



## Road to Victory Launch Plan for Corporate Supporters

### Overview

The Special Olympics Road to Victory is a call to action to staff right across your business to take on a sporting challenge in 2016/17, and whatever challenge that may be, to do it for Special Olympics GB. The choice of events of course can be bewildering, which is why we've hand-picked over 50 great sporting challenges offering inspiration to everyone - from the super sporty to the complete beginner.

By embarking on their own Road to Victory, your employees have the power to help create many more victory stories amongst the thousands of disabled athletes we support. And by supporting this fundraising initiative, your company has the power to boost the health and wellbeing of your most treasured assets – your employees.

### Why hold a Road to Victory launch event?

As our flagship fundraising initiative for 2016/17, one of the keys to success will be high visibility Road to Victory launches in our corporate partners' offices. These will provide the ideal opportunity to explain what the challenge is all about. The launches will also encourage staff to sign up for one or a number of the Road to Victory sporting challenge events on the day, whilst having some fun and a taster of one of the sports. We have outlined a cycle challenge below as the most accessible option, but the same principles could be applied to a static rowing or running challenge.

#### In addition:

- ▶ The launch will be a platform to generate lots of social media content for you to use for internal and external PR
- ▶ It is an inclusive event and allows everyone to take part, not just fitness fanatics (we have lots of non-sporty fundraising ideas in our fundraising pack too!)
- ▶ Special Olympics GB will help to plan your launch days and participant care
- ▶ It will engage your employees around your charity partnership with Special Olympics GB – we can invite some of our local athletes along if they are available
- ▶ It will help promote a healthy workforce (see our facts and figures later)
- ▶ It will drive employee engagement by building team relationships through undertaking a shared challenge

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## How the Road to Victory launch challenges work

- Support from the team at Special Olympics GB including liaison to help set up the launch event, delivery of fundraising packs and materials, attendance on the day to liaise with staff and encourage them to sign up for one of the challenge events.  
*(Support will also be given to participants once they sign up to events in terms of fundraising advice).*
- Challenge to cycle continuously for a certain amount of time/distance (i.e. distance between each of the companies office locations around the country, or to continually cycle for the entire office day or week)  
At each office location this could include one or a number of full day events (around 8hrs) split into 15min time slots, with a maximum of 2-3 time slots per person (32 people per day per bike)
- This concept can be varied with either pre-booked 15 minute slots or a “drop in and have a go” throughout the day. The overall challenge is to keep the wheels turning all day, throughout the working day.



*The timings above are only suggested – they can easily be adapted to whatever works best for the office and level of interest/number of staff. We know that shorter sharper time slots create more of a buzz than longer ones.*

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## Competition Element

- A bit of healthy competition is always good within the overall team challenge so challenging different offices within the company group to battle against each other to see who, together, can cycle the furthest in the designated challenge periods could help increase the distances too. A prize for the individual cycling the longest or furthest can also be awarded.



- Regular updates on the latest distances could be added onto the companies intranet/internal email system so employees working in the offices could see how it's going. Pictures can be taken for social media purposes and PR.
- The office/each office (if more than one site) could also have a running total board next to the static bike(s) to show the latest progress.
- Live TV screening to desks, where possible, can make this more interactive and engage more employees around the business.

## Health and Safety

- Everyone taking part will need to sign a form to confirm that they're in a fit and healthy physical state to take part (sample disclaimer at the end of this pack)
- A full Risk assessment will need to be done.

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## Set up of the challenge – Pre event

### *Designating a manager:*

- Confirm who will be the champion/project manager at each office to liaise with the Special Olympics coordinator. A dedicated project manager or champion is important to success of the event. A description of what they'll be advised to do is below.
- Decide on when the challenge period will officially start/end.
- Decide how to capture who wants to take part, or get them to register for a slot; can people turn up on the day?
- Start promoting the challenge on internal intranet/e-newsletter/poster and leaflet communication platforms at least 3-4 weeks ahead. Spreading the word and getting employee visibility of the event well in advance of the event date is vital.

### *Logistics:*

- Work with the facilities team to agree where the static bike(s) can be installed (e.g. office reception/first floor landing). Having it somewhere quite open or central will help generate a good buzz and is optimal to success.
- The Champion should be available when the static bike(s) is delivered to the office.
- Someone (the Champion or a different fully briefed employee) will need to be with the bike(s) at all times during the challenge to help everything run smoothly. It may be worth finding a few extra people who you know will be around to help out on the day if necessary.
- Find out who the office first aid contact is and how to get in touch with them. Advise them of when the event is happening and where.

