

WHAT MOTIVATES AN INDIVIDUAL
TO PARTICIPANTE IN A LONG
DISTANCE CYCLING EVENT? A
CASE STUDY OF: LONDON TO
MONTE CARLO CYCLING
CHALLENGE 2015.

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Signed Statement

“I declare that this dissertation has not already been accepted in substance for any degree and is not currently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated”

Student Name.....

Student Signature.....

Abstract

The aim and purpose of this study was to investigate what motivates an individual to take part in a long distance cycling challenge, using the case study; London to Monte Carlo Cycling Challenge 2015. The results of this study have shown what motivational factors influenced participants of the case study to take part and have provided the Event company that organised the case study with knowledge about the different types of motivating factors that could be useful to use in the future.

This study has been carefully categorised into chapters accordingly to give the study direction. Chapter 1 gave a brief background into what the dissertation would include, Chapter 2 has reviewed the existing literature on motivation types and theory, sport events and charity based sport events, Chapter 3 described what research frame was used in the study and why that was used, Chapter 4 presented the results of the investigation along with an in depth discussion and analysis and Chapter 5 concluded the main finding of the study, any limitations found and future recommendations that could be made.

The researcher decided that the qualitative research method of interviews was the most appropriate for this study. Semi-structured interviews were used to allow the participants to speak freely. A total of five interviews took place; four participants of the case study and one event organiser of the case study. A variety of question and topic areas were discussed, along with personal thoughts, feelings and experiences of the case study.

The main findings of the study have shown that all the participants were motivated in some way to take part in the case study and these factors can be related to Intrinsic or Extrinsic motivation. What motivated one participant, didn't necessarily motivate another, which shows how personal motivation can be. One intrinsic motivating factor that was found from the research was the motivation to take part in a personal challenge. One major finding from the results was the charity based element of the event where the participants had to each raise £3000 to enter, which was a major extrinsic motivator for all of them, despite not having any personal connections to the charity.

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List of Abbreviations

LTMCCC - London to Monte Carlo Cycling Challenge.

CS – Case Study

CHAPTER I
INTRODUCTION

1. Introduction

1.1 Background:

Biggam (2011:4) believes that in order to complete a dissertation successfully you are required to show proficiency in the skills specific to each stage of the dissertation cycle. According to Fabb & Durant (2005:3) *‘writing is not an activity of immediate expression in which you pour out your ideas, instead writing is a process of composition: a craft of making or building something.’* It is critical that the structure of a dissertation is clear and accurate in order for the author to showcase their chosen topic and findings, also allowing it to be an ordered read. This chapter will explain the layout of this study, along with an overview of what sport events are, specifically focusing on long distance cycling and why the author has chosen the topic and case study.

According to Horne et al (1999:163) *‘sport itself has no essentialist, pre-given definition, indeed it is very difficult to arrive at a consensus as to what ‘sport’ is.’*

Sport is a diverse and ever growing market not just nationally, but internationally.

With the range of sports that are available for all people to participate in, professionally and non-professionally it draws to the question: Why do people choose to partake? This dissertation will look at the different types of motivations and factors that influences participation in sports, in particular long distance cycling sports.

According to bikerader (2015) *‘whether it's to boost your fitness, health or bank balance, or as an environmental choice, taking up cycling could be one of the best decisions you ever make.’*

The research question for this investigation is: What motivates an individual to participate in a long distance cycling event? A case study of: London to Monte Carlo Cycling Challenge 2015. The case study consists of cycling 850 miles over a period of eight days, starting at the Twickenham stadium in London, ending in Casino Square, Monte Carlo. The aim of the challenge is to raise money for the Wooden Spoon Charity which is *‘the UK’s leading grant-making charity dedicated to helping disabled and disadvantaged children and young people through rugby’* Wooden Spoon (2015). Before the challenge takes place all participants have to raise £3000 to enter. The money raised will go to the charity and a small percentage towards travel,

accommodation and food costs whilst on the challenge. Raising that amount of money could be an individual motivator as to why the participants took part.

The topic has been chosen due to the author's personal interest in sporting events; hoping to pursue a career in the sports and corporate sector. This sector, within the Events Industry is diverse and ever growing with major opportunities. Bladen et al (2012:220) state that *"the sports industry has boomed over the last 30 years."* PWC Outlook (2015) states that the UK's sport market is very strong and globally the market is worth around £94 million.

The author has chosen the case study: London to Monte Carlo Cycling Challenge, because of her direct links with one of the participants; her Father. The author also has direct links with the Events Company, who organized and hosted the sport event. Over the past 4 years the author has worked with the Event company on a range of events. Having these direct links with both the organisers and one of the participants will make it easier for the author to do her research allowing her to collect accurate and reliable data, along with asking any questions she may face along the way.

The study will investigate the different types of motivations and personal factors which could influence a decision to participate in a long distance cycling challenge. Parent & Smith -Shaw (2013:3) believe that *"events are special because it could be a one-time event outside an organization's normal routines or outside participants' normal daily lives."* An in depth insight into cycling challenges will be discussed in the study, along with an overview into the sport sector. According to Hardy et al (2007:68) *"elite sports performers have developed strategies for enhancing motivation which serve to harness their self - efficacy in the direction of good performance."*

The author will conduct primary research to collect qualitative data for this study. Clough & Nutbrown (2012:5) state that *"research is the investigation of an idea, subject or topic for a purpose. It enables the researcher to extend knowledge or explore theory. It offers the opportunity to investigate an area of interest from a particular perspective."* The author will undertake five in depth semi structured interviews; four participants from the case study, one participant who was the case study event organiser. Semi structured interviews will enable the author to gain

comprehensive and rich information to help differentiate the different motivational factors.

1.2 Research Question:

What motivates an individual to participate in a long distance cycling event? A case study of: London to Monte Carlo Cycling Challenge 2015.

1.3 Aims and Objectives

The aim of this investigation is to evaluate and explore the different types of motivational factors and influences behind an individual's decision to participate in a long distance cycling event, focussing on the case study.

The objectives identified:

1. To critically review and analyse the literature on motivation types.
2. To critically review and analyse the literature on sport events, focussing on long distance cycling and charity based events.
3. Undertake in depth semi-structured interviews with a sample of participants and organizers from the case study.
4. Analyse the different types of motivating factors that can influence participation in long distance cycling events.
5. To draw together and evaluate all the findings from the research to make conclusions about the motivations behind an individual's decision to participate in a long distance cycling challenge and relate the findings to Intrinsic and Extrinsic motivation.

1.4 Dissertation Layout

The following chapters of the Dissertation will be as followed:

Chapter 2: Literature review:

- This chapter will analysis the existing literature on the author's chosen topics; motivation and sport events; long distance cycling events.

Chapter 3: Methodology

- This chapter will explain what research framework the author chose to conduct, why they chose the specific research framework, how beneficial it

was, the reliability and validity and a detailed evaluation of the approaches and procedures used.

Chapter 4: Results, Discussion & Analysis

- This chapter will show the results that have been found, along with an in depth discussion and analysis. The results will be presented in a logical and structured manner, using tables.
- This chapter will also discuss any patterns that have emerged and compare the findings to the theory and literature referred to in chapter 2.

Chapter 6: Conclusions/Recommendations

- This chapter will summarise all the findings and results, will discuss limitations of the study along with any recommendations and suggestions for further research.

CHAPTER II
LITERATURE REVIEW

2. Review of Literature:

This chapter will critically review and discuss the existing literature produced on the authors chosen topic. The following sub topics will be deliberated: Sport Events, Long Distance Cycling Events, Charity based Sport Events, Participation, Factors Affecting Participation, Motivation; Intrinsic/ Extrinsic, Goals Setting, Self – Determination, Self – Achievement and Maslow’s Hierarchy of Needs

2.1 Sport Events:

Eime et al (2009:124) state “*sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.*” Bowdin et al (2011:24) state “*sports events are an important and growing part of the events industry, encompassing the full spectrum of individual sports and multi-sport events.*” Sport connects people together from all walks of life to celebrate achievements and success whether that be as an individual or a team. Sport events have many benefits for those that take part, they can allow people to succeed and achieve in other areas of their lives, the social benefits and health and fitness benefits. Shipway & Fyall (2012:1) state “*the sports events sector has significant growth potential, and while larger-scale events tend to deliver a greater economic return, it is apparent that smaller community events can also deliver significant benefits.*”

Bowdin et al (2011) believe that in the UK, sport highlights the role that it plays in society as a whole. Sport related events can bring a community together as Eime et al (2009) believe they contribute in a positive manner to the social capital of a community and it’s wellbeing. Sport events can vary in size and demand on the participants taking part, for example running a Marathon or swimming 100 metres in a Gala but they are all significant to those that choose to take part and more often than not there are personal reasons behind their motivation and decision to participate in a sport event, for example if the event is charity based.

2.2 Charity based Sport Events:

Coghlan & Filo (2016:100) state that “*charity sport events combine a physical challenge (e.g., cycling, hiking, kayaking), with awareness campaigns for a cause and fundraising for a specific charity.*” Sport events that have ties with their chosen

charities often require the participants to fundraise, for example; the Race for Life participants raise money for Cancer Research UK. Filo et al (2008:501) believe *‘participatory sport events have emerged as viable fundraising mechanisms for charitable organizations.’* People may be more motivated to take part in a sport event because of the fundraising element; it can be challenging and exciting to raise money, which some people thrive off. According to the Institution of Fundraising (2015) *‘research reveals 92% of fundraising event participants would consider supporting the same charity again ... and 83% of fundraising event participants would consider taking part in another event for the same charity.’* Charity based events can help to advertise the event and attract new participants; those that have a personal connection or have experienced the help from the charity could be more motivated to take part in the event, this relates to Filo et al (2008) who believe charity based sport events can provide a break from a participants’ everyday life which will motivate that individual to take part in the sport.

2.3 Long Distance Cycling Events:

Reilly et al (1990:199) state that *‘success in bicycle racing involves physical preparation in a long-term training programme.* Training to compete in long distance cycling is the most important factor for success. The distance of a ride has to be taken into consideration when training, without specific distance training and planning it is unlikely the rider will be completely happy with their overall performance. An example of a long distance cycle challenge would be the Tour De France or the Transcontinental Pedal Race. Both take place over more than one day and need strict, focussed and planned training.

To partake in any cycling event, the cyclist has to be focused and mentally ready for the task in hand. Reilly et al (1990) say that cycling demands specific knowledge of tactics and strategies, mastery of skills and considerable courage to attain realistic goals and that most cyclists use three types of training incentives: (1) ‘Over Distance training’ involving long hours in the saddle; (2) ‘Race Pace’ training designed to improve the body’s lactate tolerance and capacity and (3) Sprint Training designed to improve efficiency and the energy system. Setting goals specific to the distance of the event can help to keep the cyclist motivated and determined throughout relating to Fallowfield & Wilkinson’s (1999) idea that preparation for competition should be tailored to the importance of how the competition is personally rated.

2.4 Participation:

People decide to participate in sport events for different reasons and stages of their lives; some feel the need to participate in an event for personal reasons, some are influenced by external reasons. Hagggar & Chatzisarantis (2007) express the idea that there are 3 main participation motives (1) Health / fitness (2) Social Engagement (3) Weight / Appearance. Participation in sport can help an individual to overcome fears and problems they may face in other areas of their lives but are confident and determined to participate in sport. Sport can also be a stress relief for some participants. According to Marcus & Forsyth (2003:29) *“we are more likely to be active if we believe that the benefits of being active (e.g., improved health, stress relief) out-weigh the costs (e.g., time taken away from other activities, getting hot and sweaty).”*

2.5 Factors Affecting Participation:

Horne et al (1999:130) believe that *“participation in sports builds character and shapes people in positive ways.”* However, an individuals’ decision to participate in a sport event can be a tough and a time consuming process with many factors that influence their decision in a positive and negative manner. There are barriers that can limit participation in a long distance cycling event, for example lack of training or preparation, incorrect riding equipment or attire, affordability, lack of confidence, belief or motivation, state of an individuals’ health and wellbeing, age, religion and logistics. Most barriers that are faced can be overcome if the individual is really motivated to take part.

2.6 Motivation:

The author will now discuss in depth the different types of motivation and theories of motivation and how these could encourage participation in long distance cycling events. According to Filo et al (2008:501) *“it is important that event organizations understand the motivating factors that drive participation to effectively tailor the event and its supplementary activities to leverage these motives.”* Maslow (1970) argues that an individual is integrated, organized and motivated as a whole, not just as a part. A person is completely motivated to succeed and gain a positive outcome, rather than slightly motivated and not bothered what the outcome is. Globe (2004) believes that a full understanding of motivation requires emphasis on the fundamental end, goal or objective rather than the means taken to reach it.

According to Lox et al (2014) motivation is usually defined by behaviour itself, for example if an individual is highly motivated then they will work exceptionally hard to accomplish a task. A highly motivated individual will pursue a cycling event regardless of their personal outcome because it is in their behaviour to do so and purely for the love of the sport. However, Haggard & Chatzisarantis (2007:255) argue that ‘*motivation can vary as a function of social and personal factors*’ and that individuals are driven by internal and external factors to participate.

According to Hardy et al (2007) maintaining motivation throughout the duration of a task; during periods of rest due to injury, exhaustion or setbacks distinguish the characteristics of an elite performer. A strong positive outlook towards cycling will help a participant to succeed despite unforeseen circumstances that could occur; these will not affect the motivation of individuals if they are truly motivated.

2.6.A. Intrinsic/ Extrinsic Motivation Theory:

Different factors motivate individuals in many ways, what may motivate one person will not necessarily motivate another, this is intrinsic and extrinsic motivation. Jarvis (2006:136) categorises motivation into two parts ‘*extrinsic motivation results from external rewards. Intrinsic motivation comes from within the person*’ and Haggard & Chatzisarantis (2007:186) state that ‘*intrinsic motivation refers to behaviour that is enacted for rewards inherent in the activity... Extrinsic motivation refers to behaviour that is enacted for some reason outside of the activity itself.*’ A person’s decision process varies depending on their personality; only they know what motivates themselves.

Buckworth et al (2007) believe that extrinsic motivation promotes behaviour through contingent outcomes that lie outside of a chosen activity such as praise. Some people are motivated by personal factors such as self- achievement whilst others are motivated by external factors such as the reward at the end of a cycling event because of the distance they cycled or the money raised for a charity. Pedersen (2002) suggests that some people engage in sport activities where no extrinsic rewards are achieved, for example for fun, achievement, a challenge or a sense of accomplishment. Again this shows how people are motivated and differ ways. Haggard & Chatzisarantis (2007:4) also believe that ‘*sport is, for most participants, intrinsically motivated*’ a majority of people choose to participate for personal reasons. This relates to Hardy et

el (2007:107) beliefs' that *'performers' intrinsic motivation for their sport will be enhanced or maintained as long as their involvement fulfils their need to feel competent and self-determining.'*

2.6.B. Goal Setting Motivation Theory:

Bowdin et al (2011:204) state that *'goals are broad statements that seek to provide direction.'* Goals are set based on the individual and their needs and desires to achieve and keep on track during a cycling challenge. Hardy et al (2007:26) believe that *'goals should identify specific targets that lie within performers' control, that they are committed to, and that they perceive to be realistic and worthwhile.'* If the goals set are not realistic to the participants' needs they will find it harder to achieve, if they do not achieve they will think negatively about the whole cycling process and could become de-motivated. However, some individuals may not need to set goals in order to stay focussed and achieve results but Hardy et al (2007:107) would argue that *'perceptions of competence is largely determined by goal achievement and positive feedback.'*

Each individual will have specific goals in mind depending on the sport they have chosen and their ability. Different sports require different goals; for example, a football match will require specific goals for the players to work as a team, compared to a cycling event where the goals will be focussed on the personal needs of the individual participants to succeed. Marcus & Forsyth (2003) believe that setting effective and attainable goals helps with succession which also relates to Maslow (1970:8) who said *'any classification of motivational life may be constructed is that of the fundamental goals or needs.'* Goals that are set by individuals can be changed and adapted at any stage. It is more likely that an individual's goals will change and adapt compared to the goals they first set during the training and preparation stage as their fitness and stamina levels will increase along with their feelings and outlooks towards the event. According to Hardy et al (2007) there are 3 main goals: (1) 'Outcome goals' focus on the outcome of events and usually involve interpersonal comparison of some kind; (2) 'Performance goals' specify an end product of a performance that will be achieved such as running a race in a certain time; (3) 'Progress goals' identify the processes in which the performer will engage during the performance. People will be driven and motivated by different goals according the situation they are in. There are no specific goals that must be set.

2.6.C. Self-Determination Motivation Theory:

Hardy et al (2007:75) state that *“performers have a strong need to demonstrate their personal competence and self-determination. Consequently, they choose, and commit themselves to, difficult and demanding goals, the achievement of which confirms their feelings of competence and self-determination.”* Self-determination is related to intrinsic motivation and goal setting, it is within a person and only they know what will determine themselves to succeed and according to Mallett et al (2007:601) *“people with higher levels of self-determined motivation perform better.”* In cycling events self-determination is an important element in motivating yourself to complete the event to the best of your ability. Long distance cycling can be lonely so staying determined and focussed will help keep the riders on track.

Cole & Kelly (2011) say that sometimes an individual’s motives may be clear to themselves but puzzling and unclear to others. Everyone is determined to succeed in different ways and what can seem unclear to some is totally clear to others. Not one person is motivated in that same way, there will be close similarities and differences. Hagger & Chatzisarantis (2007:2) argue that *“this inherent propensity to actively develop skills, engage challenges, and take interest in new activities even in the absence of external prompts or rewards is what in self-determination theory is termed intrinsic motivation.”* People can be determined regardless of the rewards and outcomes. They are determined to see how far they can go, compared to having the need to win and be the best. According to Pelletier et al (2012) It has been confirmed that Self-Determination Theory is appropriate for understanding and promoting motivation in sport and it helps with a greater interest in sport along with long term commitment in a sport.

2.6.D. Self-Achievement Motivation Theory:

Self – achievement is also related to satisfaction and goal setting. If you achieve the goals that you set out to you will be satisfied with the outcome regardless of winning or losing. Filo et al (2008) believe that motivation involves the individual’s need for challenge and achievement which will lead to competency which is embodied in the physical challenge inherent with sport events. According to Hagger & Chatzisarantis (2007) achievement motivation is related to competence. Some people are purely motivated by the end result; winning or the feeling of achieving in what they set out to do. Hagger & Chatzisarantis (2007:182) also state the *“need for achievement*

represents an individual's tendency to experience pride upon succeeding whereas fear of failure represents an individual's tendency to experience shame and humiliation upon failing.'' Johan (2011) et al believe that a persons' capability to succeed refers to them feeling effective before they set out in a sport. People aim to achieve in all aspects of life; but actually being able to and being satisfied by their performance can be a demanding and long process.

2.6.E. Maslow's Hierarchy of Needs Theory:

Maslow (1970) said that motivation is constructed only by the needs or goal of an individual. Maslow believes there are five basic needs which make up the Hierarchy of Needs; Basic Needs, Safety Needs, Belonging and Love Needs, Esteem Needs and Self Actualisation, see appendix A. Maslow (1970:56) states *''the basic needs arrange themselves in a fairly definite hierarchy on the basis of the principle of relative potency''* and *'' when these in turn are satisfied, again new (and still higher) needs emerge, and so on. This is what we mean by saying that the basic human needs are organized into a hierarchy of relative prepotency''* Maslow (1970:17). Maslow (1970:16) also believes that the needs within the hierarchy *''are the most prepotent of all needs.''*

According to Maslow (1970) everybody has a range of basic needs such as self-respect, confidence, feeling of ability, achievement, competence, success, love, security and independence and uncovering these allows others to understand that persons' true personality. Maslow (1970:52) also states a persons' basic needs are *''constitutional or hereditary in their determination.''* Adair (1990) believes that if a human is missing all basic needs they will seek satisfaction in their basic needs first rather than any other needs, but if satisfied the next need to emerge will then be satisfied.

Maslow (1970:43) states that safety needs are the *''feelings of safety, peace, security, protection, lack of danger and threat''* and for those that are happy and healthy this need is satisfied and no longer an active motivator. Duncan & Blugis (2011:326) state *''safety needs guide individuals' thinking and behaviours as they search for a safe, orderly, and predictable world.''* Adair (1990) would argue that if a person perceives the world to be unsafe or threatening, they will search for a safety or order to minimise unsafety.

Maslow (1970) states that belongingness and love is the most common need of motivation and those wanting both will be motivated more by this unsatisfied need and a social occasion could arise such as a challenge to overcome the widespread feeling of alienation and loneliness.

Maslow (1970) states all people have a need or desire of themselves and this need can be spilt into two, the first; desire for strength, achievement, confidence, independence and freedom. The second; desire for reputation or prestige (from other people), status, recognitions, glory, importance and appreciation. Maslow (1970:22) also believes *“the most stable and therefore most healthy self-esteem is based on deserved respect from others rather than on external fame.”* Once the need for self-esteem has been achieved Maslow (1970:21) states it *“leads to feeling of self-confidence, worth, strength, capability and adequacy, of being useful and necessary in the world.”*

According to Goble (2004:35) the definition of self-actualisation is *“the full use and exploitation of talent, capacities, potentialities, etc. Such people seem to be fulfilling themselves and doing the best that they are capable of doing”* and Maslow (1970) believes it is intrinsic growth of what is already within a being and the development of self-actualisation comes from within rather than without and is growth motivated. Maslow (1970:66) also states *“one can try to go in the direction of self-actualization by solving the lesser, prerequisite motivational problems.”* You only realise self-actualisation by overcoming the essential motivations first which can then enable a person to, according to Maslow (1970:126) *“to be fulfilling themselves and to be doing the best that they are capable of doing”* and Globe (2004:44) states that only *“the healthy individual ... is motivated primarily by a desire for self-actualization.”*

CHAPTER III
METHODOLOGY

3. Methodology:

This section will discuss the method chosen and used by the author in this study to collect their data. This study was carried out using a qualitative research method of interviewing. This method was chosen as the author believed it was the most appropriate method to collect the correct informative data, compared to other methods.

3.1. Research Design:

Clough & Nutbrown (2012:5) state that *“research is the investigation of an idea, subject or topic for a purpose. It enables the researcher to extend knowledge or explore theory. It offers the opportunity to investigate an area of interest from a particular perspective.”* In order to investigate an idea, the correct research needs to be carried out, usually known as quantitative or qualitative. Gratton & Jones (2010:30-31) believe *“the use of numerical measurement and analysis is referred to as a quantitative approach ... qualitative research, on the other hand, aims to capture meanings or qualities that are not quantifiable, such as feelings, thoughts, experiences and so on.”* The researcher will choose which method is most appropriate for their study.

Both quantitative and qualitative research methods have advantages and disadvantages that have to be taken into consideration when deciding which is the most appropriate method to use. A strength of qualitative data according to Saunders et al (2012:546) is *“qualitative data are likely to be more ambiguous, elastic and complex than quantitative data.”* Miles & Huberman (1994:1) believe that qualitative data is *“a source of well-grounded, rich descriptions and explanations of processes in identifiable local contexts. With qualitative data one can preserve chronological flow ... and derive fruitful explanations.”*

Disadvantages of qualitative data should also be highlighted and according to Occupy Theory (2014) *“the quality of research is heavily dependent on the skills of the researcher and can be easily influenced by personal idiosyncrasies and biases of researchers.”* Another disadvantage of qualitative data according to Miles and Huberman (1994) is the collection of qualitative data can be done in different ways that can produce and generate different data, which could affect overall findings.

Skinner et al (2015) would argue that an advantage of quantitative data is it can reach a wider range of people in a quicker way and can allow the data to get back to the researcher in a quicker manner, compared to qualitative data. Vanderstoep & Johnston (2009:7) believe *“the advantage of quantitative research is that the findings from the sample study will more accurately reflect the overall population from which the sample was drawn.”*

It can be harder to highlight disadvantages of quantitative data because the results collected are numerically based and according to Punch (2014:3) *“the term quantitative research means more than just research which uses quantitative or numerical data. It refers to a whole way of thinking, or an approach, which involves a collection or cluster of methods, as well as data in numerical form.”* However, Choy (2014) said that a weakness is the scale of sample size, you need a large sample size to get accurate and valid results and sometimes large scale sampling sizes are impossible to organise or use. Another negative according to Saunders et al (2012) is that this type of data can have very little meaning or understanding unless the data is explained and analysed effectively using techniques such as graphs, charts and statistics.

It was decided that qualitative research would be used as it was seen as the most appropriate method for this investigation. In order for the research question; What motivates an individual to take part in a long distance cycling challenge? to be answered honestly by the participants they needed to be able to express and discuss in depth their thoughts and feelings, personal factors and their experiences and it was viewed that the qualitative research method would allow this to happen in an open-minded manner. Miles & Huberman (1994) state that this type of data helps people to express their experiences and meanings, processes or structures that have taken place in their lives. According to Saunders et al (2012:546) *“qualitative data are likely to be characterised by their richness and fullness, based on your opportunity to explore a subject in as real a manner as is possible.”*

3.2. Research Methods:

Qualitative research is an overall umbrella term and under this term is a variety of techniques that can be used to collect research as Crowther & Lancaster state

(2008:74) qualitative data could be *‘collected through techniques such as experimentation, interviewing, observation and surveys.’*

The method which was chosen to collect the data was interviews. The researcher believed this technique was most appropriate as it would allow the participants to express their feelings in a calm and free speaking manner which would allow the researcher to find out rich and personal information from them which would help the researcher to gain a better understanding as to why they chose to partake in the case study challenge. Gratton & Jones (2010:155) explain *‘interviews can collect data concerned with concepts that are difficult or inappropriate to measure, tend to allow respondents much more freedom in terms of their answers, and tend to explore questions of ‘why’ and ‘how’ rather than the ‘how many’ and ‘when’.’*

Gratton & Jones (2010:155) state *‘if rich, qualitative data is required, or you are looking for explanation, rather than description, then interviews are likely to be an appropriate method.’* This method was chosen over other methods due to the amount of personal information needed from each participant. The researcher would have been unable to collect in depth information if they had chosen other qualitative methods such as questionnaires or used study groups.

There are different types of interviews to be chosen and for this topic semi-structured interviews were selected. Semi-structured interviews allow throughway between questions asked and how they are answered. Questions asked in a semi-structured interview can vary between each interview depending on the answers given. Saunders et al (2012:372) state that *‘essentially it is about asking purposeful questions and carefully listening to the answers to be able to explore these further.’* Although there are probe questions and topic areas to be discussed they help to guide the interviews accordingly, see appendices B and C for example questions. More questions and topic areas can be discussed and covered if there is a need to after the answers have been given as Gratton & Jones (2010) point out the researcher has a flexible approach to the collection of data and can alter the sequence of questions or probe for more information with subsidiary questions. Saunders et al (2012:372) also state whilst semi-structured interviews take place *‘the researcher will have a list of themes and possibly some key questions to be covered, although their use may vary from interview to interview.’*

This type of interview was used because of the investigation topic; motivation, which requires an insight into personal experiences and information. The semi-structured interviews allow the researcher to discuss correlating motivational topics linked to the literature review enabling the participants to express and develop their ideas and experiences in a free and relaxing setting. Participants will only discuss personal experiences and ideas if they feel comfortable to do so and semi-structured interviews allow this as they give the participants some control over how they answer the questions which can make them feel more comfortable.

Despite being the most suited choice of method for this investigation, semi-structured interviews do have some disadvantages. According to Burns (2000) a disadvantage of interviews is that they are time consuming, expensive, and the interviewee could be put on the spot if unstructured questions are asked. However, an advantage of using semi-structured interviews according to Gratton & Jones (2010:156) is *‘interviews enable participants to talk about their own experiences in their own words, and allow them to elaborate on any areas of particular interest or importance.’*

3.3. Procedures:

The case study (CS) was chosen because of the access the researcher already has with the Event company that organised the CS. According to Punch (2014:320) *‘the logic of the sample selection should be congruent with the overall logic of the study.’* The direct access made it easier for the researcher to get permission to use the case study see appendix D. An email was constructed by the Event company and emailed out to the case study participants which explained the investigation and the participants’ roles, see appendix E. The researcher also emailed one of the organisers of the case study to ask for their participation in the investigation as she believed it was important to get their opinion as a non-cyclist participant. see appendix F.

Seale (2012) suggests you should develop a clear topic guide which you wish to explore along with a statement of the purpose of your research, a statement on ethical practise, guarantee of privacy, confidentiality and anonymity regarding the interview. After receiving emails from the organiser and participants willing to take part, each individual participant was sent a consent form, see appendices G and H, a participation information sheet, see appendices I and J and a list of the topics and example of questions that could be asked during the interview, see appendices B and

C. The participants of the case study had slightly different participation information sheets, consent form and question sheets compared to the organiser participant.

Before the semi-structured interviews took place a pilot study was conducted by the researcher. The researcher tested both sets of questions out on a small selection of her friends. If needed, improvements to the questions were made from the advice and guidance given by those within the pilot study group.

