



Element Race Team

Women getting to the start line together.

The Element Race Team is a registered provincial trade team - a privately owned entity with selected membership. The team is not open to everyone, it is not a club. Fifteen women will be selected for their athletic ability, potential, and desire to race. Selected participants display a willingness to act as ambassadors within the cycling community.

Why a Women's Cycling Team?

Because, if given the opportunity, women of all ages can learn new skills, train as a coordinated unit, race hard and have fun pursuing challenges. And, because representation matters. In the past 20 years, female participation in sport has continued to decline with only 16% of adult women reporting sport participation¹. Women in amateur or "masters" cycling are underrepresented on every start line— club rides, local events and Gran Fondos. A major barrier is intimidation. When women in sports are on the start lines and seen - the audience grows, confidence of girls grows, and we all benefit from the long-term benefits of exercise and play. The Element Race Team consists of women who are leaders, who are ready to represent and will inspire other women and girls to get involved, have fun, and join the community of cycling.

Our Vision

To create a safe and welcoming cycling community, free of intimidation, where women of all ages have the confidence and skill to participate or race at recreational or competitive cycling events.

Our Mission

Through a competitive women's cycling team, we will inspire women to participate in cycling events (e.g., club rides, clinics, events) by:

1. Racing with strength, skill, and an ability to perform in competitive/recreational cycling events as a team and/or as individuals;
2. Leading, supporting and volunteering at inclusive cycling events that increase women's skills and confidence to ride together or race;
3. Connecting community by being ambassadors of the vibrant cycling clubs, businesses and organizations that share in the vision.

2021 Objectives

1. To be prepared and competitive as a race team by ensuring all team members are coached in mindset, nutrition, training and recovery.
2. To participate, lead and volunteer at community-led cycling events or initiatives in order to assert an environment that is free from intimidation and supports inclusivity, safety and fun for all women.



Who we are.

1. **We love riding our bikes.** We know the value of health, athleticism and community that comes with hours spent on two wheels and have made many friends along the way. We already enjoy being part of a vibrant cycling community.
2. **We are leaders.** In our professional life, active life or as role models among our friends and family, we espouse the qualities it takes to lead and inspire individuals to be active in sport. Many of us lead club rides, participate at local cycling events and are ambassadors within the community. We wish to add further value to our communities by being part of a women's race team.
3. **We are competitive and love to race!** The team supports team/individuals to race in all forms of cycling – mountain biking, cross, gravel or road riding. Element Race Team riders will have strength, fitness, strategy, precision and endurance to perform at their best.
4. **We are professionals.** Many of us are in post-secondary school, have careers and families which we are dedicated to. Cycling and competing is a passionate hobby of ours that brings enjoyment and rounds out our busy lives.

2021 Goals

1. **Get to start lines of cycling events and representing what is possible.** We want to get to start lines and inspire other women to do the same! Races and events will be selected as soon as they become known. Virtual racing on Zwift will be identified for those team members that have the necessary equipment. Team riders are committed to training as a coordinated unit.
2. **Leadership in community.** To be a leader is to act as a leader. Specifically we will:
 - Commit to leading, supporting and participating in various community events (TBC). These may include group rides, skills clinics or social events. Every event selected will further the vision.
 - Provide Cycling BC NCCP training to selected team leaders should they wish to continue in certification process (Dependent on funding).
 - Because our vision includes creating a “safe” environment, we will have the skills to lead group rides by having at the minimum one person with *Cycling BC NCCP Comp-Intro: Basic Cycling Skills* or *Cycling BC Ride Leader Training*
3. **Ambassadors for partners / sponsors:** We will be ambassadors for our sponsors and partners recognizing them for their contribution to the vision. It will be important to recognise our partners through social media and through positive associations at the various events we attend.
4. **Sustainable Management:** To create a sustainable race team through strong planning, measured accountability and communication with partners and supporters.

Element Race Team Benefits

1. Online team training program and bike sessions through Zoom with individualized training zones. The program will be targeted to potential races scheduled for 2021. Please see special note on



coaching below. (The program will be posted on Training Peaks and requires user to maintain a Basic (free) or Premium Training Peaks Account). The Element Race Team Training program is targeted to road cycling for specific events.