## Set up of the challenge – Event Day

### *Pre-challenge*

- Set up an area near the static bike(s) where riders sign the H&S form, running totals are recorded and riders rest and re-hydrate.

### *During the challenge*

- Record and regularly share the current distance covered on the record board.
- Static bikes will often reset after a short period of time so they should be monitored to keep track of the total distance. It may be worth taking photos of each rider's total once they've finished.
- Ensure each rider signs the health and safety form before getting on the bike.
- Ensure that everyone taking part is feeling well throughout and after their ride; be on hand with water to help riders recover.
- Recording total distance covered at the end of the challenge period.

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### *Post challenge*

- Announce the 'winner' and final total distance on the internal communication platform(s).
- Make sure someone is available to meet and help the static bike supplier collect the bike.
- Make sure the challenge area is cleared and returned to normal after the bike has been removed.

### About Health and Wellbeing – promoting activity in the workplace

The introduction of a wellness programme can reduce sickness absence by up to 45%. (PWC, "Building the Case for Wellness", 2008)

As a result of healthier lifestyles arising from wellness programmes, employee satisfaction rises by 14% and productivity by 8% (PWC, "Building the Case for Wellness", 2008)

"A focus on well-being can also add value to organisations by promoting better health and increasing motivation and engagement of employees, in turn helping to drive increases in productivity and profitability." (Dame Carol Black, "Working for a Healthier Tomorrow: Review of the Health of Britain's Working Age Population", 2008)

### Potential issues incurred on a static bike challenge

When organising any form of physical activity challenge with employees, it is essential to understand and take into account all possible health and safety issues and concerns. Pre-challenge, a thorough overall risk assessment should be carried out, reviewed and approved by the in-house health and safety team. Examples of the areas to which will be key to consider in relation to the employees taking part will be:

#### Possible Hazards

##### Hazard Description

- (a) Trip over power cord
- (b) Injury during use
- (c) Dehydration of
- (d) Incorrect footwear is worn
- (e) Pre-existing medical conditions of participants
- (f) Drug or alcohol consumption
- (g) Lack of nutrition before activity
- (h) Illness or fainting while cycling

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## Quantify the Risks

### Control measures to execute

- (a) Ensuring that all leads are tucked away from public walking area(s) or placed under cable covers.
- (b) Have knowledge of where a first aid kit can be found. Having a challenge monitor to be responsible for acquiring medical assistance if required.
- (c) Participants are provided with water.
- (d) Participants must be wearing trainers to take part and challenge monitor will check before employee gets on the static bike.
- (e) Participants will be briefed not to take part/avoid involvement in the challenge if they have a medical condition that could be affected by cycling on the static bike.
- (f) Participants will be briefed not to take part/avoid involvement in the challenge if they have had intake of alcohol or drugs (banned substances on all sites of challenge).
- (g) Participants will be briefed that they must have eaten prior to taking part.
- (h) Activity to be stopped immediately if a participant becomes ill or faints during the challenge and first aid / ambulance to be called.

## Budget guideline

### *Approximate costs:*

Static bike / rowing machine £60

On site support £250

Set up / de-rig £20 per hour

Additional staff cost £20 per hour

Delivery costs dependent on number of bikes being delivered, and whether multiple deliveries can be arranged together.

### *Recommended bike hire contact:*

Alastair McDonald

Operations Director

Team Cycle

UK M: 0044 (0)7968 596 109: UK Office: 0044 (0)121 286 8305

For more information, please contact:

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**Special Olympics**  
Great Britain

**ROAD to VICTORY**

## **DISCLAIMER**

By participating in this activity, you are agreeing to the conditions below.

This event (the Road to Victory) is organised by Special Olympics GB (the 'Organisers')

By taking part in the event, you acknowledge that:

- There are risks associated with the activities on offer which include, but are not limited to, the risks associated with physical exertion and clothing catching in the apparatus;
- You should only participate if you have the appropriate physical ability. The Organisers are not in a position to make this decision; and
- Participation and the use of apparatus is at your own risk.

In taking part in the event you agree that:

- You have no known health problems or medical conditions which could in any way be exacerbated by the activities
- You will exercise the highest degree of care and caution for your own safety and the safety of others; and
- Except as set out below, the Organisers shall not be liable for any injuries or damages sustained to you or your personal property.

Nothing in this document excludes or limits in any way our liability for death or personal injury caused by our negligence.

If you have any doubts, do not participate.

Signed:

Name:

Company:

Date:

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