

2020



# How to start a cycling club

CYCLING BC'S GUIDE TO

## **How to start a cycling club**

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Riding with a club is the best way to get the most out of the sport of cycling. It's easy to get together with your friends and call yourselves a club, however Cycling BC encourages prospective club leaders to follow the steps below in order to ensure that their club is following best practices and benefiting from the coverage provided under Cycling BC's general liability insurance policy.

Cycling BC recognizes that youth-focused clubs require additional emphasis on safety, skills training and long term athlete development (LTAD) therefore we have provided a separate set of guidelines for these groups in Part 2 of this guide.

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## How to start a cycling club (adult-oriented)

### Step 1 – Start with a clear vision

The most successful clubs and programs have a strong *WHY*, or mission statement. It can be as simple as one sentence. Take time to think about why you want to start this club. It will create a culture that will draw riders to the program and give vision to the coaches and leaders involved.

Some clubs prioritize performance while others will balance skills development and socializing. BC is home to a diverse range of clubs, and acknowledging your *WHY* will help ensure that new riders find the right one and have a positive experience.

*Glotman•Simpson Cycling is a Vancouver based cycling club committed to creating a safe and supportive environment for riding and racing enthusiasts. – Glotman Simpson Cycling*

*WOWride connects like-minded, dynamic female cyclists to ride strongly together in a fun, safe environment. - WOWride Cycling Club*

*Lake City Cycle Club is a bicycle team founded in 2019. We aim to be an inclusive and recreational club with a focus on fun, social engagement, health, and fitness. – Lake City Cycle Club*

*“The most important person on the ride is everyone else.” If your riding tends to be all about you, we might not be the best place for you. If you want to support other riders and have them support you, give us a try. – Tripleshot Cycling*

### Step 2 – Affiliate your club with Cycling BC



Affiliating with Cycling BC is a best practice that will bring peace of mind to club leaders and enrich the experience of club members. By affiliating, clubs gain access to liability insurance for their club activities, volunteers, directors and members. They also gain exposure through Cycling BC’s newsletters and social media as well as access to clinics, races, and events.

For more information formally affiliate your club with Cycling BC, visit <https://cyclingbc.net/clubs/register/>

### **Step 3 – Find coaches and/or leaders**

Coaches and ride leaders set the tone for your club. Finding coaches does not mean you need a former Olympic athlete. You need someone who loves their bike, is willing to learn, has great people skills and the commitment to follow through on the club's mission statement. Experience levels may vary and Cycling BC offers a range of courses to help develop coaching and leadership capacity within clubs.

- Starting in 2021, all Cycling BC Youth clubs are required to have an NCCP certified coach in the “comp-intro” stream.
- Leaders of adult-oriented ride clubs are also encouraged to pursue ‘NCCP trained’ status or to complete a Cycling BC ride leader course.

Visit our [website for more on NCCP coach training or ride leader courses](#).

### **Step 4 – Recruit members**

Depending on your goal for the size of the club, recruitment may be achieved using different methods. If you are planning on riding only with your closest friends then you may already have your club’s membership determined.

Recruitment may occur through social media, a website, paid advertisement, word of mouth, or at Cycling BC events. Some of the more competition-focused clubs may also employ an application process to limit new recruits to experienced and accomplished racers.

### **Step 5 – Design and order club kit**

While not necessary, having a club kit is a great way to develop camaraderie and gain exposure for the club and its sponsors. The kit itself serves as a powerful recruitment tool (see step 4) and developing the aesthetic of your club is a fun way to communicate the club’s culture (see step 1).

Cycling BC recommends [Jakroo](#) for custom cycling kit.

### **Step 6 – Administration**

Club administration is critical to building a successful foundation that will serve the club as it grows. Having solid administration will also help the club with continuity as individuals come and go. Finally, sound administrative practices will help clubs avoid existential challenges such as lawsuits or financial mismanagement while being able to effectively manage medical emergencies.

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Depending on the size of your club, not every step in the checklist below will be mandatory. For example, a club of only 4 members does not need a formal club registration process. Be realistic in what your club's leadership has capacity for and balance this with the long-term vision of the club.

### **Set up club registration**

Setting up registration is a must in order to collect membership fees, member information, and to ensure that waivers are signed and stored electronically. [CCNbikes.com](http://CCNbikes.com) is a registration system employed by Cycling BC, most cycling events in BC and most clubs. CCN's club registration template will allow for the necessary information to be collected and will also embed the sale of a Cycling BC membership in the process so that club managers can be assured that all new club members are also insured Cycling BC members. Additional features can also be added on including payment collection of club kit or registration for specific club events.

