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# 1. Introduction

This booklet has been produced as a guide for those involved in organising a walking or cycling event in support of the get a life, get active campaign.




The get a life, get active campaign is part of a programme of work being undertaken in implementing the Northern Ireland Physical Activity Strategy, which aims to increase activity levels among those who exercise least.

Your support for the campaign in organising an event which encourages people to get active is much appreciated and it is hoped that you will find this booklet a useful resource.

There are many reasons for organising an event which gets people more active such as having a fun day out, developing community relations, raising awareness about the local environment or promoting the many health benefits that can be gained from regular, moderate physical activity. The health benefits include the following:

-  gives you more energy;
-  makes you feel good;
-  burns up calories which in turn helps control body weight;
-  improves mobility;
-  increases stamina;
-  helps reduce the risk of high blood pressure;
-  helps reduce the risk of bowel cancer;
-  helps reduce the risk of osteoporosis;
-  helps protect against serious conditions such as heart disease and strokes.

So, you know you want to get involved in organising a walking or cycling event but...

-  How do you start to plan?
-  Where do you go for advice?
-  How do you turn your ideas into events on the ground?

This guide is intended to help you decide on the type of event you want to run and to offer practical tips to help organise and promote it. The information is intended for both large and small events - anything from a small-scale walk or bike ride to a large public event!

Whatever your goals and objectives are, try to keep the event straightforward, inexpensive, simple and easily deliverable.

A range of support materials have been produced as part of the get a life, get active campaign for example leaflets which highlight the benefits of regular physical activity. These materials can be obtained from the health promotion department of your local Health and Social Services Board (see Section 10 Useful Sources of Information for contact telephone numbers).

If you want to discuss your plans, contact one of the organisations listed in Section 10 - Useful Sources of Information.

**Whilst every effort has been made to ensure that the information supplied in this document is correct, the Health Promotion Agency for Northern Ireland is unable to accept liability for any loss, damage or injury which may occur during or arising from any event you may organise. You are strongly recommended to ensure that you have appropriate employer's and public liability insurance.**

## 2. Choosing an event - the first steps

There are several key questions that you may wish to ask yourself to determine what sort of event you want to hold.

### What are your objectives?

You may want to do some or all of the following - promote physical activity, educate, raise awareness, target a specific group, develop community relations, have fun.

### What type of people, and how many of them do you want to get involved?

You need to identify who will take part in your event, whether they are a specific group, or the local community in general. For example, are they pensioners, children, disabled people, a workforce, students, cyclists, wheelchair users? What groups are likely to be most interested in your event? What are the minimum or maximum numbers of participants you can accommodate, given your organisational circumstances? And what are the participants' abilities and/or limitations?



### What type of event do you want to hold and where will it take place?

The location will depend on the type of event you are organising. For example, a family fun day could be held in a local park; an event for a workforce might include a walk or bike ride around the local area.




### Some examples of suitable locations

A local cycling or walking route, public park, school playing field or playground, football/rugby or cricket pitch, community centre, supermarket car park, shopping mall, pedestrian precinct, sea front promenade, beach, river front, properties open to the public. Don't forget you'll need to get permission from the owner of the land or the relevant department of your local Council.

The Ulster Way makes a complete circuit around Northern Ireland, passing through all six counties and occasionally crossing the border. Most of the route is waymarked with marker posts and signposts. The entire course of the Ulster Way is covered by detailed 1:50,000 scale maps. These are called the Discoverer Series and are published by the Ordnance Survey of Northern Ireland. You can purchase maps from The Map Shop, Colby House, Stranmillis Court, Belfast, BT9 5BJ or phone 028 9025 5769. Check with your local Council Access Officer for up-to-date access information.



