

Pilot outcomes

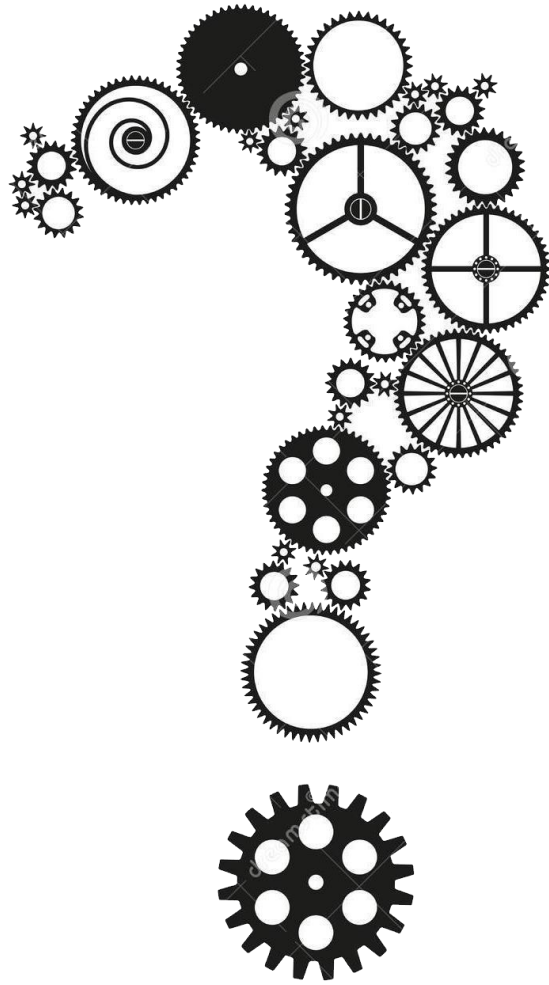
A webinar





What we'll cover

- A quick review of UniCycle, our methods and learnings
- What people have struggled with - the big challenges
- What's new for year two

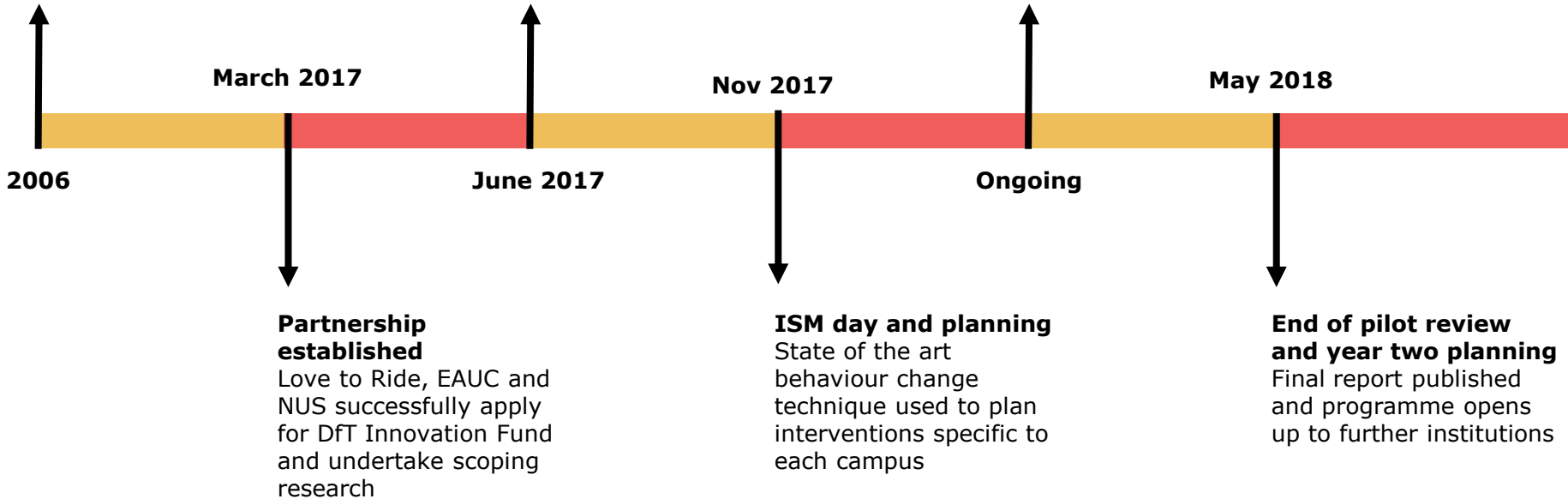




The UniCycle journey

Love to Ride established

The Workplace Cycle Challenge is developed to engage staff in behaviour change programmes to get more people on bikes



