



# ROTARY Ride

## FOR PROSTATE CANCER

# ROTARY RIDE GUIDANCE PACK

For clubs organising a Rotary Ride





## *Welcome to the Rotary Ride,*

Your actions help to save lives by increasing awareness and early diagnosis of prostate cancer. It is also a super way to introduce your community to Rotary if they have not already met you.

The Rotary Ride returns this year and we hope you will join “The Triple P” – Post-Pandemic Peloton. This is something we can do and organise under the lockdown restrictions, whatever they may be.

### **THE EVENTS MUST ADHERE TO THE LOCAL PANDEMIC GUIDELINES, ISSUED BY THE GOVERNMENT.**

**The rides could take place either inside or outside. Whether a static, long-distance, or family and fun bike ride, please join other clubs in your district and make this Rotary Ride the biggest one yet.**

**THE DATE OF THE ROTARY RIDE WEEKEND IS NOW SEPTEMBER 4TH & 5TH 2021, but the whole of September could accommodate whatever Rotary cycle riding event you organise for the benefit of Prostate Cancer charities.**

Please go to the Rotary Ride webpage [rotarygbi.org/members/events/rotaryride](https://rotarygbi.org/members/events/rotaryride) and download the PDF which can be shown at your club meeting – Zoom, or physical (when allowed). You will need to log in with your email and password as this is in the members area. This explains all about the Rotary Ride, and why you should get involved.

The more events which take place, the more support you will give to these marvellous charities: Prostate UK, Prostate Scotland, Prostate Cymru and the Irish Cancer Society to help in the battle against the disease.

You are welcome to support a local prostate cancer charity of your choice if you prefer. The Rotary Ride should not be used for any other charity.

When you are ready to donate, go to the Rotary Ride event page in the members area and pick your charity from the four JustGiving options or choose your own local prostate cancer charity.

One final thing, keep up to date and share your Rotary Ride news by visiting our Facebook and Twitter feeds. Use [#rotaryride](#) in your messages. You can also reach us via [info@rotarygbi.org](mailto:info@rotarygbi.org). When you do this, we can share your great stories and generate publicity which will show communities that Rotary is taking action and changing lives.

**f [Facebook.com/RotaryinGBI](https://Facebook.com/RotaryinGBI)**

**🐦 [@RotaryGBI](https://twitter.com/RotaryGBI)**

Thank you so much for your support. We wish everyone a safe and happy Rotary Ride.

Keith Hopkins MBE  
Rotary Ride National Co-Ordinator  
[info@rotarygbi.org](mailto:info@rotarygbi.org)



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## ABOUT PROSTATE CANCER

Prostate cancer is the most common cancer in men in the UK.

It can develop slowly and there might not be any immediate signs. Symptoms can present themselves when the prostate has enlarged and affects the urethra which carries urine from the bladder. When this happens, sufferers may notice an increased need to urinate, straining and feeling as though the bladder is not completely empty.

While the symptoms should not be ignored, they do not mean it is definitely prostate cancer. It could be something else such as benign prostatic hyperplasia (BPH) or even prostate enlargement.

The chances of developing prostate cancer increase with age with many cases developing in men aged 50 or older. It is also more common in men of African-Caribbean or African descent and less common in men of Asian descent. Men with relatives such as a father or brother who have prostate cancer are also at a slightly increased risk.

Some cases of prostate cancer can be treated effectively if caught and dealt with in the early stages. Treatments may include removing the prostate, using radiotherapy and hormone therapy. Some cases are only diagnosed when the cancer has spread and other symptoms have surfaced. It can spread to other parts of the body, typically the bones, and, sadly, may not be curable. Treatment is then focused on extending life and easing the symptoms.

The Rotary Ride is supporting, through fundraising, vital life-saving research into this cancer and the excellent care provided by the charities.

## OUR SUPPORTED CHARITIES

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### PROSTATE CANCER UK

Prostate Cancer UK is leading the fight against prostate cancer. It funds ground-breaking research, drives improvements in treatment and fights injustice in care across the UK in all four nations. The charity has a simple ambition - to stop men dying from prostate cancer. It is doing this by funding research into better diagnosis, better treatments and better provision. Its specialist nurse helpline on 0800 074 8383 also supports men and their families when they need them most.



