



Manchester Foundation
Trust **Charity**



Cycle Your Way

The support that Manchester Foundation Trust Charity provides helps to make a difficult time easier for patients, young and old, cared for by our family of ten NHS hospitals.

Organising a charity cycle challenge is a great excuse to turn your hobby into a fundraising event while raising money for our Charity. Whether you're a regular cyclist or looking to set yourself a personal goal, our handy guide will help you with any preparation and ensure your challenge event is a big success. This guidance is aimed at cycling challenge events but can also be informative for solo cyclists as well as those completing long distance challenges.

Getting started

To ensure you have plenty of time to prepare and organise your event, we suggest you start planning as early as possible. Your preparation and planning will depend on the size and nature of your challenge, so you will need to take into consideration how many people are taking part as well as the distance of your route.

- 1. Choosing the date.** Sundays are usually the ideal date for a cycling challenge as this is generally when traffic levels are at their lowest. Try to pick a date that doesn't clash with any other local activities or events that may impact your route.
- 2. Remember to account for the weather.** The weather can be unpredictable but you may want to consider picking a seasonably warmer month for your challenge to give yourself a fairer chance of better weather conditions.
- 3. Ask and seek advice.** Even if you are an experienced cyclist, it is still a good idea to talk your plans through with others. You may have a cycling club near you who can offer friendly advice. British Cycling is a great resource for cycling routes and advice. They also list events which meet their 'Sportiv' criteria: britishcycling.org.uk.
- 4. Promotion is key.** Once you've finalised all of the details, you can begin to promote your event. Try to share your charity cycle challenge with as many people as possible and across various different platforms. Create posters and ask if you can display them in your work place, local shops, libraries and community centres.
- 5. Securing online donations.** We advise all of our supporters to set up a [JustGiving page](#). Setting up an online fundraising platform will not only give you a place to direct people to make an online donation, but it will also allow you to keep track of your fundraising.



We will send you our logo for use in the promotion of your event along with guidance for its use. Please note that all materials will need to be approved before print or publishing to ensure our logo is being used appropriately and in conjunction with our brand guidelines.

Getting yourself covered

We strongly advise to all of our supporters that are organising a cycling challenge to look into the appropriate insurance. If there are several people taking part in your cycling challenge and you are the organiser, you will be required to take out third party/public liability insurance. You should also advise all of your participants to take out this type of insurance too, in the instance there is an incident or collision.

Alternatively, you may choose to hold your challenge event during national Bike Week, which usually takes place in May/June each year. If you register your challenge as a Bike Week event, you will automatically be insured, although please ensure you check and read the full terms and conditions before signing up to take part.

You can read more about Bike Week at cyclinguk.org/bikeweek.

You may also wish to approach your local cycling group to see if they will take on your challenge event as their own and help you to promote it.

Keep it safe and legal

Before you start on your fundraising journey, please check out our How to Keep it Safe and Legal guidelines, which you will have received along with this pack, for everything you need to know to ensure your fundraising is above board.

Money matters

Make sure you set yourself an initial fundraising target of how much money you want to raise as well as preparing a budget to outline all of your event costs. Depending on how much your event is going to cost, you may wish to consider charging an entry fee for your participants.

You may want to ask local companies or groups you know to sponsor your challenge event. It is important that the sponsors receive something in return for their sponsorship so be clear about what you can offer when you approach any potential sponsors.

Depending on the size of your event, you will need to consider the below requirements and their costs:

- Insurance
- Marshals' jackets
- Catering/refreshments
- Marquees if needed
- First aid
- Certificates/medals for the finishers
- Printing posters/publicity
- Trestle tables and chairs

Planning your route

Whether you are picking a familiar route, a British Cycling route or using a website such as Strava to determine the best option, there are several ways to plan your route. We have put together the below guide to help you with planning your cycling route:

- **Start point and destination.** You will need to ensure there are suitable facilities available, such as refreshments and toilets, as well as close links to public transport.
- **Distance.** This will need to be reflective of your personal goal and achievable to suit your own capability.
- **Traffic.** Try to consider a route where traffic flow is likely to be as low as possible.
- **Accommodation.** If you are taking on a long distance challenge that requires overnight accommodation, you will need to ensure there are available options close to your route.
- A further consideration when planning your route is minimising any right turns. If your route is a circular one, we recommend cycling in an anti-clockwise direction.
- And finally, we strongly recommend visiting your route in person before the day of your challenge. This will highlight any issues you may need to take into consideration as well as determining whether this is the most practical choice of route for you to take.



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Risk assessment

Whatever the size or distance of your event, we strongly advise you undertake a risk assessment and consider any potential risks that could implicate you and your participants along your route and throughout your challenge event.

Volunteers and support on the day

Everything is always more fun with a team, so gather your friends, family or colleagues to help with all the planning and on the day activity – this can be as formal or informal as you like. Try to allocate everybody a job that they are comfortable with and one that utilises their skills.

First aid and rider support

Depending on the size of your event, you may need to consider whether it is appropriate to have someone available on the day of your challenge event that is first aid trained and/or a support vehicle on hand.

After your event

Once you have completed your cycling challenge event, remember to thank everyone for their help! This will include all of your volunteers and helpers, sponsors and anyone that has helped you on your fundraising journey.

Once you have collected all of your donations in full they should be sent to the Charity within six weeks of collection. Please get in touch with your named Charity contact to discuss your options to pay in your fundraising.

Get in touch

charity.office@mft.nhs.uk

0161 276 4522

mftcharity.org.uk

We would love to stay in touch — sign up to receive our regular charity e-newsletter at mftcharity.org.uk/keep-in-touch

  Manchester Foundation Trust Charity

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In support of:

North Manchester General Hospital
Manchester Royal Infirmary
Wythenshawe Hospital
Royal Manchester Children's Hospital
Manchester Royal Eye Hospital

Saint Mary's Hospital
University Dental Hospital of Manchester
Withington Community Hospital
Trafford General Hospital
Altrincham Hospital