Partnership established

Love to Ride, EAUC and NUS successfully apply for DfT Innovation Fund and undertake scoping research

Pilot institutions recruited

8 universities commit to increasing cycling on campus

Nov 2017

ISM day and planning

State of the art behaviour change technique used to plan interventions specific to each campus

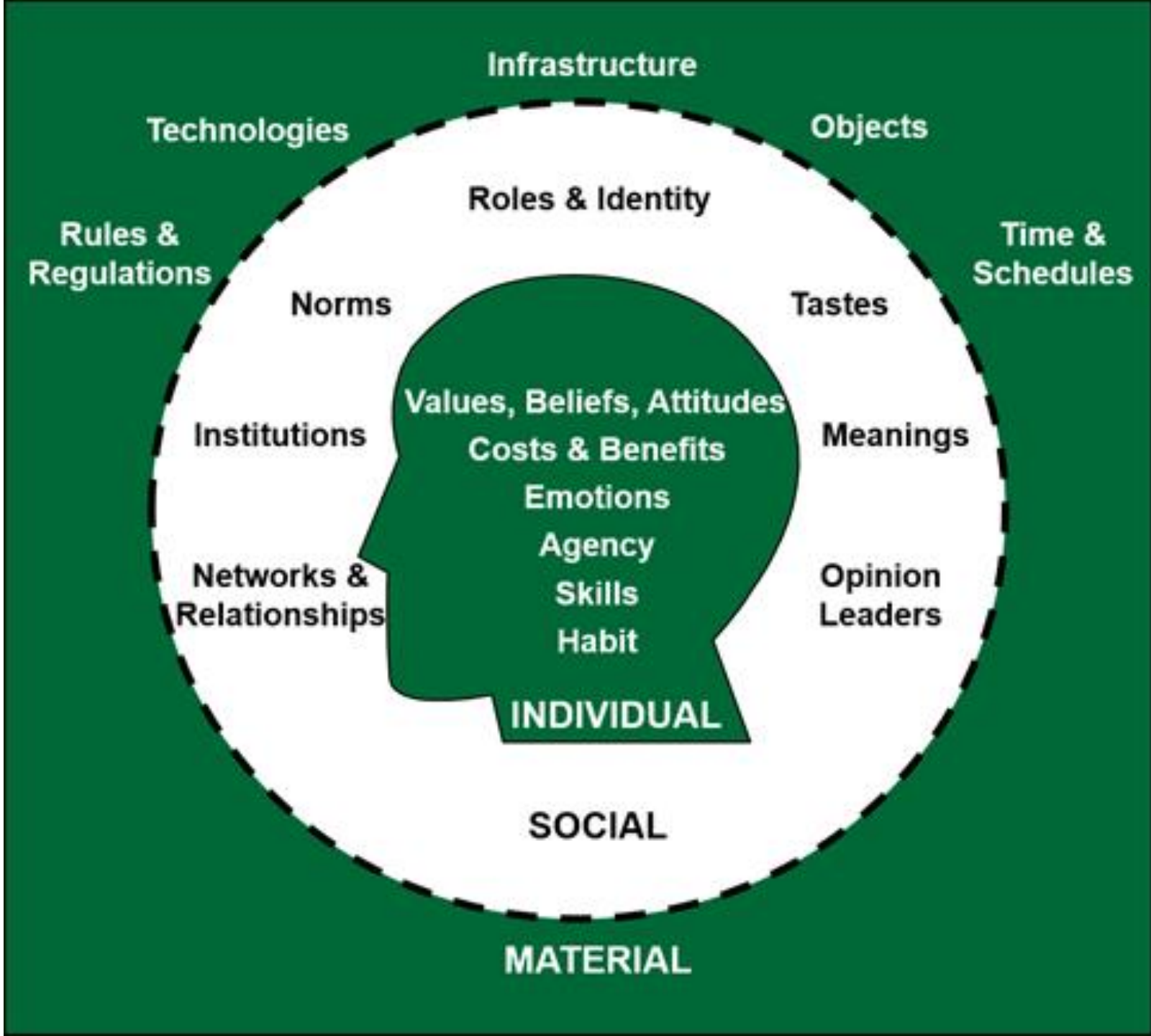
Interventions and competitions

Local events and initiatives supplemented with Cycle October, Winter Wheelers and the UniCycle Challenge

May 2018

End of pilot review and year two planning

Final report published and programme opens up to further institutions



Intervention case studies





Year 1 impact

- 2,014 people have logged a trip, 25% of which are new riders
- 142,422 trips totalling 1,258,112 miles
- Links between operational, research and student stakeholders & with external partners
- Trialled a variety of events & approaches



Year 1 impact

- 72% of those classed as new riders at baseline reported riding at least once a month one month after the Challenge.
