

# 7 reasons to invest in cycling behaviour change in 2021



01

## Get More People Riding Bikes

- Give new riders access to the tools they need to build their confidence
- Mobilise your existing riders - we make it easy and fun for them to encourage and support their co-workers, friends and family to ride too
- Reach new audiences - boost the reach and effectiveness of your existing programmes

02

## Programme Success and Security

Whatever the world throws at us this year, the online nature of Love to Ride programmes means we can keep on rolling. Participation can be physically distanced but our proven approach brings people and teams together, virtually.

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## Year-Round and Ready to Go

The specialist team at Love to Ride provide you with everything you need, including technical set-up and support, promotional materials, communications and easy to follow guidance - you simply plug and play!

04

## Grow Cycling Confidence

Our new online quick courses, such as 'urban cycling skills,' make it easy and fun for people to gain the knowledge and skills to ride safely and confidently. We then signpost riders to local cycle training providers at this critical time, to further develop skills and confidence.

05

## Get Great Data

We'll provide you with key data on programme performance and behaviour change outcomes, so you can demonstrate the return on your investment and highlight achievements with funders. Our new automated trip-tracking app provides you with everyday cycling data, to help monitor and inform infrastructure projects.

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## Localised

We'll work with you to adapt and localise your Love to Ride platform and programme. By bringing stakeholders and local services together and complementing your existing activity and developments, we create valued and tailored resources for the maximum local impact.

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## It's Fun

We focus on making the experience of participating in a Love to Ride program enjoyable and fun. It's one of the main reasons we've been so successful over the years at engaging and encouraging more people to take to two (and three and four) wheels.



Love to Ride provides an effective and safe way to deliver cycling programs in the Covid era. Our city and regional programmes have all seen especially high take-up since Spring 2020.

With Ride it Out and other exciting developments on track for 2021 (including the new automated trip tracking app) we're ready and set to go places with all of our UK clients.

# Cycling behaviour change as part of your wider programme

WE TRAVELLED  
93,984,895 miles



THAT'S TO THE MOON AND BACK  
373 times



## What people say about Love to Ride

### Love to Ride make it easy and fun to get more people on bikes.

By specialising in cycling behaviour change and new rider engagement, we're able to achieve the best results and measure them to demonstrate the local impact.

Achieving change and modal shift is complex, takes time, and deserves a unique approach that addresses specific barriers and motivators.

#### UK clients include:



“ Having Love to Ride on board for our West Midlands Emergency Active Travel Fund programme has brought a critically important element of activation to our new and planned infrastructure.

**Deborah Fox, Head of TDM, West Midlands CA**

“ Better infrastructure is only part of the solution in encouraging people to cycle and walk more. We've invested in a Love to Ride programme with the aim of generating lasting behaviour change.

**Adam Baker, Strategic Lead, Physical Activity, Suffolk CC**

“ When coronavirus arrived, I started cycling to work instead of using public transport. Six months later, I've used the Cycle to Work scheme to upgrade my bike and my son even rides his bike to school each day. We're changing our habits together.

**Laura S, New Rider**

“ The Love to Ride team provide important support for people who access the cycling infrastructure we build. Their specialist approach to cycling has been key, along with the unique behaviour change model behind their online platform, helping generate real-world results.

**Neil Tuck, Sustainable City Team Leader, Southampton CC**

“ I decided to take the plunge and cycle to work and back. I had not cycled for ten years and was quite unfit and underconfident. Love to Ride helped spur me on! I am now a very confident cyclist and in my late fifties, I have never been fitter!

**Stephen T, New Rider**

#### Contact us to get things rolling:

sam@lovetoride.org

07734 833451

# LOVE TO RIDE