



South Lakes Workplace Cycle Challenge 14 June to 23 July 2010

The Workplace Cycle Challenge is a free, fun competition that encourages people to remember the joy of riding a bike. It will run for six weeks starting on the first working day of National Bike Week on 14 June 2010 to 23 July 2010, the last working day before the Final Stage of the Tour de France.

The aim is to get as many people as possible to ride a bike at some point during the six weeks of the Challenge period. People can ride wherever they feel comfortable for just 10 minutes or one mile or more* (i.e. all cycling counts, not just cycling to work).

Teams of up to five people representing organisations (or department within organisations) will compete against others for three different awards, giving any organisation or department a good chance of winning. If an organisation is too small to field a full team, SLACC TT will help them to find partners to make up the numbers.

It will be easy to take part: just register your team on www.summerofcycling.org.uk, email your colleagues and let the fun begin! Participants will be able to submit their mileage to the Challenge web site, get weekly updates on how their team is progressing, and take part in rides and cycle related events during the Challenge. There will be awards for participating teams, as well as local rivalries and the prestige of winning to provide extra incentives.

The effect of the Challenge will be that many more people will discover, or re-discover, that cycling is enjoyable, healthy and cheap; the barriers to cycling are not as significant as they seem, and it's a great way of getting around.

*Using motorcycles, scooters, static bikes or exercise cycles does not count as riding a bike; people will need to ride an actual bicycle for their participation to count.

Prizes:

Greatest total mileage for a team of up to 5 people

Greatest average mileage over the whole organisation's workforce

Greatest mileage clocked up by new or returning cyclists*

Pick the one that gives your team the best chance of winning and go for it!

* defined as a person who has not cycled within the last three years



To register your team visit:

www.summerofcycling.org.uk

before 7 June 2010