### PROSTATE SCOTLAND

Prostate Scotland was set up in 2006 as a Scottish charity to develop awareness of prostate disease, to support men, their families and their partners and to advance treatment and research. The charity provides a range of informative materials, events and initiatives about prostate cancer, including, and a range of support services for men and their families as well as taking forward a very popular workplace initiative across Scotland. It also promotes research into services and treatment needs and developments on prostate issues across Scotland, including helping support the introduction of robot assisted surgery into the east and west of Scotland. The vast majority of the charity's funding comes from voluntary sources, either in the form of donations from individuals, fundraising events, trust and foundations, or community groups.



### PROSTATE CYMRU

Prostate Cymru is the leading prostate health charity in Wales, supporting men with prostate issues such as benign prostate disease and prostate cancer. The charity receives no national or government funding, relying entirely on the generosity and dedication of its volunteers and fundraisers.

Donations made to Prostate Cymru fund the charity's key aims: raising awareness across Wales, supporting treatment and improving equipment, such as GreenLight Laser treatment for benign prostate disease and surgical training for the Da Vinci robot for prostate cancer, funding research and innovation and supporting the education of medical professionals and students through online learning resources and travelling fellowships.



### IRISH CANCER SOCIETY

The Irish Cancer Society is the national cancer charity in Ireland, with a vision of a future where nobody dies from cancer, and everyone affected by the disease will have access to world-class treatment and support. They do this by funding life-saving cancer research, providing up to date information about cancer, delivering a range of services to support people living with cancer and their families, and by influencing and raising awareness of cancer issues at government level.

Donations made to the Irish Cancer Society help support cancer patients and their families through the provision of free services. These include Night Nursing, which provides end-of-life care for cancer patients in their own home, the operation of 13 Daffodil Centres and the Freephone Cancer Support Line (1800 200 700), which provide access to information and support for anyone concerned about cancer, and a Volunteer Driver Service which brings patients to and from their chemotherapy appointments. The Irish Cancer Society receives only 3% of its funding from the Government and therefore rely on the generosity of supporters to fund their vital cancer services.

# ORGANISING YOUR ROTARY RIDE

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## YOUR ROTARY RIDE TEAM

You will need a team of people, in your club and beyond, to take on the task of organising the event. Assign people responsibilities such as safety, logistics, registration, public relations etc.

## DATE

The Rotary Ride is taking place on a new date:

## 4TH AND 5TH SEPTEMBER 2021

You can hold it on other dates but bear in mind this is when the bulk of events will be taking place and is more likely to get media attention.

## INSURANCE

Rides NOT on public highways/roads e.g. in a park, static ride etc, are not deemed to be cycling events (unless over 10,000 people) and are automatically covered with no further premium.

Other cycling events are covered subject to:

1. The combined number of entrants and/or spectators does not exceed 10,000
2. Events on a public highway or road NOT previously held by Rotary and notified to the insurers in the past, where there are likely to be over 250 participants.
3. Off-road and mountain biking events are NOT covered.  
Such events must be referred to Bartlett, our insurance brokers, [ribi@bartlettgroup.com](mailto:ribi@bartlettgroup.com) or call 0113 259 3636.

## HEALTH AND SAFETY

**Ensure your event is Covid compliant. Although we don't know yet what the rules will be when your event takes place please ensure the Risk Assessment is updated regularly.**

Carry out risk assessments to correct hazards on your route and have appropriate measures in place in case of any injury. Having event marshals on the route, a first-aider and refreshments points where the participants can get water are strongly advisable. If someone advises that they are not well or clearly look ill, you must remove them from the ride. Similarly, if a bike looks unsafe or the rider has no helmet, they must not be allowed to ride.

## GDPR

Ensure that any personal details you receive are held securely and that people are informed as to how it will be used e.g. emergency contact, etc. You must have a date set for destroying the data. Do not share the information with third parties unless you have clearly stated otherwise.

