





#### Welcome

Introduction

#### Event Details - Paris to London 3 Day Ride

- or La Défense to Beauvais 1 Day Ride
  - Newhaven to London 1 Day Ride

#### CARE

Fundraising Risk Assessment, Health & Safety, Insurance Practical details summary Question & Answer session Closing Remarks





#### Introduction to Tall Stories

- Operated adventure events since 1991
- Specialist in charity and corporate fundraising events (bike, ski, trek, multi activity)
- Specialise in guided events
- Operators for the Société Générale
  - London to Paris Bike Ride
  - London to Brighton Bike Ride
  - Paris to London Bike Ride
  - National 3 Peaks Trek
  - Yorkshire Moors trek
  - Multisport in the Lake District



### Paris to London!

- <u>3 Days Paris to London</u>
   <u>Total distance 306kms / 191 miles</u>
   => 100 places available.
- <u>1 Day Options</u>
  - La Défense to Beauvais 55 miles / 88 kms => approx. 100 places available
  - Newhaven to London 55 miles / 88kms
     => approx. 25 places available (for UK participants)



# Bike Ride

# Paris to London

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#### Day One - Thursday June 16th 2011

#### UK Starters:

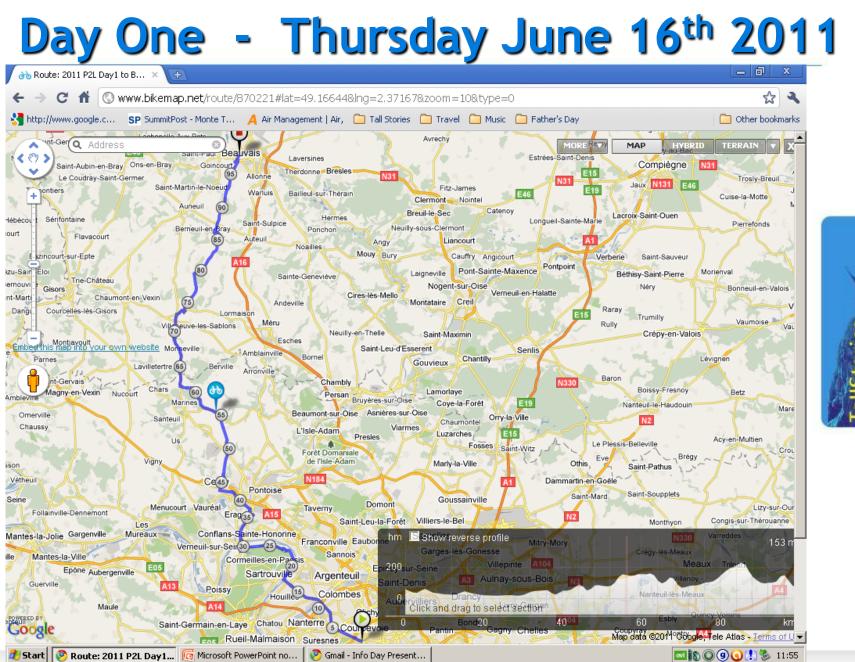
- Depart London St Pancras 15<sup>th</sup> June 19:02
- Arrive Gare du Nord 22:17
- Hotel by Gare du Nord
- Coach to start on Thursday am

#### All other starters:

- Some bike storage available overnight 15<sup>th</sup>
   contact SGCIB/CSR (to be verified)
- Meet at La Défense 09.30am
- Come ready in cycle kit
- Breakfast, leave luggage, meet guides and have briefing at start.
- Send off from Tour Société Générale
- Celebration arrival in Beauvais
- Accommodation and dinner in Beauvais

