



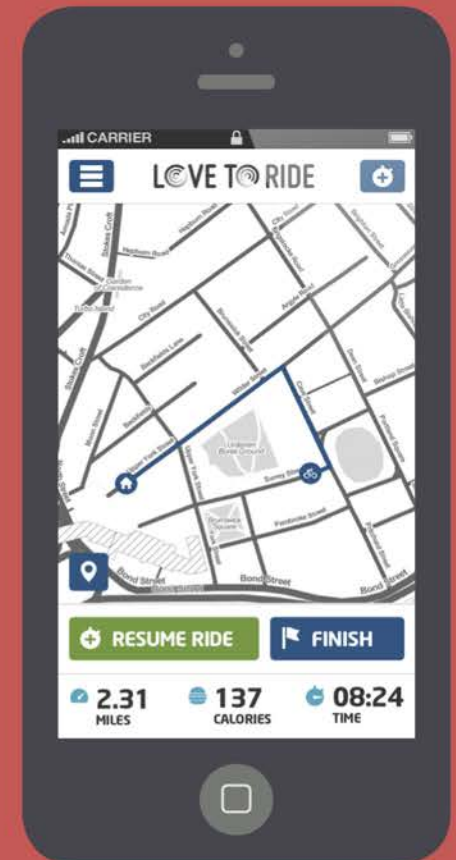
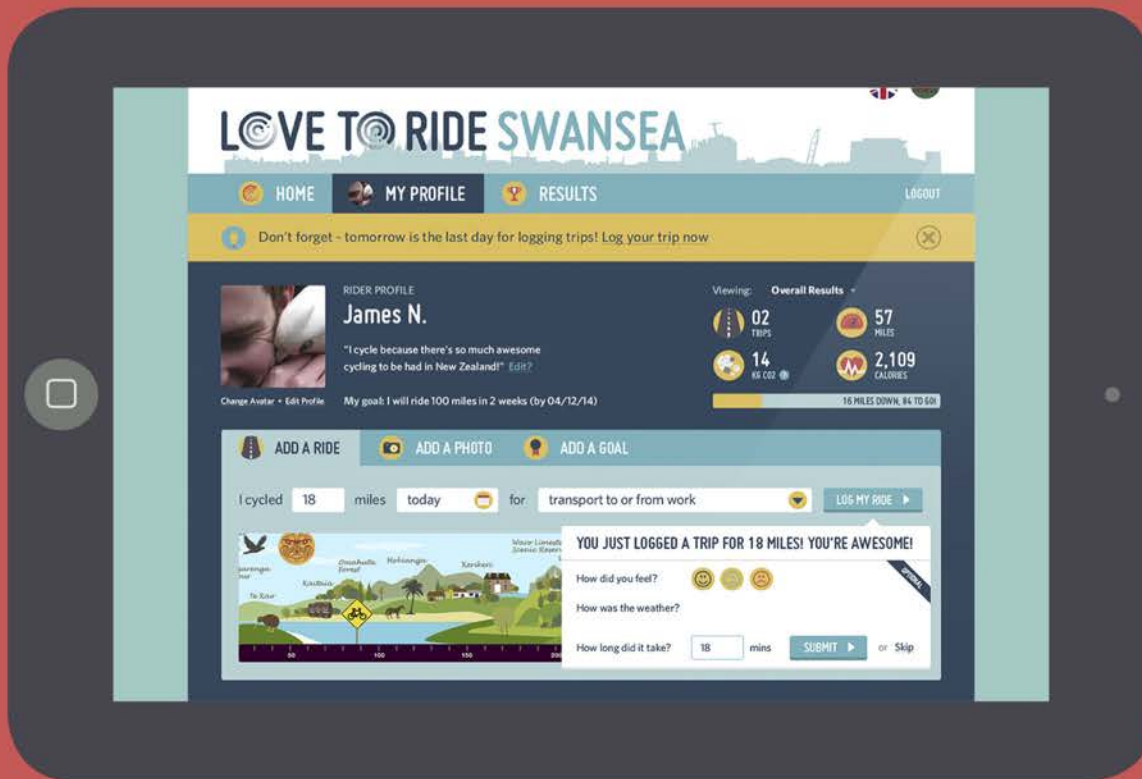
lovetoride.net/unicycle