2. Individualized reporting on training progressions for zones; key workouts and online course simulations.
3. Access to Element Sports Coaching online learning sessions on female physiology, mindset, nutrition, training and recovery (Priced at \$20/session)
4. Group Zwift races (Requires user to maintain Zwift account)
5. Team members will receive at minimum one in-person training session to learn skills and tactics. Team riders may receive additional tactical and skills support throughout the season.
6. Managerial services; providing the team a calendar of local events (eg. VCL races, Sidney time trial etc) and support needed to make appropriate race selection decisions.
7. Organization of team socials and team rides, according to team preference.
8. Private Spond group to communicate, ask questions and plan training rides
9. Purchase available for Team kit (1 bib short and 1 jersey). Riders are welcome to wear the 2020 Team Kit. Team Riders can determine if they want to get a new kit for 2021.
10. As funds allow, offset of race entries and travel assistance support. Priority will be given to the team riders.

Special note on coaching: Every athlete is encouraged to maintain their existing coaching relationships and is accountable for their own training decisions. The purpose of the group training platform is to support athletes with a program and opportunities to train online **should they need or want it**. One role of Element Sports Coaching is to support each person in the application of mindset, nutrition, training and recovery and to bring coach and personal accountability to the team. To do this every athlete will receive physiological training profiles to measure their individual progress toward their personal goals. There is no pass/fail of these reports.

Team Member Expectations

All members agree to:

1. **Be a team member.** This means showing up and creating meaningful relationships with each other. Individual and team riders support each other by participating in group rides where/when available, participating in social events and/or giving each other motivational support when they need it. Team riders commit to showing up for team training rides. It is not expected that members attend every event or ride. We are all busy professional women living busy lives!
2. **Demonstrate gratitude to sponsors and meet our commitments.** Show and express appreciation towards the team sponsors, at all times amongst each other and to the public at large. This includes:
 - a. The promotion and support of all sponsors at the agreed upon level of engagement (Sponsors to be confirmed for 2021).
 - b. Wearing the team jerseys at all team organized events, races (e.g., VCL races) and on team group rides.

Members will be open to identifying and advocating for funding opportunities/sponsorship to offset team fees.



3. **Support your community.** Support the development of the women's cycling community in Victoria/Vancouver Island by participating in and/or leading local club group rides or volunteering at cycling events/races.
4. **Be safe.** All team members will follow the protocols and suggestions of the Public Health Officer, Dr. Bonnie Henry and the Element Sports Coaching Guidelines for Covid-19.

Athletes are encouraged to maintain their annual membership with local cycling groups to further their training. These group rides are valuable training opportunities and we wish to support the local clubs.

Team Costs

The Team Fee and Sponsorship funding will be used for:

- Online Coaching Program costs (Element Sports Coaching)
- In-person skills and tactic session costs (Element Sports Coaching / The Cycling Co)
- Cycling BC Team Trade Fee
- Administrative and management costs (e.g., Liability insurance)
- Race Entries and Travel Assistant Support as funds are available

Coaching Fee

Three options to start anytime between October 1, 2020 and January 1st 2021.

1. \$500/year one-time fee for 12 months duration
2. \$50/month for 10 months commitment

In case of illness or injury, fees will be discontinued at month end. Invoices are to be paid by cash or e-transfer to tenille@elementsportscoaching.com within 15 days from start of each month.

Exception: Athletes that select individual coaching services with Element Sports Coaching will have a reduced cost of membership to the race team. Element athletes will not receive preferential consideration to the team.

Team Kit

Each team member will be required to purchase their own team kit. At a minimum, team kit includes 1 jersey & 1 bib shorts, with the option to buy more. Cost of 1 jersey/1 bib shorts will be approx. \$260 per person. Team manager will send out a size chart and coordinate collection of kit fees once team kit is ready for print. Riders are welcome to wear the 2020 Team Kit. Team Riders can determine if they want to get a new kit for 2021.

Other

- For insurance purposes, a Cycling BC license is required. Be sure to know which Cycling BC license you will need. All riders minimally need a Provincial Race license, or if they plan to attend a national championship, a UCI license. More information on CBC licenses can be found here: <https://cyclingbc.net/membership/registration>



- Each team member is responsible for their own Training Peaks account (Free or Premium).
- Team members must pay for their own race entry fees. These may be offset by sponsorship funding, if funds allow.
- Optional: Each team member is responsible for their Zwift account in order to participate in virtual races.

Team Selection

Fifteen women will be selected to be on the Element Race Team. Due to the varied levels of ability the Element Race Team will have individual and team riders. Team riders will be grouped into categories based on individual time trial times or UCI/Zwift category of rider and previous race experience (See Appendix A). Individual riders will be open to all level of abilities. The number of team(s) or individual riders will be determined by the individual's interest and category.