Estimated Distance: 88km/55miles Estimated ascent : 610m





TallStories

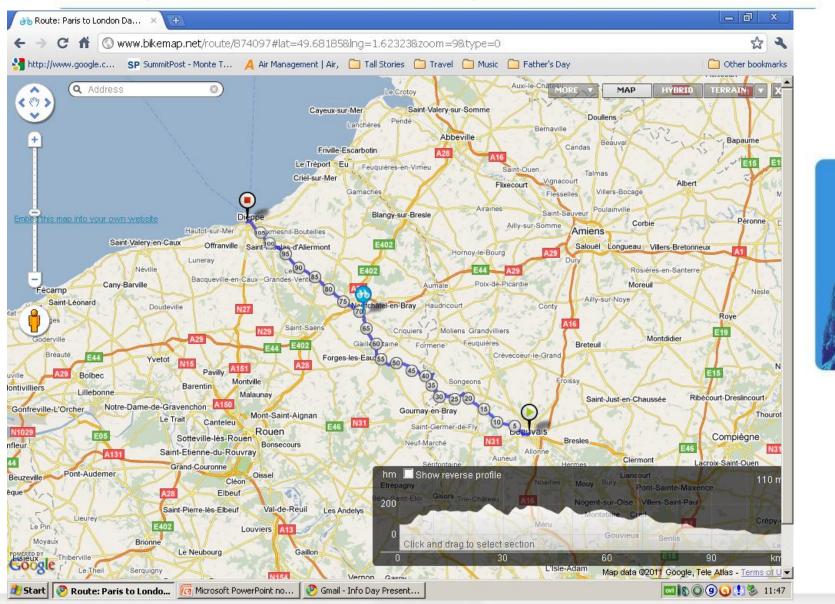
# Day One - Thursday June 16th 2011 200m 0m80km 0km 20km 40km 60km 610metres 88 km

## Day Two - Friday June 17th 2011

- Beauvais to Dieppe and ferry
- Small roads, ville fleurie, lunch, snacks and water along the way
- Ferry leaves at 18:00 arrives 21:00 (one hour of difference so 4 hours of ferry)
- Dinner on the ferry
- Accommodation in hotel near Newhaven
- Bring lights as it is a short cycle away
- Estimated Distance: 108km/68miles
- Ascent: 550m



### Day Two - Friday June 17th 2011



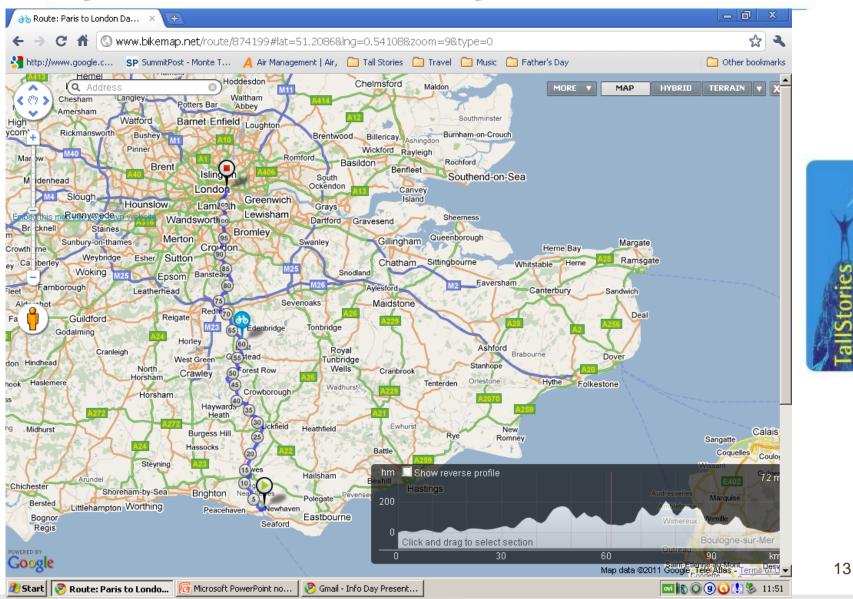
## Day Two - Friday June 17th 2011 200m 100m 0m 0km 30km 60km 90km 550 metres 108 km 11

### Day Three - Saturday June 18th 2011

- Newhaven to London
- Rural Sussex and the Royal Parks
- Finish at Potters Field, City Hall
- Finish celebration dinner in restaurant close to SG House, Tower Hill
- Bike storage available in SG House (to be verified) for UK riders only. French bikes go the Eurostar Saturday night.
- Accommodation in Central London
- Estimated Distance: 109kms/68miles
- Ascent: 930m hilly!