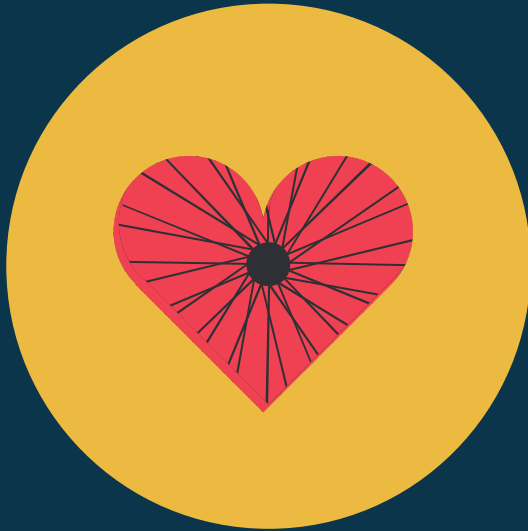
LOVE TO RIDE

LOVE TO RIDE

The cloud platform that gets more people riding bikes



Today



- Quick Intro + Background
- Year of the Bike
- The Uni~Cycle opportunity
- Questions



LOVE TO RIDE

Love to Ride

The online platform and programme that makes it easy and fun to get more people riding

HOME

MY PROFILE

RESULTS

INFO



Thomas Stokell



Logout



RIDER PROFILE

Thomas Stokell

"I cycle because it's just such a quick and fun way to get around town and it makes me feel like a million bucks!" [Edit reason](#)

My goal: burn 3 pints of beer in 1 week

Settings

Viewing: **Overall Results** • Challenge



173
TRIPS



2,453
KILOMETRES



189
KG CO₂



56,394
CALORIES

2.15 PINTS OF BEER DOWN, 0.85 TO GO!



ADD A RIDE



ADD A PHOTO



ADD A GOAL



INVITE FRIENDS

I cycled

16

kms

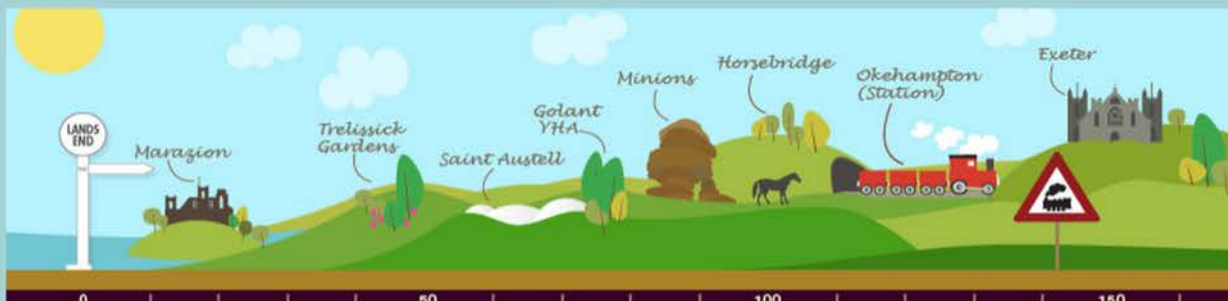
today



for

transport to or from work

LOG MY RIDE



Currently riding through



Invite People • Leave

Traction

12 countries

4 languages

260,000 users

59,000 new riders

11,500 organisations



Getting Results



30% of users are
new riders

40% of new riders
continue riding
weekly

YEAR OF THE BIKE – 2017

200 Years ago...

Annual timeline:

JAN

FEB

MAR



Ride to Work Week

APR

MAY

JUN



Bike Week

JUL

AUG

SEP



Cycle September

OCT

NOV

DEC



Winter Wheelers











1817 >> THE DRAISIENE BICYCLE <<



2017 >> THE COMMUTER BIKE <<

LOVE TO RIDE

POSITION	LOGO	COMPANY	PARTICIPATION
1 st		<u>University of Exeter</u>	7.4%
4 th		<u>University of Edinburgh - STAFF</u>	1.3%
6 th		<u>Bournemouth University</u>	12%
7 th		<u>University of London</u>	10%
17 th		<u>Leeds University</u>	1.0%
21 st		<u>Lancaster University</u>	2.7%
36 th		<u>Leeds Beckett University</u>	1.5%
44 th		<u>Teesside University</u>	3.9%



ORGANISATION PROFILE
University of Exeter

All Time ▾

 **Joel Smith**
 CHALLENGE CHAMPION

 **9.3%**
 PARTICIPATION

 **372**
 OUT OF 4,000 STAFF
 CYCLING

 **38**
 NEW RIDERS

 **159,895**
 MILES CYCLED


[See more stats](#)

Let's get more people riding & smiling! **INVITE PEOPLE TO JOIN!**


LOVE TO RIDE DEVON ALL TIME STATS

-  **191** ORGANISATIONS
-  **3,833** PEOPLE
-  **798** NEW RIDERS

ACTIVITY

 **Phil Sansom** biked 12 miles to/from work 

TOP ENCOURAGERS

 Encourage someone to ride today and win great prizes!



