



Tips on How to Run a Mayoral Challenge

This document is in two sections; the first outlines advice previous Mayoral Challenge co-ordinators have provided, the second focuses specifically on promotional ideas.

Advice from past Mayoral Challenge co-ordinators

We asked past Mayoral Challenge co-ordinators “what advice would you give other Mayoral Challenge co-ordinators?” This is what they said:

Planning

- Book the mayor early to avoid any clashes
- Run the event in the morning
- Take a close look at risk management
- Funding is always going to be an issue but by working together with other organisations the cost can be spread
- Get support and help from other organisations working in biking and physical activity promotion (e.g. bike clubs, Regional Sports Trusts, bike advocates, public health, bike shops, etc)

Post Event

- Have entertainment at the end of the ride
- Have things happening when you're waiting for the stragglers to arrive
- Tie other things like safety checks and confidence courses and picnics into the events so it gives more for people to come along to
- Provide a water supply for people to drink
- Radio stations car with PA system worked well
- Would be good to have radio playing as soon as riders start to come in

Ideas

- Good to have helium balloons at the event tied to the back of bikes. They are colourful, have a great effect and you can dot them throughout the ride.
- Suggestion we could encourage kids to decorate their bikes – have a display and judging on the day – prizes etc.
- Sun-smart umbrellas were good.
- Sunscreen would have been good.
- Look at having various ‘categories’ for participants – there will be all levels of cyclists and for many it was too slow.
- “Chalk it up” activity – for consideration next year – we invite the neighbouring schools to decorate the ride’s route with pavement art that is bike based – promoting cycling / safety messages etc. needs some co-ordination across schools

Promotion

- Do more schools based promotion
- Run a schools competition to see which school can get the most kids along on the day
- Radio adverts were good and it was good to use the Mayor's voice to record them
- Promotional mail-outs to database were good
- Encourage Bike Wise Battle participants to come along with their families
- Write a letter to celebrities for your mayor to send out. Another letter can be sent to councillors, local CEOs, schools, Mayors Xmas card list and other databases, etc

Food

- Radio station suggested more food. Note need to keep it free, and healthy
- Obtaining sponsorship is time consuming- if radio offer (to obtain the goods) we would consider but will exercise caution regarding the product
- Encourage more picnic lunches

Safety

- Good to have St Johns presence
- Helmet checks at the start of the ride is a good idea
- It is important to do the event briefing at the start of the ride more than once

General

- Extra rubbish bins were good & used
- Get as much support to help run the event, make sure you have plenty of 'volunteers' to make it a roaring success
- Give any helpers you have on the day mini job descriptions
- Event organiser needs to be more visible

Marshals

- 12 marshals was a good number
- Bright coloured vests were good
- The marshals' briefing needs to be more specific and include the need to hold up vehicles
- RT's – some problems with wind & coverage due to distance from one end of the route to the other
- All marshals need RT's if possible
- Good to have map for all marshals

Routes

- Close any roads that you plan to use if they don't have a cycle lane.
- Have plenty of safety items in place such as cones and signs.
- Chalk use worked well to mark the route.

- Start and finish signage would be good.
- Use tape at the start of the ride to make it more clear and professional.
- Would be good to have an advert in the paper outlining route, time and other key information (including that the event is free and there are no registrations)

Traffic Management Plan

- Helmets have to be compulsory
- Need van or truck to put traffic management signage & cones out
- Need access to traffic signage and cones etc
- Road traffic management was the biggest hurdle to overcome for many people, make sure that you have good understanding of it or involve someone in your ride planning who does understand it

Sponsors

- Get in touch with sponsors early
- Radio network didn't bring Mayoral Challenge brief on the day and therefore didn't mention sponsors (however they did mention them the following week on the radio)
- Have spare copy of Mayoral Challenge notes for Mayoral Challenge (in case they forget)

Prize Giving

- Stage would be good but raised grass mound worked ok
- Canopy good to have as central point
- Would be good to have white board where we write up ticket numbers as they are drawn out (rather than having to look through them all as people come up)
- Look at numbering the spot prizes so when people come up they get that prize automatically (no matter what age, gender etc the person is)
- Need to tape off area where spot prizes are
- Good idea to group the spot prizes earlier
- Good to have lots of prizes to give away
- Need more people giving out raffle tickets at the end of the ride

If you have any further tips and advice that you think would be useful to other event co-ordinators please email them to: bikewise@nzta.govt.nz

Promotional Ideas

Promotion to get people to come along to your event doesn't have to cost a lot of money to effectively reach your target audience. There are many channels that you can use that cost little or no money. Some of these include:

School newsletters

If you are running a family oriented or children friendly ride then you can use local school newsletters to inform kids and adults that the event is going on. If you wanted to you could set up a few incentives to encourage more children and their parents to come along. For

example a competition among schools to see which school could get the most pupils going on the Mayoral Challenge ride. The winning school could win a visit from one of the celebrities and perhaps the local radio station, as well as some other prizes. The money saved on advertising with this approach could go towards prizes or other event expenses.

Mayor's communication

If your mayor has a regular column in a local paper or in your council's newsletter then these could be used to promote the Challenge. The mayor could also go on the radio and promote the event.

Local radio station

Getting a local radio station on board and involved with your event is a great idea. Having a couple of radio hosts along on your ride will be great publicity for the ride on the day, and they can also give your ride publicity before and after the event.

Cycle clubs

Let your local cycling club know that the event is going on. They should be very keen to help put a spotlight on cycling in your region.

Get celebrities first

By contacting and signing up celebrities a couple of months before the event you can use their celebrity status to encourage other people to come along on the ride.

The Bike Wise Battle

We can promote your Mayoral Challenge event to the participants of the Bike Wise Battle. The Bike Wise Battle is a fun, free inter-organisation challenge that encourages more people to give cycling a go. The main aim of the Battle is to get people who don't normally bike to experience how fun biking can be in order to encourage them to bike more in the future.

Organisations compete against one another to see which can get the highest percentage of their staff on a bike for their size category.

Because the Battle is based online we will be in direct contact with all the participants in each region via email and the website. We will be able to send each participant emails promoting the Bike Wise Month events that are going on in their region including your Mayoral Challenge. We can promote your Mayoral Challenge as a fun activity they can do with their kids.

The Battle is an ideal way to promote your event because it's a free promotional tool and it directly targets the people in your area who would be likely to come along on your ride, ie existing and potential cyclists.

The more people that you can get involved in the Battle in your region the more people you can easily promote your event to.

If you would like to promote the Battle in your region we can send you Battle fliers to distribute, draft emails and letters to businesses and potential team co-ordinators, media releases to send out, and tips on promoting the Battle in your area.

The Bike Wise Battle website is easy use. You can check it out at www.bikewise.co.nz

Promoting the Battle is also effective because by getting one person to register their organisation in the Battle can result in all the other employees of that organisation hearing about your event/s too.

If you would like to promote the Battle in your area please contact Amy England on the details below.

More Information and Contacts

If you would like more information on the Mayoral Challenge, the Bike Wise Battle or Go By Bike Day please contact:

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