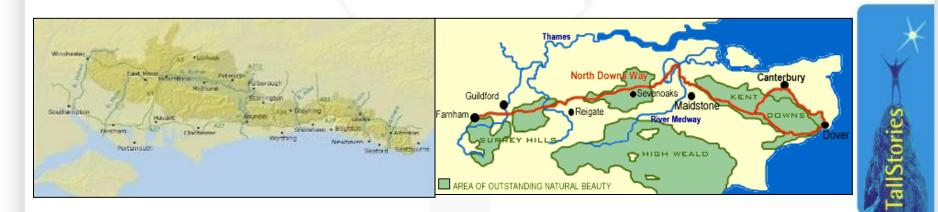


### Day Three - Saturday June 18th 2011



### Day Three - Saturday June 18th 2011

#### It's not flat! You've got to train!





### **Going Back to Paris?**

- Free morning in London
- Eurostar leaves at 13.02 & 15.02
- Bikes go to Eurostar in our vehicles Saturday night
- Bikes to go with you on train for your collection in Gare du Nord



## Support and Logistics

- Support:
  - Guides
  - Medic
  - Tall Stories Support Staff
  - Support minibuses (refreshments, medics, pax support)
- Weather: it's June so it may be changeable! Wear wicking fabrics, strong sunscreen & sunglasses. Bring good waterproofs. See kit list.
- Hotels: 2-3 star, same sex twin share en suite.
- Dinner: Ferry, Hotel or local restaurants
- Dietary: please advise us of any dietary requests.
- Insurance: we must have policy number, valid to/from date, 24 hour emergency number.



# Day Bike Rides

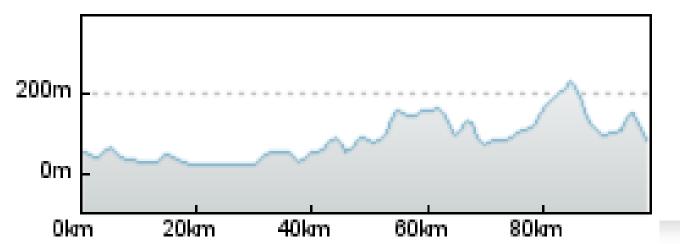
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and

#### One Day La Défense to Beauvais - 16<sup>th</sup> June

- Breakfast and send off from La Défense
- Snacks along the way
- Marked up route not guided
- 55 miles / 88kms 610 m ascent
- Celebration in Beauvais with all the participants (1 day and 3 days ride)
- Coach back to La Défense 45 minutes
- Bikes back to La Défense in Tall Stories Truck





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#### One Day Newhaven to London - June 18th

- Join the 3 day cyclists at Newhaven
- Snacks and lunch along the way
- Marked up route or guided depending on numbers
- 55 miles / 88kms
- Celebration at Potters Field





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### **Bikes**

- Each participant must have his/her own bike
- Road bikes preferably, or slick tyres on mountain bikes or hybrids. No panniers, no locks but <u>do bring lights</u>.
- Tandems, unicycles, fixed speed, all possible but only if you train on them!
- Spares: please bring pump, inner tubes and puncture repair kit. We supply everything else including someone to fix them.
- Bike insurance is the responsibility of the individual.
- UK bikes will be collected from Société Générale offices in London on Tuesday 14<sup>th</sup> June.
- Everyone else get themselves and their bikes to Société Générale Towers for 0930 - 1015 on Thursday 16<sup>th</sup> June
- Bike bags/boxes: not necessary all protected with bubble wrap in the vans. Only people flying will need bike boxes or bike bags.



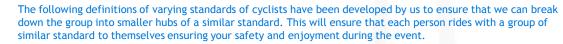
## Training

- Anyone cycled over 50miles / 80 kms before?
- Average cycling speed is 10-15 miles per hour / 15-25 km/h (allowing for ascents and descents)
- Prepare yourself for 68miles / 109 km in the saddle = 5 - 10 hours in the saddle (excluding breaks)
- Only way to train is with hours in the saddle
- Bike computers encourage and reward
- Practise cycling and drinking from a bottle
- If it's raining on the event you still have to cycle. Supplement training on a turbo trainer or in spinning class - but it's no replacement for cycling outside, in a group, with traffic, in the rain!