### **Create a medical/contact form**

Collecting member medical and contact information is critical to running club activities responsibly. This can be integrated in your CCN registration process or simply collected using a webform or a shared spreadsheet.

### **Find a location**

In order to be an organized club, you need to have a weekly place to meet. You can rotate the location if you choose, but for the first year we suggest one location that is centrally located, close to bike trails and/or bike routes with large bike lanes and as little traffic as possible. Coffee shops are the classic meeting place (good rides always start with good coffee) but club leaders should always check in with the shop owners to ensure that they are welcome to meet there.

### **Create an Emergency Action Plan (EAP)**

An emergency action plan (EAP) is a critical document that will help coaches or ride leaders respond quickly, calmly and effectively if an accident occurs during a club activity. Your emergency action plan should see one individual take the lead of the situation while listing which members on a ride are best suited to respond to an injury (who has first aid training?) and who is responsible for calling for additional support; a pick up from the rider's emergency contact person or an ambulance if necessary. The plan should outline the ride route and what is the nearest hospital. If your ride takes place in remote backcountry then you should also plan the easiest and fastest exit route back to town.

Samples are available at [cyclingbc.net/eap](http://cyclingbc.net/eap) or through our Ride Leader Training course.

### **Create a Code of Conduct**

A club code of conduct will outline the core rules, norms and practices for all members of your club. This document will provide the club with a policy to reference should a member engage in dubious behaviour or acts in a way that may

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reflect poorly on the club. The code of conduct may also recommend steps for disciplinary action.

Please see [Cycling BC's Rider Code of Conduct](#) as an example.

### **Facilitate club communication**

Stay connected with your members – email, instagram, slack, team snap, etc. Whatever works!

### **Become a registered not-for-profit society**

Becoming an incorporated not-for-profit organization with Societies BC is not mandatory but recommended, especially if you anticipate your club growing to more than just a few members. It is also recommended if you plan to host club events or any activities that will produce revenue for the club. As an incorporated society, your club will acquire an independent existence – separate and distinct from its members – and important distinction especially in matters related to liability. Having not-for-profit status is also a requirement for some forms of funding such as gaming grants and event hosting grants.

### **Understand insurance requirements**

Insurance is unquestionably complex, confusing and a little dry. That's why Cycling BC has done all the research, so that you don't have to. Our memberships and club affiliations include everything you need for insurance.

Club activities that are *registered* with Cycling BC are covered by our General Liability Policy. This provides the club and its members with coverage in the event that an accident causes damage to property or injury to another person and they choose to seek compensation for those damages/injuries. Note that in order for a club activity to be covered, it must be reported to Cycling BC so that we have a general awareness of when it is scheduled and where it will occur. For example, if *Team Awesome* organizes their regular team rides on Saturdays in Vancouver, but a member is involved in an incident while riding by themselves in Maui, they would not be included in the liability coverage provided to *Team Awesome*. Clubs can report all of their activities at the beginning of the year when the affiliate, or they can report them ad hoc throughout the season using our [registered club activities webform](#).\*

*\*Note that if club activities deviate from reasonable expectations for club rides or training activities, Cycling BC may require clubs to provide additional information to ensure that standards of care are being met. Failure to adequately describe the training activity could lead to loss of coverage.*

Cycling BC activities are only open to Cycling BC members. In the event that a non-member guest wishes to join a ride in order to “try” or “sample” the club activity before committing to the club, they must sign [the Cycling BC waiver form](#). Non-members may join a Cycling BC club ride up to 3 times, after which they must purchase a Cycling BC annual membership. *Please note, due to Covid-19, the*

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*ability to use the Cycling BC waiver form has been temporarily placed on hold, meaning all club event participants must hold an active Cycling BC Membership.*

### □ **Budget**

Maintaining and following a simple budget is a smart move for any club, especially those that receive revenues from sponsors, grants, programming, events or, selling products and services to its members or the general public. Club expenses may include: instructor or coach fees, affiliation fees, equipment, venue rentals, per diems or honoraria for volunteer staff. Clubs who wish to pursue grant funding will be required to provide some form of financial reporting.

## **Step 7 – Go ride!**

Finally, the fun part!