Special Note: If an individual would potentially like to be a team rider, has the requisite group riding experience but currently lacks confidence to race in team events, they should indicate this. They should also indicate if they wish to race only certain formats of team riding (e.g., Team Time Trials). The purpose of the Element Race Team is to support women in getting to the start line. Building confidence through skill development is part of this.

Applications to the team must be submitted by December 1st, 2020. The Element Race Team will be announced by December 15th. All members commit to start Team Training by January 1st. Any team members that wish to start training with Element Sports Coaching prior to January 1st are encouraged to do so with Team Element. They will receive 50% of the cost of this program. See [Team Element](#) for more information.

Criteria

Among the criteria used to evaluate the applications the following will be considered:

- a. Contribution to the team vision (as presented above).
- b. Adherence to the team expectations.
- c. Consistent previous commitment to participation in cycling events, rides, races.
- d. Having individual race goals that align / parallel the team race goals.
- e. Representation of age and/or category.

The Element Race Team wishes to support diversity in the sport of cycling, remove potential barriers to participation and the systemic racism inherent in our sports. If you self-identify as a minority Element Sports Coaching will support you to the start line.

FAQ

1. I already have a coach I am committed to.

Great! You will be that much more prepared on the start line. The team coaching is just that: team coaching. Team riders will learn to work together tactically and skillfully as a coordinated unit. Individual riders will learn appropriate skills as needed. Athlete development oversight will compliment your coaches' efforts, not replace or contradict training philosophies.



2. I am committed to the club I train with.

Athletes are encouraged to maintain their annual membership with local cycling clubs to further their training. These group rides are valuable training opportunities and we wish to support the local clubs.

3. I am not sure I can make the commitment to rides, races and other events. It sounds like alot.

The team is purpose built. Our athletes are already attending races and training rides, it's not expected that team membership will add any additional time than what our members are already doing. We fully recognise that Element Race Team athletes are professionals with busy lives with challenges to "balance it all out". While you will be encouraged to attend specific sponsor/partner events, training rides and local races - there is understanding that life happens and you also have other commitments.

4. I don't want a "coach". Do I still have to pay the team fee?

Yes. The coaching is only one component of the Team benefits. Creating and supporting the team requires team fees, insurance, legal fees and administration time. Element will identify races, organize logistics, create social opportunities, coordinate skill and/or tactical coaching. One goal of the team is to have sustainable management and sponsorship dollars will only go so far. The good news... there are sponsorship dollars to support the team!

Appendix A

Category of riders

Very Good – B Grade / Cat 2

Competitive amateur athlete who races Cat 2/3 or who consistently podiums in your age group in an international attended triathlon or gran fondo. You regularly ride with a fast-paced group once a week and are comfortable with technical descents, cornering and challenging climbs.

Typical number of weekly rides: 4

Current average weekly distance: 250km+

Distance you're capable of riding in one day: 150km

Average speed on a typical ride: 25–35 km/h

Timed Sidney Velo TT 2019 or 2020 at 26:00 (aero position) or faster

FTP 20 minute assessment: 4.0 watts/kg or higher

Zwift racing category: A

Are capable of riding with A or B group at VCL races

Race goals include UCI sanctioned events, World Championships

Good – C Grade / Cat 2/3

Similar to the B-Grade category, competitive amateur athlete who races Cat 2/3 or can podium in your age group in a local triathlon or gran fondo. You regularly ride with a fast-paced group once a week and are comfortable with technical descents, cornering and challenging climbs.

Typical number of weekly rides: 3-4

Current average weekly distance: 200km+

Average speed on a typical ride: 24–28 km/h

Timed Sidney Velo TT 2019 or 2020 at 28:00 (aero position) or faster

FTP 20 minute assessment: 3.2-3.9 watts/kg

Zwift racing category: B

Are capable of riding with the B or C group at VCL races

Moderate – D Grade / Cat 4

A casual amateur athlete who competes in the occasional bike race or triathlon. You enjoy long days in the saddle every once in a while and love exploring new destinations by bike. This is our most common rider category.

Typical number of weekly rides: 3

Current average weekly distance: 160km

Distance you're capable of riding in one day: 120km

Average speed on a typical ride: 23–27 km/h

FTP 20 minute assessment: <3.1 watts/kg

Zwift racing category: C-D

¹ Statistics Canada: Trends in Sport Participation in Canada by Gender and Year (2017)