#### **Groups level**

- Pro Elite Extremely fit, long training sessions on major undulations every weekend and during the week, covering long distances very quickly. Covers 300kms in a week
- **Expert** Fit and experienced. Rides every weekend on major undulations covering long distances quickly. Covers 200kms in a week
- Advanced Able to ride moderately challenging routes in all weather conditions. Rides most weekends maintaining very high level of fitness. Covers 100kms in a week
- **Sport** Able to ride moderately difficult routes in most weather conditions. Rides most weekends. Covers 75kms in a week
- Skilled Able to ride moderate routes in most weather conditions. Has good control of bike and is most comfortable on gentler gradients. Rides at least a couple of times a month and is fit. Covers 100kms in a month
- **Fun** Most comfortable on gradual slopes. Infrequent riding done on easy routes. Reasonable overall level of fitness. Covers 50kms in a month.



You will have to choose the one that you feel is closest to the way you ride. Please, remember this is not a competition and that you will get the most out of the event if you are truthful! If you are planning on riding with a friend, you must choose the slowest common denominator. There will be a chance to change groups during the days cycling but this is a guide to start with.



# Kit

- Its all about the padding! Padding is not replacement for training !
- Shorts & Gloves
- Protect your lid get a helmet. No helmet no ride. (Risk of cranial injuries)
- Waterproof
- Pedals and shoes
- Spare tube and a pump for that tube - even if you don't know how to use it!
- Waterbottle(s). Water bladders acceptable but strain the shoulders - train with it.
- ONE rucksack or holdall bag for luggage (no additional plastic bags, vanity cases, etc)



### **Tall Stories Guides**

- On the 3 Day Ride it will be guided and on the 1 day ride it will be marked up.
- Tall Stories guides all 1<sup>st</sup> aid qualified & mechanics
- Leaders, good mechanics, 1<sup>st</sup> aid qualified.
- They're the ones in front!
- 10 guides = 10 paces slow, medium, fast to suit everyone.
- Change groups at refreshment stops



### **Food and Nutrition**

- Cycling nutrition is as important as training
- Eating keeps you hydrated
- Variety keeps you healthy
- Regularity of food intake keeps you energised
- Breakfast high carbs, fruit, etc
- Morning stop water, drinks, fruit and biscuits
- Lunch stop water, drinks, crisps, sandwiches, baguettes, bagels, couscous, tabouleh, fresh vegetables, salad, dessert such as rice pudding, milk shakes, chocolates, fruit, etc
- Afternoon stop water, cold drinks, fruit, sweet and savoury.
- Post ride food protein and carb mix to replenish and refuel before dinner
- Dietary: advise us of any dietary requests.
- Opportunity to see medic





SOCIETE



#### **CARE and Société Générale**

• The partnership was renewed on January 18<sup>th</sup> 2011

The scope has been extended :
Pursuing the 4 education projects in 4 countries
+ a new project in Benin

• Tackling different education challenges : school dropout, literacy and numeracy, bilingual intercultural education, girls' education and prevention of failure at school.

•Nearly 10 000 children have benefited from a better education through these 4 projects

•33 women's village saving and loans groups have been supported in Mali, 200 women in Morocco

•Over 1 000 parents have followed training and information advice about the importance of children's school education.



### Thanks to you, bike riders

**In 2010** your sporting and fundraising efforts for Moroccan children have enabled us to:

- Set up "the school of excellence project"
- Reach 3,500 child beneficiaries in three schools

• Distribute over 5,600 pieces of equipment (i.e.: 120 dictionaries, 3 photocopy machines, 15 painting kits, etc.) to contribute to a better learning environment

Set up 3 school commitees to follow after-school activities

• Train 15 school commitee members to run extracurricular activities : sports, painting and theatre

#### Paris to London Bike Ride 2011 Fundraising for the Bangladesh project







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# **Context of Bangladesh Project**

- Nearly 5 million children in Bangladesh from age 5 to 14 work for a starvation wage (between 4 and 8 Euros/month) in disastrous health conditions.
- These children sweep floors, help in restaurants or sell food in markets to supplement their parents' income.
- For them going to school remains a forbidden dream.

#### Since 2008 Société Générale supports CARE's "Working children with functional education and marketable skills" project in Dhaka

- Each day 1,000 kids leave their work place to do 2 hours of education
- They learn how to read, write and develop life skills such as communication or negotiation
- They improve their working conditions
- They understand children's rights better.