Sustrans (sustainable transport) is the civil engineering charity which is developing the National Cycle Network in Northern Ireland. The aim of the Network is to popularise cycling by providing safe and convenient routes for everyday transport and leisure journeys. The routes go through many town centres in Northern Ireland (see map on page 32). All the routes are signed and are covered by three long-distance maps which can be purchased at most Tourist Information Centres and main bookshops in Northern Ireland. The names of the three maps are:

-  **Kingfisher Cycle Trail (the Fermanagh Leitrim area);**
-  **Belfast to Ballyshannon;**
-  **Ballyshannon to Ballycastle.**

Access Sustrans' website on [www.nationalcyclenetwork.org.uk](http://www.nationalcyclenetwork.org.uk).

## **Ideas for organisations everywhere**

The only limit on what type of event you can create under the get a life, get active campaign is your imagination. The theme, location and structure of your event is entirely down to you, your organisation, resources and the type of participants you want to get involved.

Here are a few ideas for some get a life, get active events.

## On the Move

Cycle or walk on the National Cycle Network or on a local route as a sponsored event to raise funds for a health related or local cause. You could choose a route through an area of natural beauty or identify routes of different lengths to encourage people of all ages and abilities to get involved.

If only a few people are available to participate or you do not have the resources to organise a large event, you could create a sponsored relay covering a longer distance with the aim of raising funds. Consider asking local personalities to participate in one of the legs and be sure to involve the local press.



If your organisation has access to a park, gardens or an area of open space, consider organising a family fun day, incorporating walking or cycling challenges for adults and children.




## Involving the local community

- Walking and cycling events represent a unique opportunity to stimulate broad community participation.
- Ask local pubs, clubs, shops, businesses and offices to support your event, perhaps by providing prizes, through promoting the event on your behalf, by participating themselves or if you are fundraising, by making a donation.
- Local schools and colleges may be keen to participate.
- Consider a high profile cycle challenge between local groups, such as pubs or leisure centres.
- Why not challenge your local press, radio or TV station to drum up a team or take part in an event?

Events or activities involving the community may appeal strongly to the local press. More information on how to engage the media is provided in Section 7.

## Involving a workforce

Workplaces could organise walking and cycling events as an opportunity to deliver a health education message to their workforce or have a fun day out.

-  Plan a day out walking and/or cycling simply as a staff stress buster or team building event.
-  Foster closer relations with the local community by using the activity you develop to encourage staff to raise funds for a local hospital ward, hospice or other local cause.
-  Create a fun day with a walking and/or cycling focus for employees and their families.

**...and don't forget to encourage people to get to your event on foot or by bicycle, both much more environmentally friendly and sustainable than everyone arriving by car!!**

## 3. Getting assistance

### Logistical assistance

If your event is small you may be able to organise the whole thing yourself, but you might find it useful to set up a small planning group to undertake specific tasks, for example to:

- ✎ check out the route in advance;
- ✎ approach local groups to get them involved;
- ✎ coordinate promotional activity;
- ✎ liaise with local media;
- ✎ deal with health, safety and permissions;
- ✎ recruit other assistants to help with the event on the day;
- ✎ manage the budget.





### Financial assistance

Depending on the size of your event, you may need to cover some or all of the following costs: staff/volunteer costs, venue hire/location charges, equipment, promotion, expenses, refreshments, first aid cover, insurance, contingency funds.

- ✎ You will need to have a realistic budget, taking into account all the potential costs. You may need to seek professional assistance with this if your event is a large one.
- ✎ You should assess the opportunities for direct financial assistance from local businesses or 'in-kind' support, for example, local companies could be approached for refreshments, prizes or loan of equipment.



## Local support

-  If you are planning an event you should contact the designated officer for walking and cycling in your Council. They may be able to help you promote the event, incorporate it into an existing/planned programme of events and suggest other local contacts/sources of funding or good locations for your event.
-  Most local Councils have a Tourism Officer who might be interested in promoting an event which is open to the public.
-  Other Government departments, such as The Department for Regional Development (DRD), will be able to give you professional advice on how to run your event, permissions and regulations.
-  The Physical Activity Coordinator for your Health and Social Services Board area may also be able to offer help and support.

