

# FIVE STEP GUIDE TO CYCLING WITHOUT AGE



change 

# WELCOME

**“Welcome to Cycling Without Age on ChangeX!  
Cycling Without Age is all about reconnecting older people with their local communities. It’s about new friendships, stories, adventures and getting out of the four walls and living life to the full regardless of age. The more bikes we can get on the road, the more good lives we can build. Thanks for joining us, we’re excited to have you with us!”**

Ole Kassow  
Founder of Cycling Without Age



## Introduction to the Idea

### What is Cycling Without Age?

Cycling Without Age is all about getting older people out into the community, participating, meeting people and remaining an active part of the local community.

Volunteer pilots sign up for bike rides with the elderly and are guided to incorporate our principles: generosity, storytelling, without age, slowness, and relationships. At present more than 450 chapters around the world offer Cycling Without Age from well over 1,500 trishaws – and the numbers are still growing. More than 10,000 pilots ensure that the elderly get out of their care homes and out on the rickshaws to enjoy the fresh air and the community around them. Cycling Without Age started in Ireland in 2017 and there are already active Chapters in Dublin, Cork, Waterford, Sligo and Leitrim.

### Why is it important?

The psychologist Susan Pinker has found that living solitary lives is the number one risk to longevity. Australian researchers Catherine and Alex Haslam found that people with active social lives recover faster after an illness than those who are solitary and older people who participate in social gatherings keep their memories longer. Cycling Without Age is a movement that offers a solution to some of the consequences of modern life. We treat loneliness and social isolation by providing a sense of belonging to a

community, and we promote a healthier and more active lifestyle through slow cycling, which has an overall positive effect on any city. While cycling together, experiences are shared and friendships are formed, which is helping both the passenger, the pilot and those they meet on the way. For the individual, regular rides means better sleep, better appetite, and less need for medication.

### The Background

Cycling Without Age originated in Copenhagen, Denmark. The co-founder, Ole Kassow, offered a ride to a care home resident and it was immediately backed by the municipality of Copenhagen thanks to the other co-founder, Dorthe Pedersen. The organization is now represented in 37 countries with great success in places as diverse as the United States, Norway, Scotland and Singapore.

### Starting a Chapter

Getting started with a Cycling Without Age chapter is an amazing experience. Nothing beats witnessing the joy of the elderly, pilots and personnel interacting on and around the trishaw! Seeing the smiles of passengers coming back from their first ride with wind in their hair, rosy cheeks and full of stories is a true joy. The movement of Cycling Without Age is now spreading all over the world and, although getting a chapter up and running might be daunting at times, there will always be someone to help you along the way.

# STARTING A CYCLING WITHOUT AGE

## EVERYTHING YOU NEED

### TIME



This will be more time intensive at the start, particularly if you need to raise funding but approximately 4 hours a week should be sufficient.

### PEOPLE



You'll need a team of volunteer pilots to do the bicycle rides and connection with a local nursing home.

### FUNDING



The bike (including delivery) costs approximately €6,000 - €7,000

#### Who typically starts a Cycling Without Age?

Someone who:

- is passionate about giving older or mobility/sensory-impaired people the opportunity to engage in the community
- is passionate about cycling and outdoor activity
- an individual, nursing home, community group or local business

#### 5 Step Summary

- 1 Complete the 30 Day Challenge
- 2 Sign the Affiliate Agreement
- 3 Build your team & fundraise for your trishaw
- 4 Order your bike
- 5 Get started

#### Support and Additional Resources

Support from ChangeX: Call us at 086 468 5361 or email at: [hello@changex.org](mailto:hello@changex.org)

Contact Information for Cycling Without Age Ireland:

Clara Clark, All-Ireland Captain: 087-2515439, [clara@claraclark.ie](mailto:clara@claraclark.ie) | [clara@cyclingwithoutage.ie](mailto:clara@cyclingwithoutage.ie)

More info at: <http://cyclingwithoutage.ie>

# STEP 1: COMPLETE YOUR 30 DAY CHALLENGE



The 30 Day Jumpstart Challenge has been designed to get your project off to the strongest possible start by building momentum in the first month.

- ☐ **Understand the challenge**

Watch the short welcome video on your ChangeX page and read this page.

- ☐ **Learn more about the idea you're starting**

This '5 Step Guide' includes all you need to know about the specifics of starting your project.

- ☐ **Find 3-5 interested people**

You already have your own project page on changex.org. Use it to share the project with others and recruit your first supporters.

- ☐ **Set up a casual kick-off meeting**

Host a meeting at your home, at a local community centre, or a café. Work with your team to come up with an action plan. You can use your ChangeX page to set up an event and invite people.

- ☐ **Give us a heads up that you are up and running**

At your event, take a team picture and agree on the first step you will take as a group to get started.

## STEP 2: SIGN THE AFFILIATE AGREEMENT

Becoming an Affiliate is the very first step in becoming a Cycling Without Age Chapter. As an Affiliate you are part of an international change-making movement creating life-affirming bike rides and relationships between elderly people and voluntary cycle pilots.

By signing up as an Affiliate, you accept the Guiding Principles of Cycling Without Age which are:

**Generosity:** Cycling Without Age is based on generosity and kindness. It starts with the obvious generous act of taking one or two elderly or less-abled people out on a bike ride. It's a simple act that everyone can do.

**Slowness:** Slowness allows you to sense the environment and be present in the moment. It allows people you meet along the way to be curious and gain knowledge about Cycling Without Age because you make time to stop and talk.

**Storytelling:** Elderly people have so many stories that will be forgotten if we don't reach out and listen to them. We tell stories, we listen to stories on the bike and we also document the stories when we share them via word of mouth or on social media.