Uni~Cycle



What is Uni~Cycle?

- ✓ A proven tool for positive change
- ✓ Behaviour change programme to grow and monitor levels of cycling amongst staff + students in HEIs
- ✓ National partnership to address local and institutional issues through increasing cycling
- ✓ Friendly competition within and between HEIs to see which departments and universities/colleges can get the highest % of staff + students to try riding a bike



LOVE TO RIDE

Uni~Cycle



Why are we doing this?

- ✓ Change behaviour at pivotal time
- ✓ Develop the Uni~Cycle platform and programme
- ✓ Deliver a successful pilot programme in Glasgow
- ✓ Develop the national partnership
- ✓ Grow interest + reach amongst HEIs
- ✓ Establish case studies
- ✓ Share the outcomes + benefits
- ✓ Strive for sustainability for long term impact



LOVE TO RIDE

Uni~Cycle



How will it work in practice?

- ✓ Web platform to host + monitor activity
- ✓ Marketing materials + events
- ✓ User communications + support
- ✓ Register, Ride, Record = Results!
- ✓ Fun competition (within/between Unis)
- ✓ March = students
- ✓ September = staff
- ✓ Year-round engagement + evaluation



LOVE TO RIDE

Uni~Cycle

What does it cost?

- £5-10,000 per year
- 12-month rolling programme

Return for investment

- ✓ 75 cycle to work scheme sales (staff) = £7,500 annually
- ✓ Happier, healthier, wealthier staff + students
- ✓ Reduced absenteeism / increased productivity, retention
- ✓ Reduce car parking issues
- ✓ Tackle local congested roads



LOVE TO RIDE



LOVE TO RIDE UNICYCLE

@UniCycleGlasgow



HOME

RESULTS

INFO

REGISTER

LOG IN



Let's get more people riding!

Throughout March the Glasgow Bike Station are rolling out an exciting new campaign to boost cycling at Colleges and Universities in Glasgow. With tailored guidance and tips, friendly competition within and between institutions, lots of great prizes, and events and offers to help get you started, it's a great time to take up riding in Glasgow.

Join the UniCycle Challenge today! [Follow on Twitter](#) & [like on Facebook](#) for updates.

FIND OUT MORE

REGISTER

1



REGISTER. IT'S FREE

2



RIDE FOR 10 MINUTES OR MORE

3



RECRUIT FRIENDS & COLLEAGUES

4



WIN GREAT PRIZES

ACTIVITY



Mandy Mac Lean biked 22 miles for fun/fitness



f SHARE COMMENT



Damian Moorhead biked 19 miles for fun/fitness



f SHARE COMMENT



Ines Winz hiked 2.7 miles to a



PHOTO GALLERY



Get up the hill easy :-)) on my Volto

UNICYCLE ALL TIME STATS



4 ORGANISATIONS



60 PEOPLE



2 NEW RIDERS



31,997 MILES



2,655 RIDES



[Settings](#)

RIDER PROFILE

Thomas Anthony

[JOIN A TEAM](#)

"I bike because ..." [Edit reason](#)

Stats: **All Time** ▾

 **0**
TRIPS

 **0**
MILES

 **0**
KG CO₂ 

 **0**
CALORIES

My Badges

 No badges yet! [Take a look](#)

 **ADD A RIDE**

 **ADD A PHOTO**

 **ADD A GOAL**

 **INVITE FRIENDS**

 **BADGES**

I biked miles ▾  for [LOG MY RIDE](#) ▶



Automatically record your rides and win!

By connecting the 'Moves' app, your rides will be logged automatically. You don't have to press start or stop. [Learn more](#)

Connect with:



[Hide this](#)

MY POINTS

[DISTANCE POINTS](#)

[DAY POINTS](#)

[EXISTING RIDER PTS](#)

[NEW RIDER PTS](#)

[TOTAL POINTS](#)

Thomas Anthony

Points for riding start on Sunday May 1

0

0

BIKE MORE CHALLENGE

May 1st - 31st



Automatically record your rides and win!