**See Section 10 Useful Sources of Information for contact telephone numbers for the above.**

## 4. Planning your event

### Timing








Events are always more successful if planned well in advance. The size of your event will determine how early you need to start planning. If you are trying to get celebrities involved, you need to book slots in their diaries at least three to four months ahead. If you are planning a fundraising event, you need time to recruit participants and get them registered, so you'll need to start promoting the event about three months in advance (participants need at least eight weeks before the event to collect useful amounts of sponsorship).



### Pre-event logistics

Some of the issues that you will need to consider in advance include:

Transport provision - how people get to and from the event - ideally by public transport, foot, or bike.

-  Signage - is it necessary, clear and legal? **(See Section 5 - legalities)**
-  Accessibility - for the young, elderly, disabled. Remember to look at steps, small entrances, narrow corridors, uneven surfaces, insufficient chairs etc.
-  Security - for bikes or other equipment.
-  Space - arrange a layout suitable for activities.
-  Facilities - toilets, phones, kitchen, showers, shade/shelter, water/gas/electricity.
-  First aid. **(See Section 6 - Health and Safety)**
-  A public address system is useful for moving and/or large events. Mobile phones are highly recommended.

- ✂ Equipment - chairs, tables, electrical, signage, rubbish bags.
- ✂ Contingency plan for bad weather.

## On-the-day logistics

There may be a range of last minute checks that you need to run on the day. For instance, are all assistants present? Are they fully briefed on health and safety procedures and the day's schedule? Is all the equipment present and working? Are all the facilities accessible? Are all the participants briefed?

## 5. Legalities

### Permissions

Depending on the location of your event you may need to get permission from the owner of the land. If your event is on public land, your local Council should be able to inform you of any relevant bylaws.

### On-road events

If you are proposing a large event on a public road you should contact the local DRD Road Service Office and the police. They will inform you of any necessary legal (including signage) and safety procedures that you need to take or people to inform.





### Fundraising

If your event is a fundraising one, remember to check that the recipient charity is properly registered. You cannot make collections on the street or knock on people's doors unless you have received official authorisation from the charity that you are raising money for and from the police. Remember to include their registered charity number on all your publicity materials.




## 6. Health and safety checklist





Depending on the nature and size of your event, some or all of the following steps may need to be taken.

### For all events

-  Read **Section 5 - Legalities** to check who you should contact in advance of your event.
-  Check the suitability of the venue/site for the activities involved, the number of people expected to attend and access required. Do this well in advance as you may need to re-plan your event if the route or site is not suitable.
-  As event organiser, you should have the address and phone numbers of the nearest Accident and Emergency (A & E) unit at local hospitals, and if possible access to a mobile phone. Ideally, you should also check out a vehicle route to the A & E unit.
-  Ensure the site is cleared of rubbish after the event.

### For larger events

-  Appoint a volunteer to act as a health and safety adviser to deal with health and safety issues. Where there are a number of organisers involved in an event, you might set up a working group to liaise on and coordinate health and safety arrangements.
-  You may need to contact the local emergency services for advice and assistance. The fire brigade can advise whether fire precautions are suitable.
-  For larger events, first aid cover from qualified first aiders should be provided. For guidance on the number of first aiders required for the size of your event, contact St John Ambulance on (028) 9079 9393. They can provide you with the phone number of the operation department nearest to you.

-  Assess the risks to staff/volunteers and others (eg the participants) whose health and safety needs to be ensured, and take the steps necessary to control those risks (some of which are included in this list).
-  Ensure vehicle routes and parking areas for cars and buses are separate from pedestrian routes, and that they are stewarded or controlled to avoid blockages. Also, ensure that emergency vehicles, eg ambulances, can get quick access if necessary.
-  Set up a “control room” (eg tent, vehicle, hall) from where the person in overall control of the event can communicate with staff (eg using radio communications) and with participants (eg via a public address system).
-  Use signage to direct crowds to their access and exit points, and stewards to control their movements, particularly on arrival and departure of participants.