Now it is time to get on your bikes and ride as a club. When the rubber hits the road, always remember the *Why* that was agreed upon in step 1. Your rides may be long and slow or short and fast. They might be on gravel paths or double back diamond trails. You might be following an annual training plan or just basing your rides on the weather forecast. Whatever you do, try to stay true to the vision of the club so that all members have a good experience and feel included.



## How to start a cycling club (youth-oriented)

There are no large upfront insurance fees to start a youth program at Cycling BC.

And our team of support staff are committed to helping you create a meaningful and memorable cycling experience for young riders in your community.

From a once-a-week spring program, to an annual youth racing team, our coach training, administrative support and program structure guidelines make the process of creating and building a new club a experience that fosters the personal development of all parties.



## Step 1 – Start with a clear vision

The most successful clubs and programs have a strong *WHY*, or mission statement. It can be as simple as one sentence. Take time to think about why you want to start this club. It will create a culture that will draw youth to the program and give vision to the coaches involved. Some clubs prioritize performance while others will balance skills development and socializing. BC is home to a diverse range of clubs, and acknowledging your *WHY* will help ensure that new riders find the right one and have a positive experience.

To help facilitate the development of your *WHY*, take a look at the illustration below and reflect on your own sport experience. Why do you enjoy sport? What qualities have you developed as result of your experiences? How did your mentors help you become the person you are today?

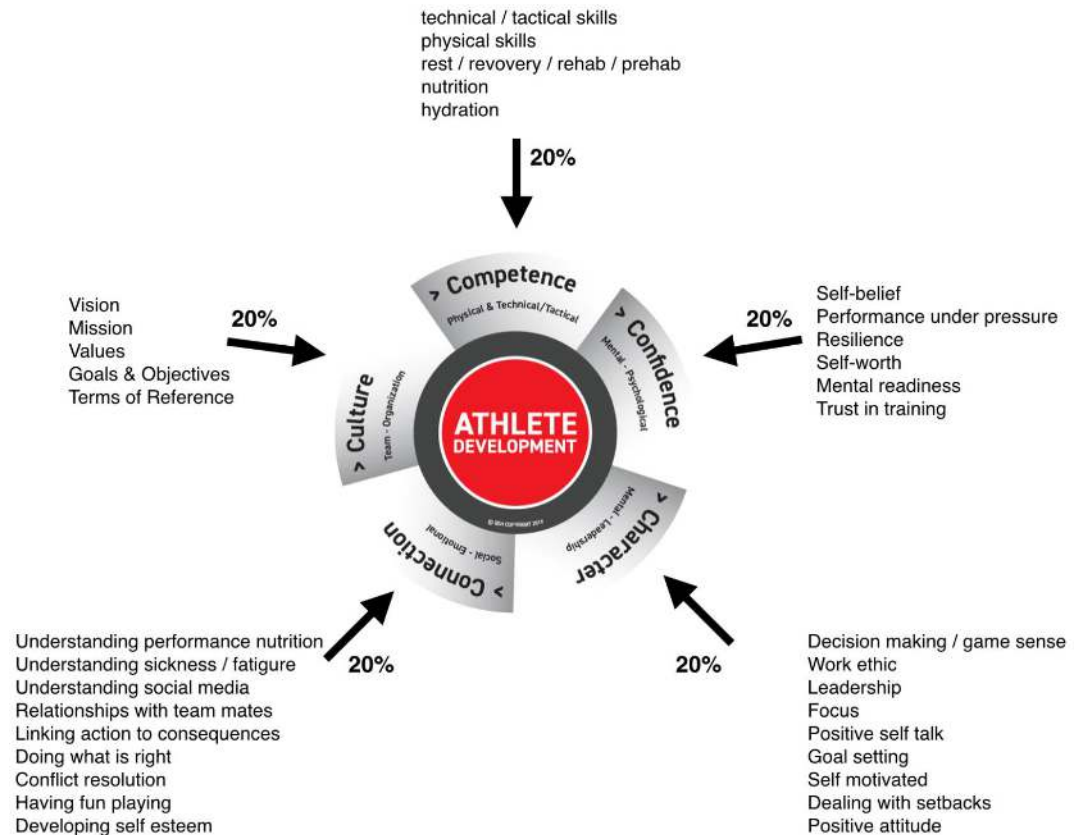


Figure 1: Courtesy of Matt Young - [Twitter Post](#)

## Step 2 – Design your club structure & affiliate

Affiliating with Cycling BC is an important requirement for all youth programs. As a result, registered programs gain access to:

- instructor and coach development support and mentorship,
- administrative support and advertising on Cycling BC’s website, and
- liability insurance for all registered activities, instructors, coaches, volunteers, directors and members.