Originally the researcher had seven interviews scheduled to take place; two organiser participants and five case study participants. However, two participants dropped out which resulted in five interviews that took place; one organiser participant and four case study participants. The reduction of two interviews did not make a considerable difference because the interviews that did take place were all in depth and a substantial length which enabled rich data to be collected. The participants are all volunteers and cannot be forced to take part so the researcher had to respect their decision to be eliminated from the process.

Each of the case study participant interviews lasted around 50 minutes and took place via skype or phone call, which was chosen by them. Each interview was recorded via phone, laptop and iPad which the participants were aware of from the participation information sheet given to them prior to the interviews taking place. The interviewer used all three methods to record in case there was a problem with one.

As previously mentioned each participant was sent a participation information sheet, see appendices I and J and the type of example questions and topic areas that would be covered in the interviews, see appendices B and C. Allowing the participants to understand what was required of them and have an insight into questions beforehand helped in their preparation to take part. Each participant was made aware prior to the interviews taking place that they could stop the interview at any point as well as avoid any question areas they were uncomfortable with, the researcher again reminded them of this just before the interviews took place. After each interview the participants were asked if they would like to be sent a finished copy of the investigation for their own personal benefit, all said yes. Offering a finished copy highlighted how the researcher values the participation and time of each of the candidates in the investigation.

3.4. Validity and Reliability:

Saunders et al (2012) believe that reliability refers to the data collection techniques

and whether or not they produce consistent findings if they are repeated ... and validity refers to the results and how they measure against what you intend them too. The researcher had to maintain reliability and validity throughout the interviews.

Reliability was upheld in each interview by the researcher asking and discussing the same questions and topic areas in all interviews, except for asking any follow up questions because of answers given or the direction in which a topic area was going. This consistency relates to Miles & Huberman (1994) who said that if a research method is stable, dependable and reasonable then reliability will be shown.

The researcher aimed to ensure validity by transcribing the accurate questions and answers that were given by the participants without her own thoughts influencing them which relates to Denscombe (2010) the data needs to be precise and accurately recorded with sufficient detail.

3.5. Ethical Consideration:

Confidentiality and ethical consideration is an important element of any research and must be respected. Chambers 20th Century Dictionary (1972:272) states the definition of confidentiality is *“given in confidence admitted to confidence.”* Ethical considerations were submitted to the University ethics panel and approval to carry out the research was gained prior to the research being carried out. See appendix K.

Participation consent forms are essential, they do not just give the participants consent they give an understanding and agreement between both parties. Denzin & Lincoln (2005) state there are three main principles of consent; 1. Consultation, negotiation and mutual understand 2. Respect, recognition and involvement 3. Benefits, outcomes and agreement.

The researcher decided to interview participants over the age of eighteen to reduce the complexity of having to get parent consent. Researchers need to take careful steps to make sure that participants or organisations have the right to remain anonymous and are unidentifiable from the recorded interviews or transcripts, as Saunders et al (2012) state confidentiality of data has to be provided and the anonymity of the organisation or participants. However, all of the researchers' participants were happy for their names or the organisation to be used.

Gratton & Jones (2010:123) said *“all participants should be informed as to who will have access to research data.”* All participants were made aware that the researcher was the only person who had access to their personal details, recorded interviews, transcripts and data collected and all was held in a secure and confidential environment during the study. Once the researcher had finished the study and analysed all the information, all of the documents were kept for a period of time in case they were needed for any reason. Once this period was over the documents were safely destroyed.

3.6. Analysis of Results:

After all the recorded data was collected it was then transcribed. see Appendices L, M, N, O and P, studied and evaluated, according to Saunders et al (2012:550) *“reproduced as a written (word processed) account using the actual words.”* The transcription process was time-consuming as the author had to type up each interview word for word making sure the layout of each individual transcript was suitable to understand clearly. The consistency and reliability of each transcribe was upheld by the interviewer repeatedly replaying and pausing the recordings in order to get the exact contents typed up correctly. According to Gratton & Jones (2010) data reduction is a commonly used method to analyse data which enables the researcher to reduce and organise the data found via coding. Coding is the format of raw data put into categories or themes. In order to analyse the data effectively the author decided to put her findings into themes to highlight the most important and relevant data and to eliminate the unnecessary data. Gratton & Jones (2010:340) state *“coding is the first stage to providing some logical structure to the data.”* Each of the themes found were written up into tables, see appendices Q and R, and the fitting quotes and statements were placed underneath the appropriate theme headings.

CHAPTER IV
RESULTS, DICUSSION
& ANALYSIS

4. Results, Discussion & Analysis:

This chapter will analyse and discuss the results found by the researcher from the five semi-structured interviews that took place. All five of the interviews; four participants of the case study and one event organiser of the case, were transcribed, see appendices L, M, N, O and P. The motivational factors have been grouped into common themes that were identified from the interviews, which covered Motivation; Goal Setting, Motivation; Intrinsic/Extrinsic, Motivation; Self-Determination and Motivation; Self-Achievement. Another theme that was identified was the training aspect of the challenge and how this kept the participants motivated after their decisions were made to take part. Please see appendices Q and R for the themed result tables. The themes will be discussed in more detail throughout this chapter along with deliberating on patterns that have emerged, differences of the researchers' views and the authors views from the literature review.

4.1 Motivation:

It is clear from the research that has taken place that not all of the participants were motivated to take part in the London to Monte Carlo Cycling Challenge (LTMCCC) in the same way. What motivated some participants did not motivate others.

4.2 Theme One: Motivation; Goal Setting:

The participants were motivated to take part in the LTMCCC due to some sort of goal, whether it be personal or external. The goals set helped the participants to achieve the ultimate; complete the challenge, this supports one of Hardy et al (2007) three main goals; 'Performance Goals' which specify an end product of a performance that will be achieved. The event organiser of the CS; Participant 5 stated "*they definitely need to set goals because it's not the type of thing you can go into without being prepared for it erm particularly if they are fund raising as well because the fundraising can be as hard.*"

Participant 1 stated "*I have to have a good goal in mind before I will start riding seriously*" and "*the event being in the diary being a goal and a motivator*" which relates to Bowdin et al (2011:204) who stated "*goals are broad statements that seek to provide direction.*" Participant 1 was motivated by having the goal; LTMCCC in his diary before taking part where he could physically see how far away it was. Once he was committed and it was in the diary he was more motivated to partake.

Participant 4 was more motivated to take part in the LTMCCC because of personal goals, as he stated *“I’ve got quite a demanding job where I travel a lot and work very long hours so just having a healthy body and mind is quite important so I’m probably more motivated by those personal factors.”* This statement supports Maslow (1970:8) who said *“any classification of motivational life may be constructed is that of the fundamental goals or needs.”* His need to stay healthy alongside his demanding job was a fundamental goal in his decision to take part in the challenge.

Participant 5 believes that the participants *“are probably setting themselves goals all the way through the event”* to help keep themselves motivated and focussed on completing the challenge. This statement is apparent as the participants had individual goals to help them to stay motivated and focussed during the training process and Participant 5 said *“I think a second goal is a massive factor of actually preparing for and doing the event.”* This statement supports Hardy et al (2007) ‘Progress Goals’ which is to identify the processes in which the performer will engage during the performance.

Participant 1 had three separate goals that kept him motivated which were *“the element for the actual event itself”* *“all the training you have to do to go with it”* *“plus raising money.”* Participant 2 had the goal of *“I’d always set the challenge as being I knew that I only wanted to travel at such speed per day.”* One of the goals for Participant 3 was *“each week had certain millage to be done erm or certain training whether it was the gym or alternatives”* and Participant 4 said *“the day to day goals to stick to the training programme.”* Participant 3 also said *“if I failed on the trip then I could only blame my lack of training.”* All of the above statements support Hardy et al (2007:26) who believe *“goals should identify specific targets that lie within performers’ control, that they are committed to, and that they perceive to be realistic and worthwhile.”* The goals that were set by the participants were realistic which made it easier for them to stay motivated and complete the challenge, which supports Marcus & Forsyth (2003) who believe that setting effective and attainable goals helps with success.

Whilst on the LTMCCC Participant 2 had a goal to keep himself motivated as he said *“I was focussing on making sure that I got through each day without injury and without my bike getting broken”* which relates to Maslow’s Hierarchy of needs, in

particular safety needs, as Duncan & Blugis (2011:326) stated *“safety needs guide individuals.”* Participant 2 was motivated by his goal to keep safe whilst on the ride. Participant 5 also said *“I think you have such a personal battle with your head to keep yourself going each day that in reality nothing else matters other than your goal of getting to the end of the event.”*

After completing the event Participant 2 said *“inside your own brain you’ve gone yeah I’ve done what I set myself ... I hadn’t overset myself a target.”* His statement highlights how he had set realistic and attainable goals for his personal ability. People are motivated by different types of goals depending on their personal needs and capability.

4.3 Theme Two: Motivation; Intrinsic:

It is clear that from interviewing the four participants of the CS they were all motivated by something within, they may not be able to physically state what, but it was within them which supports Jarvis (2006:136) who said *“intrinsic motivation comes from within the person.”* Intrinsic motivation is closely related to goal setting motivation as both are personal. Participant 2 said *“I decided it was something I wanted to do for myself”* and *“if you’re going to do a challenge it has to be a challenge for you and you have to enjoy it else there is no point doing it.”* Both statements show how Participant 2 was intrinsically motivated to take part.

Participant 2 was also intrinsically motivated to take part because of personal feelings he has from previously being involved with the CS charity; the Wooden Spoon, on other sport events and challenges as he stated *“having been involved with the Wooden Spoon which is the charity we did it for in other events as a participant and as event crew and seeing what the Spoon did for children which is what the charity is all about so yeah it was personal more than external.”* Participant 2 also felt as though he personally needed to take part in a challenge as he said *“ten years ago I went through a running phase and erm I achieved three big running challenges the Great North Run the Great South Run and the Great Manchester Run and erm sort of ten years later in my life I felt there was something I needed to do you know through sport erm that I could then link in with the charity that we were raising money for which I’ve been involved with for many years.”* This statement supports Haggard & Chatzisarantis (2007:4) who believe that *“sport is, for most participants, intrinsically motivated.”*

Participants 1, 3 and 4 were also intrinsically motivated to take part in the challenge, Participant 1 said *“choosing the event I really wanted to do something very challenging”* Participant 3 said *“I really just fancied challenging myself and seeing if I’ve still got it got the ability”* and *“I think I just wanted to prove to myself that I’ve still got it its still me and I can go and cycle a thousand miles’ kind of person.”* Participant 4 said *“I think for me it was quite important to have that scale of challenge to motivate me so yes I was scared of it but I really needed that to motivate myself”* and *“part of the reason I was keen to do it was just because I knew it was going to be scary again and I would absolutely have to work hard and get myself motivated.”* Participant 4 was motivated by a personal challenge and needed that challenge element to motivate himself to work hard for the challenge, if the personal challenge element was not there he would be less motivated as he said *“I need a different challenge to get me going”* and *“I’m the type of person who always accepts challenges and if it isn’t scary then I’m probably a bit lazy and not put in the hard work and therefore won’t be able to do the same type of event every year.”*

Participant 5 supports the ideas of participants 1, 3 and 4 who were motivated by the personal challenge. When asked by the interviewer *“what do you think motivates an individual to take part in that type of challenge?”* Participant 5 replied *“I’d say a bigger reason is those that have seriously got into cycling and want to challenge themselves”* and *“people who’ve participated in a lot of sort of cycling sports and shorter events that just want to take that further”* which altogether relates to what Hardy et al (2007:107) said *“performers’ intrinsic motivation for their sport will be enhanced or maintained as long as their involvement fulfils their need to feel competent.”* The participants felt competent from completing the what they believed to be personal challenge and therefore felt fulfilled.

Participants 2, 3 and 4 were also intrinsically motivated to participate in the LTMCCC because of their health. They all wanted to get healthier and fitter as Participant 2 said *“it was for me just to get a bit healthy I suppose”* Participant 3 said *“I think fitness just making sure I was still in shape and could do something like this”* and Participant 4 said *“you really need to take advantage of your body and your fitness”* and *“I’ve got quite a demanding job where I travel a lot and work very long hours so just having a healthy body and mind is quite important so I’m probably more motivated by those personal factors.”* With participant 4 having a demanding job his health is

important and therefore another big personal motivator to take part in the challenge. The health and fitness motivating factor can be related to Hagger & Chatzisarantis (2007:186) who said that *‘intrinsic motivation refers to behaviour that is enacted for rewards inherent in the activity’* the reward being a healthier lifestyle.

4.4 Theme Three: Motivation; Extrinsic:

Although Pedersen (2002) suggests that some people engage in sport activities where no extrinsic rewards are achieved, it is clear that from the research the participants were motivated to take part in the LTMCCC by some extrinsic factors along with intrinsic factors.

Participant 1 was motivated because his friends also took part as he said *‘a big motivator is the fact that your mate is going ... the strongest motivator for me anyway erm to have other people that I know’* and *‘the reason I got involved really was because a couple of friends of mine who were relatively new to cycling had seen it and wanted to ride it and asked if I’d come along and join them.’* It is important to note that Participants 1 and 4 decided together to take part in the challenge, train together and fundraise together as Participant 1 said *‘I think when each of us then eventually then committed to doing the ride then yeah all of us are motivating each other by the mutual sort of agreement to take part.’* Participant 4 first said that *‘initially it was the peer pressure to sign up to it ... we all signed up for it’* and then stated *‘but I definitely wouldn’t have done it if there wasn’t a group of us.’*

Participant 2 also took part in the challenge with a friend, which again was a motivating factor for him as he said *‘we did motivate each other yeah it worked well’* and *‘we had set out to do the challenge together.’* This extrinsic motivator for Participant 1, 2 and 4 was a big factor in their decision to take part in the CS. It was a tough and intense challenge and therefore deciding to take part with a friend and share the memories together was a big motivator for them all, as Participant 4 said *‘it’s one of those very special memories.’* Participants 1, 2 and 4 statements support Buckworth et al (2007) who believe that extrinsic motivation promotes behaviour through contingent outcomes that lie outside of a chosen activity.

Participant 2 was also extrinsically motivated to take part because of another factor, *‘having marshalled on the event previously ... I think the fact that I knew what I was letting myself in for erm gave me an understanding.’* From marshalling on the

challenge in a previous year and knowing what to expect was a motivating factor in his decision to take part in the challenge. Some would argue that knowing beforehand what is required could de-motivate a person, but Participant 2 was more motivated to take part. This motivating factor relates to Maslow (1970:21) Hierarchy of needs in particular self-esteem need which *“leads to feeling of self-confidence, worth, strength, capability and adequacy.”* Participant 2 understood the necessities and felt confident and capable to take part the following year. Participant 2 also said *“when we all got together over the past sort of four or five years in the other events that we’ve done we all sort of said let’s do a cycling challenge ... a couple of us that said come on let’s do the London to Monte Carlo so that’s what we did.”* As previously mentioned Participant 2 took part in the challenge with a friend, along with a few marshals from other events that the organising company have showcased and who also marshalled on the event the same year Participant 2 did and therefore this was another extrinsic motivator.

Another extrinsic factor that motivated Participant 2 to take part was *“it was somewhere that I was going to see that I’ve never seen before ... a completely different aspect not sitting behind a steering wheel or on a coach with a group of people.”* Although Participant 2 has holidayed in France before *“I travelled in France for many many years”* he was motivated more because he would visit areas of France he had *“never been to”* such as *“the south of France.”* Not only visit new places but see them for the first time in a completely different way, which was another extrinsic motivator for him. This motivator supports Filo et al (2008) who believe an individual’s need for challenge and achievement will lead to competency. Participant 2 would feel competent from visiting new places. Participant 5 stated *“the fact that they are cycling to another country ... was a real draw to that because your John O’Groats to Lands’ End type of event has been done over and over and so the more popular cycling has become the more popular these overseas events have.”* This statement supports Participant 2 motives to take part in the challenge, which offered a new experience to the participants, the chance to cycle overseas, which was an extrinsic motivator.

Participant 5 also believed that people were motivated to take part in the challenge because cycling has *“been a lot more in the erm press with various things such as the Olympics and Tour De France erm its just become massive over the last five years.”*

The more that cycling events and challenges are advertised, the more popular they become, again another extrinsic motive.

4.4.A Charity:

The results have revealed that one big extrinsic motivator for all the participants was the charity element of the challenge and having to fundraise £3000 to enter as the CS event organiser; Participant 5 said *“it would obviously be the motivating factors to do with raising money for a charity which is one of the main reasons that our cyclists do it.”* This element was a very big motivator for the participants when deciding to take part in the LTMCCC as Participant 1 said *“if the charity element wasn’t there then you would have to fund it yourself and then I would have to say well no I’m not really motivated to do it”* and *“part of the motivation as well was actually we’ve got to raise quite a lot of money.”* Participant 2 also had the same view as he said *“actually to raise money for the charity is what challenged me I suppose in the end”* *“being involved with the charity that we were raising money for erm that gave me the motivation even more”* and *“I knew I had a minimum amount to raise and then I targeted myself with the next stage and I got there and the challenge for me was to make sure I got there before I did the event.”* Participant 3 also stated *“I haven’t done a fundraising event for a couple of years and I was beginning to get itchy feet and fancied doing another cycling one”* and *“I think I always knew it was going to be a charity one.”* The charity motivator supports the idea of Chatzisarantis (2007:186) who said *“extrinsic motivation refers to behaviour that is enacted for some reason outside of the activity itself.”* The participants were raising money (the external factor) to help disabled and disadvantaged children.

Interestingly Participant 3 stated *“I think when you don’t have that element of charity and can’t be bothered to train on a weekend and go out drinking instead or something you could easily slip behind and then go you know what sack it I’m not going I can cancel.”* Participant 3 has shown her honesty about the charity motivator and that she needed it to stay motivated. This comment highlights how extrinsic motivation is needed for Participant 3, because the money she raised was going to help disadvantaged and disabled children and therefore she was more motivated, which also relates to the other comment that Participant 3 said *“I had to take into consideration that I knew before how much effort had to be put in and how much*

imagination I needed to embarrass myself to get people to put a pound in the bucket and things like that.”

Participant 5 believed that if someone has been effected by the charity they would be more motivated to take part as she stated *“I think the people are motivated to take part if they have been personally affected erm by sort of the charity so erm anyone with disabled children who want to raise money for the charity that have helped their children.”* Everyone that was interviewed had no personal connection to the charity but were still all motivated by it to take part and raise money to help disadvantaged and disabled children, which shows how big an extrinsic motivator it was for the participants despite not having any personal connections to the charity.

During the challenge Participant 3 kept herself motivated by telling herself *“I’m not letting the charity down I can do this I know I can.”* All of the time and hard work that Participant 3 put into the fundraising and *“how much imagination I needed to embarrass myself to get people to put a pound in the bucket”* helped her to stay motivated and not let the charity down.

Participant 4 stated *“this was a fundraising event ... and anyone that sponsors you has the right to find out how you had done and it would feel like you had let people down you know if they had sponsored you one hundred or two hundred pounds and you didn’t complete the event.”* Because the minimum fundraising requirement was £3000, it was a difficult task in itself and needed time and preparation in order to reach the target and therefore because of the hard work put into the fundraising it kept Participant 4 motivated from the start of the decision process to crossing the finish line.

4.5 Theme Four: Motivation; Self-Determination:

Closely related to intrinsic motivation, self-determination motivation has also shown to be a common theme that motivated the participants to take part in the challenge which relates to Hardy et al (2007:75) who stated that participants *“choose, and commit themselves to, difficult and demanding goals, the achievement of which confirms their feelings of competence and self-determination.”* Participant 1 said *“choosing the event I really wanted to do something very challenging”* Participant 4 stated *“I need a different challenge to get myself going”* and *“part of the reason I was keen to do it was just because I knew it was going to be scary again and I would*

absolutely have to work hard and get myself motivated.” Both participants’ statements support what Hardy et al stated as they were both motivated by taking part in a challenging event which would give them a sense of determination as Participant 4 said *’just generally know that I feel better when I’m focussed and needed that motivation to do that I think.*” Participant 5; event organiser stated that *’some people thrive off challenge and are more determined so I think it is just down to personality’* which coincides with both Participant 1 and 4 statements.

Participant 4 also said *’the mind over matter principle you know where you stay strong and motivated you can achieve a lot more that you ever dreamt about’* which highlights that once he committed to the challenge he used that method of thinking to stay motivated and determined throughout the whole process, in order to complete the challenge and feel achieved. Both participants understood what made them determined to succeed which supports Hardy et al (2007:75) statement of *’performers have a strong need to demonstrate their personal competence and self-determination.’*

Because Participant 1 understood what motivated him to feel a sense of determination he *’was determined to succeed because I knew I put the training in’* and *’I like to make sure I’m up near the top’* which shows his determination whilst on the challenge. Feeling a sense of determination by taking part in the challenge was the motivator for him and therefore when on the challenge was more determined to be at the top because of the hard work and training he had put in.

Participant 2 felt more motivated to take part in the challenge because he was going to cycle through France, in particular the South, he said *’I travelled in France for many many years and I’ve never been to the south of France so I suppose that was a little bit of a determination that I was going to cycle through the south of France.’* He felt determined more so because he would be able to see another part of the country in a complete different way, via a cycling. Participant 1 and 4 may not understand how Participant 2 felt more determined at thought of cycling through a part of France rather than the determination of a challenge which supports Cole & Kelly (2011) who believe that sometimes an individual’s motives may be clear to themselves but puzzling and unclear to others. The motives of the individuals are personal and can differ depending on their needs.

In cycling events self-determination is an important element in motivating yourself to complete the event to the best of your ability. Whilst on a long distance cycling ride it can be lonely so staying determined helped the riders to stay motivated and on track as Participant 2 said ‘*during the ride you could well be on your own because everyone rides at different paces so erm yeah the cycle challenge was the hardest.*’ Despite finding it the hardest challenge he has taken part in he was determined to finish despite being alone for periods of the ride. Participant 2 also crossed the line first and said ‘*I suppose that was always in my mind set*’ which shows his pre-determination before starting the ride and the determination throughout the ride to finish first.

Participant 3 had taken part in similar distance challenges and thought ‘*that’s a good distance to cycle*’ so was determined to take part as she stated ‘*I’ve done this kind of distance before and I know that every day you get better and more of a consistent speed so I was quite comfortable.*’ Similar to Participant 2, she was also determined to take part because of where they would cycle ‘*I do like France and really wanted to cycle through it.*’

Participant 3 was also motivated to take part in the challenge because she ‘*took a hybrid everyone else had a road bike*’ and was determined to complete the challenge on this type of bike, despite the fact that a road bike is more suitable for long distance challenges. Her reason for choosing a hybrid over the road bike was because ‘*it’s a better position*’ and she ‘*never got those aches and pains on a hybrid*’ and therefore didn’t want to ‘*sit there in that crunched up position uncomfortable*’ on a road bike for the whole eight days of the challenge. This factor was also an extrinsic motivator along with self-determination motivator.

When asked by the interviewer ‘*have you taken part in any cycling events since Monte Carlo?*’ participants 1, 3 and 4 have all completed challenges since, answering ‘*erm just one or two but one day rides*’ ‘*I’m doing five hundred miles and there are parts that are evil ... I mean it’s not the Alps but it’s some epic Scottish hills*’ and ‘*I’m going to Cape Town South Africa to do a one day event which is eighty miles or seventy miles.*’ All 3 participants have shown a sense of determination since completing the challenge because they have all taken part in another, but not necessarily the same size as the LTMCCC. According to Pelletier et al (2012) It has

been confirmed that Self-Determination helps with a greater interest in sport along with long term commitment in a sport, this supports Participant 1, 3 and 4 who have been committed to take part in other challenges. However, when Participant 2 was asked *“have you taken part in any cycling events since Monte Carlo?”* he replied *“I’ve sort of done my riding done my running I don’t know what my next one is really I haven’t set myself a goal.”* He was determined to partake in the cycle challenge but once completed was not determined to do another cycling challenge because he needs a new challenge to motivate him.

4.6 Theme Five: Motivation; Self-Achievement:

Another theme that was apparent from the interviews was the feeling of self-achievement amongst the participants. Participant 5; CS event organiser said that in order to be motivated to take part in the cycling challenge a person has to be *“really really wanting to achieve something”* and once they have will feel a sense of personal achievement, which relates to her later comment *“they are all elated to finish and generally quite emotional that they’ve got through it and all very proud of themselves.”* Participant 5 also believes *“if they’ve been through some sort of life experience ... maybe an illness or something that has just given them that motivation”* which will turn into achievement once they have completed the challenge despite what they may have been through prior to taking part.

The participants of the challenge all felt a sense of self-achievement from partaking and finishing the challenge as Participant 1 stated *“it’s quite rewarding to have done the ride as well you know it’s quite special to have done the top to the bottom of France”* Participant 2 stated *“I sort of broke down a little and had a few tears and I think it was just the sheer fact that you know id effectively climbed over the Alps ... on a bike”* and Participant 4 said *“I was quite tearful actually and very emotional.”* All of these feelings relate to Hagger & Chatzisarantis (2007:182) who said that *“need for achievement represents an individual’s tendency to experience pride upon succeeding”* and the idea from Maslow (1970:21) that once self-esteem is achieved it *“leads to feeling of self-confidence, worth, strength, capability and adequacy, of being useful and necessary in the world.”* Participants 1, 2 and 4 were all met by loved ones at the finish line and shared their achievements with them.

Participant 2 and his friend, who he had trained with, both crossed the finish line first as he said *“I just thought why not let’s go for it so both myself and Adie crossed the line our hands together as an arch cycling into Casino Square.”* Not only did he feel a sense of achievement for finishing the challenge, he also felt achieved for crossing the line first, which highlights how his training and motivation beforehand helped him to feel achieved.

When Participant 4 was asked *“what do you feel you have learnt from the completing the challenge?”* he replied *“when you’re learning these things and you’ve got your eye on something and you are motivated but you are also putting in the hard work and it pays off and you can achieve more than you ever anticipated.”* This statement highlights that when he chose to partake in the challenge and was motivated to complete it, the benefit of doing so was positive which supports Johan (2011) et al who believe that a persons’ capability to succeed refers to them feeling effective before they set out in a sport.

However, Participant 3 did not feel a sense of self-achievement as she stated *“I think when I crossed the line I had no one there to meet me and everyone else had their wives or partners and stuff and er I think when I crossed the line there was not so much euphoria for me at all it was just almost like ... yeah ok.”* This highlights how not all felt a sense of achievement after taking part in the event. Participant 3 had no one there at the end of the event to meet her, which affected how she felt. From the start of the process it is intense and challenging and to cross the finish line without the presence of loved ones can be upsetting and a negative way to end the challenge and therefore there was a lack of self-achievement. The feelings that Participant 3 felt after she crossed the line contradicts Filo et al (2008) beliefs that the individual’s need for challenge and achievement will lead to competency which is embodied in the physical challenge inherent with sport events. Participant 3 did not feel achievement nor content from crossing the finishing event.

4.7 Theme Six: Training:

Although the training process of the LTMCCC was not a motivating factor for the participants to take part, it was a factor that kept them motivated once their decision to participate in the challenge was made and therefore the researcher believes it is still an important factor to discuss.

All four of the participants trained for the challenge in various ways and Reilly et al (1990:199) said *“success in bicycle racing involves physical preparation in a long-term training programme. Careful planning, keeping in mind the specificity of the sport and the varied distances is essential.”* Both Participants 1 and 4 trained together and *“were fortunate enough to have a good friend of ours that is a qualified British cycling coach”* and he *“worked out a training programme for us erm so yeah we did a lot for it and I think we prepared for it.”* Participant 1 stated that the training was *“intensified and we quickly progressed to riding two three four hour rides every weekend ... a couple of weeks before the ride doing three days in a row”* and Participant 4 said *“we trained five times a week erm three of those days were on big turbo trainers erm and then two days a week normally on the weekend we would do longer rides.”* Both Participants’ training was intense and they had to be *“disciplined about”* it before the challenge took place.

Participant 2 did not have a structured training plan, he *“basically just got involved with a couple of other rides that had been put on with the charity that we were riding for”* and trained with his friend *“most weekends and we then decided we would do a couple of hundred mile rides just to understand what back to back rides were like.”* Being able to complete back to back training and understanding what is what like physically and mentally helped Participant 2 to stay motivated and carry on training for the challenge which supports Reilly et al (1990) ‘over distance training’ idea that involves long hours in the saddle.

Participant 3 trained in similar way to Participant 2 in the fact that there was no set training plan she just trained accordingly. She started to train properly *“about six months”* before the challenge and said *“I had a big wall planner and this big calendar you know like a page for every week on my kitchen wall.”* She used a wall planner because she had noticed that *“the first couple of months I realised I wasn’t focussed so I thought the only way to do it was get it in my face so I could be disappointed in myself or be like oh its going quite well.”* The wall planner acted as a complete different motivator; she had to see the progression in her millage in order to stay motivated and focussed.