#### **Fundraising for "Light of Life, A Change" (LiLAC)** Bringing significant change for working children's lives in Dhaka

- LiLAC is a proposed professional training centre for working children of 10 to 14 years old in the slum areas of Dakha
  - Professional training: build up the working children's technical skills (textile, industrial sewing, tailoring, modern technological engineering...)
  - Life skills and psycho-social development
  - Sale center for selling the finished product of training
  - Information corner (reading room, internet access...)
  - Production house: children will produce different pieces in market demand
  - Market linkage, job placement, small entrepreneurship training





# Fundraising

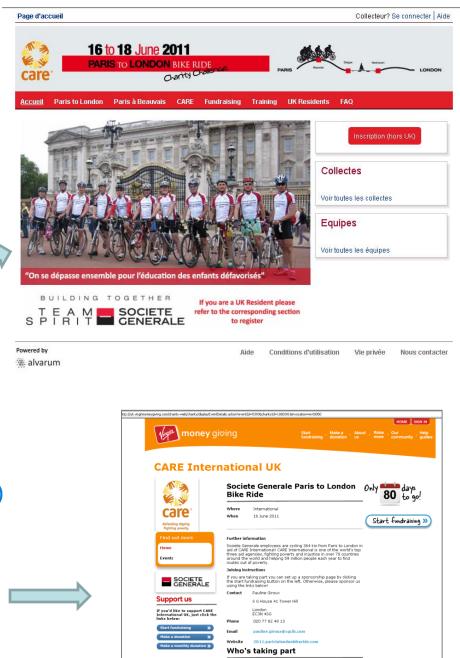
Create you own personal online fundraising page on:

For ALL participants (except UK): www.paristolondonbikeride.com

#### for **Registration** AND Fundraising

(eventually to be done from home for Facebook functionalities, etc...)

For UK participants: <u>http://tinyurl.com/SGBikeRideforCARE</u>



#### **Create a Team fund raising page**

#### The role of Team fundraising

- Team fundraising page gives you the opportunity to group together all the fundraising pages from the same department
- This tool was created to help you to recruit team mates to participate in this event with you.

#### Creation of a fundraising page

- The team leader chooses to <u>create a team</u>. They sign up on the website and start to <u>build their Team</u> <u>fundraising page (they can personalise it)</u>
- They create their <u>personal fundraising page</u> (their personal page will appear on their Team fundraising page).
- They can then invite their friends and colleagues directly and they can give them the password to join the team.
- Each new rider can sign up from the team page clicking on « join the team » and creates their own collection page, the personal page will appear on team fundraising page

The to 18 June PARIS TO LOND		PARIS		
	SOCIETE GENERALE Evénement - Course des Héros 2010 - 06/06/10 Dons collectés : 7 177 € Objectif de collecte : 7 000 €			
Chef d'équipe Irma VILLET Irma Weibbe de Féquipe VILLET Irma Sébasten BOETSCH piere-henri soler benjamin mund Matthieu Weibel Romain LIPPE Alexandre CHICHE david benmussa Laure Miché Damien Cadillon Kieru Largenton Emmanuel Ranchet Benoit Bergua Delphine Leblond-Limpalaer Collecte au profit de Le Rire Médecin	Membre de l'équipe VILLET Irma * Sébastien BOETSCH pierre-henri soler benjamin mund Mathieu Weibel Romain LIPPE Alexandre CHICHE david bemussa Laure Miché Damien Cadillon Klervi Largenton Emmanuel Ranchet Benoit Bergua Delphine Leblond-Limpalaer	$1\ 665 \in \text{collectés}$ $400 \in \text{collectés}$ $360 \in \text{collectés}$ $362 \in \text{collectés}$ $555 \in \text{collectés}$ $310 \in \text{collectés}$ $310 \in \text{collectés}$ $455 \in \text{collectés}$ $360 \in \text{collectés}$ $360 \in \text{collectés}$ $305 \in \text{collectés}$ $300 \in \text{collectés}$	Faire un don Faire un don	Objectif : 7000 C
En France, un enfant sur deux est hospitalisé avant l'âge de 15 ans. Pour aider ces enfants et leurs familles à mieux vivre ces moments	Rejoindre l'équipe			

#### Risk Assessment, Health & Safety, & Insurance

#### FOR UK EMPLOYEES

A full Risk Assessment will be completed and verified by Société Générale Health & Safety and Insurance teams