## TYPE OF RIDE

With the current pandemic, these can still be organised, subject to the local rules and recommendations. Daily exercise is recommended. These are not only easy to organise but beneficial to everyone's health.

**Fun/Family** – For all ages and abilities. This is an ideal way for amateurs, families and youngsters to get involved through an event that is fun for all. Parks, private roads and grounds within estates are ideal. Permission is required.

**Static** – this uses an exercise bike. It is a great way to work as part of a team by taking turns and riding to a goal distance or seeing how far you can go in a set time. Ideal for the current pandemic as it can be done individually at home or with friends. It can be done on a ferry, at a supermarket and shopping mall, at an outdoor venue etc. Challenge the public. Great for inter-business challenges – e.g. how far can your staff ride in 4 hours, a day, a week etc.

**Enthusiast** – For more experienced riders and is usually a longer route. Due to a change with our insurance, all routes must be on safe and clearly defined paths. Cross country and mountain biking are not allowed.

## RIDE LOCATION AND STARTING POINT

Easy to get to, good parking and access to toilet facilities are considerations along with being a nice place to visit. The venue must offer a safe route for cyclists with clearly defined paths. Consider clear signs to direct people to the start and finish lines and a system to sign-in all registered riders.





## **REGISTRATION**

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Now that you have organised your Rotary Ride and know when and where it is taking place, the next step is to register it. We keep track of all the events that are taking place across the country and publicise them to the general public on the Rotary Ride website.

Please go to:

**[rotarygbi.org/members/events/rotaryride](https://rotarygbi.org/members/events/rotaryride)**

Please scroll down to the registration form and fill out the details required. A few lines about the scenic beauty of cycling route and activities on offer are more likely to attract people than one line which reads 'There is a bike ride'.

The information will not be published immediately. A member of the Rotary Ride team will review it first.

To change the details of your event or get help with registering, please email [info@rotarygbi.org](mailto:info@rotarygbi.org) and put **Rotary Ride - help** in the subject box.

# PROMOTIONAL RESOURCES

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Register your event on the Rotary Ride website:

[rotarygbi.org/members/events/rotaryride](https://rotarygbi.org/members/events/rotaryride)

Our map can help riders find their nearest event. This can only happen if you register and include all the necessary details such as date, time, venue, contact details and an idea of what the ride involves. People will also want to know the length of the cycling route and if there are refreshments available. Make it a great day out for everyone by having activities for the supporters to enjoy. They may not be riding but they still care and want to be part of the Rotary Ride.

Please publish your news on social media using **#rotaryride** in your messages. You can also email [info@rotarygbi.org](mailto:info@rotarygbi.org) with **Rotary Ride stories** in the subject box.

Your local media will follow the story if you tell them what you have planned and why. Contact the papers, radio and local TV and offer interviews. There may be someone in your club or someone you know who is willing to talk about their prostate cancer journey.

A press release template is available to download from the Rotary Ride website. Replace the red text with details of your Rotary Ride and change the colour to black. A good idea is to tell the media a few weeks in advance and then remind them nearer the time.

There is also poster on the website for you to download, adapt and print. One club created small versions, did a leaflet drop in their town and reached families by asking schools to distribute leaflets to their pupils.

Sometimes there are local celebrities and well-known cyclists who are keen to support a great cause. Invite them along to your event and ask if you can advertise their presence. Many well-known personalities are on Twitter and Facebook, which makes it easier to find them and extend an invitation.

Your club or district public image officer can do all of the above and more for you. Include them in your planning and let them tell everyone about it.





## **FUNDRAISING AND HOW TO DONATE**

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There are various ways to raise money through your Rotary Ride. The first is by charging riders to take part. The second way is for riders to obtain sponsorship. Thirdly ask people to donate on the day. This seems to be very effective for static bike rides.

### **MAKING THE DONATION**

Once you have collected your sponsorship, please donate by going to the Rotary Ride event page in the members area and choose your preferred charity from the list of JustGiving weblinks. Make sure you include your club name and the words Rotary Ride.

Your event participants can access these same links on the Rotary Ride event webpage on the [rotarygbi.org](http://rotarygbi.org) website.

Do share the JustGiving links with your riders.