**Relationships:** Cycling Without Age is about creating a multitude of new relationships: between generations, among the elderly, between pilots and passengers, nursing homes employees and family members. Relationships build trust, happiness and quality of life.

**Without Age:** Life does not end when you turn 75. Life unfolds at all ages, young and old, and can be thrilling, fun, sad, beautiful and meaningful. Cycling Without Age is about letting people age in a positive context – fully aware of the opportunities that lie ahead when interacting in their local community.

As a Cycling Without Age Affiliate you get access to:

- The Community of Cycling Without Age: Both global and national networks (Podio)
- A growing research and knowledge bank (Podio)
- Periodic Cycling Without Age academies and training courses for staff, pilots, and instructors
- Periodic long rides
- Several summits per year and invitations as contributor
- Brand Book and visual identity package
- Online resources and support
- Continuing education and development of strategies designed to bring Cycling Without Age to a wider audience
- National Cycling Without Age organizations (depending on country) that provide country-specific information and services.

Depending on whether you are a Nursing Home, a City Council, a Community Organisation or an individual, your needs as an Affiliate will be slightly different but are all catered for. Each one of these models is now working successfully in different parts of Ireland. You can find and fill in the form by visiting **Step 1** of the online version of this guide or this URL: <https://www.changex.org/ie/cyclingwithoutage/guide#step1>

If you have any questions about the Affiliate Programme in Ireland, email: [clara@cyclingwithoutage.ie](mailto:clara@cyclingwithoutage.ie).

## STEP 3: RECRUITING YOUR TEAM AND FUND- RAISING FOR YOUR TRISHAW

The make up of your team will depend on what type of organisation you are. If you are a nursing home, you'll need to engage local volunteer pilots to ride the Trishaw. If you're a community organisation, an individual or a business, you'll need to partner with a nursing home so that there are older people to take advantage of the bike rides.

### Some things to consider:

- is there a local college or local business that you could partner with to find volunteer pilots to go on bike rides?
- how many nursing homes are there in your area that might like to use the trishaw and make it available to their residents?
- are there local charities or community organisations working with older people that this might be relevant for?

Getting some of these people on board from the outset will make everything else easier in getting your Chapter up and running! Clara the All-Ireland Cycling Without Age Captain also has a database of people around the country who have expressed an interest in getting involved in various so she may be able to link you to some interested volunteer pilots.

Fundraising can be the daunting piece of the jigsaw! Don't worry, there are so many successful examples now of all sorts of organisations that have successfully come up with innovative ways to get sufficient funding for a Trishaw. In Ireland, a number of funding sources have emerged over the last year. Cycling Without Age has proven an attractive proposition for businesses to sponsor as part of their CSR efforts, Local Sports Partnerships have recognised Cycling Without Age as an effective way of investing in the health of older people in the community and community groups have raised the necessary funds through traditional community fundraising methods.

### Cycling Without Age as a CSR Initiative

To date (July 2018), six companies have agreed to sponsor CWA bikes in Ireland, donate them to the nursing/care home of their choice and send their staff as pilots as part of their CSR programmes. The Irish CWA team is talking to several other companies who have expressed similar interest.

Canada Life Re-Insurance sponsored two Dublin bikes, one at Sybil Hill Nursing Home in Raheny, and a community bike at St. Anthony's Church, Clontarf. Hidden Hearing sponsored a bike at TLC Care Centre, Santry. Zendesk sponsored the bike at Bellvilla Community Hospital, South Circular Road, Dublin 8.

In Cork there are two corporate-sponsored bikes in Cork City and a community-sponsored bike in Clonakilty. So the model definitely works, both for the community and for the business!



## STEP 4: ORDER YOUR BIKE

Before you actually order your bike, you might want to visit a local chapter and see the Trishaw in real life. There are a growing number of Chapters across Ireland and many of these would be very happy to have you come visit or to take a call from you before you take the plunge and get your own bike.

Clara also has a demo bike in Blackrock in Dublin which can be used for demos, training on how to use it etc.

Find your nearest chapter as well as contact details, see: <http://cyclingwithoutage.ie/local-chapters/>

When it comes to actually ordering your Trishaw, Cycling Without Age work with Copenhagen Cycles - a highly experienced manufacturer of the specially designed Trishaws.

Copenhagen Cycles is a purpose-driven company that is the authorised bike distributor for approved Cycling Without Age trishaws from Nihola and trioBike. By purchasing approved Cycling Without Age trishaws through Copenhagen Cycles, you directly help Cycling Without Age give seniors around the world the wind in their hair.

The bike costs approximately €6,000, + 25% Danish VAT. Delivery to Ireland is approx. €800.

You can check all prices and delivery here:

<http://copenhagencycles.com/>

On the page you, you'll be asked to fill in a form detailing your bike delivery requirements and you will then be contacted with information about the next shipments to your country.

All the information and the order form are on this page: <http://copenhagencycles.com/>

Please note that 25% VAT is added to all orders in the European Union, except for companies with a valid EU VAT number. Full payment is required prior to shipment.



## STEP 5: GET STARTED

After you have bought your bike, received it, learnt how to operate it, trained your pilots and have organised your location, storage, insurance etc you'll be ready to launch your chapter and the fun part of the bicycle rides will begin!

Clara on the Cycling Without Age team has now experienced quite a few launches in Ireland so can guide you on how best to engage with local media, businesses, community groups etc. Here's a launch in County Wexford:

Get in touch with Clara: [clara@claraclark.ie](mailto:clara@claraclark.ie).



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