- 52% of new riders at baseline reported they are now riding once a week or more one month after the Challenge.
- 51% of those who were occasional riders at baseline reported riding regularly one month after the Challenge.
- For students, 88% of those classed as new riders at baseline reported riding at least once a month one month after the Challenge.
- 98% of participants reported they would take part in the challenge again next year.

And some stories



"The Challenge highlighted to me the many benefits of cycling and more than anything dispelled my fear of cycling in the first place. Since the challenge I have signed up for the cycle to work scheme and currently cycle to and from work daily (apart from when it rains)" – New Rider

"The challenge gave me more reason to be stronger about leaving the car at home and taking the bike each morning" – Occasional Rider

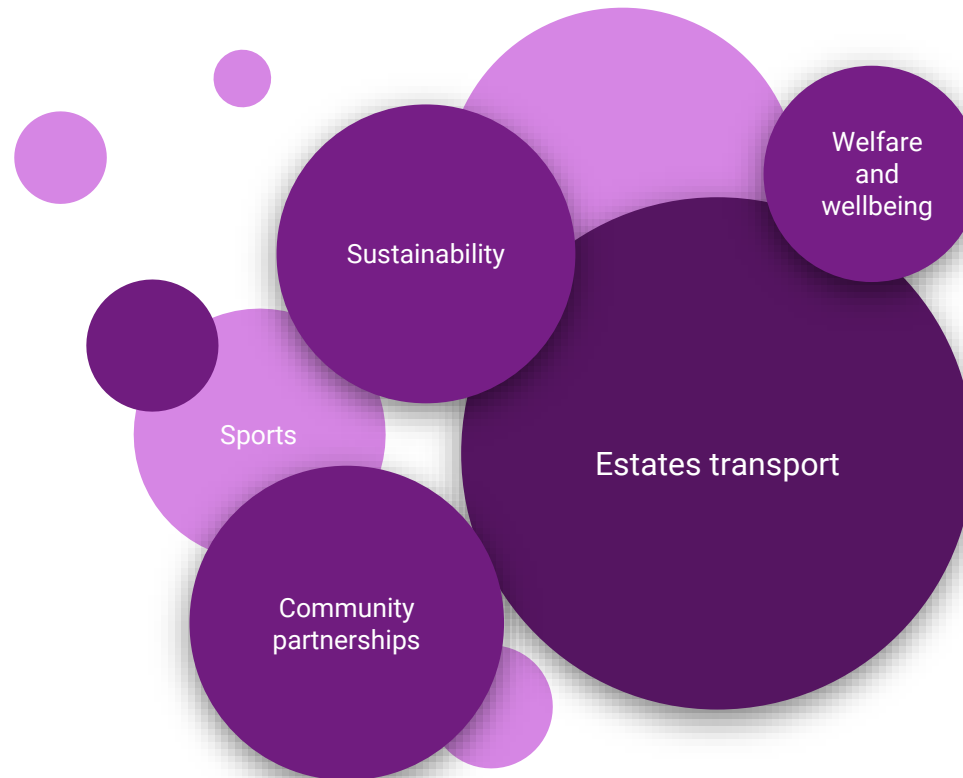
"Prize incentives, weather, length of day and increasing vehicular traffic have caused me to cycle more " – Regular Rider