Both Participant 1 and 3 believed that training for the challenge was a very important factor in the whole process as Participant 3 stated it is *“absolutely important to*

train.” Participant 1 stated “*you can’t just get up and do it without sort of training for it*” and “*it allowed us to relax and really enjoy the event.*” He knew that he had put the training and preparation into the event and could therefore relax and appreciate the ride more so than if he hadn’t put the training in. Participant 4 said “*during the training it was a big motivator you know the three of us training together.*” Training alongside his friends was a big motivator as they all shared the same experiences and could motivate one another if someone was struggling.

CHAPTER V
CONCLUSION

5. Conclusion:

This chapter will draw together and conclude the investigation, highlighting what the main findings were, limitations of the study and recommendations for future development.

This study aimed to investigate the factors that motivate an individual to participate in a long distance cycling event, using the case study: LTMCCC. From the research that took place it is clear the study has effectively answered the research question; What motivates an individual to participate in a long distance cycling event? A case study of: London to Monte Carlo Cycling Challenge 2015, by successfully meeting the objectives set out in the introduction.

The objectives of the study were:

1. To critically review and analyse the literature on motivation types.
2. To critically review and analyse the literature on sport events, focussing on long distance cycling and charity based events.
3. Undertake in depth semi-structured interviews with a sample of participants and organisers from the case study.
4. Analyse the different types of motivating factors that can influence participation in long distance cycling events.
5. To draw together and evaluate all the findings from the research to make conclusions about the motivations behind an individual's decision to participate in a long distance cycling challenge and relate the findings to Intrinsic and Extrinsic motivation.

The literature review has formed an in depth discussion referring to different types of motivation and has discussed what sporting events are and explored charity based sport events and has therefore fulfilled objectives 1 and 2 of this study. Objectives 3 and 4 were met through carrying out 5 successful in depth interviews with questions and topic areas exploring what motivated the participants to take part in the cycling challenge. The interviews were transcribed and themes were picked out and presented in a table format to show the different types of motivations. Finally, the results, discussion and analysis chapter along with this concluding chapter have evaluated and established the overall findings of the study and related them back to the motivational theory, in particular to Intrinsic and Extrinsic motivation.

From this study it has been established that the motivating factors behind the individuals' decisions to take part in the LTMCCC are as followed:

Goal Setting motives;

Setting goals was important for the participants to stay motivated; before the event, during the training and preparation process and whilst on the event. The goals were realistic and attainable.

Extrinsic motives;

One major finding of the study was the extrinsic motivator of the event being charity based which motivated the participants to enter and fundraise £3000, which went towards helping disabled and disadvantaged children. One participant said that if the charity element was not there he would not have been motivated to take part. All of the participants were motivated by this factor despite not having any personal connections to the charity.

Other extrinsic motives for the participants were taking part in the challenge with friends and the event taking place overseas in France, which could offer a different experience, and for some was the first time travelling through different parts of the country.

Intrinsic motives;

Some of the participants were intrinsically motivated to take part because they saw the event as a personal challenge and wanted to do it for themselves.

One participant was intrinsically motivated to take part because of the work the charity does, having marshalled on the CS event previously and also competing in other events for the charity.

Self-Determination motives;

Closely related to the intrinsic motives, some participants were motivated to take part in what they saw as a challenge and were personally determined to complete it.

One participant was more determined to take part in the event because they had chosen to cycle it using a hybrid bike, rather than a road bike. They were determined to show that a hybrid bike is capable of doing what a road bike can and therefore motivated to take part.

Self-Achievement motives;

Also closely related to intrinsic motivation, some of the participants were motivated to partake in the event to get the sense of achievement once completing it.

One participant did not feel a sense of self-achievement from crossing the finish line because, unlike the other participants, they had no one there to meet them or share the achievement with.

5.2 Limitations:

One limitation of this study was the number of participants that were interviewed, in total it was 5; 4 participants of the CS, 1 event organiser of the CS. If more interviews took place it would have helped to make the findings more reliable. Originally 7 semi-structured interviews were planned to take place but two participants did not take part which the researcher had to respect due to the fact that they were volunteers and could leave the study at any point. Despite this, the semi-structured interviews that did take place were in-depth and each lasted for around 50 minutes. The use of semi-structured interviews allowed the interviewees to express and share their feelings, beliefs and experiences in a free manner which supports Gratton & Jones (2010:156) who stated *“interviews enable participants to talk about their own experiences in their own words.”*

The nature of the interviews was to find out about the participants personal feeling and experiences relating to what motivated them. However, because the interviews were semi-structured they sometimes went slightly off track depending on answers given, therefore at some points the interviewer found herself asking questions that did not necessarily benefit the investigation.

Another limitation of the study was the motivations chosen and discussed. Although there were 5 motivations; Goal Setting, Intrinsic and Extrinsic motivation, Self - Achievement and Self - Determination motivation, some are very similar to one another, for example Self-Achievement and Self-Determination and therefore could come across to the reader as the same. However, what the study does show is that the theory of motivation is still a valid theory since these types of motivation are still displayed by the participants. It is also interesting that one size does not fit all and that people have different motivations, therefore when marketing an event such as this, these differences need to be acknowledged.

5.3 Recommendations:

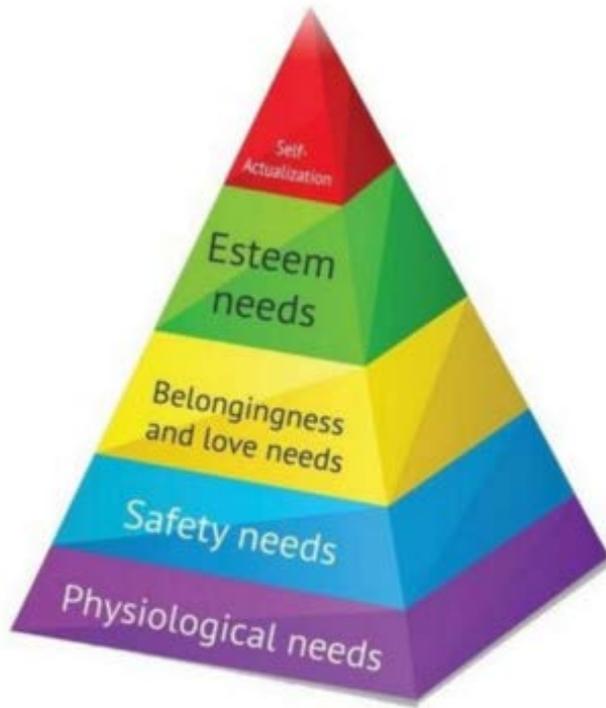
Further recommendations could be made from this investigation in the future. The event organisers of the LTMCCC could use the motivation theory and influencing factors that have been investigated to help market the event which could help to attract a larger number of participants and therefore increase fundraising for the charity.

A wider range of participants could be interviewed from a variety of long distance cycling events, both nationally and internationally which would give a broader collection of results to be analysed. If more results were found, different results could appear, which could support or contradict the findings from this investigation.

Partners or family members of the participants could be interviewed to get their views on why they think the participants were motivated to take part in the LTMCCC. If these interviews did take place they would give a different perspective and angle to the investigation, which could show different results.

APPENDICES

Appendix A:



Maslow's Hierarchy of Needs (2012)

Appendix B:

Interview question example sheet; event organiser of the case study:

QUESTIONS	PROMPT	DISCUSSED
General		
<ul style="list-style-type: none"> Name of participant? 		
<ul style="list-style-type: none"> Role in the event? 		
<ul style="list-style-type: none"> Role in the organisation? 		
About the Case Study:		
<ul style="list-style-type: none"> Could you please explain what the case study is? 	<ul style="list-style-type: none"> Why did you choose to organise this type of event? What were the motives behind it? 	
<ul style="list-style-type: none"> Do you think cycling has become a bigger and more competitive sport over the recent years? 	<ul style="list-style-type: none"> Why do you think this? Has TV and social media helped? Have you seen an increase in cycling because of this? 	
<ul style="list-style-type: none"> Have you ever considered taking part in this challenge? 	<ul style="list-style-type: none"> What do you think would motivate you to take part? 	
<ul style="list-style-type: none"> Have you ever participated in any long distance cycling challenges before? 	<ul style="list-style-type: none"> What motivated to take part? What do you think would motivate you to take part in one? 	
<ul style="list-style-type: none"> What do you think motivates an individual to participate in the challenge? 	<ul style="list-style-type: none"> What do you think drives them? 	
<ul style="list-style-type: none"> What type of a person do you think it takes to take part in the challenge? 	<ul style="list-style-type: none"> What are the characteristics a person needs do you think? 	
<ul style="list-style-type: none"> What impact do you think the involvement of 	<ul style="list-style-type: none"> Why do you think this? 	

a charity had for this challenge?	<ul style="list-style-type: none"> Do you think participants were more motivated because a charity was involved? 	
<ul style="list-style-type: none"> Were there any points during the event that you felt like you wanted to partake? 	<ul style="list-style-type: none"> Why did you think this? 	
Motivation:		
<ul style="list-style-type: none"> Realistically do you think participants need to set goals in order to prepare themselves for the challenge? 	<ul style="list-style-type: none"> How do you think the goals help? Helped them to stay focussed and succeed? 	
<ul style="list-style-type: none"> How do you think the participants motivated themselves throughout the 8 days? 	<ul style="list-style-type: none"> 	
<ul style="list-style-type: none"> Do you think that the participants were motivated by personal factors or external factors? 	<ul style="list-style-type: none"> What personal factors do you think would motivate an individual? What external factors do you think would motivate an individual? 	
<ul style="list-style-type: none"> Did you find yourself motivating the participants throughout the event? 	<ul style="list-style-type: none"> What did you do to motivate them? Why did you decide to motivate them? 	
<ul style="list-style-type: none"> What do you think are the top 5 motivations/ factors that would influence participation in the event? 		
<ul style="list-style-type: none"> Do you think that the long distance element of the event motivated the participants more? 	<ul style="list-style-type: none"> Gave them a boost to take part? 	
Personal factors:		
<ul style="list-style-type: none"> How do you think the 	<ul style="list-style-type: none"> What do you 	

<p>participants felt during the event?</p>	<p>think went through their minds during the event?</p> <ul style="list-style-type: none"> • How do you think they dealt with their feelings? 	
<ul style="list-style-type: none"> • What part of the challenge do you think the participants found the hardest? 	<ul style="list-style-type: none"> • Do you think there were any specific days they struggled? • Why do you think they struggled? • Not enough training? 	
<ul style="list-style-type: none"> • Do you think the participants struggled more mentally or physically? 	<ul style="list-style-type: none"> • Why do you think that? • Could this be because they didn't prepare enough? 	
<ul style="list-style-type: none"> • Did you see the team gel together and help each other? 	<ul style="list-style-type: none"> • How did they help each other? 	
<ul style="list-style-type: none"> • Did you see another side to any of the participants during the event and after the event? 	<ul style="list-style-type: none"> • Why do you think they showed different sides? 	
<ul style="list-style-type: none"> • How do you think the participants felt when they crossed the finish line? 	<ul style="list-style-type: none"> • What emotions do you think ran through their minds? 	
<ul style="list-style-type: none"> • Do you think the participants showed determination during the challenge? 	<ul style="list-style-type: none"> • Why do you think they showed it? 	
<ul style="list-style-type: none"> • Would you say there was any competition between the riders whilst on the event? 	<ul style="list-style-type: none"> • How do you think the riders dealt with this? • Do you think the competition motivated the participants more? 	

Appendix C:

Interview question example sheet; participants of the case study:

QUESTIONS	PROMPTS	DISCUSSED
General		
<ul style="list-style-type: none"> Name of participant 		
<ul style="list-style-type: none"> Age of participant 		
About the Case study		
<ul style="list-style-type: none"> Could you explain your role in the London to Monte Carlo case study? 	<ul style="list-style-type: none"> What was it all about? 	
<ul style="list-style-type: none"> Is cycling your preferred sport? 	<ul style="list-style-type: none"> What do you like about it? What motivates you to ride? 	
<ul style="list-style-type: none"> Why did you choose to take part in the cycling challenge? 	<ul style="list-style-type: none"> What were your motives? Personal? External? 	
<ul style="list-style-type: none"> Were you prepared and aware of what you had let yourself in for? 	<ul style="list-style-type: none"> 	
<ul style="list-style-type: none"> Would you say this is the first long distance challenge that you've ever participated in? 	<ul style="list-style-type: none"> Have you participated in anything similar before? What specifically attracted you to this challenge? 	
<ul style="list-style-type: none"> How did you feel about the distance of the challenge prior to taking part? 	<ul style="list-style-type: none"> Were you worried about the distance you had to cycle each day? 	
<ul style="list-style-type: none"> How did you train and prepare for the challenge? 	<ul style="list-style-type: none"> How often did you train? Do you think the training and preparation helped you stay focussed during the event? 	
<ul style="list-style-type: none"> How important do you feel it was to train for the event? 	<ul style="list-style-type: none"> Could you have done as well without training? 	

<ul style="list-style-type: none"> • Would you say you were motivated at the thought of a challenge? 	<ul style="list-style-type: none"> • Did the thought of a challenge prompt you to succeed more? 	
Goal setting motivation:		
<ul style="list-style-type: none"> • Would you say that you set yourself any goals to help accomplish the challenge? 	<ul style="list-style-type: none"> • If you don't mind could I ask what the goals were? • Why did you choose these goals? 	
<ul style="list-style-type: none"> • How do you think that the goals helped you stay focussed? 	<ul style="list-style-type: none"> • Did they help with your performance on the event? Did they just generally motivate you? 	
<ul style="list-style-type: none"> • How did you deal with each day of the challenge? 	<ul style="list-style-type: none"> • Did you break each day down? • Did you treat each day as a separate challenge? 	
Intrinsic/ Extrinsic motivation:		
<ul style="list-style-type: none"> • Do you think that you were more motivated to take part because of personal factors or external factors? 	<ul style="list-style-type: none"> • What personal factors do you think motivated you? • What external factors do you think motivated you? 	
<ul style="list-style-type: none"> • Do you think that you thought about these factors before taking part in the event? 	<ul style="list-style-type: none"> • Did they play a part in your decision process to take part? • Did you think about these factors during the event? 	
Self – Determination motivation:		
<ul style="list-style-type: none"> • Did you feel determined throughout the event? 	<ul style="list-style-type: none"> • Were there any days in particular? • Did this help to motivate you more? 	
<ul style="list-style-type: none"> • Was there any competition within the team of riders during the event? 	<ul style="list-style-type: none"> • How do you think this competition helped with your performance? 	
<ul style="list-style-type: none"> • Did you ever think about the other riders' capabilities before the 	<ul style="list-style-type: none"> • How do you think this motivated you? • Do you think you 	

event started or during?	trained and prepared for the event more because of this?	
<ul style="list-style-type: none"> • What sort of feelings went through your mind during the 8 days? 	<ul style="list-style-type: none"> • 	
<ul style="list-style-type: none"> • Did you ever think about dropping out prior to taking part? 	<ul style="list-style-type: none"> • What made you change your mind? 	
<ul style="list-style-type: none"> • Did you ever have any difficulties during the event? 	<ul style="list-style-type: none"> • How did you overcome these? 	
<ul style="list-style-type: none"> • What day did you find the hardest? 	<ul style="list-style-type: none"> • Why do you think you found it hard? • How did you get through it? 	
Self – Achievement motivation:		
<ul style="list-style-type: none"> • Do you feel as though you bonded as a team or in smaller groups throughout the event? 	<ul style="list-style-type: none"> • How did this help you during the 8 days? • Did you motivate each other? 	
<ul style="list-style-type: none"> • What did you feel when you crossed the finish line? 	<ul style="list-style-type: none"> • What emotions ran through your mind? • Were you happy it was all over? 	
<ul style="list-style-type: none"> • Since completing the challenge do you feel more motivated to take part in others? 	<ul style="list-style-type: none"> • Have you taken part in any since? • Why do you think you are more motivated to take part in other challenges? 	
<ul style="list-style-type: none"> • What do you feel you have gained from completing the challenge? 	<ul style="list-style-type: none"> • What do you think you have learnt from the whole process? 	
Other:		
<ul style="list-style-type: none"> • What impact do you think the involvement of a charity had on your decision to participate in the challenge? 	<ul style="list-style-type: none"> • Why were you more motivated? • Was the charity element the most important reason in your decision process? 	
<ul style="list-style-type: none"> • What advice would 	<ul style="list-style-type: none"> • What tips would you 	

you give to people contemplating to participate in a long distance challenge?	give then?	
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Appendix D:

**Email sent to Event company to ask for permission to use the case study and
email the participants:**

“Hello,

Sorry to keep bombarding you, but would you mind if I use the London to Monte Carlo Cycling Challenge as the case study for my Dissertation please?

If so would you mind if I contacted some of the participants from this year? I have all the correct ethical forms for them to sign before hand, but wanted to ask you first.

Kind Regards

Becca”

Response email form Event compnay:

“No problem at all. It might be best if Laura emails them and introduces the concept first so that they can opt in or out. I’ll leave you two to liaise.”

Appendix E:

Email sent to participants from the Event company

‘Dear all,

I hope you are well?

I wonder if you can help Becca Charles at all? Becca is the daughter of your fellow 2015 London to Monte Carlo rider, Simon Charles, and is currently collecting data for her final year dissertation which is based on the motivational influences and factors behind an individual’s decision to participate in a long distance sporting challenge. The case study for Becca’s dissertation is the 2015 London to Monte Carlo Cycle Challenge.

In order to collate the data, Becca would need willing volunteers (riders!) to agree to a semi-structured interview lasting roughly 45-50 minutes. The interview will follow a set of simple questions covering the following topics:

- Motivation
- Motivational theory/models
- Personal Factors that would influence some to participate
- General discussion about the case study

Logistically, Becca anticipates the interviews will take place over Skype or by telephone, hopefully over December/ Early January (all depending on how long her ethics form takes to be signed off).

No worries if you don't want to participate in it, however if there are five willing volunteers out there, Becca would hugely appreciate your help and input.

Please do let me know if you are able to help and I will put you in touch with Becca.

If you have any questions for Becca, you can contact her on:

07922008159

beccaalice@googlemail.com

Many thanks, Laura’’

Appendix F:

Email sent by researcher to the Event Organiser of case study to ask for her participation:

“Hello,

I was wondering if you would like to be a participant for my dissertation?

My dissertation is about motivational factors which influence participants to participate in long distance sports, and my case study is London to Monte Carlo 2015.

All you’ll need to do is answer questions in a semi-structured interview? (I’m hoping it won’t be longer than 45 minutes)

No worries if you don't want to participate in it!

Kind regards

Bec”

Response email from the event organiser:

“Of course I don’t mind ☺

Xx”

Appendix G:

Consent form for the event organiser of case study:

Cardiff Metropolitan University

PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number: 2015D0230

Participant name or Study ID Number:

Title of Project: What motivates an individual to participate in a long distance cycling event? A case study of: London to Monte Carlo Cycling Challenge 2015.

Name of Researcher: Rebecca Charles

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. []

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason []

3. I agree to take part in the above study []

4. I agree to the semi-structured interview consultation being audio recorded []

5. I agree to the use of anonymised quotes in publications []

6. I would like the company name to be anonymised during the interview and in the typed up transcript of the interview []

Signature of Participant

Date

Name of person taking consent

Date

Signature of person taking consent

Appendix H:

Consent form for the participants of the cases study:

Cardiff Metropolitan University

Ethics Committee

PARTICIPANT CONSENT FORM

Cardiff Metropolitan University Ethics Reference Number: 2015D0230

Participant name or Study ID Number:

Title of Project: What motivates an individual to participate in a long distance cycling event? A case study of: London to Monte Carlo Cycling Challenge 2015.

Name of Researcher: Rebecca Charles

Participant to complete this section: Please initial each box.

4. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. []

5. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason. []

6. I agree to take part in the above study. []

4. I agree to the semi-structured interview consultation being audio recorded []

7. I agree to the use of anonymised quotes in publications []

Signature of Participant

Date

Name of person taking consent

Date

Signature of person taking consent

Appendix I:

Information sheet for event organiser of the cases study:

Cardiff Metropolitan University Protocol Number: 2015D0230

Project summary

The purpose of this study is to identify what motivates an individual's decision to participate in a long distance cycling event. Using the case study of: London to Monte Carlo Cycling Challenge 2015. Your participation will allow the researcher to collect data which will form an important part of the study. The author would like to conduct semi-structured interviews with the organisers to find out rich and honest information about what they think motivates a participant to take part in a long distance challenge, which will help to build a firm case towards answering the interviewers chosen research question: What are the motivational factors and influences behind an individual's decision to participate in a long distance cycling challenge?

Why have you been asked to participate?

You have been asked to participate in the study because you fit the criteria: Organisers of the chosen case study: London to Monte Carlo 2015.

Specifics of the semi-structured interviews:

- Over the age of 18
- Can choose to be anonymous throughout the study
- Withdraw at any point of the study
- Non-paid data collection, completely voluntary
- Allow any questions to be asked prior to the interviews taking place
- Interviews will be recorded and transcripts typed up and offered to the participants if they wish for them

During the semi-structured interview you will be asked a variety of questions (please see attached questions sheet) along with specific questions referring to different types of motivations. You will only be required to take part in one interview, over the months of December and January. The interviews will be planned and a date will be decided once the consent forms are completed. The interviews will last no longer than

45 minutes. Your participation is greatly valued and you may choose not to participate, or withdraw at any point.

Project risks

The research involves the participation and completion of semi-structured interviews which will be recorded and transcripts typed up for further analysis and evaluation. The subject of motivation can be personal and sensitive, therefore the interviewer will take this into consideration when asking the questions. The researcher does not feel there are any substantial risks associated with conducting semi-structured interviews. If the participants feel any of the questions are inappropriate, then they can stop or choose to withdraw from the interviews: any decisions made will be completely respected. However, there is one minimal risk: the participants live across the UK and work full time/part time. Logistically it may not be viable for face-to-face interviews to take place, so the researcher has identified and can offer two other solutions:

1. Interviews can take place via Skype
2. Interviews can take place via phone call

The participants can decide which they would prefer to take part in. All three options can be recorded, if the participants choose not to be recorded then the interviewer will take notes instead.

How we protect your privacy

All the information the participants provide will be held in confidence. The researcher has taken careful steps to make sure that the participants cannot be directly identified from the recorded interviews or the typed up transcripts. All participants' personal details (e.g. signature on the consent form) will be kept in secure locations. Once the researcher has finished the study and analysed all the information, all the documentation used to gather the data will be destroyed. The recordings of the interviews will also be held in a secure and confidential environment during the study and destroyed once the study is complete and handed in.

YOU WILL BE OFFERED A COPY OF THIS INFORMATION SHEET TO KEEP

If you require any further information about this project then please contact:

Rebecca Charles. Email: beccaalice@googlemail.co.uk /

st20039159@outlook.cardiffmet.ac.uk Tel: 07922008159

Appendix J:

Information sheet for case study participants:

Cardiff Metropolitan University Protocol Number: 2015D0230

Project summary

The purpose of this study is to identify what motivates an individual's decision to participate in a long distance cycling event. Using the case study of: London to Monte Carlo Cycling Challenge 2015. Your participation will allow the researcher to collect data which will form an important part of the study. The author would like to conduct semi-structured interviews with the participants of the case study to find out rich and honest information about what motivated them to take part in the challenge. The information given will help to build a firm case towards answering the interviewers chosen research question: What are the motivational factors and influences behind an individual's decision to participate in a long distance cycling challenge?

Why have you been asked to participate?

You have been asked to participate in the study because you fit the criteria: participated in the chosen case study: London to Monte Carlo 2015.

Specifics of the semi-structured interviews:

- Over the age of 18
- Can choose to be anonymous throughout the study
- Withdraw at any point of the study
- Non-paid data collection, completely voluntary
- Allow any questions to be asked prior to the interviews taking place
- Interviews will be recorded and transcripts typed up and offered to the participants if they wish for them

During the semi-structured interview you will be asked a variety of questions (please see attached questions sheet) along with specific questions referring to different types of motivations. You will only be required to take part in one interview, over the months of December and January. The interviews will be planned and a date will be decided once the consent forms are completed. The interviews will last no longer than

45 minutes. Your participation is greatly valued and you may choose not to participate, or withdraw at any point.

Project risks

The research involves the participation and completion of semi-structured interviews which will be recorded and transcripts typed up for further analysis and evaluation. The subject of motivation can be personal and sensitive, therefore the interviewer will take this into consideration when asking the questions. The researcher does not feel there are any substantial risks associated with conducting semi-structured interviews. If the participants feel any of the questions are inappropriate, then they can stop or feel free to withdraw from the interviews: any decisions made will be completely respected. However, there is one minimal risk: the participants live across the UK and work full time/part time. Logistically it may not be viable for face-to-face interviews to take place, so the researcher has identified and can offer two other solutions:

3. Interviews can take place via Skype
4. Interviews can take place via phone call

The participants can decide which they would prefer to take part in. All three options can be recorded, if the participants choose not to be recorded then the interviewer will take notes instead.

How we protect your privacy

All the information the participants provide will be held in confidence. The researcher has taken careful steps to make sure that the participants cannot be directly identified from the recorded interviews or the typed up transcripts. All participants' personal details (e.g. signature on the consent form) will be kept in secure locations. Once the researcher has finished the study and analysed all the information, all the documentation used to gather the data will be destroyed. The recordings of the interviews will also be held in a secure and confidential environment during the study and destroyed once the study is complete and handed in.

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Rebecca Charles. Email: beccaalice@googlemail.co.uk /

st20039159@outlook.cardiffmet.ac.uk Tel: 07922008159

Appendix K:

DEVOLVED ETHICS APPROVAL APPLICATION SUMMARY

Student Name: Rebecca Unwin

Student Number: 5210039154

Module Name: Dissertation

Module Number: H12-6009

Programme Name: Events Management

Supervisor Name: ALLISON O'REILLY

To be completed by student and supervisor before submission to Ethics Approval Panel	Student Signature: <u>[Signature]</u>		Supervisor Signature: <u>[Signature]</u>	
	Yes	N/A	Yes	N/A
Application for ethics approval	[]	-	[]	-
Participant information sheet	[]	[]	[]	[]
Participant consent form	[]	[]	[]	[]
Pilot interview/s	[]	[]	[]	[]
Pilot questionnaire/s	[]	[]	[]	[]
Letter/s to participating organisation/s	[]	[]	[]	[]

First Submission Resubmission

Date: _____

For use by the devolved ethics approval panel:

Panel Members Name Signature
 Module leader: Sheena [Signature]
 Supervisor: _____
 CSM Ethics Committee Representative: CATHERINE RITCHIE [Signature]
 Date: 11/15 Date of Reassessment: _____

Outcome:

Project Approved Reference number: 20150
 Project Approved in Principle
 Application not ready/ incomplete (Decision deferred)

Comments for projects not fully approved:

Develop 2 Consent Forms + 2 IIS form the two pilot interviews

*The original to be retained by the module leader and a copy given to the student

Appendix L:

Interview 1 Transcript: Participant of case study

Interviewee: 1: Male: 51

Date of interview: 15.01.16

Key:

Interviewer: Italics

Interviewee: Bold

(...) pause

(Mmmhh) Agreeing

*this is interview one and the date is the fifteenth of January two thousand and sixteen
... so please can you tell me your name?*

my names Iain Gill

and your age please?

I'm 51

*ok thank you... and could you explain your role in the London to Monte Carlo case
study?*

er erm I'm just helping as a participant in the event

yep and can you tell me er what you actually had to do in the cycle ride?

**ok so we started off from Twickenham in London... and the idea was that we
would ride eight hundred and fifty miles in eight and a half days... erm it really
ended up sort of being that the total distance was in nine days... erm but the
ninth day obviously it sounded better I think to have eight and a half and 850
miles in eight and a half days erm so yes we rode down from Twickenham to
Portsmouth er got the ferry across from there and then rode our way down
through France and into Monte Carlo**

ok thankyou and would you say cycling is your preferred sport?

yes definitely... been an interest of mine for a while

and what is it that you like about the sport exactly?

it's something that I've always enjoyed as a form of transport originally as a kid... you know I use to cycled pretty much everywhere... er I like the fact that you can cover quite considerable distances erm... and at pace whereby you can enjoy the scenery and see what's going on around you... er without it being a sport that is shall we say more potentially damaging to your body like running yeah

(Mmmhh)

I'm a big fella so running has never been er something I've got on very well with and it's something I enjoy because of that and something hopefully I can take on into older age because of that

right o k... and er what would you say are your motivations that make you want to go out and cycle on a daily basis?