# 7. Promoting your event

## Recruiting participants

Once you have decided on your objectives, the type of event you want to hold and the number of people you hope to attract, you will need to begin promoting your event to attract participants.

Examples of publicity materials including posters and press releases are included in this booklet.

On all publicity information it is advisable to include:

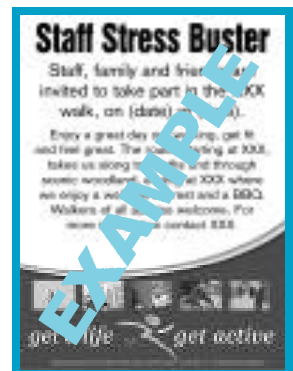
-  name of event;
-  where it is being held;
-  the date and start time;
-  why it is being held (ie family fun day, fundraising, health at work, team building);
-  contact name and telephone number for further information.

You may also wish to include a brief description of the event and the type of people who might attend. Examples of poster details are given on the following pages.

## Poster examples

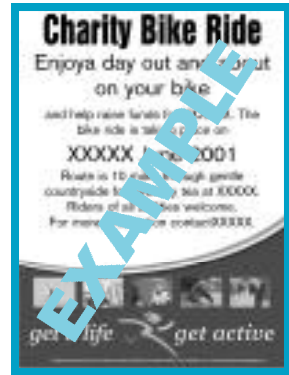
### i) Staff Stress Buster

Staff, family and friends are invited to take part in the xxx walk, on (date) at (time). Enjoy a great day out walking, get fit and feel great. The easy 5 mile route, starting at xxx, will take us along tow paths and through scenic woodland, ending at xxx where we'll enjoy a well earned rest and a BBQ. Walkers of all abilities welcome. For more information contact xxxxx.



## ii) Charity Bike Ride

Enjoy a day out and about on your bike and help raise funds for xxxxxx. The bike ride is taking place on (date) and (time). Routes of 5 and 10 miles through gentle countryside followed by tea at xxxx. Riders of all abilities welcome. For more information contact xxxxx.



### Promoting your event

Once you have prepared posters and promotional information, you will need to distribute publicity materials in various ways, for example word of mouth, flyers, handbills, invitations, postcards, advertisements, posters, banners, signs, the media, websites, inserts in newsletters and local newspapers.

### Reaching potential participants

You might choose to work through existing networks and groups who may be able to motivate a large number of people to support your event, for example patient groups, rotary clubs, local community and voluntary organisations. These groups may also be able to help you with administration and organisation on the day.

Other places to reach participants include: schools and colleges, workplace or hospital notice boards, shop windows/display stands, community/leisure centres, libraries, doctors/dentists' surgeries, pubs, clubs, shops, supermarkets, announcement in local media.

### Using the media

Most people rely on the media as their key source of information. Local and regional media are good ways to reach people with your message about the event itself, how to register to take part and information about the benefits of walking and/or cycling and keeping physically active. Local media may be willing to announce your plans to recruit participants. Your announcements should include the date, venue, a brief description and details of who to contact for more information.

## Make it newsworthy

'News' is exciting, something that is happening today: it is not a message you have been using for years. That means finding a 'news angle' or 'news peg' to make your story look topical and important. For example, "A campaign has been launched today...." is not news. It is not exciting. However, "More adults in Ourtown are leading couch potato lifestyles than ever before, according to new research from Ourtown Health and Social Services Board" is much more likely to grab attention.

## Make it local






Local stories are much more interesting to local people than national ones. And you'll want to encourage as many local people as possible to participate. Use examples of local people getting involved, quote local statistics, use unusual stories - eg several generations of one family taking part in a bike ride; local clubs or groups accepting a challenge; companies organising a stress busting day for the workforce.

## Make it visual

Local papers and television stations are always looking for good images. You will get much better coverage if you provide something visually exciting for them to film or photograph. Perhaps you could ask the Mayor, your local MP or celebrity to support and take part in your event and be available for a photocall.

