

# Case Study: Catch up with the Bicycle

## Workstream Stakeholder Engagement

**Budget**  
£15,000

**Duration**  
July to September 2010

## Background

The Smarter Travel team localised the annual Transport for London 'Catch up with the Bicycle' campaign and delivered it in targeted areas across the borough with a view to integrating all the cycling offers available into one package.

## Strategy

To periodically target residents that research identified as most likely to change travel behaviour, with specific cycling messages, using visible on-street, electronic and innovative print channels.

	Use of walk / cycle	Overall potential for change
Hampton Wick	Average	Very High
Twickenham	Average	Very High
Whitton	Average	High
Hampton	Low	High

## Outputs

### a) On-Street

- Posters in libraries, health clubs, youth clubs, local bicycle retailers, high street shops, GP surgeries and schools
- On street, low cost banners
- Leaflets on three levels of cyclist training distributed to town centre managers



### b) Electronic Media

- Online competition with 50 entries
- Feature in workplace e-newsletter sent to all engaged local businesses
- Emails to STR stakeholder database (800+ businesses, schools, campaign groups, tourism contacts etc)



### c) Print

- Richmond and Twickenham Times partnership: An arrangement was made with the main local paper to ensure one of their journalists tried out our cycling offers. This led to a weekly editorial in the paper for eight weeks with the journalist writing a 'cycling blog'. In addition, we invested in eight weeks of paid adverts in the local papers with a combined distribution exceeding 91,000 residents.



## Objectives versus Outcomes

- **Target:** 100 new cyclists registered for cyclist training/maintenance courses between June and September  
**Actual:** 162 new cyclists registered into one of the two courses which is about 13 lessons per month. Prior to campaign, the average number of sessions per month was 11.
- **Target:** 155 bikes covered by Dr Bike visits between June and September  
**Actual:** 878 bikes seen by Dr Bike averaging 290 a month. Prior to campaign launch, approximately 120 bikes a month were seen.
- **Target:** 500 unique visitors on the Smarter Travel website between June and September  
**Actual:** 1915 unique hits after a considerable slump in web visits.