**Please inform the Rotary Ride team of your final total.  
We can work out the national figure and share the good news.  
Email [info@rotarygbi.org](mailto:info@rotarygbi.org) with 'Rotary Ride - Total' in the subject box.**

# SPONSORSHIP IDEAS FOR RIDERS

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## HELP YOUR RIDERS WITH THE HANDY HINTS BELOW:

### SET A TARGET

It is rewarding to see yourself move towards that goal. Supporters will like to contribute towards a tangible target. You could ask for sponsorship per mile or kilometre.

### SHARE WHY YOU ARE DOING IT

Share your personal journey as people like to know about the good causes and will mention it to someone else who might just take part. Using Facebook and Twitter is a great way to do this.

### AT WORK

A meeting at your workplace where you can mention it or a notice board for an eye-catching poster and sponsorship form is a less daunting way of asking for help.

### MAKE IT EASY TO GIVE - GO ONLINE

Go to the Rotary Ride event page in the members area and choose your preferred charity from the list of four JustGiving options. Make sure you include your club name and the words Rotary Ride.

### GIFT AID

An extra 25% can be added by the taxman if your sponsor is a UK resident, a taxpayer and paying at least as much tax as they are likely to reclaim from their donation. All they need to do is provide a name, postcode, confirm that they are a taxpayer, have paid tax at least equivalent to their donation and tick the box to acknowledge that they agree to Gift Aid applying to their donation. In return, the amount they have sponsored you for goes up by a quarter.

### SPONSORED EVENTS

A quiz night with the proceeds going towards your cycle ride might be more appealing than direct sponsorship.

Finally, do tell everyone how you did and say thank you. Your supporters are part of your team and their efforts are just as valuable as yours are.

# ON THE DAY

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## CORONAVIRUS

Please adhere to all coronavirus restrictions. The health and safety of all participants, including Rotary members, is important. If you have to cancel, then cancel.

## WELCOME

Rotary Ride is a great way for Rotary members to come together and work with the public thus showing what a friendly and wonderful group of people we are. Greet your riders and their supporters and show them where they need to go as well as where the refreshments and facilities are.

## LOOK AFTER YOUR RIDERS

Stop anyone without a helmet or looking unwell or if they have revealed that they are not well and unfit. They must not be allowed to ride. Similarly, if you see a bike in poor condition and likely to cause an accident, please withdraw the rider for their safety and the safety of others.

Everyone must wear a helmet, must be fit and have a bike which is fit for purpose. If the answer is no to any of these requirements, please withdraw them for their own safety and that of other people.

## BE PREPARED TO TALK AND LISTEN

Do talk to your guests about prostate cancer and share leaflets from the charities. Rotary clubs have reported that many participants have been through prostate cancer and are willing to chat. Please take the time to listen.

## TAKE PICTURES

With permission of the people in the picture, and that of any parents, guardians and carers where children and vulnerable people are involved, do take and share pictures. Make sure all those concerned know what the picture is for and where it will be published.

Photography permission forms for children, young people and vulnerable people can be found on the [rotarygbi.org](https://rotarygbi.org) document library. Your club or district public image officer can lead this task.

## PROMOTE AND SHARE

Rotary Ride is a happy event which has a positive impact on so many levels. Share that story throughout the day and after the event. People want to know how the Rotary Ride went, who took part and how much was raised. This will encourage others to take part next year. Please tell your local media, use your website and use your social media platforms.

When you share your news on social media, please use [#rotaryride](#) in your messages and we can share your stories far and wide. You can also tell us by emailing [info@rotarygbi.org](mailto:info@rotarygbi.org) with **Rotary Ride Stories** in the subject box.

## ENJOY

Rotary Ride is fun to host and even more fun to take part in. Enjoy the day out and hopefully you will have great weather and a lot of people taking part.