I have to be honest with you I have to er have a good goal in mind before I will start riding seriously erm I would say when I first started riding it was very much along the lines of going out every weekend and maybe once during the week and tended to be in the better weather shall we say from the spring and summer and autumn

yes

and then of course you'd lose your fitness over the winter months and you struggle when you get back on the bike in the spring so... the last few years I've tried to set myself a goal so that then I can be motivated to train throughout the year rather than have this sort of high and low throughout the the year... so yeah having an event in the diary is my main motivation to get there and ride

ok that's good that's interesting ... ok and why did you choose to take part in the London to Monte Carlo cycling challenge?

erm I try and er as I just mentioned try and set myself goals for every year and I the reason I got involved really was because er a couple of friends of mine who

were relatively new to cycling erm had seen it and wanted to ride it and asked if I'd come along and join them and to be honest I wasn't that keen to start with

yea

but erm it was once I got into it erm I did very much enjoy it and that fact that we had to raise quite a considerable amount of money for charity was actually one of the other reasons apart from ride itself I wanted to get involved

so what would you say that was your turning point in terms of erm being ready and prepared and wanting to take part in it?

when you say yes to join up erm ... ultimately I think because I'd say it's probably equal between the cycling challenge and not wanting to miss out doing it with a couple of good friends

ok that's interesting so would you say that your decision to take part was more personal or more external was it because of your own personal benefit or because you were taking part with your friends?

I would say more taking part with my friends

ok thank you ... were you prepared and aware of what you had let yourself in for

yes yes I have done similar things before so it er I knew all be it ... it was the longest one I had done I had done something similar before erm so I did know what was coming

Ok erm so it's not the first long distance you've done other ones before erm what were the other ones like in terms of similarities?

erm I've done the London to Paris a couple of times, that's much shorter obviously erm the similarities there that they are fully supported by a professional support crew

yeah

and then the longer trip that I've done before er was in Italy in the Dolomites for a week and that was also supported and again they're all quite similar the trip in the Dolomites was supported by friends rather than a company that organised these things on a regular basis

ok alright and in terms of other cycling distances that you've done before and the specialist crew how did that compare to the eight and a half day London to Monte Carlo challenge?

erm I'd say the crew on the London to Monte Carlo were fantastic probably the best that you know I've encountered others have been very good as well but er these guys were excellent

ok and were you worried at all about the distance before taking part or was it kind of irrelevant because you've done so many similar?

always worried because you have to be trained although you may have done it before in the past you can't just get up and do it without sort of training for it or you will suffer and wont enjoy the event er so yes I was worried about it but we got ourselves erm we got ourselves into a plan eventually and started training from January we probably should have started training earlier than that once I got into the training and could see the benefits I wasn't really worried about the distance no

ok and in terms of your training what kind of training and did you go by was it the same kind of training each week or did it slowly progress?

we certainly tried to do a little bit of based training at the beginning we were we're fortunate enough to have a good friend of ours that is a qualified British cycling coach

oh really

and so he put us together a plan

right

we started off with some reasonably lower level based type of work although we didn't have that long from January through to the end of May to the beginning of June to prepare and erm yes the training intensified and we quite quickly progressed to riding two three four hour rides er every weekend erm probably for a couple of months I would say before the ride erm as well as then a couple of weeks before the ride doing three days in a row ... but we were training ... three days a week during the week days usually on a trainer or one hour sessions that

were very structured in terms of how many hours you need to be riding at and what time and at the weekend we would go out and ride with clubs or local clubs on three four hour rides on a Saturday and a Sunday

are you part of a local club?

I'm not any longer strangely enough but I do ride with a local club

right ok

so I left the club that I was with at the time of doing this event and will probably end up joining this other club which is a little bit more local to me

ok and do you think that your training and preparation helped you to stay focussed during the actual eight and a half day ride?

very much so yeah erm ... you know I... I cycle enough probably enough to get around the event but it would have been a struggle erm ... and having done so much training I think the riding of the event itself was I don't want to say easy but it was you know quite within what we had trained ourselves to so er it allowed us to relax and really enjoy the event

ok erm so would you say that training for an event is probably the most important part of it?

erm ... if you are looking at the in terms of taking the fundraising part out of it yeah and just talking about the physical side then yes without a doubt for me it's the most important thing for me to get yourself well trained

yep

erm otherwise you're just going to drag yourself around the route and be struggling every day and be worrying about what's coming the next day and not really enjoying it

yeah not enjoying it so how do you think you would have done on the event if you hadn't trained at all you'd just rocked up and

tried it

yeah

I would have got there but I really would have suffered you know each day you would have been out on the bike and been worried about you know when am i going to finish am I nearly there yet

yeah

... and yeah the body would have really struggled as well so the... the level of enjoyment would have been a lot less and the temptation to perhaps get on the wagon erm when it got tough of one day might be there so no... it would have made a massive difference if I hadn't of trained

and would you say that your training plan and being prepared for it months in advance helped you to ... to help you not get any injuries on the actual event?

definitely

yeah

erm yeah ... not only am I putting in those sort of miles ... on in the training you don't do it every day to ride long distances and even at the weekend you're only doing three or 4 hours ... on the event you're doing four five or six and more

yeah

every day erm it definitely gets the body use to that type of work load and also I think as part of the training I think you get yourself into a routine where you stretch ... prepare get yourself ready before and after er each day so erm ... physiologically you're in a better place ... physically you're in a much better place as well

yeah ... I suppose it allows you to ... although it's an intense eight and half days I suppose you can relax more because you know that you've done the training and you can enjoy it more ... enjoy the scenery ... get to know people on the event itself

yeah and you are riding every day at a reasonable pace but er a lot of the riding we did in training you know you er erm riding with the club group was probably a little bit harder than riding with the groups that we were riding in down to Monte Carlo so the the effort that we were the intensity that we were riding at each day on the event itself was a little bit lower than the intensity that id been riding on the club ride on the three and half hour rides

oh really

so erm so therefore you could ride that much longer and still be comfortable

oh right ok that's really interesting to know actually ... so would you say that the intensity of the training that you did with the club rides prompted you more to succeed in the challenge?

er yes because you were riding at er I would say a higher level than on the event ... also on the event ... I don't know if you're talking to Richard ... he was another guy that was er he was probably well he is quicker than I am definitely but you will talk about how the groups split up or whether we split into groups later on I know

yeah

but we did get into a group and we rode well as a group as well ... now out on a club ride it can get ... slightly broken up

yep

so you end up maybe riding on your own a bit more or on the front of the group a bit more whereas as we organised ourselves quite well as a group so that we all took turns yea

right

so the days ... although they were longer the intensity was less because one I think the riding pace when others were on the front was a little bit lower than ... you know what I would normally ride on a club ride so I was probably within myself

yeah

and then secondly yeah ok when I got on the front or when Dan and I got on the front we could push ourselves as much as we liked because we're towing them along

yep

erm ... but ... but that was hard and had it been like that all day it really would have been quite hard

yeah

but we did that for ten fifteen minutes and then roll off and come to the back and recover so we were having a bit of fun pushing ourselves

yeah

and sat at back and riding along with the group to get another you know twenty thirty minutes recovery before going on the front again

yeah

so definitely training at the higher intensity for the shorter rides undoubtedly allows you to ride a lot longer alone

so would you say that when you're at the front for say ten fifteen minutes would you say you were motivating the people behind you because they were trying to keep up with you or was it just you and the other person?

I think we were yeah because we worked well as a group

right

and we were we did jel together quite well as a group as well

yep

and yes there was always an element of wanting to try keep up ... and yeah ok they may have cursed us

(laughs)

a little bit like oh my god here they go again but it was erm I think it definitely did motivate them to keep up and you know when you get to the end of the day and you know you've ridden the fastest day we did we did one hundred ... just over one hundred miles in nearly seventeen point something an hour so it was a it was a good day you know

ok

and they did ... you know it does help motivate them I think

yeah definitely

with a bit of competition within the group

never hurts anybody does it?

no

(laughs)

so I know that you mentioned earlier that you set yourself goals ... erm if you don't mind me asking would you care to explain what goals you set?

erm during the event or as part of the training or...

well if we do part of the training and then if you had different goals for the actual event

ok so erm part of the training my goals were because it's quite difficult when you er you know I work in London so I leave early in the morning and get back fairly late at night and then you've got to get you training done as well and come the weekend I have a family too you know I'm married with family I've got a couple of kids so there is always plenty to do at the weekend

yep

**so you have to one of the goal is to purely hit your training targets and as well as having the event in the diary being a goal and a motivator you know that was months away yeah ... so it's quite easy to push that to the back of the mind and say its ok I don't need to ride as hard today because it's still five months away
blah blah blah**

(mmmhh)

so there is the long term goal... the shorter term goal for me erm what helped me enormously I think if you speak to Richard and Hein erm they're the two guys I referred to as being the ones that sort of talked me into doing the event

right ok

erm so we ... we were ... we all live locally the three of us

right

and we were all taking part in the same event and we all know this same guy that is the coach ... so the motivator for us as well was the fact that your mates are out training for it so our coach is setting us our weekly ride ... er so you have a goal which is to try and achieve that and the motivator as well I mean it's a big motivator is the fact that your mate is going to be on his turbo trainer at eight o'clock at night doing his one hour so I better well go out and do it as well

yeah

and in fact I would say that was the strongest motivator for me anyway erm to have other people that I know and maybe not even know ... to be aware of what they're doing in preparation for the event ... so one of the things I tried to set up but wasn't entirely successful was ... you're familiar with Strava right... are you familiar with Strava?

erm ... I think I've heard of it before

yeah so Strava is a website ...so everyone usually rides with the GPS devices on their bike

right

so you can upload those rides onto a website and this website is called Strava

yeah

and it's used by runners and cyclist mainly so every time your mates are out you can see they've been out you can see how far they've ridden how fast they've ridden what their heart rates were ...

right

how hard they've been working all that sort of stuff ... so and you get segments on Strava so if you tend to go out and ride the same route they do you can see on particular sections how well they are doing compared to how you're doing

right ...

erm.. I've forgotten where I was going now erm so ... where was I ... but erm yes having your mates out there training with you is a massive motivator and er...

oh yes I was saying about even though you might not know them ... so you can set groups up on Strava

right ok

I tried to invite all of the people taking part on the London to Monte Carlo erm to come and join that Strava group ... now some might not use Strava but erm we didn't get a brilliant uptake erm now part of the reason might be as well if there are people who know that they're not training as well and don't want to know what other people are doing because it's just going to de motivate them rather than motivate them

(mmmhh)

I can understand as well er but I find that a big help to ... to know that other people are training ... I've got an event coming up in June

yep

and I don't know many of them as I knew Richard and Hein for this event but exactly that we've set up a group up and you can see in comparison where you are compared to the other guys in terms on the number of hours you train per week

right ok that's interesting

so I like to make sure that I'm up near the top

yeah ... so would you say that using the Strava website with the people that were on the event with you made you more prepared for it because you kind of knew roughly where they were at?

erm ... in the end I would say probably not erm because it turned out that we were some of the guys that were putting in most of the training hours

right

I would say that it probably didn't help in that case you know if you're maybe in an event riding with guys that ride a lot and train a lot anyway then it might be

yeah

because then you've gone above the goal that you're looking to chase

yeah definitely ... ok and in terms of when you were on the actual event did you set yourself any goals?

erm ... well I would say that the main goal was you know not to take any time of the bike you know I wanted to ride the whole thing

yeah

erm and also to stay in the faster group the whole time so to to ... to ride quickly rather than just take it easy

ok and do you think being in the faster group was one of your goals due to you doing things like this before and you've used Strava and you were on top of your game and ready for it?

yes ... yeah I wasn't ... I wasn't worried you know I felt that knowing ok ... as I mentioned not all of the people who were taking part joined so you couldn't see what everyone was like but you had the impression that we were erm in good shape relatively er or shall we say in the top half top quarter maybe and therefore we wanted to ride with them

right ok and in terms of the goals on the actual event how do you think they helped you to stay focussed?

erm ... I think er you know if you go back to the riding ... wanting to make sure that you ride the whole thing

yeah

now that probably focusses you on not being not overdoing it at any point in time yeah so you always had that in the back of your mind especially early on in the ride

yeah

no prattling around not trying to chase somebody off down the road in case you pull a muscle or something like that

(mmmhh)

so it does keep you wanting to complete the event without spending anytime not riding er definitely helped me focus on ... riding sensibly you know er so It's not to completely over cook it or then again had it .. had it you know that's a difficult one to say cause if you had ended up having quicker riders I'm sure I would have pushed a lot harder to try and stay with them

yeah

but I still I still think the underline wanting to get there without taking any time off and to enjoy the event would have meant at some point I would have said no you know

yeah

make sure that you get there

so would you say that your goals over all helped with your performance in the event?

yes I ... I would yes

ok

yeah

that's actually really interesting ... that the fact you're ... you're one of the stronger riders and you know you were at the front and you'd prepared for it a lot more so that's going to help a lot with my research actually... erm ok how do you think you dealt with each day of the challenge?

erm ... it was like I said I don't want it to sound flippant but you know we were feeling quite good feeling quite good about the fitness side so in terms of... you mean just generally how did each day go?

yeah I mean did you look at the event as an eight day event or did you look at it as one day at a time?

erm I think ... more of a ... a one day at a time so yes you are aware its nine days but you have to get through every single one so yeah ... we had made sure that you slept well ate well you know ... did whatever preparation you needed to to get out on the bike

ok

erm and then ride each day

ok ... and in terms of breaking down each day did you look at it as you had one hundred miles to ride per day or you had set amount of hours a set amount of miles to ride within three hours?

it's because of the way the event was organised we had coffee break lunch break coffee break and end of the day

ok

erm each day was roughly 100 miles a day so it worked out twenty five miles to coffee twenty five miles a further twenty five miles to lunch a further twenty five miles to afternoon and then twenty five miles to the ... the evening

ok

so we tended to break the day down like that ... erm and that that was good actually because you felt if you had one hundred miles ahead of you yeah

(mmmhh)

if you had a one hundred mile day you knew that you weren't going to be suffering for a whole hundred miles

yeah

you know twenty five miles and could get off for a cup of coffee and something to eat

ok

yeah

and would you say because of your level of fitness you would have preferred the breaks to be a longer distance in between or were you quite happy for them ... were you ready to have a break at that specific time?

erm ... I must admit when I first saw the breakdown of how the day was going to be organised I did think that it was going to be too frequent erm but it wasn't it wasn't a race yeah at the end of that day

(mmmhh)

and I ... I very much erm wanted to enjoy the event rather than try and finish it as quickly as I could each day or ride as fast as I could each day ... you don't get many opportunities to actually spend a week off work

(laughs)

certainly at my age when you've got you know a family to look after and all this sort of stuff and other commitments you don't often get the opportunity to do that and ... to try ... to just be like this focussed and er and thinking you've got to get their as fast as I can and work really hard and turn yourself inside out to do that I think would've ... was not what I wanted from it so I thought right I just want to go and enjoy it it's going to be good weather hopefully we're going to ride right the way through France it's going to be a good social event as well so ... from first of all thinking yes it's going to be too frequent cause we're only going to ride for an hour and a half and you're going have to stop again and then eventually I came around to well actually it's going to be nice you know

yeah

each section became quite a short ride ... erm and you had a bit of fun along the way in the sun had a coffee and er a baguette and go and do it again

yeah

that was my idea about it erm when I changed my mental approach to the event

ok

to first of all going back to you know choosing the event I really wanted to do something very challenging

yeah

erm go and ride you know the Pyrenees you know up in the mountains for a week and I thought that this was going to be not challenging enough but actually it was probably the best cycling holiday that I've ever done it was great ...it was fantastic

it's interesting that you use the word holiday would you say that because you looked at the event per day you were able to enjoy it more and like you say take in the

scenery and go and have a coffee with a different group of people and get back on your bike and not be thinking oh god I've got so long to go until the next break but because you knew when your next break was you were more relaxed and a lot more ... you could focus more if you wanted too?

I think because ... we knew that we were physically prepared for it you can treat it like a holiday

yeah ok that's really interesting

it's ... I think I still would have felt the same way if we only stopped for lunch you know at the end of the day so ridden fifty miles stopped and ridden another fifty miles erm that would have also been ok because I think we were riding within ourselves and therefore it felt more of a holiday

(mmmhh)

than a challenge yeah

yeah ... that's really interesting to know ... er I'm going to talk a bit more about the extrinsic motivation that you we touched upon earlier on erm when you said that you were more externally motivated to take part because of your friends ... do you think that as a group of friends that was the general ... the general idea do you think that you were all kind of motivated by each other?

yes yes I think so because erm ... the two that guys that haven't ridden for quite so long and haven't done so many of these types of events were very worried about the event itself so ... you know... I think ... when you... each of us then eventually then committed to doing the ride then yeah all of us are motivating each other by that mutual sort of agreement to take part

kind of a realisation isn't it that once you've said yes you've actually got to get on and do it

got to get on a do it I've made my commitments so therefore I've got to do it

(mmmhh)

and part of the part of the ... I think I've mentioned it before but part of the motivation as well was actually we've got to raise quite a lot of money so ... the

there were three elements there was the element for the actual event itself and then there's all the training you have to do to go with it plus ... raising the money

yep

and erm yeah we actually grouped together the three of us to raise the money together

ok

so you each individually have a target but we did it together and that again was sort of we motivated each other and yeah we did do so erm it was very much a team effort of the three of us I think for the whole thing fundraising and training and then the ride itself

you've just touched upon there about the charity side of it that's a question for later on but I'll ask it now anyway erm Do you think that if it wasn't a charity based event and you didn't have to raise x amount to take part in it you wouldn't have been as motivated?

erm as motivated to take part in the event

yes

I don't think I would have been no it would have been quite expensive to do if you're paying off your own back and I think I would have gone to er look for a something more challenging you know what I was talking about earlier

yeah

it being my first choice

ok

erm so if the charity element wasn't there then ... you would have to fund it yourself and then I would have to say well no I'm not really motivated to do it because if I have to fund it myself I want to do something else

yeah ok so would you say in general that the charity side of it was more ... rewarding for you personally because you had to raise the money and you were doing it with friends and you know you were doing it all together?

it was actually I mean it's quite rewarding to have done the ride as well you know it's quite special to have done the top to bottom of France

well exactly

erm but raising the money was erm because you can't just hand out sponsorship forms to raise that sort of money you have to go and do something and erm yeah we got involved in one of them Richard runs a café so he said right we're going to do some sponsors we're going to do some charity dinners and you have to organise that and get people in and you know that was good fun and rewarding yeah

so I suppose it's all your hard work prior to riding for the eight days that a lot of people are probably unaware of if they haven't actually spoken or know about the ... the ride itself?

other people that were on the ride do you mean or

no in general other people that you've spoken to you know explaining what you're doing they probably don't understand that you have to raise an amount of money before you take part and then to actually to take part in it as well its actually two elements

yes although anybody that would listen I was telling them and trying to get money from them

(laughs)

ok that's good and erm just going back to goal setting in general would you say that in your general life you set goals and are they more externally set or more personally towards you?

erm ... I'd say more generally personal you know

ok

yeah

ok ... ok erm so in terms of on the actual event did you feel determined throughout it?

absolutely

ok and were there any days in particular that you thought ok today I feel more determined like I'm definitely going to do it?

er ... yeah I'd say the more challenging days so there was one longer day

(mmmhh)

and there was one day where we had to climb in the mountains as well so that was er definitely days where you felt a bit more motivated and a bit more focussed because you know they were going to be that bit tougher

and do you think that they that motivated you more because you knew it was going to be tougher although your fitness is at a high level it still motivated you more?

definitely yeah definitely

ok and I know that you touched earlier on competition erm would you say there was competition within the group of you as riders?

a little bit I'd say there wasn't a huge amount to be honest with you erm we did split into a bit of sort of two groups so a faster group and a not quite so fast group erm but I wouldn't say there was a lot of competition between those groups erm and when we were riding in the faster group you know we did we did ride as a group

yep

erm rather than trying to you know one person trying to race off and others trying to catch so it was it was a very good group spirit

ok so you would say then that within the groups taking part you all motivated each other?

yes

yeah ok and can you give me any examples of how you did that did anybody have any down days and you know you thought come on you can do it?

you know erm Richard for example had erm some trouble with his knee and was struggling a little bit erm and erm you know he was definitely wanting to stay with the faster group all the time that was I think he would say was one of his goals if you speak with him erm and you know we were riding ... properly as a

group so you know I don't know whether you know much about cycling but if you're following somebody it's about a 30 40 percent less effort to ride yeah and we were first of all just riding with generally the same two or four people sitting you know going on the front the whole time and then eventually we decided that we were going to organise ourselves in a group and rotate round and so everybody does their fair share on the front

ok

and that was really good and erm we were motivating Richard for example and er to keep going and stay with the group erm and it was it ... I think that was motivating in a way because you never you didn't just have people that were trying to tear the legs off somebody else you know

Yeah

You er you said right we're going to get through this together and we're going to take turns and when you're on the front just ride as fast as you want to do if you want to ride slowly that's fine if you want to ride fast that's fine as long as you don't drop everybody but there was a very good team feeling and a lot of motivation you know if you get over a little bump in the road of up a big hill or something like that its yay well done great good

Yeah

All regroup and carry on so it was erm a good positive experience amongst the team

ok and you said then that you know erm you helped motivate one of your friends one day because you helped motivate him did that then motivated you more because he was a friend of yours and you know you both wanted to do well together?

it does make you feel good to ... to see him succeed and others succeed yes definitely

ok that's interesting

again it's not something it's not a race it's not a competition and you want to see everybody succeed and you're going to feel crap if you just ride off and leave somebody on the side of the road or a rider on their own struggling so yeah it

definitely helps to work together and erm and it does motivate I think everybody come home at the end of the day I mean have a good ride.

ok you mentioned earlier about Strava I just to talk a bit more about that erm so obviously you could see those that joined the group and how they were doing and how they were progressing ... when it came to the actual event did you feel more erm determined personally because you are at a higher fitness level?

erm determined to

determined to succeed and you know cycle to the best of your ability?

erm I was determined to succeed because I knew I put the training in yes I wasn't necessarily determined to cycle to the best of my ability because again I was viewing it more of a holiday and a team thing you know so you know wanted to make sure we all did well especially me Rich and Hein so

ok and what sort of feeling went through your mind during the eight days? In terms of did you look at it more as it was a holiday so you were a lot more relaxed about every day and every mile that you had ridden and break that you'd taken or were your feelings quite mixed?

no it was much it was a holiday feeling and erm I really enjoyed that side of it too because sometimes you go away on a cycling holiday and it's all talk about bikes and again you know if you've had a hard day it's how you're going to recover and are you worried about whether you're going to be alright for the next day and should I have a beer yeah where as we er we had it was a rugby based charity erm and there was a lot of likeminded people on the road we had a ball it was er we had a ball it was really good fun we erm we relaxed erm we socialised together we had great fun in the evening as well as on the ride itself so I did feel very relaxed I think the only one day that was in peoples mind was the day we were going up into the mountains

ok

which turned out to be the most horrendous weather as well so very cold and wet as well as having a mountain to get over so that was quite tough

so you'd say the weather aspect as well played a huge part of it or?

the weather was very good so we had sort of almost too hot one day erm erm but we had good weather so that helped us relax that definitely takes a big element off the ride as well you're not worried about the weather and you're not worried you're going to get cold and wet so that makes the ride a lot easier

ok

and then only one day that we were really apprehensive of when we saw the weather was that big day I think was day seven

ok and you said then about socialising with people would you say that you were socialising with people that you wouldn't necessarily meet on a day to day basis?

yes yeah definitely

yeah ok

but great fun

ok and did you ever think about dropping out previous to taking part or on the actual event itself?

no

and would you say that you're a very driven person in terms of erm succeeding and finishing what you've set out to do?

yes

yeah ok thank you and you said earlier that you didn't really face any difficulties personally on the event itself?

no I think the only time was one of the earlier days maybe I was I got over hot so just felt awful by the time I got to er go to the end so one of the first things we did when we got to the end again a rugby based mentality as soon as we got off our bikes a round of drinks would arrive

ok

so yeah pints of beer I couldn't even drink that (Laughs) so I felt completely dehydrated at the end of one of the day I'd say that was the only difficulty I had

ok

er but I felt fine the next morning

ok and you mentioned earlier on that you found the mountain a struggle ... generally did people struggled because it was so intense?

Yep

erm what do you think exactly that you found hard about it considering you've done you did all your training and that you cycle on a regular basis?

I always found the mountains hard you know erm they are something that you can't really prepare for in the UK because you just haven't got the roads like that so you end up riding an hour or so uphill an hour and a half up hill and I do find them very hard even though I may have trained a lot and I feel fitter than I have done for a while and riding quite quickly I know as soon as I get on the hills I'm going to suffer compared to everyone else I've always suffered

and do you think it's the kind of thing that when you're there it depends what kind of mind set you're in or did you know prior to taking part in the event that on the mountain day you may struggle slightly?

I knew I may struggle slightly on the mountain day

ok

yeah and then when the rain came as well it's like oh my god and I could have quite happily been persuaded not to ride over the mountain but er everyone was doing it and I really did want to do it so yes we went over

so a feel of achievement you obviously felt that?

yes ... that's the only thing that drives me back to ride over them to be honest because I talk about doing these events they are usually are in the mountains and I do find it find them very hard and I do erm suffer on them and I do tend to be one of the slower guys on them but the sense of achievement yeah on top is incredible

so could you kind of flip that and say that the mountains motivate you more slightly because you know that they're going to be a challenge for you?

yeah

ok and you were saying earlier how you bonded with the people that you were riding with ... would you say in general the whole team bonded?

yes I would well like I mentioned before it split into a couple of groups so erm the faster group and slower group you know it's funny although the slower group you always got these comments oh the fast boys are off again because you would always ride the first couple of K together that was the idea and then you would start splitting away so as you split away you know you always get er oh here you go the fast boys are off and er we don't see ourselves as being fast but we just enjoy riding at that pace

that set level

there was a little bit of we didn't socialise much with the other group you know we'd got to each other and so had they and we tended not to socialise as a complete team rather the groups we rode in

yeah ok that's interesting definitely erm and can you tell me how you felt when you crossed the line?

oh fantastic yeah quite emotional definitely and in fact that was emotional yes because that was the end of the event and you were meeting family yeah but also what was emotional was when you saw the Mediterranean knowing that yeah so we rode to Nice and turned left so I found it quite emotional once you hit the Mediterranean because you've hit er you've got of the bike on the ferry

yeah

and we are right down in the south of France but crossing the line yes it was emotional because you're meeting everybody it's the end of the event you know you've done it

and did you find it was emotional as a whole like seeing everybody crossing the line did everyone kind of have the same feeling do you think?

yes it was yes definitely it was great to see everybody do it you know because everybody had their own story you know Richard with his knee erm I've gone name blind now

(laughs)

there was the girl from Scotland who struggled all the way down and on the latter part especially and she came over the line and it was great it was fantastic
and when you crossed the line did you feel that you were happy that it was over or you were you relieved that it was over or did you think actually yeah I want to do this again and keep going?

erm I think I was happy that it was over not because I was relieved it had stopped erm but erm that was enough that was the job done erm yeah we'd had a lot of fun we'd achieved what we wanted to do and that one was definite so I was quite happy to get off the bike then

ok

but it wasn't a relief and thank god we'd stopped cycling feeling we'd done it you know

and did you cross the line at a similar time to your friends?

yes so we regrouped yes the plan was to regroup so we got within a mile and a half of the finish stopped in a little layby and wait for everybody to come together and rode in together

ok so you achieved your goal that you had originally set out to achieve then?

yeah absolutely

and since you've completed the challenge have you felt more motivated to take part in other events? I know you've said you're taking part in one in June

yes in fact I would say you know I spoke at the beginning about normally my year goes along the lines of riding a lot over the summer and then stop and then in the early part of the year to start training again the benefits I saw from the training for the London to Monte Carlo event have definitely motivated me to start training earlier this time so I'm now back in training for this event

ok

so it's definitely helped motivate me to get back into training

ok and have you taken part in any cycling events since Monte Carlo?

erm just one or two but one day rides

ok that's interesting and why do you think that the London to Monte Carlo ride has motivated you more to take part in others? Because of the level of training you put into it in the first place?

yes I think so because erm ... it wasn't the length of the event or anything like that that motivated me too but I think it's the erm the benefit that I saw from the long structured training that I put into it that's made me motivated me to start riding now cause I really saw a good benefit cause when I've don't these events before I've just been on my bike a bit more you know when I'm training riding a bit more but it's not been structured areas and the Monte Carlo stuff was structured and definitely saw the benefit of that and now it's started its first of all yes I did take a couple of months of the bike

yeah

but it was only a couple of months rather than four months and its helped me get back on the bike and start training again

ok so in terms of completing a challenge what do you think you personally gain? Do you feel that you gain the same from each challenge that you've taken part in or do you feel as though the Monte Carlo challenge you gained something different?