## Producing a news release

If you want to let journalists know what you are doing, or what you are planning, send them a news release (see page 18). Your first sentence must attract the journalist's attention, so be prepared to KISS: Keep It Short and Simple, and concentrate on the five W's.

-  What is happening?
-  Who is doing it?
-  Where is it happening?
-  When is it happening?
-  Why?

Mark the top of the paper 'NEWS RELEASE'. Make the first paragraph a story in itself - many newspapers only use that much - and use short and snappy sentences.

You might like to include a quote from a district or regional expert. Always include a suitable contact person and their telephone number. Remember, writing a news release is the opposite to telling a story. Give the most important information first, working your way down to the least important.

Many local papers have a news deadline two days before publication - contact them in good time. You will need to follow up your news release with a telephone call; this could make all the difference. If your news release has failed to interest them, an enthusiastic phone call could persuade them to cover your event.

## Sample news release

### Mayor Joins Anywhere Hospital Staff on Walk for Health

The Mayor of Anytown will join staff from Anywhere Hospital in Anytown and their friends and families in a special walk on (day) and (date).

Up to 150 walkers of all ages and abilities will raise money for the Child Care Unit at Anywhere Hospital. Anywhere Hospital's Walk for Health will start from the front car park of the hospital at (time) and end with well-earned refreshments in the hospital grounds.

Local celebrity (celebrity's name), who will be leading the walk said, "I've been walking for more than forty years. It is great fun, it's really good for you whatever your age and we'll be raising lots of money for the Child Care Unit. What a great way to spend an afternoon".

### Note for Editors

Regular walking improves health. It can help control weight, keep you in good shape and help you look and feel better. Being physically active for just half an hour a day is all it takes to benefit your health and walking is a good way to build this into your everyday routine.

**For media enquiries on this event call insert a contact name and phone number.**

## Using local radio

Local radio provides a unique means of reaching inside people's own homes with vital health education messages. It gives you an opportunity to speak individually to people in a way in which leaflets - and even television - can't. Independent radio has a particularly valuable role to play in reaching mass audiences.

The first step to using local radio is to get on air! The basic requirement is an excellent news release. As with local papers, radio presenters are looking for an item to interest their listeners, probably because there is a local angle to the story. Send your news release to individual presenters as well as the newsroom. Then follow up your news release with a telephone call.

## Using local television

Getting access to local television is more difficult than getting on to local radio. But don't let that put you off. Remember, you have a strong story to tell and, if you give it the right local spin, your local news programme will be interested.

Send your news release to the news editor of UTV and local BBC news programmes. Don't forget any local cable channels too. If you are organising a press conference or photocall, do it early in the day - around 11.00am - to leave plenty of time for television crews to interview you, edit the tape and get it to the studio.

## Arranging a photocall

Sometimes a picture can tell a whole story, but only if you allow photographers enough time to create a sense of exclusivity in their photograph. No newspaper will want to print a photograph that is identical to another.

Send newspapers a photocall notice - similar to a news release, but letting them know what they can photograph, when, and where. Pick a good location - one where there is plenty of space and lots of light. Give them plenty of notice. And ensure that all photographers have the chance to get a different shot.

## Celebrities

Celebrities are newsworthy and can help considerably in getting coverage for your event. Get a local radio DJ along and increase your chances of some radio coverage. To contact celebrities, you may have to track down their agent - make sure you do this well in advance. If they ask for an 'appearance' fee stress the charitable/good will aspect to your event. Don't overuse them or waste their time. Brief them thoroughly to reduce the risk of inaccurate statements, highlight their involvement in your news release and don't forget to thank them! Local dignitaries such as the Mayor, Member of Parliament, will also attract the media.

## Photography

Taking photos is fun and enables you to share the experience in your community after the event is over. The pictures are also useful to send to the local media, to thank your sponsors, or simply to show your friends in the pub.












## Involving the press

You may also wish to invite a journalist to take part in the event itself or challenge them to get fit and active in the run up to the event.

