

The Summer of Cycling 2010 Project Report



www.summerofcycling.org.uk

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General Background

In 2009 South Lakeland Action on Climate Change *Towards Transition* launched CycleFest – a week long celebration of cycling in Kendal kicking off with a one day festival at Abbot Hall Park. During the same year we also launched the Staveley Green Travel Initiative, a community led smarter travel choices project based in the nearby village of Staveley. Project reports for both are available at www.slacc.org.uk/projects.php.

In 2010 we decided to combine what we had learnt during both these projects to run a 6 month long cycling promotion project in Kendal under the CycleFest banner. The project revolved around producing a walking and cycling map of Kendal, marketing cycling to 10,000 homes, running a workplace challenge competition and a 6 month programme of events.

This report represents a summary of the project and what it achieved.

Aims

Our aims were:

1. To increase the number of people cycling in Kendal.

To achieve this, we produced an appealing cycling and walking map of Kendal and the wider area. We also gathered together existing resources from cycling groups and employers which we marketed to every home in Kendal. We also developed monthly cycling events. Lastly, we ran a Kendal Workplace Cycle Challenge

2. To increase the number of people taking part in regular cycling events.

To achieve this, we put together a programme of monthly events aimed at our target groups and promoted events run by partner organisations.

Summary of Progress

The Workplace Challenge



The aim of the workplace challenge was to run three competitions to encourage commuters to cycle or walk to work over a period of 6 weeks. Employees grouped themselves into teams of 5 and entered into the competition where they competed with other teams, from their own organisation and also from others.

The three competitions were the

'total mileage per team', the 'average mileage cycled by each organisation' and the 'total mileage done by a new or returning cyclist'.

Employers and organisations were contacted and encouraged to enter the challenge. A poster was produced which was also sent out to employers.

The original Cyclefest website was redesigned and the workplace challenge competition placed on it (see www.summerofcycling.org.uk), allowing employees to enter online, view the rules and also view the leaderboards as the competition progressed.

All in all 140 employees from 16 employers and organisations signed up to take part, including 21 new or returning cyclists. By the end of the challenge they had collectively cycled over 33,000 miles.

In order to encourage people to get involved 3 cycle powered smoothie days were organised at various locations, providing smoothies for those cycling in to work that day. New or returning cyclist were given double miles during parts of the competition in order to encourage more non cyclists to take part.

At the end of the competition a prize giving ceremony was held. Prizes were donated by local cycling shops and were handed out to the winning teams and cyclists.



Council leader Brendan Jameson hands out prizes for the workplace challenge. (photo courtesy of the Westmorland Gazette)

The Challenge was a great success and far better than we had anticipated. There is a great deal of enthusiasm on the part

of employees and employers to get involved again. We also learnt a lot during the competition about how to improve it. For example, we ought to have done one competition based on the number of cycle trips, rather than number of miles cycled, to cancel out the effect of those who live further from their place of work or the enthusiastic cyclists who cycle miles in one given journey. We also need to plan earlier in order to get more people involved, as well as make more effort to target employees who currently do not cycle much or at all. Press coverage was also poor, so we need to work on this to ensure that we get far better publicity before, during and after the competition.

Cycle marketing

In order to market cycling to every home in Kendal we first had to gather together suitable resources. This comprised a Cycling & Walking map of Kendal along with leaflets and information on commuter cycling, family cycling and women on wheels.

The Cycling & Walking map we produced ourselves (www.summerofcycling.org.uk/cyclemap.pdf). The map was produced in consultation with South Lakeland District Council, Cumbria County Council, local cycling groups and residents.

The other resources were obtained online and printed off ourselves from organisations such as Sustrans and CTC. Fortuitously Cumbria Tourism were also producing a map of cycle rides in the area surrounding Kendal, which we also decided to market.

A marketing card was produced (www.cyclefest.org.uk/SummerofCyclingpostcard.pdf) which was hand delivered by volunteers to approximately 9,000 households. This represents around two thirds of homes in Kendal. Due to financial, time and volunteer constraints we could not cover every home.

The idea was that residents who were interested in cycling then filled out the card, requesting the information they wanted, and returned it to us. Another team of volunteers then sent the requested information in the post to the resident.

From marketing this way we achieved the following requests (in numbers followed by the response rate in brackets):



Kendal Walking & Cycling Map	826 (9.2%)
Cycle Map of Rides Around Kendal	677 (7.5%)
Family Cycling	271 (3%)
Commuter Cycling	183 (2%)
Women on Wheels	248 (2.8%)
Monthly Newsletter	313 (3.5%)

Around 2% of all journeys in Kendal currently being taken by bike. As such this represents an excellent response rate and shows that there is considerable interest in cycling which people are picking up on through our marketing.

In addition we placed point of sale stands in various locations around town, where people could take a map for free. Through this we distributed a further 1500 maps (though in this case it would likely have been to a mixture of

residents and tourists). The maps continue to be popular – the tourist information centre told us it was their most popular leaflet.

Events



We also organised a wide variety of events (see www.cyclefest.org.uk/calendar.php for most of these events). Some of these were in schools, village halls, workplaces or the High St. These were mostly successful, with approximately 300 people attending in total. During some events there were as little as 2 or 3 people, whereas in others there were as many as 50.

While some events we organised were a failure, others did exceptionally well, and we have learned important lessons about what might work better in the future. In particular we we pretty overstretched at times with so much going on that some events that needed targeted marketing simply didn't get enough effort put into them, and one was cancelled. We need to ensure that we do not overstretched ourselves in future – it is simply not worth running an event unless significant effort is put into marketing it to the appropriate audience.

Conclusion

In summary, we felt that the Summer of Cycling project was a great success. The response to the cycling and walking map was very high, with large numbers of people inputting into its development. The workplace challenge was beyond our expectations, and our events on the whole were a success. All of this was achieved with a minimal budget and a team of approximately 20 volunteers.

In 2011 we would like to extend the project to all forms of sustainable transport, and run similar projects in Kendal, Bowness and Windermere, with a view to extending these to other towns in South Lakeland and Cumbria. We are currently seeking funding to do this.

Appendices

Budget

Equipment Purchased	
Smoothie bike	283.99
Trike battery and charger	117.07
Equipment Hire	
Van hire	96.94
Professional Fees	
Workplace Challenge website	308.33
volunteer expenses	
Travel	28.4
Printing	1.5
Printing & Publicity	
Website & poster	696.25
Map design	600
Postcard design	120
Point of sale stands	20
VAT	200.03
Map printing	559
Marketing card printing (10,000)	403
Marketing leaflets	401.85
Pre-paid envelopes	325.5
Insurance	
Event insurance	75
Totals	4236.86

£3,000 was provided by Lush, £559 by Cumbria County Council and the remainder from our own funds.

Resources

Cycle Challenge Poster www.summerofcycling.org.uk/images/poster.pdf

Cycle Marketing Card www.cyclefest.org.uk/SummerofCyclingpostcard.pdf

Cycling & Walking Map www.summerofcycling.org.uk/cyclemap.pdf

Events Poster www.summerofcycling.org.uk/images/poster2.pdf