Insurance will cover the following risks:-<u>Employer's Liability</u>: Death or injury to employees <u>Public Liability</u>: Injury to a third party or to his/her property <u>Personal Accident</u>: Loss of limbs, eyes, hearing or permanent, total disablement of employees

Travel Insurance:

- loss or damage to personal goods and cash
- expenses for overseas medical care, emergency medical assistance, legal costs, cancellation/rearrangement/delay

# Risk Assessment, Health & Safety, Insurance

#### FOR NON-UK EMPLOYEES

**1.For all employees from all countries:** 

Société Générale Insurance will cover the following risks,

**Employer's Liability: Conditions to be confirmed** 

Public Liability: Injury to a third party or to his/her property

<u>Repatriation</u>: In case of an accident without repatriation, each individual's health insurance will cover the cost of medical care: please check the conditions applicable to you (for French participants, the Sécurité Sociale and mutuelles conditions will apply).

#### 2. For French staff:

Personal Accident: Permanent disablement of employees

#### 3. For non French and non UK staff:

Please check the insurance conditions of your business card contract, if you book your travel with it (repatriation, travel insurance such as loss or damages to personal goods and cash, etc.)

#### FOR NON SG EMPLOYEES

The event is open to SG employees only. For Exception see page 38. If an exception is given by SGIB/CSR, participants would have to have their own Public Liability insurance and send the corresponding certificate to *iris.bazin@sgcib.com* 

### **Practical Details Summary**

- 1. Preconditions for participating:
  - Sign-up fees to cover costs :
    - 150€/£100 deposit, non refundable for 3 day ride
    - 60€/£50 deposit, non refundable for 1 day ride
  - Fundraising :
    - 750€/650£ for 3 day ride
    - 350€/250£ for 1 day ride
  - Non UK participants have to take two days off (holidays / RTT) for 16<sup>th</sup> & 17<sup>th</sup>
  - Have your own bike (no need for bike except for people flying)
  - Commit to the training and be in a good physical condition.

#### 2. Registration

- <u>Deadline</u>: April 22nd Places are limited .... Hurry up and registrater.
- Registration forms on WWW.paristolondonbikeride.com for ALL participants (except UK)
- Your contacts for any questions:
  - For SG CIB (France and all other countries): *iris.bazin@sgcib.com*
  - For UK: pauline.giroux@sgcib.com
  - For other Branches : see your contacts on FAQ of www.paristolondonbikeride.com

### **Practical Details Summary**

- 3. Expenses
  - All expenses (meals, hotels, trains) between Paris and London are covered for all participants.
- 4. Travel from outside UK and Paris
  - Spain: train/plane travel cost shared 50/50 Country head / CSR
  - Other countries TBC by the local CSR Ambassadors and Country Head (see registration website FAQ for more information)
- 5. For the following situation, please send an email to *iris.bazin@sgcib.com* to precise your status
  - <u>non permanent SG contracts</u> (subcontractors, VIE, interns, Suppliers, Clients, Partners) can not register before prior validation by SGIB/CSR who will treat them on a case by case and first come first serve basis
  - <u>Ride a tandem</u>: only if you are **amongst best 2 category on the 3 day ride** and you are interested to ride a tandem **with a blind person**
  - <u>Visa for France and UK: if you are not a French or UK Citizen</u>, it is your responsibility to get a visa if needed. You can request if needed an invitation lettel<sup>37</sup>

### **Toolkit for participants**

- For Non UK Participants: all information will be provided on www.paristolondonbikeride.com
  - Full itinerary with maps
  - Cycling tips
  - Training guide
  - Advice on kit and equipment
  - Food and nutrition guide
  - Risk Assessment, Health & Safety and Insurance details
  - Fundraising guide
- For UK Participants : After payment of the deposit, participants will receive a Toolkit with detailed information covering all aspects of the Paris2London Bike ride

### Questions & Answers



### **Closing Remarks**

- For those in Paris interested:
  - Sign-up on www.paristolondonbikeride.com

- For those still undecided
  - address any remaining queries :
    - For SG CIB to Iris Bazin in Paris
    - For other branches: see contacts FAQ on the website
    - For the UK to Pauline Giroux in London
- Confirmation to follow after registration and payment

#### MANY THANKS TO ALL FOR ATTENDING





If you want to sign up now please go to:

KE RIDE

#### www.paristolondonbikeride.com