I think overall the Monte Carlo was different ... other things that I know are going to be physically more demanding its more ... having got you know I've done that physical thing yeah with the Monte Carlo trip yeah it was great to cycle all the way down through France but yeah but what I got from that was the real enjoyment with friends and fun that we had along the way and the fundraising side of it

yeah ok do you think you would have enjoyed it as much if you weren't with friends?

erm no I don't think I would they were a good group and I would have enjoyed it but it was made definitely more special by having those close friends with me

ok that's really interesting thank you and my final question is erm what advice would you give to people that are considering taking part in a long distance cycling event? Are there any tips you would give them?

definitely get out and train you know erm and get out and talk to somebody who has done that type of thing before and what advice they would give you yeah talk to erm not necessarily a coach but people that have been through a similar thing erm to learn from then but train ... make sure you turn up to the event to enjoy it not to just drag yourself around

ok so definitely make sure that they get the enjoyment factor out of it

without a doubt

ok well that is all the questions that I have for you to answer so thank you very much for answering them

you are welcome

I'm just going to stop the recording now''

Appendix M:

Interview 2 Transcript: Participant 2 of case study

Interviewee: 2: Male: 49

Date of interview: 16.01.16

Key:

Interviewer: Italics

Interviewee: Bold

(...) pause

(Mmmhh) Agreeing

ok so this is interview two and the date is the sixteenth of January twenty sixteen and the interview is taking place over skype ... please can you tell me your name?

Simon Charles

please can you tell me your age?

forty nine

ok so could please explain to me your role in the London to Monte Carlo case study?

I was a events cyclist in the twenty fifteen challenge

and what is the actual event all about?

it was a cycle event a challenge erm set over nine days cycling from London to Montel Carlo erm eight hundred and fifty miles across France up into the Alps and down through Nice into Monte Carlo

ok and ever you ever done anything like that before?

not on that magnitude but I have done other events before

ok thank you erm would you say that cycling is your preferred sport?

erm not really I haven't got any preferred sport having left school and gone into the service industry I never got into real sports so it was just something I thought I'd do as a challenge

ok what exactly did you like about the challenge what motivated you to want to do the ride?

erm having been involved with the challenge previously as a member of the event team in two thousand and thirteen and seeing what the guys got from it through the week I decided it was something I wanted to do for myself

ok so you said there that you marshalled on it in twenty thirteen

yep

what exactly motivated to you to then take part ... was it seeing peoples face when they crossed the finished line or was it the determination of them cycling an intense amount of miles each day?

yes it was the intenseness it erm it was the challenge of pushing yourself each day to cycling a hundred miles erm be it at your own pace erm you know but at the end of the day everyone coming together as a team and at the end of the event coming together as a team but actually being involved with the charity that we were raising money for erm that gave me the motivation even more

ok so would you say that you were motivated more by personal motives or more external motives?

erm ... both I mean personal because erm probably ten years ago I went through a running phase and erm I achieved three big running challenges the Great North Run the Great South Run and the Great Manchester run and erm sort of ten years later in my life I felt there was something I needed to do you know through sport erm that I could then link in with the charity that we were raising money for which I've been involved with for many years

ok ... would you say were prepared and aware of what you let yourself in for during the training stages?

er yeah I think I had a better understanding of what I had let myself in for because of having marshalled on it previously I knew that you know you got

several flat days and then you've got three challenging climb days erm so yeah I was I was prepared erm for the challenge in my head erm training yeah it was a little bit different

ok I will talk to you a bit more in depth afterwards

ok

would you say this is the first long distance challenge that you've ever participated in?

as an individual being propelled from eight hundred and fifty miles er yes although I have been involved in four peaks challenges over the past fourteen years both climbing and driving which is an event that goes from Ben Nevis through to Helvellyn across to Snowden and down to Southern Ireland ... so that's two thousand miles of driving and fourteen thousand feet of climbing but as an individual the cycling was probably the biggest event as an individual participant

ok so comparing the two together which would you say is more rewarding and more challenging for you?

er the cycle ride definitely simply because you're doing it on your own a lot of the training is on your own erm and during the ride you could well be on your own because everyone rides at different paces so erm yeah the cycle challenge was the hardest event erm ... but I quite enjoyed being on my own whilst I was actually doing the event

you said there that sometimes you were cycling on your own or in different groups did that motivate you more to want to succeed?

... erm no I I'd always set the challenge as being I knew that I only wanted to travel at such speed each day so thirteen miles an hour was my average erm I averaged that through the training and I averaged that through the ride erm so each day I left with the team the group we all cycled a certain amount of miles before then we had sort of like the elite riders and then we'd split up over the day but you know I'd come in as the tortoise and the hare sort of thig where I'd come in at the end of the day last erm but everyone was there you know cheering

you in to get you in even if it was eight o' clock at night erm ... so yeah I mean it you know I just decide to focus on what I wanted to do in my own mind rather than wat everyone else was doing around me

ok so would you say then that each day that you cycled did you look at it as a challenge or were you more kind of relaxed the fact that you weren't rushing to be at the front or rushing to get to X Y and Z at a certain time?

erm the first five days was fairly erm was fairly relaxed because I knew it was flat rides virtually with very little climbs but I knew that id got two days of mountain climbs to come so I suppose through the five or six days at the beginning I was focussing on making sure that I got through each day without and injury and without my bike getting broken and could then get on and get into the mountains and you know my mountain days were my longest days they were fourteen hour days the other days were ten hours days

ok so would you say then that climbing over the mountains pushed you to want to succeed?

yep I mean when I got to the top of the Ados and cycled up what seven and a half eight thousand feet erm and seeing ... on the other side of the ravine where you were going to be in fifty miles time it was yeah it was adulation when you got to the top it was a massive relief because then you knew it was virtually all downhill the other side

ok

but I felt very comfortable on the mountains it didn't hurt me erm I didn't feel any different doing the mountains as I did doing the flats

ok and how would you say you felt about the distance of the challenge prior to taking part? Were you worried about the distance that you had to do?

erm not so much worried obviously having never done a one hundred mile cycle ride it you know even as a day event to do one hundred miles in a day erm... you know again you had to plan you were going to do thirteen miles an hour so you knew how many hours you would be doing it erm but just knew if I took my time I could get there

ok and how exactly did you train and prepare for the challenge?

well I'd like to say obviously that I went on a strict diet but that would be untrue erm basically just got involved with a couple of other rides that had been put on with the charity that erm we were riding for they had a John O' Groats to Lands' End so I did a fifty six mile end of the last day with them erm trained with a colleague from work who did the event with me and we trained together most weekends and we then decided we would do a couple of hundred mile rides just to understand what back to back rides were like erm so we cycled from Cheddar to Brixham which was one hundred and six miles and then we did a course out across all of the flats out through Bridgewater etcetera which was just under one hundred miles so we sort of knew what we got to do and it was just a case of getting out each week more better weather than wet weather and getting on with it

so would you say then that you had like a regular training regime?

no no probably not regular probably you know if I was standing next to a professional they would have probably said I hadn't done enough but I didn't change anything I didn't eat any different didn't drink any different you know just my diet was the same as its always been obviously just on the days of cycling you tend to bulk out with snacks in you back pocket and tended to stop quite a bit because you needed the energy sort of thing but I didn't sit down and read loads of books and think right I need to this this and this each week erm it was just a case of doing the ride or not

so you mentioned earlier that you ... when you did the mountain days you didn't feel any different you didn't feel any strains would you say then that you did enough training you know you felt that the training that you had done had prepared you in every way possible?

yeah my philosophy was doing the running sort of ten years previous I never you know I did two sorry three and a half marathons and the type of training for that I never did the full distance so ... it was just a case of erm mind over matter really and having the stamina and the mind set was just to get on and you know you've got to start at one point and finish at another point and you know in between is what it is sort of thing

and you mentioned there that you took part with a colleague ... do you think that you motivated each other to train?

yeah I mean on the one hundred mile days Adie had said thanks at the end of the day for dragging him through and simply because he obviously struggled with those distances erm but once we got onto the actual ride on the first day I remember finishing the first day in Portsmouth before we got on the ferry and he said you know the last three or four miles into Portsmouth for him were the hardest and at that point he had thought what on earth have I done but after that it was fine it's just getting over that blockage in your mid going and knowing that you can succeed yeah we did motivate each other yeah it worked well as I say we didn't go by a set criteria of we must do ... although there was a set training programme of week one you do this number of miles week two you do this number of miles in a certain number of days etcetera on and on erm we just tended to get out at weekends and the evenings when we could as the weather got better but it was just based around weekend

ok and do you think then that the training and preparation helped you to stay focussed during the event?

... erm did the training focus me ... no I think the training just gave me the ability to know that id got the stamina to do the event I don't think it focussed me to do the event

ok so you wouldn't say then that the training mentally prepared and helped you for the event?

I'm sure it assisted but erm ... the overall distance that we had to ride in training was circus sixteen hundred miles so double the event length and effectively using my garment I've got I recorded probably seventeen eighteen hundred miles so I had done the distance overall for training but I hadn't done it as a set criteria so I don't necessary think the training was the be all and all it just gave me the understanding and answers you know that you needed to do and this is what would happen if you didn't do it

ok that's interesting so then on a scale of one to ten how important do you feel it was to train for the event?

... I'd say you definitely between five and eight you need to train yes is the simple answer so I'd say eight for definite

do you think you could have done as well without the training?

erm in my own mind probably not I think the fact that I knew what I was letting myself in for erm gave me an understanding of what I was letting myself in for but I suppose if I hadn't done the training then I probably would have suffered erm especially in the last three days

ok so with the training that you had done for the event do you feel as though it was the best you could have done and you know you succeeding in the challenge?

yes it was enough because I knew the whole challenge was not a race therefore I knew I didn't need to ride at forty miles per hour over four hours burning seven hundred and fifty calories per second etcetera I knew there was no need for any calculation you know that some of these elite cyclists do but that said some of the guys where on it to get the fastest ride of the day erm for me it was just a case you know as I say just plodding along knowing that I've got to start at one end and finish at another

ok

sorry there was no challenge to get at forty miles per hour I knew that I wanted to average a certain speed

ok and you mentioned earlier that you had erm a training plan that was given to you were you aware of other participants training plan or how well they were doing prior to the event?

erm there had been a Facebook group put together which I think sort of eight or ten of us erm were involved with and it started out what you doing where have you been what are you at I'm doing this this weekend and doing that next weekend and then it sort of fizzled away a little bit erm but I didn't you know it didn't drive me to think I've got to do more it was just a banter of bad weather not got out this weekend etcetera

so then you would say that you weren't motivated by what other people were doing?

no because I simply knew as I said before I knew what I needed to do each day speed wise and I knew what the millage per day was going to be on the event and I knew that you know ... I targeted myself each day of the event a certain number of hours to do each day in and if I didn't do it didn't matter but I gave myself an idea

ok

erm on the mountain day I knew It was going to be a fourteen-hour day and I did it in twelve hours I suppose that was a bit of a drive for me knowing that I could beat what I'd set but it wasn't set in stone you know it wasn't I must I must I must

ok alright so as an individual would you say you are more motivated at the thought of a challenge?

erm ... no for me that's a hard one to answer no cause I can quite easily sit on my bum if I want to erm for me the event was about the charity really erm it was for me just to get a bit healthy I suppose but actually to raise money for the charity is what challenged me I suppose in the end

ok so the whole charity element of it motivated you more so than the whole distance that you had to cycle?

erm yeah it did up to a point I knew that I had a minimum amount to raise and then I targeted myself with the next stage and I got there and the challenge for me was to make sure I got there before I did the event because like everything once you start the event and then try and raise money afterwards is impossible so erm I got to my goal before I actually started the event erm so I went from one challenge which was the money raising to the second challenge which was the actual event and in-between training to succeed on the event in the long run

ok

so it was like two challenges

so you said there that you had to raise money so would you say that the raising money part was more rewarding for you than the actual challenge or would you say they were on par?

erm I wouldn't say it was rewarding because obviously it wasn't for me but it spurred me on erm I suppose at the end of the day the event was the overall challenge but as I say we were geared to raise a minimum amount and without raising that amount then I wouldn't have been able to participate or I would have had to of carried on afterwards

ok I'm going to talk a bit more about motivation and the different types of motivation now

(mmmhh)

would you say that you set yourself any goals to help accomplish the challenge?

erm no not really I'm pretty laid back so I didn't go as I say I must eat 4000 calories today I must do this I must do that I must do one hundred press ups a day I didn't do any jogging or bike training or turbo training it was just getting out at weekends and cycling so you know

and in terms of on the actual event itself did you set any goals per day?

yeah basically beating the time each day that I had set myself in the first place but it wasn't set in stone as I say it was you know if it was a ten hour day and id done it in eight that was a massive achievement for me that I had done a higer average speed but it wasn't something that pushed me to complete the day in eight hours it's just how it happened

ok then so where you did set goals or beat goals set would you say then that they were on a more personal level rather than a more external level?

yeah definitely on a personal level yes because inside your own brain you've gone yeah I've done what I set myself ... I hadn't over set myself a target I hadn't gone right I think I can do it in ten so I'll probably do it in twelve but actually I did it in eight I thought right this is going to take me ten hours but I've done it in eight but it was personal

ok so because you weren't necessarily bothered about the goals that you'd set would you say then that they didn't really motivate you?

... yeah because i dint get up each morning and go right today is going to be a ten hour day but I'm going to do it in nine so no it didn't motivate me

ok thank you

it didn't I ... I suppose in hindsight it motivated me and there must have been something that clicked in my brain but it wasn't specifically in my head each morning getting up it was just as it was as I'm fairly laid back

ok and in terms of each day of the challenge how did you deal with it did you break each day down or did you look at it as an eight-day event?

erm no each day was set out for us we knew what mileage we had to do each day we knew where our tea breaks and our lunch breaks were erm so I think for me knowing that we only got sort of twenty-five miles break twenty-five miles break twenty-five miles break and then twenty-five miles was erm a bit of a motivation for me you know erm cause it did set out the day for me ... but I looked at it as each day not as a whole event although we had maps showing where we were each day and how far we had done each day which I suppose did drive us on a little bit

so you said there you had set tea breaks and lunch breaks and afternoon breaks would you say then that they were more of a psychological benefit for you because you'd get to one break and think right ok I've only got twenty-five miles until the next break so did they kind of boost you?

yeah yeah you get to twenty two miles in a morning and obviously like everything when you've got early in the morning out of bed that you don't sleep in normally after just cycling one hundred miles the day before your body at our age is a little bit non-sustainable so it was you know you get on your bike and everything would be ok and you would get your head down and then you get to twenty two miles and go that's alright I've only got three miles before a cuppa tea or you know a bite to eat and then off you go again and you get to sort of one o'clock and you think I'm a bit hungry what are we at oh well we're at forty eight miles oh the stop is at fifty five miles we've only got seven to go .. so knowing your mileage each day er from the event coordinators and where the stops were did motivate you to get yourself going o

ok and you said there that you had X amount of stops a day were they set in stone or if you felt like you could cycle further could you cycle further?

erm you could cycle without stopping but you had to go through them because obviously they were a marker to ensure that everyone had passed through from a health and safety perspective but if you didn't want to stop you didn't have to stop you could crack on I mean some of the guys were having five ten minutes some of the guys were having fifteen twenty minutes at the breaks as I say some of them were stopping to fill up their waters and crack on so

erm when you were at the breaks were you pretty eager to get a coffee and get back on your bike or did you relax?

no relaxed chilled and had a laugh erm ... sometimes got involved with helping the others but that's my ethos erm ... and having marshalled the event before I found myself making cups of tea for people and a couple of times got told off by Laura and co for getting involved as a marshal rather than being a participant

ok

but that's what makes me tick that's the kind of thing that makes me tick you know so that probably spurred me on as well

so would you say then that that motivated you as well helping others?

yeah yeah yeah you know there were people there were two other guys on it that had been on the event previously as marshals so they knew what they were up for so it was great knowing what you got coming up and being able to tell the guys what they could expect erm but as I say predominantly most of the people were ahead of me most days erm there was one lady on the event and she was on a hybrid so she struggled most days on her bike but we all sort of took it in turns to stay with her and someone would cycle in with her and we'd all wait at the last tea break for her to come in and then we'd go from there so it was spurring her on so yeah although you did it as an individual I suppose looking at it now you did do it as part of a team as well

ok that's interesting so when you say you waited for the lady and you helped and spurred her on

(mmmhh)

so you think as a team that motivated you all to do well because you were trying to help someone that wasn't succeeding as well?

well she was obviously struggling because of the equipment she had got not necessarily succeeding but erm yeah we're all individuals and we're all different people and there were days when in your mind you got to the end of the day and you were tired or a bit pissed off and someone said something or but that's the mentality of people isn't it but at the end of the day the spirit was there and you know we were all there to do a challenge as individuals because it wasn't a team event but there were days we could see others were struggling so we did ride together and each morning we would all ride ten K before the elite guys could cycle off erm then some days they would cycle all the way to the first stop with us it was just how it was

ok alright and going back to the actual event itself do you think you were more motivated to take part in it because of more personal factors or external factors?

personal factors as I say having been involved with the Wooden Spoon which is the charity we did it for in other events as a participant and as event crew and seeing what the Spoon did for children which is what the charity is all about so yeah it was personal more than external

and would you say that you thought about these personal factors before you took part in the event did they play a part in your decision process?

what in how I chose to do that event I mean?

yeah

no I just chose to do it as I say having event marshalled on it a couple of years before when we all got together over the past sort of four or five years in the other events that we've done we all sort of said let's do a cycling challenge and some of the guys have done they've done the John O' Groats to Lands' End you know that's eight hundred and fifty miles over seven days erm and then there was a couple of us that said come on lets do the London to Monte Carlo so that's what we did it was just more banter really to start with

and would you say that you thought about any of the factors during the actual event?

sorry what do you mean by factors?

so the personal factors that helped you to make the decision to take part did you ever think about them while you were on the event?

erm ... no I don't think I did I just got my head down and got on with it really

ok

erm like I say once I raised the money erm because you weren't in an environment that had any sort of erm inclusion of what we were doing the event for it didn't come into your brain whereas some of the events we've done previously you actually go and visit things that the money that you've raised is spent on erm so you see some of that but because we were doing this challenge across the country it doesn't involve the Wooden Spoon then I suppose it didn't come into my head during the event god what am I doing this for I'm doing I suppose you're doing it for two things really you're doing it for yourself and your doing I for a charity

ok and you mentioned earlier that you've marshalled on the event a couple of years ago and that when you were cycling on it this year you knew where the stops were and what was coming next did you feel at any point that that was ever flipped and it became a de-motivator because you knew you had a hard twenty miles to go or you were coming up to a hill or a mountain?

er it wasn't a negative it was a positive but as you just said yeah you would know when you you were about to come up to a twenty mile mountain climb so I suppose you could prep yourself knowing that the next section will be tougher so no it was definitely a positive having marshalled on it

ok

and having seen an insiders' view

ok so you kind of had an upper hand didn't you compared to the other riders because you knew what was expected?

yes yeah I had an upper hand in knowing what was coming but some of the riders were much more erm you know there was one guy on it who had got a very very expensive bike and has done a lot of cycling and done a lot of events so

for him it was get on and crack on it's a race whereas as I say before for me it was get on and finish the event sort of thing and make sure I get to the end of each day

ok thank you and did you feel determined throughout the event?

yeah because if I didn't get to Monte Carlo I didn't get home

(laughs)

were there any days in particular that you felt more determined to succeed and ride?

no there wasn't one day that I got out of bed and thought oh my god what am I up to erm each day I got on my bike and each day I got off my bike ... it was great erm my biggest achievement days was probably day seven where we erm ... no sorry day eight so the Friday where we came off the Cole de Alos and rode down and I got to the hotel that night knowing that bar ten miles of uphill the rest of the following day was going to be downhill and it all the way through Nice and to Monte Carlo so I knew that from then on everything was fine and id actually achieved the goal on the penultimate day and I sort of broke down a little bit and had a few tears and I think it was just the shear fact that you know id effectively climbed over the Alps ... on a bike

ok and you said that you know you cycled through France you must have seen some pretty scenery?

(mmmhh)

did the sights and scenery ever make you think of the event as a relaxing Holiday or in your head was it always a cycling challenge and you've got to keep going?

no it was a little bit of erm ... it was relaxed again there was a day when it was long and flat and had a little hills and you'd come up over the hills and see another four miles of flat road and think oh god does this ever stop it wasn't a down day it was just long and a struggle and most people when you talk to them they think but it was flat yeah but it was a boring long drag sort of thing but no it was great I travelled in France for many many years and I've never been to the south of France so I suppose that was a little bit of a determination that I was going to cycle through to the south of France erm ... and you know I've always

had the view that as you cycle through France you cycle through lots of different countries as the scenery changes from day to day and when you think about it we live in the UK and France is five times the size of us so effectively you are travelling across five different countries

ok you said there that you've travelled around France but not in the south ... did that make you more motivated to succeed because you are effectively ending up in a place that you've never been before?

yeah it was somewhere that I was going to see that I've never seen before erm and see it from a completely different aspect not sitting behind a steering wheel or on a coach with a group of people actually you know out in fresh open air seeing things that you wouldn't see by flying to Monte Carlo or driving there ... it's like driving a car isn't it if you're in the car driving you're concentrating on the road but if you're in the car as a passenger you get to see things that you wouldn't if you were driving

yeah

whereas a bike obviously you've got to have your wits about you but it is a little bit more relaxed and especially in France as the roads are so open with less traffic that yeah it did give you the sense that you were able to have a look around and stop and have beer or stop and have a coffee and although we had the breaks so long as we went through them within a time or we said to the guys we're going to stop and have a beer on our way through such and such you know that's how relaxed it was

ok that's interesting and in terms of the actual weather on the event would you say that was a motivator or a de-motivator you know if it was sunny did that make you think ok today is going to be a good cycling day or if it was raining were you more de-motivator to get on your bike and cycle?

erm we ... as I say having marshalled it two years previously there was no days of rain so it was all predominantly glorious sunshine so erm I think on the event we had a few sunny but cloudy days I had taken wet weather gear with me but I hadn't trained much in wet weather specifically because the thought of cycling in rain doesn't appeal erm and we did get up on the day of the mountain ride and it

was absolutely tipping it down to the point where the event coordinator actually gave us instructions at our first tea break to do a diversion so that those that didn't want to go over the top didn't and they could cycle around the side of the mountain instead because the weather was that bad and in all the five or six years of running the event it was the worst weather they had ever had ... so I had got up the morning and already put all of my full wet gear on and some of the guys hadn't and so of course by the time they had got to the first stop they were freezing cold and soaking wet whereas I was nice warm and ready to go so I had already pre planned that I would take on board the struggle of wearing wet weather gear from the outset but knowing that I was dry to start with so I wasn't de-motivated because of the weather erm I was more de-motivated at the fact we may have to of turned left and cycled around the mountain rather than over it but as we left the tea break myself and Adrian had both said we would turn right and cycle up over the mountain in the weather that we had got and the turning to take was ten miles down the road and by the time we had got there it was drying up and the sun was coming out so we stripped off and turned right and cracked on

ok

so that was probably the only day where people were de-motivated because of the weather but for me personally I wasn't because I was set off from the start and I had already pre planned that I wasn't getting wet from the moment I sat on the bike

ok that's actually really interesting so would you say that you had to kind of pre plan every day?

erm you had a day box in the van and erm you put into that box everything that you needed and effectively I put everything in from wet weather gear through to dry clothes through to juices glucose drinks sweets etcetera so the box then got swapped from the two vans while one did the tea break and one went on and did the lunch break and then they both met up and the first one went to the afternoon break and the other went to the hotel so at each point you stopped depending on how quickly you stopped at the tea break ninety nine percent of the time you were lucking enough to have your day box and those that weren't it

was because the van had gone on erm you're planning was the day box and I made sure that everything I could fold into my day box went into it and I knew what the day box was because of marshalling it before ... so I didn't have to plan because everything was with me

ok that's interesting as well thank you ... and in terms of the actual group was there any competition within you as a team of riders during the event?

there was definitely four guys who for them it was a race it was a race where they just kept going it was for them how quickly they could get to the hotel and some of them were getting there a three in the afternoon erm ... but at the end of the day we were a team and when we came to Monte Carlo on the Saturday afternoon we were all corralled a mile out from the finish and we all came to the finish as a team ... although I did make sure I was at the front

(laughs)

ok

that was my own personal goal

ok and in terms of the competition in the group you said there were a few faster riders would you say that this motivated you more were you more determined because there were fast riders or were you not bothered?

no I wasn't bothered no ... having done the event previously there were a lot more riders on it where it was very much they were into their protein shakes and serious riders I mean some of them were getting up and starting at five in the morning and be back in the hotel by 2 in the afternoon and to me that wasn't part and parcel of the event the whole idea of the event was although you ride as individuals you all come together at the end and the faster riders for me didn't give me any focus although I enjoyed the event there were people there for themselves and their motivation was to just cycle the set millage in the quickest time each day

ok and did you ever think about the other riders' capabilities before the event or during the event?

erm ... no not really obviously we all looked at each other on the first day we met up we all looked at each other's bikes as you do to see who had what but no not really

so you don't think that the other riders' capabilities had any impact on your training or performance during the event?

no

ok so what types of feeling would you say went through your mind during the eight days?

... just normal feelings really

were there any days where you were more relaxed? Or thought I can't do this anymore?

no I never had a day like that at all again in the training notes and conversations with others they said you know you will get saddle sore and that you need to use cream etcetera I got saddle sore the first day but after that I didn't so I bought cream but never used it I suppose that was a big challenge for me erm ... I felt comfortable everyday erm ... yeah I've forgotten the question really ... what was the question again sorry?

what were the feelings that went through your head?

erm ... missing my family but I suppose knowing that my wife Sarah was going to be there at the end was motivational erm and seeing my family at the beginning seeing us all off was good erm but yeah during the event it was just normal get on with it

and would you say that you had any difficulties during the event?

no

ok and would you say that you had no difficulties because you had done enough training and your body didn't occur any injuries?

I had got a niggle in training in my knee and I suppose it did pray on my mind before the event but during the event it came good ...

ok and if you don't mind me asking what day did you find the hardest?

... I suppose the coming off the mountain day was the hardest because it was the longest day being thirteen hours and it was night time and it was getting cold erm that's probably why I got a bit emotional at the end of it erm but just because it was the achievement of that day

and how did you get through that day?

I got through it no different to any day other than the fact that two other guys Simon and Nigel part of the event crew they were at the top when we got to the top of Cole De Alos and everyone else had gone and it was well past dinner the dinner break because we had stopped on the Cole and had lunch and the team knew we were doing that because I thought that if we got to the top and I had to stop I probably wouldn't have got back onto my bike in my thought process erm so we ate before we actually climbed but the crew had stayed at the top and they took us in to a café that was still open and we had hot chocolate because it was cold and a roaring fire and then we got back on and they were there every ten miles at the side of the rise spurring us on with glucose drinks all the way to the end so does that answer it?

yes definitely thank you so then how important do you think the crew team were for you personally do you feel as though they were big motivators when you had tougher times?

yes definitely massive massive motivators all four of them had been on the event from day one from when it first started so they all knew what they were doing and they sort of become your family you know if you need a paracetamol they were there if you needed a cuddle they were there if you needed advice they were there or if you wanted to cry on a shoulder they were there sort of things but they were there quietly as well they were in the shadows ... they could stand back as well as being at the forefront

ok

a great motivational team

ok that's interesting and you mentioned earlier that you trained with your colleague and that you decided to do it together ... did you find that you cycled most of the days together and motivated each other or was one of you a faster cyclist?

erm there were a couple of days where you know I would stay back and cycle with Wendy for one section and then Adie would go off with the others ... we were in three tranches so you had elite middle and then last and Adie tended to sometimes he'd go off with the middle team and I'd stay at the back with people and then other days he would be with me but erm most of the time by the end of the day we came in together each time which we had set out to do the challenge together but as I said to him if he wanted to have a speed day ... we had always said from the start if we wanted to go off go off don't think that you've got to wait around for me

ok so as a team did you feel as though you bonded?

yeah yeah erm like I said you always have a bit of falling out because people are tired and itchy etcetera but no overall we all bonded erm but that said none of us have really kept in contact since erm but it was what it needed to be for the event everyone you know was helpful everyone was there we all tended to go out and eat together in the evenings in the same placers erm yeah it was good

so as a whole would you say that as team you all motivated each other?

yeah I suppose there was motivation through different avenues erm from each individual as part of the team yes

and if you don't mind me asking the people that were on the ride with you were they people you would come across every day or was it quite interesting to meet new people that you would never think to speak to?

erm yeah there was a couple of guys from the money which is the corporate world erm where the Spoon over the years has been involved with there was a couple of people that had never done a spoon challenge or ever heard of Spoon up until that point and as a I said there were three of four of us that had done different events for Spoon and very much two or three of them had done cycling events a couple of them had done John O' Groats to Lands End one of them had done the Great Lakeland which is a cycle canoe and running event so they knew about the charity

ok

erm so yeah that's what we would do as we cycled up through the group and drop back you would start chatting and that's what would make the day go fast and sort of the afternoon you got your head down and cracked on

ok and I heard earlier that you actually crossed the finishing line first?

yeah

what did you feel when you crossed the line?

fantastic erm achievement ... yeah I suppose that was always in my mind set although I was the tortoise erm I knew that we would group at the end and I just thought why not let's go for it so both myself and Adie crossed the line our hands together as an arch cycling into Casino Square

so would you say that you kind of had that pre planned?

yeah yeah I'd planned it and that was my idea you know if it didn't come off it didn't come off but that was definitely in the last day in my mind set that was what I would like to do

and do you think that motivated you more?

no no

and were you happy it was all over or were you sad?

erm ... happy it was finished I could have probably kept going but with that I haven't really done any cycling since (Laughs) so I've got a couple of challenges set up for this year

that leads up to my next question actually so since completing the challenge do you feel more motivated to take part in others?

erm not really I wanted to do a couple more cycling rides erm I'm trying to set up a family ride in May and then I'd quite like to do London to Paris in September erm but ... ive sort of done my riding done my running I don't know what my next one is really I haven't set myself a goal

ok and what do you feel you have gained from completing the challenge?