Review the below table to decide what type of affiliation best matches your desired program structure.

	<b>Club</b>	<b>Trade Team</b>
Who can join?	Open to anyone	Selected by Team Owner
Advantages	Appears more welcoming  Reduces pressure to continue long-term	Fosters camaraderie and team ethos through participant expectations and code of conduct
Designed for?	9+ (except BMX: all ages)	14+ (LTAD: Train to Train, or Learn to Compete)
How many weeks?	10+ weeks	16+ weeks
# of practices / week	1-2	2+
Price Structure	Separate price for each day-of-the-week  <i>Sample:</i> 10x Mondays = \$100 10x Thursdays = \$100 Both = \$175	One price for entire seasonal program  <i>Sample:</i> 16x Spring Program = \$400 16x Autumn Program = \$400 Both = \$650
Club Leadership	3+ Board of Directors, Set of Bylaws, Constitution	Privately-owned entity, often 1-2 Cycling BC Members
Insurance, Recognition and Support through Cycling BC	SAME	
Non-Profit Status	Recommended in Year 2+  At the start, focus on developing your program structure to find a niche in your community. THEN, pursue non-profit status to help you access viaSport Gaming Grants	Not Required

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Cost to Participants	\$65 CBC Membership + \$__ Club Reg Fee	\$65-\$160 CBC Membership + \$__ Team Reg Fee
Annual Cost to You	\$175	\$375

Youth club and trade team programs that abide by our guidelines are highlighted on the Cycling BC website Youth Programs page, at [cyclingbc.net/youth](http://cyclingbc.net/youth). In addition, iRide school and after-school participants seeking additional cycling experiences are directed to registered programs in good standing.

To meet Cycling BC's expectations of a registered youth club or trade team program, organizations are expected to

- clearly articulate their focus on either recreation or competition,
- choose a club or trade team status that reflects the above
- employ instructors and/or coaches who are trained or certified
- provide support to staff pursuing their instructor or coach certification
- abide by the Responsible Coaches Movement including
  - registration of all staff with Cycling BC ([cyclingbc.net/coachapply](http://cyclingbc.net/coachapply))
  - ensure [RCM guidelines](#) are followed:
    - Rule of Two
    - Background Screening
    - Ethics Training (NCCP Making Ethical Decisions + Quiz)

### Step 3 – Hire Instructors & Coaches

Instructors and Coaches set the tone for your club and help put your club culture into practice. These individuals often love cycling, are willing to learn, exhibit great people skills and are committed to the physical safety and personal development of the children through the entirety of the program.

Starting April 1<sup>st</sup>, 2021, new regulations are coming into effect for all Cycling BC Youth Programs. These new regulations are designed to ensure the physical safety of the children and ensure the highest quality of care is available for our young Cycling BC members.

New Regulations:

- Each youth club/team program must employ at least 1 “certified” coach in either the NCCP Comp-Intro or Comp-Dev stream\*. This certified coach will act as head coach of the program.
  - *\*Certification at the Comp-Dev stream is extremely logistically challenging at this time. Therefore, Cycling BC recommends Head Coaches pursue Comp-Intro certification.*

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- All remaining youth program staff must hold, at minimum, NCCP Community “trained” status or have completed the first half of the NCCP Comp-Intro coach training program, as depicted in the below infographic.
- All staff must register with Cycling BC at [cyclingbc.net/coachapply](http://cyclingbc.net/coachapply) and undergo a Background Screening or submit a copy of a screening less than 2 years old.
  - This can be obtained from your local police detachment or from [mybackcheck.com](http://mybackcheck.com).