## 8. Organising your event

Some events, such as a hospital open day or a family fun day for the workforce, may be held in a single location. If, however, you are organising a walking or cycling event, you should consider the following practical guidelines. Although these are primarily aimed at event organisers holding a public participation event, if you are planning a smaller event, you may pick up some tips.

### Route planning

-  The start and finish points should be accessible, ie near to public transport, have sufficient space for people to gather, and preferably be close to a local landmark that people will be able to find easily. A good location would be a railway station, supermarket, town hall or school car park.
-  Well in advance of the event, carefully check out and record the route's physical characteristics (ie on and off road sections, major road crossings, steep climbs and descents) and the facilities on the route (telephones, refreshments, toilets etc).
-  Record the distances and timings between destinations/landmarks, to help you plan the day's schedule.
-  Choose a route with minimal height gain and don't be too ambitious with distances - 5, 10 or 20 mile route options are common distances for a one day cycle ride or walk.
-  Consider different or separate sections for juniors or families, preferably traffic free.
-  Your route could be linear, circular or even a figure of eight, which gives participants the option of a longer or shorter route.
-  If possible, use circular routes anti-clockwise to avoid right hand turns across traffic on roads.
-  Decide on a suitable start time.
-  Decide whether to hold an event of any kind eg a barbecue at the start or finish of the walk or cycle ride.

## Assistance

The number of assistants required and the nature of their roles will depend largely on the scale of the event. Roles might include: a leader (who knows the route well and sets the pace), a sweeper (who stays at the back), mechanic (for a cycling event), direction giving marshals, photographer and an overall 'logistics' organiser who deals with registration, refreshments, media etc. It might be useful on the day to identify the staff in some way with tabards, jackets or T-shirts.

## What participants may need

A sheet with the event schedule, information on the marshalling, signage, safety requirements, highway code, health and safety issues, emergency procedures, and a map of the route.



They might be encouraged to bring: water, refreshments, wet and cold weather clothing, sun protection (SPF15+) and reflective accessories/clothing. For cycling events a helmet, lock and bell may be required.







## What event organisers may need

Publicity materials, registration forms, T-shirts, route maps/schedule, large water containers, refreshments, rubbish bags, marshal jackets, camera, basic tool kit (for cycling events), mobile phone, emergency and media contact numbers, basic first aid kit.










## Health, safety and security







In addition to the checklist covered in Section 6 - Health and Safety, there are some additional issues to consider, particularly when organising a cycling event:

-  In summer, participants should be encouraged to wear loose clothing and sunscreen of SPF15+.
-  If the event is taking place on-road, encourage participants to ride in single file. Discourage overtaking. You may wish to stipulate that under 16 year olds should be accompanied by an adult.

-  If it is a large event, you must inform the local police of your route.  
(See Section 5 - Legalities)
-  It is illegal for event marshals to stop or direct traffic.
-  Cycle helmets should fit properly and be certified to Snell B95 safety standard and European standard EN1078.
-  In poor light and at night, front and rear cycle lights should be used and high-visibility clothing worn.
-  You may want to think about the security of the bikes - provision of temporary bike racks, volunteer bike minders etc.
-  Prior to an event, participants should be encouraged to:
  - consult their doctor if they have health problems or any worries about becoming more physically active.
  - have their bike serviced at a professional bike shop to ensure it is roadworthy.
  - train for the event - start gradually if they haven't walked or cycled before or for some time, stop if they feel sick or dizzy, over-tired or in pain, leave at least 30 minutes after eating before exercising.






## Follow the Northern Ireland Country Code

-  Respect the people who live and work in the countryside.
-  Know where you are allowed to go.
-  Keep to paths across farmland.
-  Use gates and stiles to cross fences, hedges and walls.
-  Leave gates as you find them.
-  Do not interfere with livestock, machinery and crops.
-  Keep dogs under control.
-  Protect wildlife, plants and trees.
-  Keep all water sources clean.