... erm ... I don't know erm ...

what do you think you've learnt from the whole process from the training through to taking part in the event?

that you need to train that you do need to have a certain mind set erm you have to be determined ... focused erm but overall enjoy what you are doing

ok so do you think then that you went in with the mind-set that you had to enjoy what you were doing?

yeah you've got to you can't do anything in life really without you know enjoying it alright there are tasks in life that you don't enjoy but if you're going to do a challenge it has to be a challenge for you and you have to enjoy it else there is no point doing it

ok and then my final question to you is what advice would you give to people contemplating to take part in a long distance cycling challenge?

er go into it with an open mind erm talk to people that have actually done as I say I didn't need to as id been involved with it previously so that was my understanding but yeah erm go in with an open mind and enjoy what you want to do with it erm and if it benefits others so be it but if it's for yourself so be it as well

ok well that is all the questions I have to ask you so thank you very much for taking part

you're welcome

I'm just going to stop the recording now

Appendix N:

Interview 3 Transcript: Participant 3 of case study

Interviewee: 3: Female: 42

Date of interview: 03.02.16

Key:

Interviewer: Italics

Interviewee: Bold

(...) pause

(Mmmhh) Agreeing

*ok so this is interview number four and the date is the third of February twenty sixteen
... Please can you tell me your name?*

Wendy Carney

and your age?

oh god I think I'm forty two

(laughs)

ok and can you please explain your role in the London to Monte Carlo case study?

oh just a participant somebody that wanted to cycle the distance that's all

ok and tell me a bit about it what you had to do?

er oh gosh it was about ten days long and just under one thousand miles and it was a group thing there was about fourteen of us I think ... but erm you obviously had to get training done so you didn't let people down you know once you committed to it you know you t had to get sufficient training to be doing an average of ninety miles er with obviously different flat hilly and hideous weather on top as well erm yeah that was about it keep up keep hydrated and keep the energy going inside and listen to other people all day for advice you know and don't be shy to take that advice

ok thank you and is cycling your preferred sport?

yeah

yeah ok what exactly do you like about it what motivates you to get on the bike?

erm anyone can do it you don't have to be super fit

ok

erm you can go at your own pace and you're not injuring yourself I like running but you're not putting a lot of weight on your knees erm you don't have to have an amazing technique and you don't have to have an awesome bike either and then once you're out in the wonderful countryside and you know It's lovely and you don't have to go stupidly fast you can just enjoy the day it's just nice and obviously when its nice weather it's not nice at all and I hate it (Laughs)

ok so would you say then that you find cycling quite relaxing and calming?

yeah ... yeah when I want it to be that way yeah (Laughs)

ok thank you erm and why did you choose to take part in the cycling challenge? What motivated you? Would you say you were more motivated by personal factors or more external factors?

er ... personal factors

ok

I haven't done a fundraising event for a couple of years and I was beginning to get itchy feet and fancied doing another cycling one because I never want to do a marathon again

yeah

and I just put into the internet to find something that was bigger than I've done London to Paris I've done Lands' End to John O' Groats and I just wanted to find something of that magnitude

ok

and then this one popped up

and was it the first one you looked at and thought I'm going to take part in or?

erm originally I think I was looking for Gibraltar but I think it got cancelled that was in early days you know when you put it into Google kind of thing

yeah

and all the other ones I was finding were more of holidays and then this one came up and it went quite quickly really and I thought that's a good distance to cycle and I do like France and really wanted to cycle through it

ok alright and would you say then that you were aware and prepared for what you had let yourself in for?

erm ... yes

(laughs)

I can say that but in hindsight I look back and maybe I think I could have done more but kind of yes

ok and erm you mentioned earlier that you've taken part in challenges before was this your sort of first long distance challenge that you've done or have you done longer distances before?

erm I think Lands' End to John O' Groats was shorter or on par and about the same I really need a map in front to know what I'm talking about and then everything else before that was London to Paris a couple of times and I've done big cycling holidays and cycled around South Africa and they were fun and obviously the other ones were for charity and you get on the bike off the bike and eat

ok so what would you say then that specifically attracted you to this challenge was it more the fact it was a charity based challenge or more the fact it was for you personally?

erm ... it wasn't so much the charity part cause I knew what that involves I know how much effort you've got to put in for the fundraising as well as the effort put into the training so you're kind of like oh boy if I don't hit the target

who will pay erm but I really just fancied challenging myself and seeing if I've still got it

(laughs)

got the ability I mean

ok and how did you feel about the distance of the challenge prior to taking part? Were you worried about the distance you had to cycle each day or did you look at it as an overall challenge?

yes an overall challenge I wasn't really put off because I've done this kind of distance before and I know that every day you get better and more of a consistent speed so I was quite comfortable that it would all come into place as long as I was determined and stuck to training

ok alright well that actually helps as I'm going to talk a bit more about the training side of it erm can you tell me please how you trained and prepared for the event?

I think I probably really started to kick it off erm I'd say well I was military when I signed up for it

yeah

and so most of the time was in the gym running and then when we got about six months out that's when the millage really took off erm see I had a big wall planner this big calendar you know like a page for every week on my kitchen wall and because the first couple of months I realised I wasn't focussed

yeah

and I realised I was maybe skipping a weekend or not doing the cycling or doing to the gym

(mmmhh)

so I thought the only way to do it was get it in my face so I could be disappointed in myself or be like oh its going quite well I could have my target for each week of what millage I would like to achieve and then obviously with hideous weather or if something got in the way then I would have to work around that er and that's how I did it I tried to plan it all er so it would be going to the gym and

going running because obviously for all over body fitness and putting in the big millage at the weekend

ok interesting ... so do you think then that having big calendars' in front of you each week that motivated you more because you could see how you had improved or what you had to do over the weeks?

yes because I was also writing when I cycled to work or if I got home early from work and it was a nice night id take the bike out even if it was just for fifteen miles and I would write it up straight away and it I live alone so nobody was coming to see this so it was purely just for my use

ok

and it think it did because it changed how i was behaving because beforehand I was recording it but it wasn't in my face I think I was you know maybe skipping the odd training session and being naughty but it was January and February so it was cold

yeah cold and horrible weather ... so would you say then that the training side of it made you more prepared and helped you to stay focussed during the actual event?

er ... er yeah no yes the thing is beforehand I felt confident but thinking it was going to be a challenge I didn't think I was just going to whizz through the whole thing I would have to stay focussed but then when I got there every day was a real struggle erm but there is a reason behind that I had a completely different bike from everybody

right ok

and I took a Hybrid everyone else had a road bike

ok

erm ... I have a road bike well I did have I sold it about a month ago but I didn't want to cycle on it so on Lands' End to John O' Groats I used a hybrid

yeah

and I knew I could do that distance on a hybrid and er I've been to the Pyrenees ok I did that on a road bike but the hybrid can do it ... its comfortable for the

millage but what also happened on this trip was that I cannot go as fast as other people on my hybrid as they can on their super light very expensive road bikes

right ok

so every day I was just dying

(laughs)

ok

so it was really hard so if I was amongst other hybrid people I might have actually felt ok about the whole trip and I might not have felt like every day was a struggle

ok

except for the Alps because the Alps were obviously going to be a struggle anyway

yeah

but erm I think every day started to wear me down because everyone else was so much faster

ok and can I ask why you chose to do the challenge on a hybrid?

erm because I've done it before and its really comfortable erm I've just signed up for another challenge in July this year and I'm just going to stuff it and buy myself a better hybrid

yeah

because it's a better position and I worried when I did Lands' End to John O' Groats that even though I had an awesome road bike and it really fitted me I worried that by day three or four I would get lower back and neck pain and it just wouldn't go away ... whereas I never got those aches and pains on a hybrid and I thought you know ... no I'm not going to do it I'm not going to sit there in that crunched up position uncomfortable

yeah

and you know I'm happy to admit this whereas I think there is a lot of testosterone not the guys that I was with because they were lovely but there is a lot of testosterone going yeah I'm on a road bike I'm on the Tour De France

ok I suppose in itself that was a whole different motivational reason for you to do the challenge then wasn't it? The fact that you were on a completely different bike to everyone else?

it never crossed my mind that it was going to be a massive problem

really?

no no it really I mean it ... I did tell the two guys the two technicians at the start and obviously they did mock me of course on the phone when I said I was taking a hybrid erm but i really honestly didn't think it was going to be a problem because of doing Lands' End to John O' Groats on one and on that one there were three other people on hybrids

ok

so I had friends and I was faster than them so I looked good

(laughs)

ok so in terms of you being on the hybrid bike how important do you think it was to train for the event?

erm yeah I mean absolutely it was important to train I mean just because I was comfortable I had to get use to my bum being sat on a saddle for six seven eight hours a day so erm that's very important and I was aware of that and it was very hard and very boring doing it locally and cycling from your house and trying to find a safe route where I live to cover that distance I began to do loops and stuff like that to get the millage in and it was sort of becoming quite dull erm ... and that was the hard part trying to find some decent millage and then you ended up joining some sporting club to try and get the millage in a safe environment

yeah

so not being taken out by trucks in Scotland

ok alright erm and would you say that you're motivated at the thought of a challenge?

yes

(laughs)

right ok erm I'm going to talk a bit more about different types of motivation now would you say that you set yourself any goals to help accomplish the challenge?

yeah I think well ... beforehand with my training yes I did because each week had certain millage to be done erm or certain training whether it was in the gym or alternatives or sitting on my turbo trainer watching TV in the morning you know sixty minutes on a hill climb so there were challenges to you know by April I must have done sixty miles out on the road and by June I better have done ninety miles and I never got to the one hundred miles so yeah you have to set some goals on the way

ok and If you don't mind me asking can you talk about any of your goals specifically either in your training or on the challenge itself?

erm ... I mean I didn't really think about the hundred miles erm I know a lot of road cyclist get very excited not the people we were with but generally a lot of people get excited over a hundred miles I think I was just like is the day over

(laughs)

it wasn't so much what millage did I do

yeah

erm and I think I was just happy that I didn't crash my bike I was just happy to stay on top

ok alright and how do you think the goals helped you to stay focussed?

they were essential because if I began slipping behind having been around this before I knew this was going to be a struggle cause then I'd be doubting myself and then knowing that I hadn't done enough millage ... if I failed on the trip then I could only blame my lack of training and pretending I was still young and fit cyclist on a hybrid and that was questioned a lot when I was on the trip again it was how much had you trained and I didn't take offence I've got no problems

with people asking but I think they were surprised actually of how much millage and how often I trained

yeah

erm and its because I went on a hybrid that was the bottom line because it was a hybrid but erm I did do the training

yeah ok I suppose it is just generally the type of bike you are on just because you are slower doesn't mean that you hadn't put the millage in it was just the bike itself

yeah If I had other hybrid people we'd all be happy and going to pubs

(laughs)

and did you ever feel on the challenge that the type bike you were cycling on was a de-motivator?

er de-motivating yeah yeah I think it possibly I mean in the nicest way I was told that I would be broken by about day five or six and it was you know get up and cycle and I've got no problems with anyone on that trip ok but I wasn't having the same adventure as they were all having

yeah

erm I wasn't having the same companions as they were having but you know some may have felt sorry for me and joined me or started off with me but because you know because cycling and like running you have your pace and you go at your pace otherwise you won't enjoy it it can be quite a personal thing so when people come and join me and then they would tootle off after fifteen miles because they got bored of my pace or how slowly I was going up a hill or something and you know I don't have a problem with that but it began to wear me down because I spent most of my trip by myself talking to myself singing to myself doing anything I could to distract myself from thinking oh my god I've got another eight hours to go and I'm so bored

yeah ... and how did you find the support team motivated you and helped you along the way?

erm oh no they were awesome but I think what happened was they were constantly busy and the two guys were fantastic they were absolutely fantastic erm and I think at first it was all a joke to start with and banter about my shit bike my bike is heavy why did you choose that bike and you know and then I think they noticed that actually it was getting me slightly down

yeah

because the last four days at the half way point having to stop they no longer pointed out that my bike was shit

(laughs)

and yeah I think they knew that I knew my bike was crap and that I got it and a couple of times they offered me a road bike and I was like no I would have brought my own road bike if I wanted to use it

(laughs)

erm and you mentioned there that some of the other cyclists would you know start off with you or come back any cycle with you when they were with you did you find that was more motivating for you?

oh definitely because it is more fun when you're cycling that distance with more people because if you're on a time trial your head is down and you're smashing it but if you're cycling through the whole of France and enjoying it or shouting each other up a mountain with enthusiasm it is more enjoyable for the people erm I did a lot of my training with a local club but again everyone was like you've got a hybrid not a road bike so I kind of cycled with the oldies at the back whilst trying to get the miles in erm but yeah it was good when someone joined me because it broke up my day

ok that's interesting and you mentioned earlier how each day was quite a struggle and obviously the different bike didn't really help that ... erm I know that each day you had X amount of stops for breakfast coffee lunch and dinner erm did that help you in terms on taking on each day were you kind of relieved of the stops? Or did you think I don't want to stop at this time I need to carry on or did you see that the breaks were kind of a relief and you only had twenty miles to go and then I've got a break

and then I've got another twenty miles to go and then that's forty miles of the day done?

erm I think you try to well for me I used all of it because I really was cycling hard probably was putting as much as I possible could in between each twenty miles stretch and I would think oh my god its only two miles until lunch get in can't believe it happy days you know it would be a surprise but other days it would be because it was a bit of a routine everyday was going by and it was getting a little harder

yeah

I'd be getting off the bike knowing that I've got to refill the water bottle get the energy powder in them get some energy into me you know go for a pit stop have a little breeze and a laugh and then get back on the bike and you we go the guys though were fantastic they were like of you were only five minutes behind us and that you would make me feel like I wasn't half an hour behind them but I probably didn't get as much sit down rest time and then when they were all heading off id head off with them I wouldn't take that extra five minutes id go with them to get an extra five minutes of companionship

(laughs)

that's really interesting and would you say that you treated each day as a separate challenge?

no no

no?

it just wanted it to get closer to the end

so your mind set was I need to get it done?

yeah yeah yeah I did enjoy it I enjoyed the scenery and the comedy arguments with everyone about being lost and then we would find everybody in a pub and we'd all have a beer and a bit of giggle so when I got the comradery it was fantastic but I spent most of it all on my own

(laughs)

ok I'm going to talk a bit more now about intrinsic and extrinsic motivation ... and you mentioned earlier that personal factors motivated you more to take part erm if you don't mind me asking what kind of personal factors motivated you?

erm ... I think ... let me see I think fitness just making sure I was still in shape and could do something like this but I think I could have got myself fitter for sure which this time around I'm smashing the gym and I can see the difference already you know for the month of January it's been four years since I did my last big charity event so maybe I let myself go since that you know ... so the fitness was one big one erm I think because I left the military I live on my own I'm in an environment where I don't know people and I was working for the first time ever in civilian life and I just wanted to do something you know that I was kind of familiar with

yeah

the challenge was so normal it was what most people in the military do and the people I worked with were like wow you're going to cycle a thousand miles and I know people have done marathons and others jump out of aeroplanes its normal its everyday for us although some of my friends may disagree ... so I think that I just wanted to prove to myself that I've still got it its still me and I can go and cycle a thousand miles' kind of person

so would you say then that with your military outlook and mentality you are a very motivated person in all aspects of life?

yeah I mean I'm human and things do get you down and think sometimes I can step back and think I'm not happy let's change it and I think that's also what happened on this trip I realised that I really didn't like my job and erm about six months later I quit my job

wow ok

I was so envious of Laura and I was just thinking she's so happy and she really enjoys her job and I just didn't have that oh I love working for the airport my job is fantastic feel you know in the military and I just felt like a lost bunny rabbit

ok that's actually really interesting ... so then would you say there were any external factors that motivated you? Would you say that the fact you wanted to cycle on a hybrid bike that was a factor on its own?

no

no?

no honestly that bit just didn't cross my mind or make a difference ... I didn't advertise it to my friends that I was on a hybrid I just thought it was perfectly fine and normal

ok and do you think you thought about these factors before taking part in the event itself? Did they play a big part in your decision process to take part? Or was it very spontaneous and you just thought you were going to do it?

erm ... no I think I thought about it before hand it was something to focus on having signed up before the military erm it gave me something to think about on my training and get me out and about if its nice weather no I think I planned that this would be something to get me through the upcoming months kind of thing

ok alright I'm going to talk a bit more about self-determination motivation erm did you feel determined throughout the event?

erm ... yes but there was definitely times when the life was sucked out of me but er I was determined ... I mean I didn't complete it all there was probably a couple of days that I got off the bike and failed to do twenty miles each day

yeah

erm and I happily shared with my friends at the end that you sponsored me for nine hundred and fifty miles and I only did eight hundred and fifty and if they didn't want to sponsor me you did have to sort of thing and they were like whatever you still did eight hundred and fifty you silly cow

(laughs)

so erm I think it was hard because I was determined but once I was broken on the first day it was easier to just go you know what I'm in agony I changed my saddle I shouldn't have done that and it really hurts where it shouldn't hurt

yeah I bet

and then one day was torrential rain and once I was broken I think it was all part of being the last man and having no energy left inside of me to keep going

yeah

because I'd really probably used up all internal motivation and every song I could sign to myself and

(laughs)

and then I think when the rain came down and I could barely see because I was soaked through and I stopped and then once you stop you start shivering and I remember calling Laura and saying someone is going to have to come and get me because today this part is over

really? And I suppose that is quite a hard thing to deal with because of all the training you put into it you had done challenges like this before so you know what is expected and then for you to feel utterly broken on certain days is just quite a horrible thing to feel isn't it?

yeah and I think what became frustrating is I became that person on the trip who everyone thought hadn't done the training on the bike but I just thought no I did do the training on my bike but you're all on silly think bikes

yeah

so you're all having an easier time ... and I think what also got me down is what people thought of me erm I wasn't maybe paranoid but I was probably just thinking like I wasn't part of the other eleven participants

ok and how do you think you got yourself up when you were feeling like that? What kind of made you determined to get back onto the bike?

well I think erm I went back to things I heard all the time in the military is that oh right well I seem to be a bit useless from the cycling element so what do you

need me to do if I wasn't cycling and taking the next stage out from being broken and I was like what do you need me to do and I got into helping the event crew with packing up things or putting the chairs out or doing an errand or something like that or if people came in and I if I was in the wagon and they were arriving id help them off their bike and ask what they want and you know I would just be part of the team in a different way

ok

and that was so natural for me being from the military it's what you do if you're broken you do other stuff you don't sit back but I'm not judging others on the trip who had serious injuries you know they could sit back and relax but if you're not doing the challenges you do other stuff and that's how I try and manage to show people I am a team player I want to be part of this sort of thing

ok so I suppose you kind of turned a negative into a positive of you not feeling it that day but still being able to help and motivate other people?

yeah

yeah ok that's actually really interesting erm and you said there about the mountain days and they were a struggle ... can you kind of explain why? Was it just the whole thought process of having to get up and down them?

oh no I loved the mountains that's the thing and I was so disappointed and the day of the torrential rain I look back now and think I should have sacked the first twenty five miles and shouldn't have even contemplated doing the first bit cycling in the rain

yeah

because when I got onto the wagon and got to the next stage my bicycle was in Laura's van which had gone up to the top of the mountain and I was at the bottom of the mountain where we were cheering people on and drying off kit and stuff like that and we had two other guys with us who were also physically broken erm and er the weather cleared up and I was just so frustrated that my bike was on the wrong wagon and I was just deep down pissed off with myself because I came for the Alps that's what I wanted to do I wanted to be crawling

up these mountains hanging out my backside proving that the hybrid could do it not to mankind but I know the hybrid can do it you pick the lowest gear and you just pull that heavy bike up the mountain ... so you get off and you walk a bit and then you get on again ... and I wanted to show them that I could do that because I could do different parts of the mountain but this annoyed me because I picked the wrong stage not to cycle

oh that must have been annoying

so when I got to the top and everyone was freezing I got out the way and had my lunch and then got my bike out and cycled downhill but it was almost like cheating really cause downhill is just downhill

but at least you took part in the Alps section

yeah

ok and the weather in general would you say that was a de-motivator if it was rain or cold compared to it being sunny and warm?

erm well there was only one day when the weather was absolutely torrential erm every other day was either a little bit of rain or cold or like thirty six degrees centigrade at one point in the Alps and that was amazing and I had ice cream waiting for me at the top

(laughs)

yeah the mechanics got out and got us ice cream

very nice

and you know because I was the last one and that's where they changed you know they were lovely guys and that's when they had a bit of fun ... they knew I was coming so we'll get Wendy an ice cream and we all had a bit of a giggle and then it would be you've only got fifteen miles Wendy off you go and that kind of stuff and when I would pass by they would shout you know you're fifteen miles away look for the hotel and we will see you their kind of stuff

yeah

and lookout for the cowbell and you know ... where they could they definitely would encourage me which was really good and I know they would encourage other people too

ok I suppose you can't get away from not encouraging people on that kind of challenge can you?

it's a small group of people ... and you get to know everyone and I think they realised themselves that if the others were in groups of maybe two or three when cycling they would have smiles and the kind of comradery and banter with each other and stuff and I think every time they saw more it was like I was tired and it had been a long day and the look on my face was I'm pissed off don't talk to me sort of thing

(laughs)

it was a don't go there type of thing

yeah I wasn't even laughing at that point

and in terms of the weather was that in your thought process for your training had you taken that into consideration?

I live in Scotland so

(laughs)

ok yeah

erm I avoid rain generally I mean I would look at the weather forecast up here in Scotland and think oh great if I go out at nine and be back before the two o'clock rain or it would be like rain finishes at eleven so I'll wait for that to finish and go out for a four hour bike ride and I would try and work around the weather up here in Scotland erm because sitting on a wet bike with wet shoes and wet everything and then having to go to work on the Monday morning and not be ill is quite an important thing

yeah

I don't enjoy head winds either but I was quite fortunate here it had worked out because I tried to cycle on a Saturday and then Sunday was my backup and I

was monitoring the weather whilst training but when you're doing it you have no choice ... but as I said there was only one day of hideous oh my god rain

yeah that's actually really interesting that you kind of did your training around the weather

I think it's a Scottish thing

(laughs)

ok erm and in terms of the cyclists and the group of you was there any kind of competition within the riders and did this ever spur you on? Were you the only female that took part?

I was the only female that did it ... there was definitely competition between some of the younger guys

yeah

erm ... er and it was kind of fun you know you put a bunch of people together because obviously at the end of the day we are all want to do a charity distance event and we are all different types of people

yeah

but after a while you can see little groups forming of people thoroughly enjoying challenging and pushing each other which is great because they got out of the trip what they wanted ... if they had to sit back and cycle at my pace they would have hated me and I would have hated having to cycle at their pace so it's good that they got what they wanted out of the trip too so I didn't have a problem with it and it was quite funny to see where the competition was among some of them and then some people would step back after a while and say it was a bit of fun to start with but now I want to enjoy it now ... I I don't want to kill myself from the ten days

yeah

so even I ... because my position being so far back female and not fast you could well anybody could see what was happening

yeah ok so you said there that you were the only female did that kind of motivate you the fact that you were the only female and you were more determined?

no not at all I think being in the military you don't think about it you are use to being maybe the only female or or ... there are super fit females that are better than the blokes I have never been in that category in my life but it's never really bothered me when I found out I was the only female you know

oh ok that's fair enough and interesting to know actually

and you know I've been camping with the military and I've got no problem with that being the only bush that I can pee behind

(laughs)

yeah ok ... so you said there that the competition didn't really bother you erm but do you think deep down it kind of helped with your performance because the position you were in you could see other peoples' positions did you think you can do it too?

erm I think what was going on with those guys it didn't bother me and it didn't affect me I wasn't really bothered if two of them were pushing each other you know ... in the evening you could tell from the other guys it became a bit of a comedy

yeah

they were sharing what they did on Strava like look how fast I was going up that hill and all this stuff you could just see them in the corner obsessed with it but then others actually just weren't and that's more ... it kind of helped me work out that other people were just enjoying the trip and didn't want to injure themselves they weren't looking for a four point five split on this amazing mountain and that type of thing

oh ok

but erm no it just didn't really ... it didn't affect me at all I also hardly ever got to see it because I was so quite behind

(laughs)

ok erm so in your training process before the event did you ever think about the other riders' capabilities I mean did you go onto Strava yourself?

yeah I did and you could definitely see from the start what some of them were doing and it was good because it focussed me on where I was at with my millage and it made me quickly put ten more miles on one weekend when I realised I was a bit lagging behind at my forty mile stage when I should have been at sixty ... so Strava was good that way cause you could see how fast they were going but I was fully aware that they were on road bikes

yeah

erm so I allowed for that and I also allowed for the fact they were cycling with each other so when you cycle with other people you can speed yourself up so if I went out and did seventy miles you I could easily slow down because I was by myself

yeah

but no Strava was good because I didn't know them and it ... I mean I wasn't on Facebook kind of thing so it was a good way to sort of talk and be like good ride today smiley face and say something to them about their cycling

ok then so Strava kind of motivated you in terms of oh look they've done another ten miles I need to go out and do that too but not so necessarily motivating you to be the fastest person?

yeah yeah it did yeah I mean I think some of them were just comparing but it was good to use and get me out on the bike

ok so in terms of your feelings over the eight days were they very mixed?

they definitely were a mix that's for sure I think every day it was deep breath right let's go for it

yes

so every day my full attention was to do the full day but after the first day when I got off the bike and went that's it and I changed the saddle and I was upset and visibly upset and pissed off at myself for changing the saddle and pissed off at

myself for having to admit defeat and the biggest thing in the military that I've ever learnt and sometimes you have to put your hands up and say yeah I'm a little bit broke and there is nothing wrong with that ... but every day I was trying and I'd be like off we go again and I had no intention of missing any day but I began to plan it and say ok if I have to get off that's fine

yeah

er ... and I think once I snapped the first time it was easier to just go you know what my friends will still love me if I don't do the nine hundred and fifty miles it'll be ok

so would you say then that each morning you woke up with a self-determined outlook?

yeah I would talk to the guys who knew the route and they would discuss with me the more challenging parts and they would say if you're going to miss a section you know miss this bit because the next section is so worth it and they began to give me advice and tell me how some of the climbs were really worth it especially in the Alps so save your energy for the next best bit where some of the best views are with good hill climbs so you know ... I began to listen to them in that way and I think they all saw that I probably wasn't going to be able to do the full days so rather than miss out on the best bits and be kicking myself why don't you just miss out the crap bits

that's actually really interesting so I suppose you kind of did your own challenge within each day if that make sense? So the crew could see that you were struggling and thought outside of the box and thought rather than you missing it why don't you do this bit instead

yeah erm

was that more motivating for you the fact that they made this other route for you?

yeah kind of because it was in the sense of like well brilliant because then I'm not going to regret not getting up that amazingly silly steep climb or getting to the top and seeing the view ... you know and then the only thing was you began to get further and further away from the group ... erm so no that did work but every day you would start thinking right I intend to do the whole lot but I would

probably chat to the guys in the evening and would ask what do you think I should do tomorrow and they would tell me what stages to do and miss and that kind of thing

yeah ok and I suppose that shows how much knowledge and experience the crew has? And you know you all put your trust in the crew to get you from England to France cycling a set amount of miles each day but the fact that they could personalise the ride for people that aren't enjoying it as much is a complete different motivator?

yeah I mean yeah at the beginning they all say this is your holiday this is a challenge this is not about trying to kill yourself and they do say that and actually I think everyone of us was like yeah whatever

ok thank you ... and did you ever think about dropping out prior to taking part in the challenge?

no

(laughs)

good and would you say that in the whole training process you were very determined? ... you said that you live on your own and would cycle on your own do you think that made you more determined?

erm ... I'd probably say no it was more like I've signed up to it now and told people about it so I've got to do it but er it was a bit like oh no I've got to get out on my bike oh ok get on the bike its only going to hurt more next week but yeah basically I'm just not one of these lycra pad nutters who live for the bike it's just not me

it's not for everyone though is it?

it was just let's go out let's do a challenge

ok I'm going to talk a bit more about achievement motivation now ... did you feel as though you bonded as a team or in smaller groups throughout the event? I know you said that people went off in faster groups and a slower group but did you feel any kind of bonding and did that motivate you more?

erm yeah there was I mean when I did get to speak and get together with them I think at the end of that day it was a different group situation you know if I was on a road bike it would have been a totally different bonding that I would have had ... so ... the bonding that I did get erm was nice

(laughs)

because when people would come back and cycle with me I would get a different conversation

yeah

erm ... and it was fun when I cycled with people so the bonding I did get yeah ... there were four guys I would say definitely two who I would say I didn't bond at all with ... erm they were nice and I think I'm on Facebook with them but I wouldn't say I bonded at all with them

ok

which is fine because we wouldn't have much in common

no that's understandable

erm they were far ahead and they were having their fun which is fine and you know I didn't have a problem with that

yeah ok

but the others that I did intermittently cycle with you get to know about the wives and the kids

yeah

and how long they had been cycling and then there was erm dad on the trip who was actually dad of one of the other guys and he'd been cycling for years and he gave me advice about the last bit and told me not to cycle fast and save my energy and I thought I'm going to cycle with you because you're cycling at my pace

oh ok

and he was really fun to cycle with

and how did you find that when you did cycle with others that you motivated each other?

erm I didn't find on this trip that there was much motivation I think we just all talked but I think on other bike rides you've had to motivate people ... when people have been in pain you've had to use distraction techniques and talk and talk to them you know just keep talking and it worked but her on this trip I didn't really get that sense but then when I went cycling with people until the end of the day you know

yeah I suppose it's one of those things when you're in the situation you see someone hurt or fall off their bike you automatically go over to help and motivate them to get back on their bike without even realising?

yeah ... I mean I wasn't ... I think even they realised I was going at my pace that's the thing this was my pace it's who I am erm ... so it wasn't like come on Wendy you can do it type of thing that wasn't required because this was my pace I can't go any faster

you know your capability is just as good as anybody else's it's just that's the pace you were doing

yeah and I think they also saw that so there was no kind of like it's just around the corner Wendy ... but I mean we all did when we saw the vans around the corner and the crew were like yeah it's just around the corner

(laughs)

ok and in terms of socialising as a group ... would you say that you enjoyed it more because they were people that you may not meet on a day to day basis? And it was just nice to speak to different types of people?

oh it always is because there is always people that you like or maybe not bond with or you think are strange or maybe I'm the strange one ... but it's always fun when you've got a group of nutters who all want to do this kind of thing and the support team and all that kind of thing

yeah

the experiences that you've got see and do erm ... but at the same time I've done a lot of group teams and sometimes you're not fussed if there are a few people that it just doesn't click with and that's ok

yeah I think you get that in walks of life though don't you?

yeah

erm ok what so what did you feel when you crossed the finish line?

can I swear?

yeah you can do I can bleep it out no problem

(laughs)

I was just like thank god it's over really ... it's just that last day I erm ... we have previously mentioned how I dealt with all the breaks

yeah

on the last day and I was going to come back to you on this ... basically on the last day the guys had said that we had a set time to get to Monte Carlo

yeah

and in the nicest way ... there was no offence taken ... he said and if you don't cycle in time we are going to have to put you in the wagon and sling you out of it so you can do the end

yeah

and I was like ok right well I want to make it today I want to do today I'm doing a whole day today ... and they went right well this is what you've got to do and I had to basically grab my food and get back on my bike so I had no stops

really?

well I did have stops as in I mean I was having Nutella and Soreen stuffed in my face and other people were filling up my water bottle knowing what was going on and waving goodbye to people and getting back on my bike again because funnily enough about ten minutes later they would all pass me again erm ... I passed a bunch of guys sitting at a pub and I was like I can't stop

(laughs)

so I just that day ... cycled and I gave everything and then at one point I got lost in Nice I mean I wasn't actually lost I just didn't know where I was

yeah

because ... my little computer ran out of battery and I couldn't understand the sheets but I was actually on the right track I just had to go up a hill and erm ... I think at that point I was just exhausted because I had cycled so hard that day to make sure that I didn't let them down erm ... and I wasn't bothered that they put me in the wagon to be honest but I didn't want too

yeah

erm I would have protested but that day it was fair enough we had a set time to make ... erm but I think when I crossed the line I had no one there to meet me

yeah

and everyone else their wives or partners and stuff and er I think when I crossed the line there was not so much euphoria for me at all it was just almost like ...

yeah ok

but did you feel a sense of achievement crossing the line regardless?

no

(laughs)

really?

