

Case Study

Love to Ride North East Lincolnshire

Client: North Lincolnshire Council and Love to Ride



Context

Love to Ride Ltd has delivered successful Workplace Cycle Challenges throughout the UK, Europe, the US, New Zealand, and Australia.

TPC was commissioned to project manage the programme in North East Lincolnshire.

The 'Workplace Cycle Challenge' Programme primarily aims to introduce new people to cycling.



The Programme goes beyond traditional methods of promoting cycling, such as an advertising and information campaign on the benefits of cycling. It encourages people

to experience what it is actually like to ride a bike, through events, incentives and peer encouragement.

The Programme offers an online structure for organisations and the individual departments within them to compete against each other to see who can encourage the most staff to cycle for at least 10 minutes over a month-long period. The Programme focuses on participation, rather than distance, to ensure a fair competition which aims to engage new and occasional cyclists as much as regular cyclists.

The Programme also aims to foster a sense of teamwork and develop a cycling culture within participating workplaces by motivating existing cyclists to encourage their non-cycling colleagues to get involved.

Services Provided

- Encouraged organisations to register and participate;
- Contacted workplaces by phone, email and in person, gave presentations to relevant staff and 'sold' the concept of Love to Ride;



- Organised a launch event with a fancy dress theme and 'best dressed' bike competition;



- Ran media campaigns;
- Distributed marketing materials to bike shops and co-promoters;
- Carried out promotion at local Council events;



- Acted as a central liaison for stakeholders and project partners, developing and maintaining effective working relationships and providing regular progress reports;
- Contacted and engaged local partner organisations and encouraged them to promote the Challenge externally to their local networks;
- Sourced and managed sponsored incentives and prizes;
- Identified suitable 'Champions' within participating organisations;
- Developed effective working relations with them and provided on-going support so that they could promote Love to Ride internally and succeed at getting a high number of colleagues participating in the programme;
- Deliver registration packs to Champions at registered organisations and briefed all Champions;
- Contacted and delivered prizes to the winning individuals and organisations;
- Carried out monitoring activities to help evaluate the programme;

Key Benefits and Success Factors

- Provided excellent customer service to all participants and workplace Champions.
- Organised a series of 'Dr Bike' and 'Try a Bike' sessions at participating organisations;
- Delivered led social rides;



- Motivated champions and registrations through prize draws and cycling incentives;



- Engaged the local Council's press team and developed press releases;



- Gave radio and press interviews;
- Liaised with Council Officers and Councillors;



- Over 60 companies took part during September, with over 500 participants and 150 new cyclists.

Contract Data

Duration: 3 months

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