-  Take your litter home.
-  Guard against all risk of fire.
-  Make no unnecessary noise.
-  Respect other recreational users.
-  Take special care on country roads.
-  Consider your personal safety.

## 9. After the event

Whatever your type of event, there's still work to be done once it's over:

-  You may wish to assess the event, and how successful it was, especially if you are considering holding future events. Some techniques include distributing questionnaires, written or spoken surveys or personal monitoring (before, during or after).
-  Don't forget to thank your sponsors, assistants, celebrities, media contacts and the participants. Again, this establishes good contacts if you want to hold other events.
-  Ensure any bills have been paid and sponsorship money collected.
-  Contact the media again for a photocall - eg the presentation of a cheque to a local charity.
-  And lastly, send the Health Promotion Agency for Northern Ireland photos and a brief summary of your event.

## 10. Useful sources of information

### Council Access Officers

Most of the local Councils have an access officer who will be able to provide information about local walking and cycling routes and events. See under Local Government in Yellow Pages for the addresses and telephone numbers of local Councils.

### Physical Activity Coordinators in Health and Social Services Boards

A get a life, get active physical activity coordinator has been appointed in each of the four Health and Social Services Board areas. Their role is to coordinate physical activity initiatives in their Board area, in line with the Physical Activity Strategy Action Plan. The coordinators' telephone numbers are as follows:

Eastern Health and Social Services Board area. Telephone 028 9032 1313

Northern Health and Social Services Board area. Telephone 028 2563 5575

Southern Health and Social Services Board area. Telephone 028 3752 0500

Western Health and Social Services Board area. Telephone 028 7186 5127

### Health Promotion Departments

Support materials produced for the get a life, get active campaign can be obtained from the health promotion department of your Health and Social Services Board/Trust.

#### **Eastern Health and Social Services Board**

Eastern Area Health Promotion, Communication, Resource and Information Service (CRIS)

Champion House,  
12-22 Linenhall Street,  
Belfast BT2 8BS.  
Tel: 028 9032 1313

**Northern Health and Social Services Board**

Health Promotion Service, Homefirst Community Trust,  
Spruce House,  
Cushendall Road,  
Ballymena BT43 6HL.  
Tel: 028 2563 5575

**Southern Health and Social Services Board**

Southern Area Health Promotion Department,  
Lisanally House,  
Lisanally Avenue,  
Armagh BT61 7HW.  
Tel: 028 3752 0500

Armagh & Dungannon HSST,  
Ward 4, St Luke's Hospital,  
Loughgall Road Armagh  
BT61 7NQ.  
Tel: 028 3752 2381 ext 2368

Craigavon & Banbridge Community HSST,  
Chestnut Building, 100 Sloan Street,  
Lurgan BT66 8NT.  
Tel: 028 3834 9942

Newry & Mourne HSST,  
John Mitchell Place,  
Newry BT34 2BU.  
Tel: 028 3083 4325/3083 4270

**Western Health and Social Services Board**

Health Promotion Department,  
Westcare Business Services,  
Resources and Graphics Centre,  
The Hub,  
12c Gransha Park,  
Londonderry BT47 6WJ.  
Tel: 028 7186 5221

## Sustrans

This is a charitable organisation which is developing the National Cycle Network in Northern Ireland. Information about the Network, including route maps can be obtained from Sustrans headquarters in Bristol. Telephone (0117) 9290888 or access their website on [www.nationalcyclenetwork.org.uk](http://www.nationalcyclenetwork.org.uk).

## The Department for Regional Development (Road Service)

Local offices of the Department for Regional Development Road Service will be able to provide advice on permissions required and regulations which must be adhered to when organising a large event on public roads.

Ballymena	028 2566 2470
Belfast (Eastern Division)	028 9025 3000
Coleraine	028 7034 1300
Craigavon	028 3834 1144
Downpatrick	028 4461 8220
Omagh	028 8225 4280

## Tourist Information Centres

Information on local walking and cycling activities can be obtained from the 26 tourist information centres located throughout Northern Ireland. See under Tourist Information Centres in Yellow Pages.