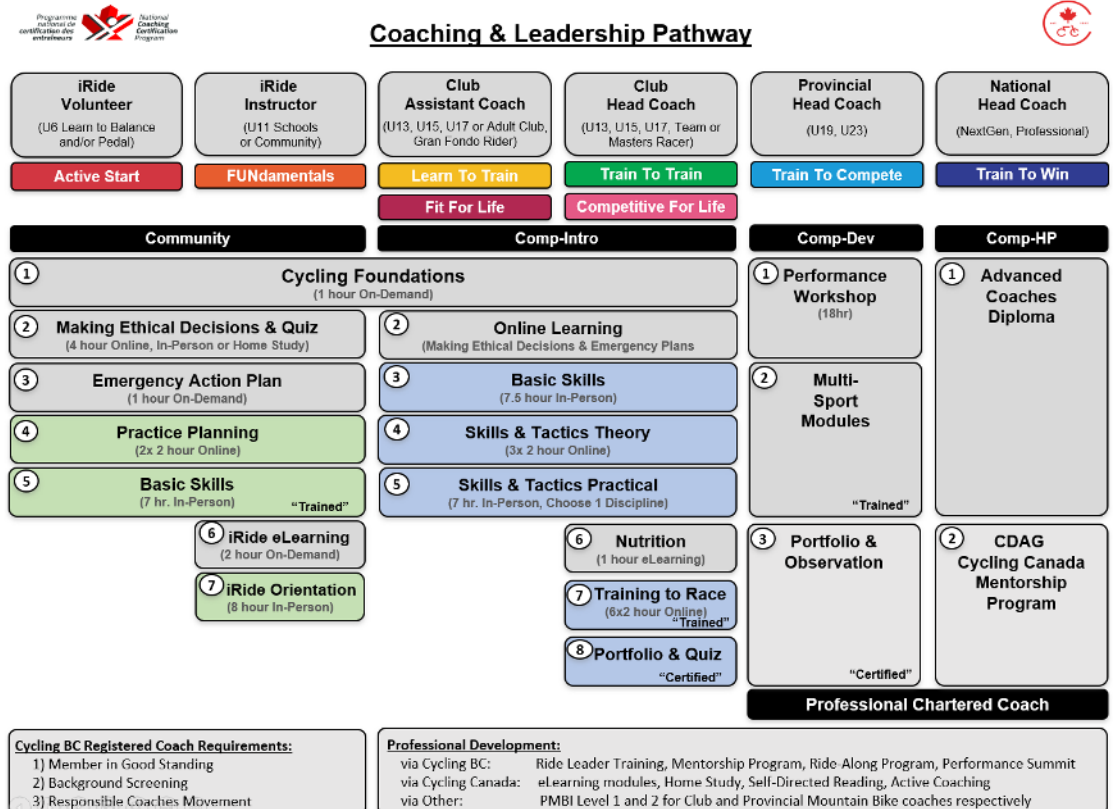


Figure 2: The NCCP Coach Development Pathway. For more information, you can watch a video about this topic at [cyclingbc.net/coaching](http://cyclingbc.net/coaching)

These new regulations are also designed to drive participation in NCCP coaching courses and certification process, hereby fostering opportunities to train and certify more NCCP Coach Developers. As a result, Cycling BC’s coach mentorship program can grow to meet the diverse needs of our province and membership.

Various programs and resources are available for youth clubs/teams and staff to achieve the required accreditation ahead of the April 1<sup>st</sup>, 2021 deadline. To learn more, go to [cyclingbc.net/coaching](http://cyclingbc.net/coaching) or contact Cycling BC by email at [coaching@cyclingbc.net](mailto:coaching@cyclingbc.net).

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Cycling BC's [iRide Leadership program](#) is also available for youth program participants aged 14-19 who are interested in accumulating volunteer hours and helping instruct at a youth program. As a result of completing the program, held each year in August and early September, graduates can run their iRide after-school program (recreational program for kids under 12) or help at your youth program. See our [Instructor Age Matrix](#) in the Coaching FAQ section.



### Step 4 – Recruit Members

Depending on your goal for the size of the club, recruitment may be achieved using different methods. Recruitment may occur through social media, a website, paid advertisement, at Cycling BC events or through your local bike shop.

Great program structure, certified staff and a well articulate brand will help attract prospective riders to your organization.

Create a Year One goal and a Year Three goal. Stay consistent with your messaging and structure and allow for word-of-mouth advertising to work it's magic.