(laughs)

but did you not feel it for completing the whole event?

I can't really remember but I think in the picture I just look miserable as well

(laughs)

so you were happy it was all over at that point?

yeah I was happy but I think I was just like because there was a bit of my personal life from being single and not being in a relationship where everyone

else's wives or husbands turned up and all getting hugs and kisses and stuff and I was trying internally to be really happy for them and meet peoples' wives but meantime I was thinking loser

(laughs)

I suppose cycling without your family and friends for eight days does have a massive impact on you doesn't it?

well that's the thing that part wasn't a problem because with the military I've travelled around the world and been away from home for four to six months at a time so that's fine but I think it was the big achievement of when you cross the line and someone you love hugs you and are like well done and I didn't have anybody

(laughs)

I think it was I'm single I'm a loser

(laughs)

oh no ... ok so since completing the challenge

yeah

do you feel more motivated to take part in others? I know you mentioned that you've got one coming up?

yeah I've got one in July this year

and do you think the challenge helped and motivated you more to take part in others because you didn't do the whole eight days on your bike?

erm ... erm actually no because I put the bike into the shed and its not been out since I've come back from Monte Carlo erm I've just been running but what happened was my best friend has been diagnosed with cancer

oh I'm sorry

and er a Canadian friend sent me a Canadian cycling top and I just said on bollocks I'm going to have to go cycling again aren't I ... so erm and also my

local café they're doing a bike ride on the north coast five hundred for a local charity for a young boy that had Leukaemia

yeah

and I thought you know what how else am I meant to get to know people where I live if I don't do things with them

yeah

and erm I thought well I'll do it for them but I'll also do it for cancer research as well erm ... and all of us erm we've just done a ten K last weekend and I've signed up for a run and ride which is about seventy miles which will be part of my training erm ... so I thought let's do the north coast five hundred and I fancied it because it looks ridiculous and I'm definitely buying a better bike ... still a hybrid

you're going to use a hybrid still?

oh yes

good stick to it

I sold my road bike about a month ago anyway

ok then are you motivated in other ways to take part in other events since the challenge?

yeah and I think when I look back and you know how I did my training and maybe I should have got myself into better shape and yeah I've probably used everything from that and I think I should have known better because I've done this kind of thing before

yeah

but I think it's still fresh in my mind not to let what happened to happen again and I'm doing five hundred miles and there are parts that are evil ... I mean it's not the Alps but it's some epic Scottish hills

yeah I can imagine ... so would you say then that you have gained something from taking part in the challenge but not in a motivational way more of a learning curve?

oh yeah but I think motivation is still there and I love still doing silly challenges

yeah

and I had an argument with one of my close friends about the guy that went to the Antarctic and died recently you know and she was saying how he's left behind his wife and kids and I said yeah but life is a challenge

yeah

and you know you can see a definite split of people that just love challenging themselves and then others who challenge themselves in a different way and that is what life is its pushing the boundaries and you can do it

yeah

I know I can cycle I know I can sit on a bike for a long length of time and if I can raise money for a charity at the same time then happy days ... I would never run a marathon again if I can sit on a bike

ok so in terms of doing long distance challenges in general your motivation is the challenge for you personally?

yeah you could say

yeah ok that's really interesting ... I've got a couple more questions and then I'm done

its ok

erm what impact do you think the charity had on your decision process to take part in the challenge?

What the Wooden Spoon?

yes do you think were more motivated to take part because you had to raise a certain amount of money beforehand?

I think when you ... if you don't have that element of a charity and can't be bothered to train on a weekend and go out drinking instead or something you could easily slip behind and then go you know what sack it I'm not going I can cancel

yeah I guess

whereas when it's for charity and you start asking friends for just giving and start dressing like a giant teddy bear up the airport in front of all your friends or dress up as a rugby player outside of Murrayfield ... and my mum and dad held a big event at their bowling club so the momentum was getting so intense it didn't make me go oh god I'm going to have to do it ... it was just like I'm not letting the charity down I can do this I know I can

yeah definitely and would you say that the charity element was a big part to play in your decision process to take part in the challenge?

I think I kind of always knew it was going to be a charity one because as I say I tried to find a holiday one erm over a certain amount of distance they are very hard to find and sometimes they spread over a longer period ... there was one which was the route of eh orient express which looked awesome but that was going to be over a month and I don't have a month of my life to give and the distance wasn't enough per day

ok

so you kind of know it's going to be a charity one and I had to take consideration that I knew before how much effort had to be put in and how much imagination I needed to embarrass myself to get people to put a pound in the bucket and things like that

did that kind of motivate you at the same time the fact that you had to raise this money and think outside of the box to get people to donate money?

yeah and I think I used the social media you know make sure my friends would see photos of me dressed up

yeah

totally making a fool of myself because I just don't do the sponsor me please thing ... and you know no one is going to sponsor me to do a ten K because I've already done two marathons so I feel that I had to do a little bit more

ok the so would you say this type of challenge that you were raising money for was quite different and people would stop and ask questions about it? And was that a motivator as well because people were actually interested in what you were doing?

I think yeah ... my mum and dad helped out when I was dressed up as a teddy bear and I couldn't speak for myself so I explained to my parents about the charity that it was for disadvantaged children across the UK and what it did and they made sure that they would speak about that in conversation and explain that I was cycling from London to Monte Carlo and ... for some people that don't do that sort of thing and only read about it on TV

exactly

and you know I'm not an athlete and they were like that's really good and its for children who are disadvantaged and they were really impressed and gave me money ... and I would never hound people I just wouldn't do that

yeah exactly ok and my last question for you is for people contemplating to take part in a long distance challenge is there any advice you would give them?

erm what tips ... erm plan train erm obviously ... if you're on a road bike join a cycling club but definitely get a training buddy would help

ok

but go for it anything is achievable but listen to the guys that are the technical team

yeah

because I knew from the start it was going to tough being the only one on a hybrid and there was meant to be tandem going and I was thinking oh good they might be more at my speed but erm yeah I think you need to plan well in advance and map out a training plan er but then take advice from a cycling club or cycling shop about kit and sometimes you know you just have to pay the money for it

ok then well thank you for that ... that is all the questions I have for you today

no problem

so I'm just going to stop the recording now

Appendix O:

Interview 4 Transcript: Participant 4 of case study

Interviewee: 4: Male: 47

Date of interview: 18.02.16

Key:

Interviewer: Italics

Interviewee: Bold

(...) pause

(Mmmhh) Agreeing

this is interview number five and the date today is the eighteenth of February twenty sixteen ok so please can you tell me your name?

it is Hein Marais

and what is your age?

forty seven

thank you and could you explain your role in the London to Monte Carlo case study?

so I was one of the fifteen i think riders that took place on the event

ok thank you and is cycling your preferred sport?

er yes it is yes

ok and what is it that you like about it? what motivates you to get out on your bike and ride?

erm ...

(laughs)

i guess it is one of the sports where you get out what you put into it ... I use to grow up doing team sports and sometimes the team doesn't do well despite the

individual effort but there are lots of benefits of team sports and I've learnt a lot from it ... but with cycling it's all about the effort that you put in erm ... and er you tend to get a return proportionally to the effort that you put into training

ok

it's also very nice to train with other people erm and ride in a group through the countryside and the fresh air

ok thank you and can you tell me why you chose to take part in the cycling challenge? what were your motives to do it?

erm so I started cycling for the first time about five years ago

yep

and erm ... when we started cycling we actually started training for an event which was the London to Paris in twenty four hours ... and I think you've spoken to Iain right? so erm I did that event with Iain who has been a cyclist for many years

right ok

and erm Richard one of the guys that did London to Monte Carlo with us but he was actually challenged by one of his school friends erm to sign up to the London to Paris in twenty four hours

ok

so that was really our first event and we erm signed up for that in the January and had the event in June so from not cycling before to doing that event

ok wow ... and would you say that you were prepared and aware for what you had let yourself in for?

erm ... yes so maybe for clearance what I just described was the first event that i did five years ago

oh ok

but this one the London to Monte Carlo I would say yes i think I was prepared probably because of doing the London to Paris in twenty four hours and got to

learn a little bit about what endurance cycling was about and had to put in the effort

yeah

erm and we erm did have coaching from a professional coach who worked out a training programme for us erm ... so yeah we did a lot for it and I think we were prepared for it

ok and do you think that the preparation and effort that you put into for the challenge made a massive difference in your performance overall?

yes i think so erm i think erm you never quite know what your body is going to be like or how it will react at each stage so maybe just for context before this one I had never done more than a day's cycling i had never done back to back days cycling so erm that was the only concern that I had was how my was going to react but I think it was better with all the training we had done erm ... yeah

ok and how did you feel about the distance of this challenge prior to taking part in it?

(Laughs)

yeah it was quite scary actually erm so the daily millage was more than I had ever done on an individual day and to do that for nine days in a row you know that was quite scary erm I think you come onto this later on but I think for me it was quite important to have that scale of challenge to motivate me ... so yes I was scared of it but I really needed that to motivate myself

ok ... and how did you train and prepare for the challenge? I know you said that you trained with Iain and had a professional trainer but did you do anything else to help prepare yourself?

yes so we trained five times a week erm three of those days were on big turbo trainers erm and then two days a week normally on the weekend we would do longer rides erm ... so we were quite disciplined about doing that for about five months I think before the event

ok

erm and then also our big event before then was the Liege Bastogne cycle ride which was around April time and that was in Belgium erm and er I forget the millage but it was probably around one hundred miles or just short ... so that was our big event to sort of calibrate where we were in terms of our fitness ... but yeah we had great structured training five times a week building up then to the bigger millage to the actual event

ok alright and how did you find the turbo training was compared to getting out on your bike and cycling in the fresh air in different types of weather?

yes the turbo training was quite hard for me so we would do one hour sessions and I found it quite tough to be honest

ok

so I never enjoyed the turbo training erm so erm of course when you go outside and the wind is pumping it is nicer to be on the turbo trainer erm but basically its vital and erm I find it harder to do that than being out and cycling on roads ... in the winter times when the days are shorter erm the turbo training is much more practical

yeah

erm I've done a few longer sessions on the turbo trainer with the training plan ... I tried to do two hour sessions and an hour and a half sessions and I found that really really hard because of the dullness of it

yeah ok ...and do you think the training helped you to stay focussed during the actual event?

erm ... yes I think I think ultimately for us it was about first of all just getting day one done and then when you get into it and experience what your body feels like cycling that distance but then you had the confidence to know that the training has probably paid off sufficiently erm and knowing that you had done longer distances in the training and that your body would be use to it and then as you suggested yes you can stay focussed and motivated because you know you've done the hard work

ok and do you think you could have done as well without the training?

no no way

(laughs)

some people may but absolutely not

So then would you say the training was a very important element of the whole event?

yes definitely yes

ok alright and would you say that you were motivated at the thought of a challenge?

... yeah I think as I said before I think that I was scared of the scale of the challenge and maybe I will say a little bit more about my psychology ... so when we did the London to Paris in twenty four hours I was really scared for it and trained hard for it and then in three years the only event we did was ... riding in wales which was a hundred and ten mile ride quite hilly and quite difficult and the first year I did that I didn't train properly for it and then the next two or three years when I did it I didn't feel particularly scared because I had already done it erm ... I didn't train well and I didn't prepare myself well enough for it so when we signed up for London to Monte Carlo

yeah

part of the reason I was keen to do it was just because I knew it was going to be scary again and I would absolutely have to work hard and get myself motivated to it erm I think I'm the type of person who always accepts challenges and if it isn't scary then I'm probably a bit lazy and not put in the hard work and therefore won't be able to do the same type of event every year and get better at them because I need a different challenge to get myself going

that's actually really interesting that you were slightly scared of it before hand and that's why worked and trained so hard to then do the event to the best of your ability so that's really interesting so thank you ... right I'm just going to talk a bit more about motivation and the different types of it ... so would you say that you set yourself any goals to help accomplish the challenge?

so I think the benefit of having that structured training programme together with all the preparation needed for it and the trainer and trying each week to stick to the programme for the event and then the other big check point was the

event in Belgium erm so those are probably the goals the day to day goals to stick to the training programme and then doing the April challenge and doing well in that I think is what helped us to become competent for the challenge

ok and how do you think the event in Belgium helped you? And how did it compare to the London to Monte Carlo?

so the Belgium was a one day event erm it helped me quite a lot just from a confidence perspective because there was quite a lot of climbing and the Monte Carlo on some days also had a lot of climbing

ok

and so it was sort of the same distance that we would have to do every day so first of all gaining confidence to do that sort of distance every day erm the amount of climbing was broadly in line with the Monte Carlo challenge so again that gave me confidence that my body would be able to go through that and then actually by the time we had done that Belgium event I was feeling a lot stronger than I did erm for the rides we'd done before so I think the training paid off already for that event erm and that gave me a lot of confidence and my time was much closer to some of the more experienced riders

ok then so would you say that you kind of had an insight into what the London to Monte Carlo event would be like which gave you the motivation to do the training and stick to it?

yeah that's right

ok thank you and how did you deal with each day of the challenge? Did you break each day down or did you treat it as a whole challenge?

it was really interesting because one of the guys who had worked on it and a couple of other challenges the year before ... the other big one they do is the John O' Groats to Land End and run by the same company and the same crew ... and so this guy gave me advice that the challenge was just really a number of two hour rides

tight ok

and all you needed to do was be able to get to every two hours and then of course there was a stop so rather than think about today I need to cycle one hundred and twenty miles it was today I need to do three two hour rides erm and so I really got into those two hour chunks and just kept focussed on getting to the two hours I didn't want to focus too much on what sort of lies ahead of us

ok that's interesting so the tea breaks and lunch breaks were a kind of a motivator because you knew that once you got to them you only had X amount of miles to cycle before you got to the next break? It wasn't the outlook of still having eighty miles to cycle before the day was over sort of thing?

yes exactly

ok ... erm and do you think you were more motivated to take part in the challenge because of personal factors or more external factors?

probably more personal factors actually erm ... so you know at the age where we are now and you know that from your first question

(laughs)

you really need to take advantage of your body and your fitness and my dad was quite sporty when he was younger and gave all of that up when he was getting to my age and he died quite young actually when he was sixty or so ... so er and I guess I'm quite motivated to try and first of all stay in decent shape you no not to be a body builder

(laughs)

but stay in decent shape erm I've got quite a demanding job where I travel a lot and work very long hours so just having a healthy body and mind is quite important so I'm probably more motivated by those personal factors

ok and did those personal factors play a part in your decision process to take part in the actual event?

yeah I think so and erm again because I've known that for me to get motivated to train properly erm I need to do something really scary which was needed so I guess I'm keen to do something just to get myself erm ... to start focussing again and to start training hard

yeah

erm ... and I have seen the benefit of that over the last couple of years I've probably done that erm ... and er just generally know that I feel better when I'm focussed and needed that motivation to do that I think

ok alright and did you think about the factors while you were on the actual event?

... no probably not actually

ok that's fine

yeah I don't think I did ... I think as you mentioned yourself it was just focussed on you know as I've said those two hour slots and we were quite motivated actually by the fact that our wives had planned to fly to Monte Carlo and meet us there and you know I think that was the biggest thing on the event that kept us motivated for the longer term thinking about what it would be like to arrive in Monte Carlo with our wives there having completed the event

yeah I can imagine that's a massive motivator especially when you may be feeling slightly down one day or you want to give up and you think about that ... it must get you back on track?

yes exactly yes

ok and did you feel determined throughout the event? were there any days you felt more determined or less determined or even wanted to stop?

erm I think I forget exactly what day it was I think it was day six which was the first day of big climbing and I'm not a particularly strong climber erm so I always knew that day would be harder so I would probably count that day as the hardest

(mmmhh)

erm and most of the other days I was able to stick with the front group who had become a quite close nit bunch ... and er looked after each throughout you know if someone was tired and you know the climbs ... you know climbing is such a big differentiator of capability that erm people didn't really wait for each other on

that day so there was quite a lot of time of maybe an hour or two where I was riding on my own erm finding it quite hard

yeah

but I never really thought about giving up but I found that really tough actually erm so that was probably the toughest day or maybe that morning when one of my closes friends had decided that he wasn't going to cycle that climb so he got in the van And I guess I had mix feelings about that because we were all keen to complete the event because the three of us had trained together and er had worked hard together up to then ... so I had mixed feelings about it and was quite sad that he had to give up ... but probably made me more motivated to complete it myself

ok alright and when you felt apprehensive about the climbing day what did you do to motivate yourself? What went through your mind when you were cycling on your own and how did you get through it?

so bizarrely I think the group that were behind us erm was a big motivator so I think I just felt that I needed to get as far up the mountain I could before the guys from behind started passing us

oh ok that's actually really interesting

i think what I hadn't realised was that they had stopped for a coffee and tea break for about half an hour and I was probably like why hadn't they caught up with me and I was really keen to get as far ahead before they caught me ... and they were never going to not because I was going too fast but because they had actually stopped for half an hour so

(laughs)

erm so I just didn't really see anyone else on that climb erm and I was literally just waiting for other people to catch up with me and I just tried to keep going and try and get as far up as I could before they did

ok ... and you mentioned there that you trained with two other people and that the three of you wanted to train and do the event and complete it all together ... did you

find that doing it with your friends was a massive motivator in terms of the whole process from the decision making stage through to starting and completing the event?

yeah I think so and initially it was the peer pressure to sign up to it

(laughs)

and we did talk about it a different times and thought about it er ... different individuals were more excited about it than others and we all signed up for it erm but I definitely wouldn't have done it if there wasn't a group of us erm ... and then during the training it was a big motivator you know the three of us training together quite often erm and one guy Iain who you have spoken to was a lot more experienced at riding he's been riding and cycling for fifteen years

yeah

Richard and I for five years so erm he motivated a lot and I think also because he trained with us erm and yeah as the three of us we did a lot of charity fundraising together

yeah

and we put all of our fundraising together and became more of a team effort

ok that's really interesting ... so was there any kind of competition within the team of riders during the event? I know there was a faster group and a slower group but did you find there was competition within each group?

it was really interesting so I think there actually three groups in the end there was the faster group there was the group that just went and enjoyed themselves and then there was a group who probably hadn't quite trained as much as they had hoped ... or were not particularly well prepared

yeah

so there was inevitably a bit of competition with the generics of fourteen guys and one lady on the ride so there was always going to be competition

yeah definitely

and there was competition between the faster group and the middle group some days erm having been in the fast group there was a bit of competition mainly

between Iain and Dan who was er I'll come onto it but I think you have a question about if we had kept an eye on what people were doing before the event but erm and Dan was the guy I always picked out in that having more preparation probably than most of ... so it was quite healthy competition between Iain and Dan in the faster group and then at times they would go off and the rest of the group would catch up or if the two of them were at the front the group tended to go a lot faster and so on so erm we worked out that if the two of them cycled together there would push each other

ok

and there was definitely competition within the other groups as well

and how do you think the competition helped your performance? Did it spur you on more or were you not that bothered by it?

erm so I think for us it was the experience and we never quite knew or thought that we could probably catch up with or stay with the faster group from the beginning erm so we were less bothered about the competition within the groups so say the competition between the others and Dan but the fact that there was a faster group and we were able to ride with the faster group I think was quite motivating ... er we probably thought that going into the event we would only be able to ride in the middle group erm so it was quite motivating to see how many days we could stick with the faster group ... and you know every day we were able to do that which just felt like an achievement within itself

yeah

so yeah I think it was quite motivating

and I suppose it was kind of a reward for you because you had done all the training and you could see that paying off being able to stick in the faster group?

yes yes

ok and prior to the event did you ever think about the other riders' capabilities? I know that Strava had been used by some people did that motivate you being able to see the other capabilities of the riders before you took part?

yes I mean I thought that was fantastic to have that tool ... so we were obviously all coming from different places not knowing each other and then you would see people when the group was set up you would see people post their rides on Strava and you would see the average speed that people were doing and the millage that they were doing so I guess it was the perspective of the reassurance that we were doing enough training because we had the programme which was worked out by our coach

yeah

but also people that were doing the event with us were doing similar millage or lower millage on a weekly basis and then also just the average speed you were looking at and thinking yeah ok that looks fine no one is doing crazy average speeds but you never know what the abilities are of the people you are going to be cycling with ... and that fear that you wouldn't be able to keep up

yeah

so I think it was very motivating actually very insightful to see the other millage that people were doing and I probably looked at that if not on a daily basis over the last few months of the training then at least two or three times a week to see what millage was being done

really?

yeah

that's really interesting actually the fact that technology side motivated you because you to could see how the other riders were doing in their training stages before you all met

yeah I mean it's really nice when you then met people because you almost felt like you knew them ... so on the day where we were all together for the briefing and you put the names to the faces it was really good to er ... as soon as you met the people you knew where they were from and how far they were going and how fast they were riding it was really good actually

interesting I bet ... ok and what sort of feelings went through you mind over the eight days?

erm so I think on day one it was probably relief more than anything else you know that we were able to do the first day and a couple of the riders fell on the first day ... so just getting to the end and not injuring ourselves and feeling ok was probably the biggest emotion I was feeling ... then the second day was probably similar because as I said before that was the first time I had done back to back rides erm of that distance and again happy that my body was ok and that I managed to cope with it and keep up with the fast group and then I guess excitement starts seeping in as well with the emotions ... then when you get to day three and four you felt a little bit of the sane and then when we were getting closer to day six which was the big climbing day I felt a lot of preparation you know how will I find the climbing will I manage to keep up so I was probably quite concerned at that stage that I would be able to do it

yeah

and then after that when they told us we had done the big climb and basically that was the worst of the challenge over and the rest is much easier and flatter you start to think about the end and what it is going to be like ... so yeah quite mixed emotions on that I think but I think day six was probably the tough day where I really had to motivate myself to keep going

and I suppose as an outsider I've heard all about the event and different peoples' experiences but you never fully understand the emotions and the thought processes of each day having to cycle back to back so it's really interesting hear the different views on it

yeah and the other thing sorry this is probably unrelated to the questions but as a group socially we got on really really well

that's good

and every evening we all went down to eat together and probably drank a lot more than we should have

(Laughs)

considering that we were doing a fitness challenge but that made such a massive difference as well in terms of how you motivate yourself and it was just pleasant

to be around everyone and no one had a chip on their shoulders and everyone was just so kind and welcoming and happy and that made a huge difference as well in terms of riding in a group like that

and the social side of it and obviously cycling down through France witnessing scenery that you may not see if you were driving did that ever make you feel like the event was more of a holiday instead of a challenge? Did you let yourself relax and take in all the sights?

yeah very much so actually it was actually quite relaxing and as you say you just see the scenery in a completely different way when you are going at fifteen miles per hour instead of fifty miles per hour

yeah

so I think because of the social aspects we really enjoyed ourselves every evening and went down for beers and had a laugh ... that made us much more relaxed and gave it that holiday feeling ... I'm sorry jumping around a bit there is one other thing I wanted to mention ...

go for it

one of the guys cycled with his dad

yeah

and I think that was also quite special in terms of the whole atmosphere of the group you know seeing a father and son cycle together and how well they got on and how they were joking with each other and how they were supporting each other

yeah definitely

erm so that made it quite sort of family like and fantastic as well

definitely and I suppose you need that kind of feeling and support from each other to get through each day because it is so demanding on the body physically as well?

yeah exactly

and how did you find the event crew helped? Did you find that they motivated you and supportive?

i think they were fantastic they have obviously done this many many times before

yeah

erm so they were able to keep on top of little things ... so they could quickly see if someone wasn't feeling themselves ... they were fantastic in the quality of support they provided you never had to worry about getting your bag to your room when you check into a hotel because it was all their ... you had all of your day bags their and all the things you needed and if you needed any medication or anything they would go a get that ... so they were just so supportive and friendly and they also gave some really good advice as well and you know I found them really motivating

yeah

and to see the passion that they had for the sport as well

and you as the rider on that type of challenge don't really think about the little things or the logistics of the event because you are there purely to cycle a set millage each day and they are kind of the glue and bring everything together to make sure you are all happy and focussed and at the best of your ability whilst on the event?

yeah I think that's actually right

ok and how did you when you crossed the line? What emotions ran through your mind?

oh I was quite tearful actually and I think a number of us came around the corner and all the families were waiting there and it was just really emotional and to be honest on the last day a few days during the ride I started thinking what it would be like to finish and then when I came across I was quite tearful actually and very emotional ... so it wasn't really a sense of relief because you knew once you got over day six that you would be to complete the challenge

yeah

yeah I just don't know why it was so emotional erm but obviously an overwhelming feeling

that's interesting

and I think probably a sense of pride as well being able to cycle and complete that distance

yes definitely

and I think the other thing is they told us that they wouldn't do the event again so knowing this was the last time that the event was taking place made us feel quite emotional and it was special

and is the challenge a memory that will last in your mind forever? Is it something that you find yourself still talking about now?

yeah very much so I think it's one of those things I never thought I would be able to do erm and when you tell people about it they personally believe and think they wouldn't be able to do that sort of thing so yeah I think very much that it stays with me ... the picture actually is sat in my office in London and it's the picture of the start and finish with the medal which is sat on my desk right next to the picture of my wife and kids so yeah its one of those very special memories

and there are not many people that can say they have cycled from London to Monte Carlo and have seen the views and experienced what you have all experienced on the challenge so I can understand why it such a special memory

yeah definitely

ok and since completing the challenge do you feel more motivated to take part in other long distance events?