## **THE FOUR STAGES OF PLANNING**

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**PLAN YOUR EVENT**



**REGISTER YOUR EVENT**



**HOST IT**



**SHARE YOUR  
SUCCESS STORIES  
#RotaryRide**

# INSURANCE AND RISK ASSESSMENT

Cycle rides not held on public highways/roads e.g. in a park, using static bikes etc, are not deemed to be cycling events for these purposes (unless over 10,000 people) and are covered without further premium or referral to Bartletts. Other cycling events are covered subject to:

1. The combined number of entrants and spectators does not exceed 10,000.
2. Events on a public highway or road, NOT previously held by Rotary and notified to the insurers in the past, where there are likely to be over 250 participants.
3. Off-road and mountain biking events are NOT covered.

Such events must be referred to Bartletts [ribi@bartlettgroup.com](mailto:ribi@bartlettgroup.com), 0113 259 3636.

## EVERY RIDER MUST WEAR A HELMET, BE FIT TO TAKE PART AND HAVE A SUITABLE BIKE

If you see someone without a helmet, looking unwell or if someone has revealed that they are not well and unfit, please do not let them ride. Similarly, if you see a bike in poor condition and likely to cause an accident, please withdraw the rider for their safety and the safety of others.

Please read the full insurance policy in the members' area of the [rotarygbi.org](http://rotarygbi.org) website. Click on Club and District Support and select Compliance from the menu on the left-hand side. Insurance will be listed. You must send a detailed risk assessment, which covers all aspects of the route and fulfil the other requirements, which are listed in the policy.

## ROTARY DISTRICT HEALTH AND SAFETY RISK ASSESSMENT FORM

Club name: \_\_\_\_\_

Ref No: \_\_\_\_\_ Event: \_\_\_\_\_ Location: \_\_\_\_\_

Risk assessor: \_\_\_\_\_ Date: \_\_\_\_\_ Persons at risk: \_\_\_\_\_

Hazard (What might cause harm?)	Risk(s) (What harm might be caused?)	Current control measures and/or action to reduce/eliminate risk (Including action by whom and by when)

Important notes to be completed:-

1. Read the current Insurance Guide and current Confirmation of Insurance - Public Liability. Send all requested documents to Bartletts [ribi@bartlettgroup.com](mailto:ribi@bartlettgroup.com) and follow all guidance or call 0113 259 3636 for advice.
2. Please read the current RIBI Safeguarding Policy which is available from [rotarygbi.org](http://rotarygbi.org) website in the document library. Is a DBS check required for any aspect of the activities? Yes / No

Risk assessor - signed: \_\_\_\_\_ Print name: \_\_\_\_\_

Date: \_\_\_\_\_

Event organiser - signed : \_\_\_\_\_ Print name: \_\_\_\_\_

Date: \_\_\_\_\_

## ADVICE FOR CYCLISTS

Cycling is a cheap, environmentally-friendly way to get about and it keeps you fit.

Unfortunately, every year over 3,000 cyclists are killed or seriously injured in the UK. By taking sensible precautions such as planning routes to avoid busy roads and junctions you will help to reduce the risks and make your journey more enjoyable.

### YOUR BIKE

If you're getting a new bike, go to a reputable bike shop where they can advise on the best type of bike and make sure it's the right size for you.

If you've already got a bike, get it checked to make sure it's in a safe condition. It's best to get your bike serviced regularly at a cycle shop.

Check your bike regularly yourself, especially before taking to the road. Use the handy M-Checklist on the next page.

#### Here are four things to do regularly:

- Check brakes and brake blocks or discs to ensure safe stopping in wet and dry weather.
- Clean and oil moving parts to keep the bike working smoothly.
- Tighten nuts and bolts to prevent any parts working loose.
- Make sure lights are working properly and that reflectors are clean.

Replace any batteries that don't give a bright light.

### HELMETS

RoSPA recommends wearing a cycle helmet that meets a recognised safety standard. This will reduce the risk of receiving major head or brain injuries in an accident.

### BE SEEN, BE SAFE

Wear bright clothing, preferably something fluorescent and reflective, to help other road users to see you more easily. Always use lights and reflectors in the dark and in poor visibility.

### TRAINING

If you're new to cycling, or haven't cycled in a while, it's a good idea to get some cycle training.

To find out what's available in your area contact your local council's Road Safety Team.