## Step 5 – Design and order club kit

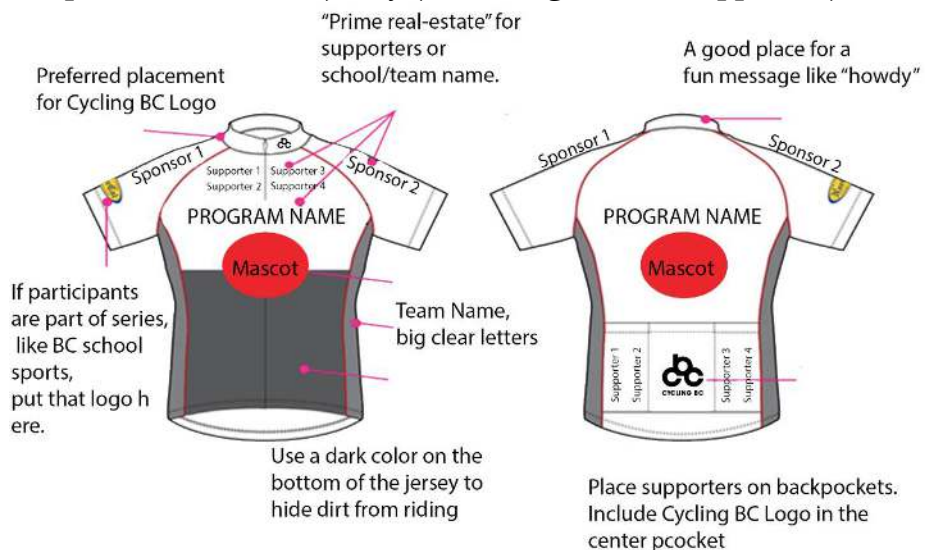
While not necessary, having a club kit is a great way to develop camaraderie and gain exposure for the club and its sponsors. The kit itself serves as a powerful recruitment tool (see step 4) and developing the aesthetic of your club is a fun way to communicate the club’s culture (see step 1). Cycling BC recommends [Jakroo](#) for custom Cycling kit.

Your kit should reflect the nature of your club. For example, entry-level youth clubs should avoid filling their kit with many sponsors, as this is associated with a competition program. Focus on keeping club supporters to a specific area of the kit or recognized their contributions in other ways.

### *Sample of FUN recreational club jersey*



### *Sample of Trade Team jersey (with recognition of supporters)*



## Step 6 – Administration

While not as much fun as getting new kit, club administration is critical to building a successful foundation that will serve the club as it grows. Administration will also ensure that the club continues as individual personalities come and go. Finally, sound administrative practices will help clubs avoid existential challenges such as lawsuits or financial mismanagement while being able to effectively manage medical emergencies. Depending on the size of your club, not every step in the below checklist will be mandatory. For example a club of only 4 members does not need a formal club registration process. Be realistic in what your club's leadership has capacity for, and balance this with the long term vision of the club.

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### □ Budget

Maintaining and following a simple budget is a smart move for any club, especially those that receive revenues from sponsors, grants, programming, events or, selling products and services to its members or the general public. Club expenses may include: instructor or coach fees, affiliation fees, equipment, venue rentals, per diems or honoraria for volunteer staff. Clubs who wish to pursue grant funding will be required to provide some form of financial reporting.

## Step 7 – Develop a program outline

Preparing to lead a youth program is a large undertaking and creating a parent information package is the final step.

This document should include:

- Club Vision, Mission and Values
- Code of Conduct
- Coaching Outcomes
- Membership Benefits
- Program Design (length, frequency, duration, sport type, participation vs. competition)
- Special Events
- Program Fees (approximately \$10/hr) and breakdown
- Demonstrate your knowledge and introduce the concepts of a Training Plan
  - skills and fitness
  - strategy and resilience

More specifically, it is important to craft a training plan for your program to help meet the needs of your participants, match the expectations of the National Coaches Certification Program (NCCP) and Long-Term Athlete Development (LTAD), and demonstrate your competence to prospective families.

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The process of creating a seasonal or annual training plan for your youth program is completed during the NCCP Comp-Intro coach certification process at Cycling BC. A comprehensive training plan that meets the NCCP standards includes the mastering of new skills, building fitness, developing mental resilience and fortitude and understanding how to deploy one's abilities in a manner to that maximizes the enjoyment of cycling.

For example, a recreation club's Training Plan focuses more on skill mastery, participation and connection between the riders, helping riders overcome pre-conceived obstacles like large hills or downhill terrain and role-model the characteristics of a caring adult who is focus on the long-term health of the participants. A cycling club or trade team more focus on performance may include a shift towards building the aerobic engine, sport-specific abilities like climbing and descending on more advanced terrain and provide leadership opportunities for participants to foster personal development and the culture of excellence within the team.

Cycling BC has additional samples of program outlines available for new clubs. Further samples are provided during NCCP Competition-Introduction coach training.