so I don't think I will do something of this size and scale again especially because of all the time and effort I put into the training you know as I said I have a very demanding job and I travel quite a bit and I don't think it would be fair on my family to train five days a week especially two weekend days

yeah

so at the moment actually in two weeks' time I'm going to Cape Town South Africa to do a one day event which is eighty miles or seventy miles

oh wow

and I am able to do that from doing sort of three days a week training so two one hour sessions in the week and one longer session on the weekend of say around three hours or so

yeah

and that feels a lot more manageable ... so it feels like I've been there done that sort of thing ... and its quite tough on the family you know when you are away a lot during the week and then spending two days of the weekend cycling so erm later in the year sort of July time I'm doing a weeklong event in the Pyrenees with a group of guys ... erm I'm not going to train for it as much as I did for Monte Carlo it will probably be harder and a lot more climbing but I'll be happy if I do sort of five of the seven days or something

ok

so I've got a very different mind set which is I'm just not prepared to train five days a week again for six months

it must be very demanding if you've got a full time job and a family and trying to get that balance and using your time effectively?

yeah exactly

and what do you feel you have gained from completing the challenge? What have you learnt from the whole process?

it's probably that your body can take a lot more than what you give it credit for

(laughs)

and equally the mind over matter principle you know where you stay strong and motivated you can achieve a lot more than you ever dreamt about ... I never thought I would be able to cycle that distance at all or cycle the amount of days back to back erm ... so it's probably that when you're learning these things and you've got your eye on something and you are motivated but you are also putting in the hard work and it pays off and you can achieve more than you ever anticipated

yes definitely ... ok I've got two more questions left so ... what impact do you think the involvement of that charity had on your decision to take part in the challenge? Was it a big motivator for you?

yes I think it probably was ... I work in a firm where people do a lot for charity and I also have the personal beliefs that charity work is important to me although I don't do lots of fundraising for charities generally so it was nice to know it was for a good cause ... and we were motivated to raise the money for the charity and it was almost a buzz doing that but I wasn't doing it to take on the challenge if that make sense I was doing the challenge anyway and was going to raise money for a charity ... it was probably a secondary motivator not a primary motivator

ok alright thank you and my final question to you is ... what advice would you give to anyone contemplating to take part in a long distance challenge?

oh ... so probably the first thing I would say is don't be limited by you own beliefs instead of your ability so I think I found myself thinking I would not be able to do it when I was able to do it erm just don't be put off by the fact that it sounds too scary and the thought that you could never do it

yeah

erm I would definitely recommend doing it with people I think it's very important who you do it with

i think that would be really important

do it with a group of people that you would get on with and you need to be well supported and think if you didn't have the professional support we had it would have been so much harder

yeah

and I do think I would say to someone it is really important to be well prepared for it and to do enough training because I don't think it's much fun to do if you haven't trained well enough for it ...so even if you can agree to take part in a challenge which is really really hard I think it's much tougher to enter something and not complete it and there were two people who didn't complete it and that

could be to do with not training enough and I would find that really difficult doing something like this and not completing it

yeah

but then maybe that is just a personal thing ... interestingly I've just told you about the event in Italy and said how I'm very happy to do five of the seven days for that

(laughs)

but maybe I've just changed my expectations but for this specific event I would have felt a let down and defeated

especially with all the hard work that you put in

so I think it's the frame of mind that you go in with to what your expectations are and think the other thing I would say is because this was a fund raising event and there was literally hundreds of people that sponsored us erm and anyone that sponsors you has the right to find out how you had a done and it would feel like you had let people down you know if they had sponsored you one hundred or two hundred pounds and then you didn't complete the event

(laughs)

and like I said earlier it was also about the group of guys that did the event and for me it's about getting involved and going and enjoying myself and completing the event

yes I can understand that ... well that's all the questions I have for you today so thank you again for taking part in the interview

you are very welcome Becca

i am just going to stop the recording now

Appendix P:

Interview 5 Transcript: Participant 5 Event organiser of case study

Interviewee: 5: Female: 25

Date of interview: 28.01.16

Key:

Interviewer: Italics

Interviewee: Bold

(...) pause

(Mmmhh) Agreeing

this is interview four and the date is the twenty-eighth of January two thousand and sixteen... so can you please tell me your name?

Laura Nelson

and what was your role in the event?

event coordinator

and could you please explain the event?

er the event is a London to Monte Carlo cycle challenge so cycling eight hundred and fifty miles in seven and a half days

thank you

or eight and half days actually ... I should really know the event better (laughs)

ok erm and can you tell me why you chose to organise this type of event and what motivated you to do this?

well as a company we've been organising erm long distance cycle challenges and similar events for years and mainly the John O' Groats to Lands' End however with cycling becoming more popular people are looking to go further afield erm

so we looked at putting on something more exotic which lead us to the London to Monte Carlo

ok and why do you think cycling has become more popular?

erm it's just been a lot more in the erm press with various things erm such as the Olympics and Tour De France erm its just become massive over the last five years

ok alright thank you erm have you personally considered taking part in the challenge?

erm only for about five minutes

(laughs)

erm if you were to take part in the challenge what do you think would motivate you?

erm it would obviously be the motivating factors to do with raising money for a charity which is one of the main reasons that our cyclist do it erm or erm if I was that into cycling and I really wanted to do it

ok erm have you ever participated in any kind of long distance cycling before?

i have never done myself no

no ok that's fine ... ok I'm going to talk about the people that took part now

ok

what do you think motivates an individual to take part in that type of challenge?

erm the one that we have run think the people are motivated have been personally affected erm by sort of the charity so erm anyone with disabled children who want to raise money for the charity that have helped their children erm but I'd say a bigger reason is those that have seriously got into cycling and want to challenge themselves erm people who've participated in a lot of sort of cycling sports and shorter events that just want to take that further

ok that's interesting and you said earlier it was for charity do you think that plays a big part in a person's decision to take part?

if it's had a personal effect on them yes because obviously that would be you know people that have taken part because of the charity aren't necessarily into cycling erm so if that is a reason for entering it does play a big part

ok erm what type of person do you think it takes to take part in the challenge what sort of characteristics do you think they need do you think they need to take part in the London to Monte Carlo?

erm a very very motivating person

(laughs)

erm yeah just someone who is really really wanting to achieve something erm I don't really know to be honest yeah just very motivated nice people

ok did you on the actual challenge itself did you see other people motivating others or were people quite strict and they were just helping themselves?

no on these types of events a massive sort of team events in the end really and everyone really motivates each other because it is a long distance event erm people will have bad days and people will have good days and without each other they wouldn't really get the event I don't think

ok and did you see within the group any smaller groups of people who were kind of more on the same page as each other compared to faster cyclists?

definitely I mean the groups depend year upon year as to the type of people we get but we definitely have smaller groups forming so you generally get sort of the fast boys we call them who are quite competitive in what they are actually doing and then within you've got other groups who just want to get to the end of each day and obviously these groups form based on speed but people do switch around in groups and erm relating back to your previous question that does sort of motivate each other and helps each other along depending on whether they are having a good or bad day

ok alright thankyou erm were there any points during the event that you thought you wanted to take part?

there were some points when you when you see someone have a bad day and you see them get to the end of that day you really sympathise with them and it sort of

gives you that motivation to think wow I would love to be able to do that or they er cycle down the mountain and it looks very fun and you want to do it as well

(laughs)

ok thank you erm I'm going to talk a bit more about motivation now erm realistically do you think participants need to set goals in order to prepare themselves for the challenge?

definitely erm I think in terms of people training erm they definitely need to set goals because it's not the type of thing you can go into without being prepared for it erm particularly if they are fundraising as well because the fundraising itself can be as hard as the actual training for the event physically

ok and do you think in terms of on the actual event throughout the eight days do you think goals have helped the participants stay focussed and succeed?

definitely yeah I think so I think that they are probably setting themselves goals all the way through the event as well to help them get through each day but I think a second goal is a massive factor of actually preparing for and doing the event

would you say that you think participants set more personal goals or kind of more extrinsic external goals?

no I think it is probably personal I think you have such a personal battle with your head to keep yourself going each day that in reality nothing else matters other than your goal of getting to the end of this event or raising the money that you wanted to because you've completed the event

ok and did you find yourself motivating the participants throughout the event or any of your colleagues?

definitely you know as people standing there and not actually on the bikes and things erm its quite easy to stand there and say come on you can do this but we do find ourselves you know every day with every challenger trying to motivate them

ok and would you say there are any days that you have to motivate them more so than others?

erm I wouldn't say so no because people have such different days up and down days you know someone could have a really bad day on day one to be fair which you wouldn't actually expect normally erm and you might think that people need more motivating towards the end but that's not necessarily true I think maybe sort more towards the middle of the event you need to be motivating more

ok alright thank you and what do you think are the top five motivations or factors that would influence someone to take part in the event? if you could narrow it down or bullet point?

oooo erm ... obviously what I mentioned before so if they've been effected by the charity and that their sort of doing it you know for that kind of reason erm if they've been through some sort of life experience

yep

maybe an illness or something that has just given them that motivation erm if they are a massive cyclist themselves or massively into sport and this is just a goal they want to achieve erm

ok

can I narrow it down to three?

yeah that's fine thank you

(laughs)

and you mentioned earlier how you've done different cycling events and how it's become a more popular sport and that you wanted to take it kind of abroad

yep

do you think that the long distance element of the event motivated people more or would you say the fact that they get to cycle through France and see different sides of the country motivated them more?

erm I would say it's the fact that they are cycling to another country because I think there was a real draw to that because your John O' Groats to Lands' End type of event has been done over and over and so the more popular cycling has become the more popular these overseas events have become

ok and would you say as a company you would ever do any cycling events in other countries or is France kind of the better country to do it in?

erm no we would definitely look to do it further afield and have done so erm we've gone so far to France and Italy and erm you know we've done Italy and France really

ok thank you and in terms of the participants taking part in the event knowing that it's going to be abroad do you think they have a different outlook in terms of erm when they're actually cycling in the event do you think they are more relaxed they look at it as more of a holiday rather than an actual event that they have to finish?

i don't think the participants themselves do I think possibly other people who aren't doing the event look at it like that I think erm there is a different perception for the cyclists doing it abroad

yep

in terms of cycling in other countries erm for example with cycling in France it is much quieter and people are people are much more accepting of cyclists then then you find in the UK

ok thank you I'm going to talk a bit more about personal factors now in terms of the participants erm how do you think the participants felt during the event? like what do you think went through their minds?

everything

(laughs)

i think erm you know cycling being out on the bike for sort of ten hours a day I think every emotion every feeling went through their mind every thought process

yeah

erm yeah ...

ok and how do you think they deal with these feelings and mixed emotions?

i think they probably just deal with them by erm taking the day in stages and just getting their way through the day whether that is just getting to a break stop

and having a cry or just getting angry with their bike erm I think that people deal with it in various ways just to get them through each day

ok thank you and you mentioned there that you do break stops and lunch stops ... do you think that by having regular breaks it made the participants more motivated once they get back on the bikes because they know they've only got a certain distance to go before the next break?

i think there is a bit of both ... I think getting back on a bike after a break stop is really hard particularly when you're maybe in a foreign country and its hot er or you know it's cold so you know if they've sat there and it's cold and they've got warm or if they've sat there and it's really nice and hot and they don't want to get back up again but on the flip side having break stops in itself obviously it breaks up the day and it gives them smaller goals to set to be able to get to the end of that day so I do think it does both

ok and would you say in terms of the weather it's more of a de motivator rather than a motivator if its you know really wet and windy one day or cold one day?

yes definitely that's very apparent looking at comparing two cycle challenges when you compare John O' Groats to Lands' End and Monte Carlo it's so much more motivating when the sun is out as appose to it raining and cold

yeah ok thank you what part of the challenge do you think participants find the hardest? Are there any specific days when they struggle or?

i wouldn't say any specific days but obviously when they are having either a low day themselves or when they come to tackle a day when they've got huge mountains to climb it does depend on the rider erm cause some people thrive off that challenge and are more determined so I think it is just down to a personality

ok and in terms of the route you obviously know it well ... do you find that when you know the cyclists are going to get to a difficult part say you know the bottom of the mountains when you've got steep hills do you find that you and the team motivate them in a different way compared to if they've got to cycle along flat roads?

yeah I think that probably as a crew we are more aware erm because you know they are going to hit bad points erm we do try and be there more for them and have more presence so we can motivate them to get them up that hill or whatever

and do you see other sides to the participants during the event and after the event?

erm definitely you don't really know these people that come and do the rides and you get to know them over the ten days but in that time frame you see every side of a rider generally you know you will see them get angry upset you see them in pain you see every emotion that generally breaks a person down

ok and do you think that you see this variety of emotions due to the fact that it is intense cycling for eight days straight?

definitely it's not something you can really explain as a rider really but I think you do just go through every emotion being on a bike you know for seven days constantly

and do you think any of the participants showed determination throughout the challenge or do you think there are some days where they are more determined to get on their bike and cycle faster or other days where they think I really can't be bothered to do this?

definitely I think depending on how they feel when they get up in a morning or if they have a puncture in the first ten miles er these all sort of have affecting factors on them each day

kind of de motivators aren't they

yes

ok thank you we mentioned earlier how the team gelled and you know there were smaller groups ... would you say within the smaller groups there was light hearted competition between them spurring each other on who can get to the front the quickest?

i think that's probably more apparent in the groups that are faster I don't think its necessarily apparent in the slower groups because they literally are just trying to get through each day

ok thank you and when they cross the line how do think they feel and how do you feel as a team knowing that you've got them from A to B?

erm as individuals its quite apparent to see how they feel generally they are all elated to finish and generally quite emotional that they've got through it and all very proud of themselves and as a crew its definitely er a very proud of them and happy that we've got them there and quite emotional for us really to see them come out the other side of it

ok well I think that's all my questions answered so thank you very much

no problem

and I'm just going to stop the recording now

Appendix Q:

Key themes found from the Participants of the case study interview transcribes:

Theme 1: Motivation; Goal Setting

Theme 1 Motivation; Goal Setting	
Participant 1	<p>‘‘I have to have a good goal in mind before I will start riding seriously’’</p> <p>‘‘one of the goals is to purely hit your training targets’’</p> <p>‘‘the event being in the diary being a goal and a motivator’’</p> <p>‘‘you have a goal which is to try and achieve that’’</p> <p>‘‘there were three elements there was the element for the actual event itself and then there’s all the training you have to do to go with it plus raising money’’</p>
Participant 2	<p>‘‘I’d always set the challenge as being I knew that I only wanted to travel at such speed per day’’</p> <p>‘‘I was focussing on making sure that I got through each day without injury and without my bike getting broken’’</p> <p>‘‘inside your own brain you’ve gone yeah I’ve done what I set myself ... I hadn’t overset myself a target’’</p>
Participant 3	<p>‘‘each week had certain millage to be done erm or certain training whether it was the gym or alternatives’’</p> <p>‘‘if I failed on the trip then I could only blame my lack of training’’</p>
Participant 4	<p>‘‘the day to day goals to stick to the training programme’’</p> <p>‘‘I’ve got quite a demanding job where I travel a lot and work very long hours so just having a healthy body and mind is</p>

	quite important so I'm probably more motivated by those personal factors''
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Theme 2: Motivation; Intrinsic

Theme 2 Motivation; Intrinsic	
Participant 1	<p>''I'd say more generally personal you know''</p> <p>''choosing the event I really wanted to do something very challenging''</p> <p>''the long structured training that I put into it that's made me motivated to start riding now cause I really saw a good benefit''</p>
Participant 2	<p>''I decided it was something I wanted to do for myself''</p> <p>''it was the challenge of pushing yourself each day to cycling a hundred miles''</p> <p>''it was for me just to get a bit healthy I suppose''</p> <p>''ten years ago I went through a running phase and erm I achieved three big running challenges the Great North Run the Great South Run and the Great Manchester Run and erm sort of ten years later in my life I felt there was something I needed to do you know through sport erm that I could then link in with the charity that we were raising money for which I've been involved with for many years''</p> <p>''personal factors as I say having been involved with the Wooden Spoon which is the charity we did it for in other events as a participant and as event crew and seeing what the Spoon did for children which is what the charity is all about so yeah it was personal more than external''</p> <p>''you can't do anything in life really</p>

	<p>without you know enjoying it''</p> <p>''if you're going to do a challenge it has to be a challenge for you and you have to enjoy it else there is no point doing it''</p>
Participant 3	<p>''I really just fancied challenging myself and seeing if I've still got it got the ability''</p> <p>''I think fitness just making sure I was still in shape and could do something like this''</p> <p>''I think I just wanted to prove to myself that I've still got it its still me and I can go and cycle a thousand miles' kind of person''</p> <p>''I think motivation is still there and I love still doing silly challenges''</p>
Participant 4	<p>''I think for me it was quite important to have that scale of challenge to motivate me so yes I was scared of it but I really needed that to motivate myself''</p> <p>''part of the reason I was keen to do it was just because I knew it was going to be scary again and I would absolutely have to work hard and get myself motivated''</p> <p>''I'm the type of person who always accepts challenges and if it isn't scary then I'm probably a bit lazy and not put in the hard work and therefore won't be able to do the same type of event every year''</p> <p>''I need a different challenge to get me going''</p> <p>''you really need to take advantage of your body and your fitness''</p> <p>''I guess I'm quite motivated to try and first of all stay in decent shape you no not to be a body builder but stay in decent shape''</p> <p>''I've got quite a demanding job where I</p>

	<p>travel a lot and work very long hours so just having a healthy body and mind is quite important so I'm probably more motivated by those personal factors''</p> <p>''I think it's much tougher to enter something and not complete it''</p>
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Theme 3: Motivation; Extrinsic

Theme 3: Motivation; Extrinsic	Charity:	Other:
Participant 1	<p>''fact that we had to raise quite a considerable amount of money for charity was actually one of the other reasons''</p> <p>''part of the motivation as well was actually we've got to raise quite a lot of money''</p> <p>''if the charity element wasn't there then you would have to fund it yourself and then I would have to say well no I'm not really motivated to do it''</p>	<p>''the reason I got involved really was because a couple of friends of mine who were relatively new to cycling had seen it and wanted to ride it and asked if I'd come along and join them''</p> <p>''taking part with my friends''</p> <p>''so the motivator for us as well was the fact that your mates are out training for it''</p> <p>''the strongest motivator for me anyway erm to have other people that I know and maybe not know''</p> <p>''I think when each of us then eventually then committed to doing the ride then yeah all of us are motivating each other by the mutual sort of agreement to take part''</p> <p>''the motivator as well I mean it's a big motivator is the fact that your mate is going''</p>

Participant 2	<p>“being involved with the charity that we were raising money for erm that gave me the motivation even more”</p> <p>“the event was about the charity really erm it was for me just to get a bit healthy I suppose but actually to raise money for the charity is what challenged me I suppose in the end”</p> <p>“I knew I had a minimum amount to raise and then I targeted myself with the next stage and I got there and the challenge for me was to make sure I got there before I did the event”</p>	<p>“trained with a colleague from work who did the event with me”</p> <p>“we did motivate each other yeah it worked well”</p> <p>“having marshalled on the event previously ... I think the fact that I knew what I was letting myself in for erm gave me an understanding”</p> <p>“it was somewhere that I was going to see that I’ve never seen before erm and see it from a completely different aspect not sitting behind a steering wheel or on a coach with a group of people actually you know out in fresh open air”</p> <p>“I suppose knowing that my wife Sarah was going to be there at the end was motivational”</p> <p>“we had set out to do the challenge together”</p> <p>“having marshalled on it a couple of years before when we all got together over the past sort of four or five years in the other events that we’ve done we all sort of said let’s do a cycling challenge ... a couple of us that said come on let’s do the London to Monte Carlo so that’s what we did it was just more banter really to start”</p>
Participant 3	<p>“I haven’t done a fundraising event for a</p>	

	<p>couple of years and I was beginning to get itchy feet and fancied doing another cycling one because I never want to do a marathon”</p> <p>“I think when you don’t have that element of charity and can’t be bothered to train on a weekend and go out drinking instead or something you could easily slip behind and then go you know what sack it I’m not going I can cancel”</p> <p>“I’m not letting the charity down I can do this I know I can”</p> <p>“I think I always knew it was going to be a charity one”</p> <p>“I had to take into consideration that I knew before how much effort had to be put in and how much imagination I needed to embarrass myself to get people to put a pound in the bucket and things like that”</p>	
Participant 4	<p>“this was a fundraising event and literally hundreds of people that sponsored us erm and anyone that sponsors you has the right to find out how you had done and it would feel like you had let people down you know if they had sponsored you one hundred or two hundred pounds and you didn’t complete the event”</p>	<p>“initially it was the peer pressure to sign up to it”</p> <p>“we all signed up for it erm but I definitely wouldn’t have done it if there wasn’t a group of us”</p> <p>“it’s one of those very special memories.”</p>

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Theme 4: Motivation; Self-Determination

Theme 4: Motivation; Self-Determination	
Participant 1	<p>‘we could push ourselves as much as we liked’</p> <p>‘I like to make sure I’m up near the top’</p> <p>‘choosing the event I really wanted to do something very challenging’</p> <p>‘I was determined to succeed because I knew I put the training in’</p>
Participant 2	<p>‘you’re doing it on your own a lot of the training is on your own erm during the ride you could well be on your own because everyone rides at different paces so erm yeah the cycle challenge was the hardest’</p> <p>‘I travelled in France for many many years and I’ve never been to the south of France so I suppose that was a little bit of a determination that I was going to cycle through the south of France’</p> <p>‘you have to be determined ... focussed erm but overall you have to enjoy what you are doing’</p>
Participant 3	<p>‘I thought that’s a good distance to cycle and I do like France and really wanted to cycle through it’</p> <p>‘I’ve done this kind of distance before and I know that every day you get better and more of a consistent speed so I was quite comfortable that it would all come into place as long as I was determined and stuck to training’</p> <p>‘the thing is beforehand I felt confident about thinking it was going to be a challenge I didn’t think I was just going to whizz through the whole thing I would have to stay focussed’</p>

	<p>“I took a hybrid everyone else had a road bike ... because it’s a better position ... and I never got those aches and pains on a hybrid and I thought you know ... no I’m not going to do it I’m not going to sit there in that crunched up position uncomfortable”</p> <p>“I knew I could do that distance on a hybrid”</p>
Participant 4	<p>“I need a different challenge to get myself going”</p> <p>“the mind over matter principle you know here you stay strong and motivated you can achieve a lot more that you ever dreamt about”</p> <p>“part of the reason I was keen to do it was just because I knew it was going to be scary again and I would absolutely have to work hard and get myself motivated”</p> <p>“just generally know that I feel better when I’m focussed and needed that motivation to do that I think”</p>

Theme 5: Motivation; Self – Achievement

Theme 5: Motivation; Self Achievement	
Participant 1	<p>“it’s quite rewarding to have done the ride as well you know it’s quite special to have done the top to the bottom of France”</p> <p>“it does make you feel good to see him succeed and others succeed”</p> <p>“fantastic yeah quite emotional definitely and in fact that was emotional yes because that was the end of the event”</p>
Participant 2	<p>“I sort of broke down a little and had a few tears and I think it was just the sheer fact that you know id effectively climbed over the Alps ... on a bike”</p> <p>“I suppose that was always in my mind</p>

	set ... I just thought why not let's go for it so both myself and Adie crossed the line our hands together as an arch cycling into Casino Square''
Participant 3	<p>''I think when I crossed the line I had no one there to meet me and everyone else had their wives or partners and stuff and er I think when I crossed the line there was not so much euphoria for me at all it was just almost like ... yeah ok''</p> <p>''but I think it was the big achievement of when you cross the line and someone you love hugs you and are like well done and I didn't have anybody''</p>
Participant 4	<p>''I was quite tearful actually''</p> <p>''it was just really emotional and to be honest on the last few days during the ride I started thinking what It would be like to finish and then when I came across I was quite tearful actually and very emotional''</p> <p>''when you're learning these things and you've got your eye on something and you are motivated but you are also putting in the hard work and it pays off and you can achieve more than you ever anticipated''</p> <p>''for me it's about getting involved and going and enjoying myself and completing the event''</p>

Them 6: Training

Theme 6: Training	
Participant 1	<p>''you can't just get up and do it without sort of training for it''</p> <p>''we were fortunate enough to have a good friend of ours that is a qualified British cycling coach''</p> <p>''the long structured training that I put into it that's made me motivated to start riding now cause I really saw a good benefit''</p>

	<p>“training intensified and we quickly progressed to riding two three four hour rides every weekend ... a couple of weeks before the ride doing three days in a row ... three days a week during the week days usually on a trainer on one hour sessions that were very structured”</p> <p>“it allowed us to relax and really enjoy the event”</p> <p>“definitely training at the higher intensity for the shorter rides undoubtedly allows you to ride a lot longer”</p>
Participant 2	<p>“basically just got involved with a couple of other rides that had been put on with the charity that we were riding for”</p> <p>“we trained together most weekends and we then decided we would do a couple of hundred mile rides just to understand what back to back rides were like”</p> <p>“it was just a case of getting out each week in better weather than wet weather and getting on with it”</p> <p>“we just tended to get out at weekends and the evenings as we could as the weather got better but it was just based around weekends”</p>
Participant 3	<p>“when we got about six months out that’s when the millage really took off erm I had a big wall planner and this big calendar you know like a page for every week on my kitchen wall because the first couple of months I realised I wasn’t focussed so I thought the only way to do it was get it in my face so I could be disappointed in myself or be like oh its going quite well”</p> <p>“I tried to plan it all so it would be going to the gym and running because obviously for all over body fitness and putting in the big millage at the weekend”</p>

	“absolutely important to train”
Participant 4	<p>“we did erm have coaching from a professional coach who worked out a training programme for us erm so yeah we did a lot for it and I think we prepared for it”</p> <p>“we trained five times a week erm three of those days were on big turbo trainers erm and then two days a week normally on the weekend we would do longer rides so we were quite disciplined about doing that for about five months I think before the event”</p> <p>“we had great structured training five times a week building up then to the bigger millage to the actual event”</p> <p>“during the training it was a big motivator you know the three of us training together”</p>

Appendix R:

Key themes found from the Event organiser of case study interview transcribe:

Theme 1: Motivation; Goal Setting

Theme 1: Motivation; Goal Setting	
Participant 1	“they definitely need to set goals

	<p>because it's not the type of thing you can go into without being prepared for it erm particularly if they are fund raising as well because the fundraising can be as hard''</p> <p>''I think that they are probably setting themselves goals all the way through the event''</p> <p>''I think a second goal is a massive factor of actually preparing for and doing the event''</p> <p>''I think you have such a personal battle with your head to keep yourself going each day that in reality nothing else matters other than your goal of getting to the end of the event''</p> <p>''if they are a massive cyclist themselves or massively into sport and this is just a goal they want to achieve''</p>
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Theme 2: Motivation; Intrinsic

Theme 2: Motivation; Intrinsic	
Participant 1	''I'd say a bigger reason is those that have seriously got into cycling and want to challenge themselves erm people who've participated in a lot of sort of cycling sports and shorter events that just want to take that further''

Theme 3: Motivation; Extrinsic

Theme 3: Motivation; Extrinsic	Charity:	Other:
Participant 1	<p>''it would obviously be the motivating factors to do with raising money for a charity which is one of the main reasons that our cyclists do it''</p> <p>''I think the people are motivated to take part if they have been personally affected erm</p>	<p>''it's just been a lot more in the erm press with various things such as the Olympics and Tour De France erm its just become massive over the last five years''</p> <p>''I would say it's the fact that they are cycling to another country because</p>

	<p>by sort of the charity so erm anyone with disabled children who want to raise money for the charity that have helped their children”</p> <p>“if they’ve been effected by the charity and that their sort of doing it you know for that kind of reason”</p> <p>“people that have taken part because of the charity aren’t necessarily into cycling”</p>	<p>I think there was a real draw to that because your John O’ Groats to Lands’ End type of event has been done over and over and so the more popular cycling has become the more popular these overseas events have become”</p>
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Theme 4: Motivation; Self – Determination

Theme 4: Motivation; Self-Determination	
Participant 1	<p>“you’ve got other groups who just want to get to the end of each day and obviously these groups form based on speed”</p> <p>“when they come to tackle a day when they’ve got huge mountains to climb it does depend on the rider erm cause some people thrive off challenge and are more determined so I think it is just down to personality”</p>

Theme 5: Motivation; Self – Achievement

Theme 5: Motivation; Self Achievement	
Participant 1	<p>“someone who is really really wanting to achieve something”</p> <p>“if they’ve been through some sort of life experience ... maybe an illness or something that has just given them that motivation”</p> <p>“they are all elated to finish and generally quite emotional that they’ve got through it and all very proud of</p>

	themselves''
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Appendix S:

Turnitin Summary Report:

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