# 11. Checklist

Depending on the size of your event, some or all of these points may be relevant. It might help to divide tasks up and give yourself dates to complete them by.

## Choosing an Event - the First Steps

- Have you decided on your objectives?
- Have you decided on the type of event you want to run?
- Do you know what type and number of people you want to get involved?
- Have you taken their abilities and limitations into account?
- Is the type of venue, location or route suitable?
- For fundraising events have you planned in enough time for participants to register and raise money?

## Getting Assistance

- Have you established a sufficient team of people with clearly identified tasks?
- Have you produced a budget that takes account of all potential out-goings and in-comings?
- Have you pursued sources of funding (direct or 'in-kind')?
- Have you contacted the local Council and/or police as necessary?
- Have you identified and contacted useful local sources of advice/information?

## Organising an Event

- Have you considered and taken action on the issues of: transport, signage, access, security, space, facilities, equipment?

Have you established a pre-event checklist?

Have you researched legal issues such as fundraising, licences, by-laws, use of the public roads, refreshment and insurance?

Have you covered all the necessary health and safety issues including first aid?

## Media/Marketing

Have you prepared a media timetable?

Have you issued press releases?

Have you invited relevant celebrities/dignitaries?

Have you prepared, distributed and displayed your marketing materials effectively?

## The Event

Is the route checked out/planned?

Have you identified all the necessary tasks?

Have you secured adequate assistance and briefed those involved?

Do the participants have all the necessary advice/information?

Have you considered all the health and safety issues?

Have you got the necessary equipment?

## After the Event

Are the accounts finalised?

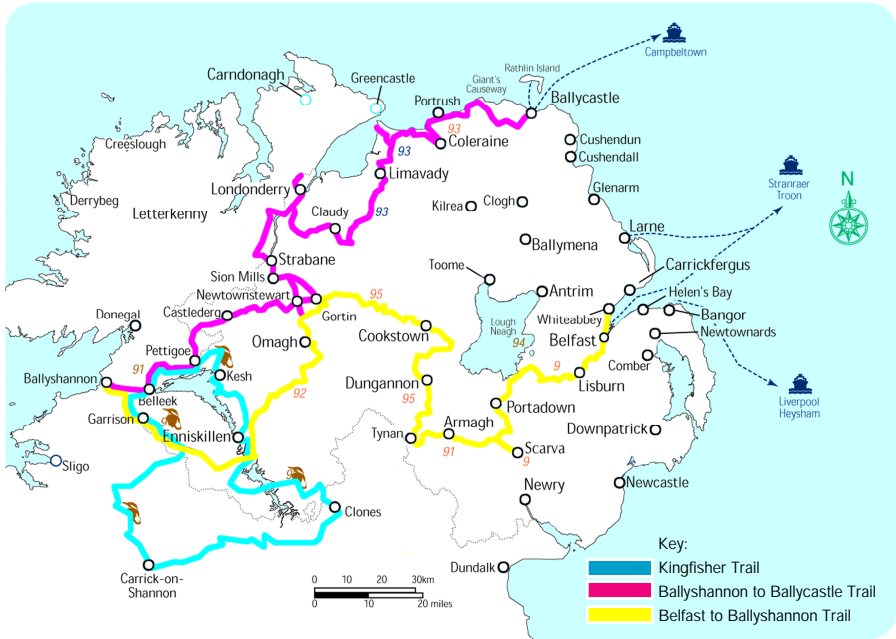
Are any required assessments complete?

Has everyone been thanked?

Is there any follow up media activity - eg photos?

Have you sent information about your event to the Health Promotion Agency for Northern Ireland?

# 12. The National Cycle Network in Northern Ireland & Border Counties



For further information about the National Cycle Network access the Sustrans website on [www.nationalcyclenetwork.org.uk](http://www.nationalcyclenetwork.org.uk).

## Acknowledgement

This handbook is based on a resource developed by the British Medical Association for the Ride for Health Event 2000.