a location that is suitable for everyone. You will be able to:

- See the bikes and have a go at riding them!
- Get fitted to the bike you select.
- Talk to our fully qualified Cycle Instructors about:
 - Cycle Training
 - Route Planning
 - Cycle Security
 - Cycle Maintenance
- If your programme is asking you to use your own bike, bring it along to receive a thorough check up from Dr Bike.
- Register an interest at the event if you have not filled in the on line form.
 - The application process will close 2-4 days after the Roadshow event so you will need to get your application in by then!!

Bike Handover Day

On this day we will deliver the bikes and equipment to you and run through a few things that will help you succeed with the challenge. These will include:

- Setting up the bike to fit you properly.
- Ensuring you understand all the features of the bike and equipment.
- Go through literature that will give you some cycling advice.
 - How to keep your bike secure.
 - Tips on cycle commuting.
 - How to ride safely.
 - Route planning advice.
- Confirmation of your cycle training if this is required.
- What to do if your bike needs repair for any reason.
- What to do if your bike gets stolen.
- Completion of a loan agreement form.
- We will ask for credit or debit card details for security.

- This card will NOT be charged without your agreement. We will debit the card if you do not return the bike to us on the Bike Collection day and you have not made prior arrangements for its return or collection.

Typically up to 30min to 1hr should be allowed for the Bike Handover session, one of which will be scheduled for mid-late morning and one for early-mid afternoon. We try to be flexible in terms of allocating you to the most convenient session though this isn't always possible. You will need to be available for one of the two sessions and for up to 1hour.

The 4 week challenge period

When you submit your application form, we will send you an e-mail that will include details the start date for the 4 week Challenge period. During the challenge period you undertake to cycle to work for at least 50% of the opportunities available to you. You can also:

- Attend free cycle training course if this is on offer to you
- Use the dedicated website to record your miles cycled
 - Obtain information such as calories burnt and emissions saved.
- Join in on a Guided Ride if this is on offer to you
- Join in on other initiatives such a breakfast clubs.

Email and telephone support will be available and maintenance support will be provided by local bike shops, in case anything goes wrong.

At the end of the Challenge period we will contact you to see if you would like to buy the bike and/or the accessories that you have used at typically 30% off the normal retail price. You also have the option to buy a brand new bike from our partner Raleigh at www.cyclelife.com at a 10% discount if you prefer. **There is no obligation to do so.**

Bike Collection Day

We will inform you of the date when we will return to collect any unsold bikes and equipment. You will need to make sure that you are there or at least your bike and equipment is available for collection, if you're not keeping it. We'll give you the details of the exact timing and location for bike collection closer to the time.

End of Programme Questionnaire

We will ask you to complete a post-challenge questionnaire to gather feedback on how you got on, how much you cycled, what the key benefits were and how likely you are to continue cycling after the end of the challenge period. This Questionnaire will be similar to the application form and will be an on line form. We will e-mail you a link to the form and ask you to complete this as soon as you can after the end of the Challenge Period.

By collecting this data we can assess the effectiveness of the programme and it will help us to gain maximum effect for future programmes.