### PLAN YOUR ROUTES

Use cycle paths and quiet roads as much as possible; this will make your ride more enjoyable as well as safer.

Your council may have a map of local cycle routes.

### CARE ON THE ROAD

Take extra care at junctions and give timely, clear signals. Roundabouts are particularly dangerous for cyclists. Always obey traffic lights and signals.

Give lorries and larger vehicles plenty of space and avoid riding along the inside of them, especially near junctions – the driver may not be able to see you. Lorries turning left at a junction present a particular problem to cyclists, as they have a difficult job manoeuvring and have blind spots in their mirrors.



## Cycle Safety M-Checklist



Follow the frame of the bike from the rear wheel up to the saddle, down to the pedals, up to the handlebars and down to the front wheel. This is your **M-check**.

### Front wheel

If you have a quick release make sure it is firmly locked. Shake the front wheel to ensure it is not working loose. Check the **tyre** pressure. If you have a road bike use your fingers to ensure it is very firm; on an all-terrain bike use your palm to check the correct pressure. Check around the perimeter of the tyre for cracks, bulges, foreign objects and general wear. Check the **spokes** individually to ensure none have worked loose. Check the wear of the **brake pads** and ensure they are not binding as the wheel turns. Test that both the **front and rear brakes** work properly. Do this by moving the bike backwards and forwards whilst you pull the brakes on.

☐  
Tick

### Handlebars

Check the **stem** is correctly positioned, then go to the front of the bike. Squeeze the front wheel between your knees and gently rock the handlebars to ensure there is no play in them.

☐  
Tick

### Pedals

Rotate them to ensure they spin freely. Gently hold each one and rock to and from the frame to check there is no sign of wear in either pedal or the crank.

☐  
Tick

### Chain

Make sure it is well oiled, with no visible rust and that the links are not damaged or out of place.

☐  
Tick

### Seat Post

Hold the saddle firmly and rock it to ensure there is no play and that it won't work loose.

☐  
Tick

### Rear Wheel

Carry out the same checks as on the front wheel.

☐  
Tick

### Front and rear lights

Check that they work correctly and give a good bright light.

☐  
Tick

### Bell

Check it works.

☐  
Tick

[www.rosipa.com/mcheck](http://www.rosipa.com/mcheck)

The Royal Society for the Prevention of Accidents





# ROTARY Ride

## FOR PROSTATE CANCER

Get on  
your bike  
#RotaryRide

If you would like to take part in this event, please contact:

# THANK YOU

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Every penny raised through Rotary Ride helps to progress research and care relating to prostate cancer. The charities are hugely grateful for your help as are the many people being treated for the disease. Thank you for all the organising, managing, arranging, encouraging, acquiring and working. You really are making a difference to lives all over the country.

## ENJOYED YOUR ROTARY RIDE?

Tell us all about it! There will be a survey coming out after all the events have finished to get your views. Your feedback is used to improve this event so make sure you have your say.

## OTHER EVENTS

Visit the [rotarygbi.org](http://rotarygbi.org) website and discover what else you and your club can be involved with. There is the impressive array of youth competitions including **Rotary Young Chef**, **Rotary Youth Speaks** and **Rotary Young Musician** and more. Support your local youngsters as they make their way through the regional heats to gain a place in the national finals where they can showcase their skills.

Discover the **Rotary Young Citizen Awards** where anyone under the age of 25 can be nominated for going above and beyond to help others. The **Rotary Young Citizen Sporting Hero Sports Award** is looking for youngsters who are helping others by being a great role model and can show how sport has transformed their life.

## MEMBERSHIP

Everyone who takes part in your Rotary Ride is a potential Rotary, RotaKids, Interact or Rotaract member. There are many ways to invite people to discover Rotary. Please let people know what their local Rotary is doing in their community.

Visit [rotarygbi.org](http://rotarygbi.org) for more information.





[rotarygbi.org/events/rotary-ride](http://rotarygbi.org/events/rotary-ride)  
#RotaryRide



Rotary International in Great Britain & Ireland  
Kinwarton Road, Alcester, Warwickshire, B49 6PB  
[info@rotarygbi.org](mailto:info@rotarygbi.org)