

LOVE TO RIDE

Access Fund Cycling Programme

BUILDING A WINNING BID

The DfT has been funding our behaviour change programmes for the last 8 years, through Cycling Demonstration Towns, LSTF, CCAG and the Transition Fund. Since 2008 we have refined and enhanced our platform, the approach and the user experience, with the results speaking for themselves.

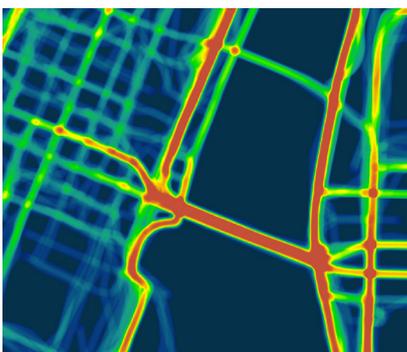
We will help you to build a winning bid by providing a proven programme that ticks the right boxes in the Access Fund criteria and helps you achieve measurable outcomes. We'll also save you time by handling the end-to-end delivery of the programme, across the 3 years of the Access Fund.

WORK WITH THE EXPERTS

Love to Ride is the online platform and proven behaviour change programme that gets more people cycling. We work right across the UK and have run more than 160 projects in 10 countries engaging 10,500 organisations and 202,000 people. Following local interventions from Love to Ride, on average 31% of new riders and 32% of non-commuting existing riders start riding to work weekly.

CORE BENEFITS

- 1) Proven approach to getting more people cycling, and for transport trips (we've been getting great results in the UK since 2008).
- 2) Data - you get GPS, survey and behaviour change data.
- 3) Easy to implement - we do the work to achieve the project outcomes.
- 4) Year round programme - people can take part at any time, with three focussed campaigns to really drive engagement.
- 5) Build your database of local businesses, and new and existing riders.
- 6) Promote all your other sustainable transport initiatives to the business and participant database.
- 7) Great value for money - demonstrated in a comprehensive evaluation report.
- 8) Project evaluation and behaviour change analysis over the full 3 year term, providing unique insight.



GPS DATA

Get GPS data for every ride people do, all automatically logged by smartphone technological magic, without users having to press start or stop or anything!

This data links revenue and capital funded projects by helping shape infrastructure developments. [Learn more here.](#)

Annual timeline:

JAN

FEB

MAR



Ride to Work Week

APR

MAY

JUN



Bike Week

JUL

AUG

SEP



National Cycle Challenge

OCT

NOV

DEC

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ROLLING THROUGHOUT THE YEAR

A year-round rolling programme of activity and engagement has been created to grow cycling locally, as part of your broader sustainable travel developments.

MARCH

Ride to Work Week: Spring is in the air and what better time to give riding to work a go. This campaign is a great way to discover riding to work and for those that already commute by bike, an opportunity to get into the habit of riding daily, and encourage others to try it out too.

JUNE

Bike Week Promotion: Encourage people to ride during Bike Week and take part in events. People at events log rides on their local Love to Ride site to go into the prize draw. This grows your database and gets these people included in your monitoring, as they fill out a short baseline and follow-up surveys.

SEPTEMBER

National Cycle Challenge: runs throughout September. Workplaces and teams compete to see which can encourage the most staff to ride a bike. This proven programme includes live league tables, prizes, evaluation, and a comprehensive local marketing and engagement campaign.

HOW WE SUPPORT YOUR BID

1. Providing content for your bid – clearly outlining the opportunity and value of including a Love to Ride programme within your bid.
2. Letter of Support - as behaviour change experts we will state how our work specifically meets the Access Fund criteria. value of including a Love to Ride programme within your bid.
3. A scoping document - on how we will encourage cycling locally and support your Access Fund programme. This includes a budget breakdown.

BUDGETS

We have developed a year-round programme to meet a range of budgets that vary depending on local/regional requirements. Generally these budgets sit between £35,000 and £55,000 per year.

NEXT STEPS

Express your interest and find out more - get in touch with Sam.



Interested in finding out more?

We can send you more information. Give Sam a call or send him an email:

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General Manager

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