"I am so proud of everyone here for getting involved. We thought it would be students and maybe a few staff who took it up even though we really wanted to reach staff, and it's worked brilliantly. We are amazed at the results and it's enabled us to reach a whole new audience of cyclists that we previously haven't engaged with before." - Lead contact

Start early



Build a community



Ensure ownership



Provide incentives



Provide incentives



"The Challenge gave me more reason to be stronger about leaving the car at home and taking the bike each morning" – Occasional Rider, staff

"Breakfast got me on the bike that day." – Regular Rider, staff

Empower students



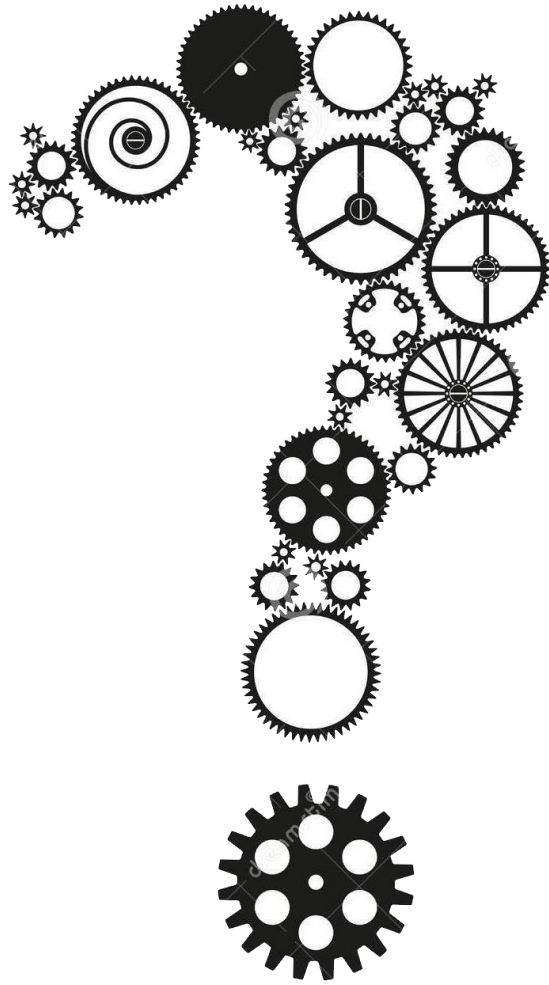
Utilise all comms channels



The Year 2 programme



	Platform and incentives	Community and delivery
<p>Basic membership £2,900</p>	<ul style="list-style-type: none"> Platform (website and app) license and setup Digital marketing assets for 3x annual national competitions Access to national prizes pot Monthly reports on data from app 	<ul style="list-style-type: none"> Remote support for project planning, intervention planning, stakeholder engagement and M&E Attendance at programme review and celebration event Inclusion in central M&E reporting Webinars, support calls, JISCmail ISM workshop and webinars
<p>Fully supported package £6,900</p>	<ul style="list-style-type: none"> Everything outlined above Printed marketing assets for 3x annual national competitions Incentives for encouraging, e.g. first 50 New Riders and their encouragers receive a UniCycle-branded keep cup 	<ul style="list-style-type: none"> Everything outlined above Facilitated project planning, stakeholder engagement and kick-off meeting Initial training for student leads and volunteers Intervention and M&E planning and support On campus support - on campus visits, guided ISM workshop, training etc.



Keeping in touch



- www.nus.org.uk/unicycle for more information and sign-up
- Get in touch:
jack@lovetoride.org
charlotte.bonner@nus.org.uk