

Case Study: Cyclist training

Workstream Marketing

Background

Keen to identify resource efficiencies through internal partnerships, the Smarter Travel team joined up with the Safety Education Team (SET) in the Council, thereby contributing towards joint objectives for both. The SET (highways and transport) has several linkages with STR including cyclist training, Dr Bike, cycle maintenance and scooter training and Walk on Wednesday/accreditation assemblies.

Cyclist training however was the area where this partnership achieved the highest impact.

Approach

It was decided that existing information needed rewording so that it was tailored to the market segments STR research identified as most likely to change behaviour i.e. the Environmentally Aware. The tone used was one of openness and inclusivity to anyone who was interested in the training.

Objectives

- Generate additional enquiries and take-up of adult cyclist training, doubling 2009 training figures (152 in 2009 to 300 participants in 2010)
- Effectively compete with any private training schemes
- Increase take up, specifically from the 25-45 year old male commuter group

Challenges

- High production lead time due to three levels of cycle training leaflets (basic, intermediate and advanced) as well as a lengthy partner approval processes
- Delays in production due to political changes which demanded a cost effective solution to distribution and management of retailer relationships
- Adding value to existing collateral so as not to be criticised for frivolous spending and paper wastage

Distribution

130 outlets (pubs, cafes, sport clubs, local bike retailers outlets, libraries etc) were sent the leaflets. The type of outlet selected was chosen as being the most effective places to reach the target audience. Each type of outlet received a leaflet specific to them (Basic, Intermediate or Advanced) based on their clientele base.

In total, over 8000 leaflets were distributed and upon delivery, contact details were collected and venue managers were requested to log take up for evaluation.

Outcomes

- 50% increase on the cycling page of the Smarter Travel website since April 2010
- 162 adults (59 basic, 81 intermediate, 22 advanced) completed cyclist training by February 2011
- Leaflets are still in circulation and will contribute to the legacy of STR

“The training gave me the confidence to ride on the road. I would recommend it to anyone who needs a boost to their confidence.”

Jude Bowler (resident)