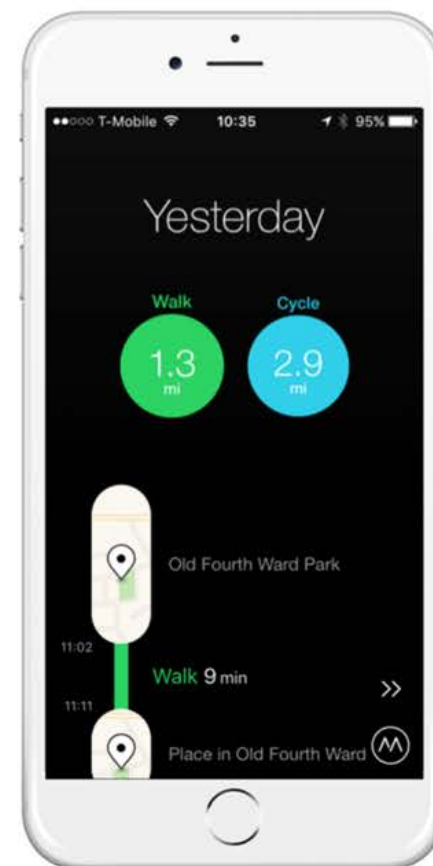
Download the 'Moves' app and...

- **Your rides will be recorded automatically** - you don't need to worry about pressing 'start' or 'stop' on an app when you ride.
- **Win prizes!** You'll go into our prize drawings... automatically!



How does Moves work?

The Moves app uses your phone's accelerometer and GPS know when you're riding your bike. It then passes this trip data to your Love to Ride profile, we record the ride and put you into the draw for prizes.



It's easy!

1. Download Moves on your phone

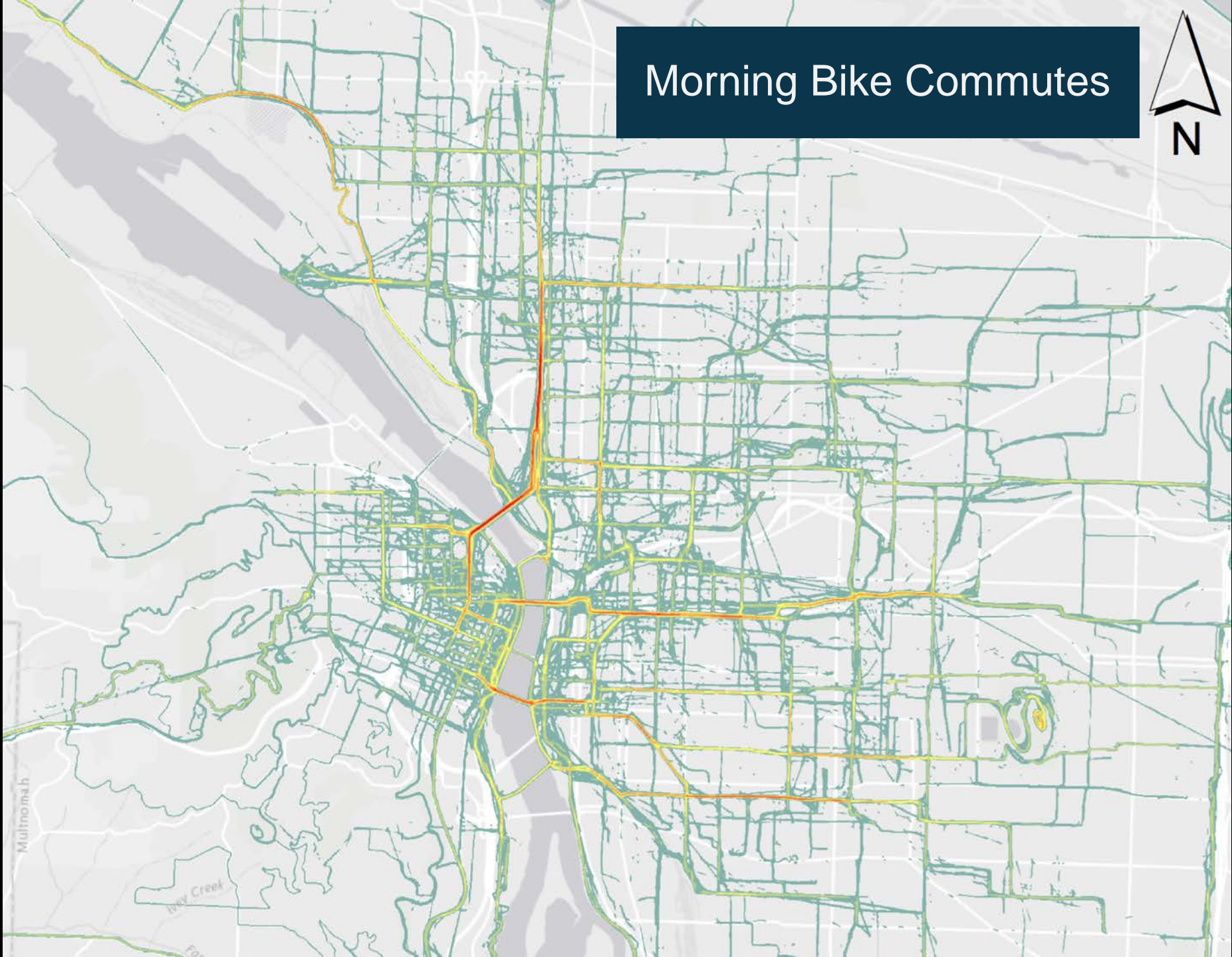
2. Click here:

[Connect with Moves](#) 

Improve your city for cycling

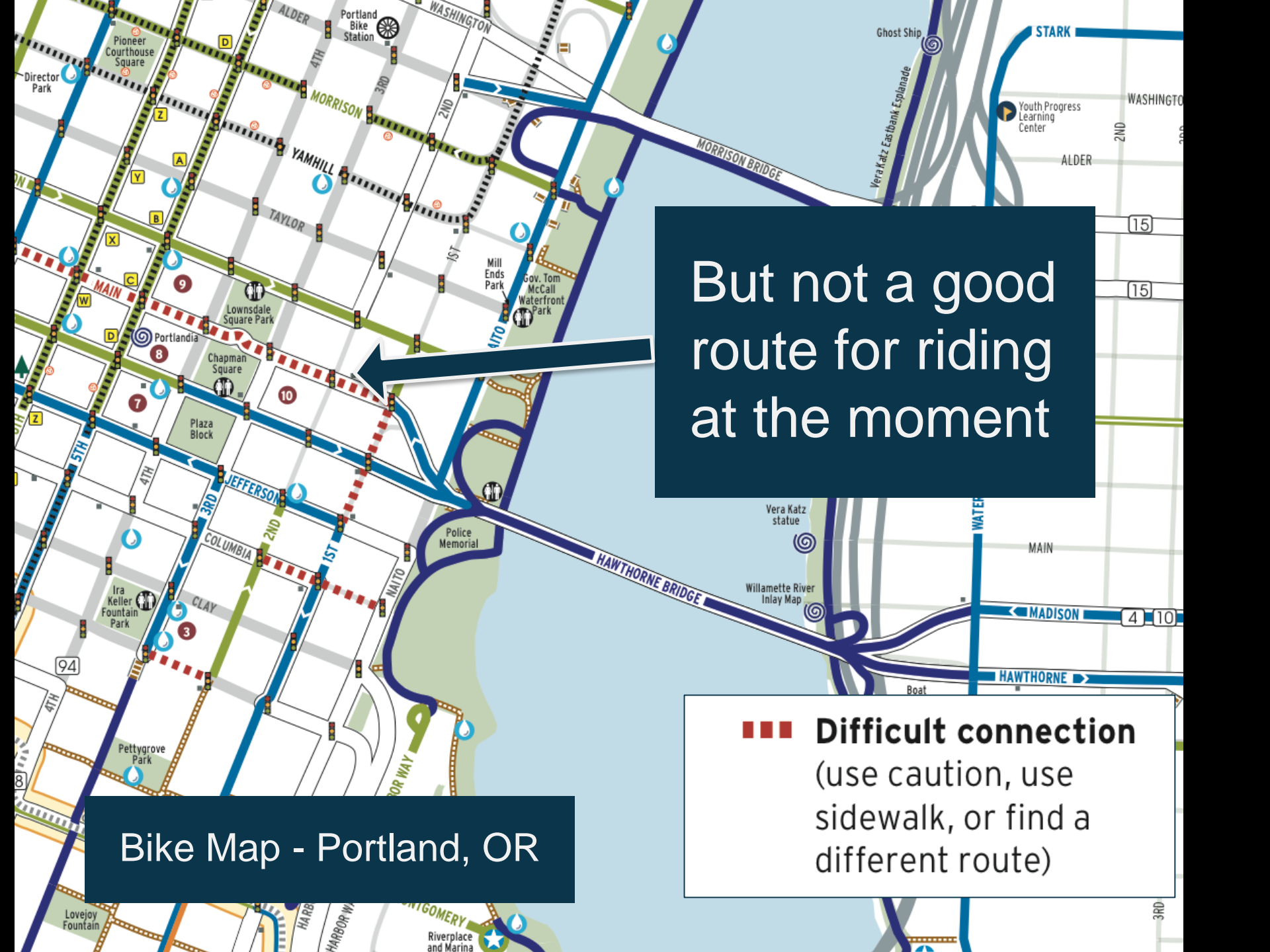
You'll also be helping make your city safer for people who ride. [Learn more](#)

Morning Bike Commutes



Multnomah

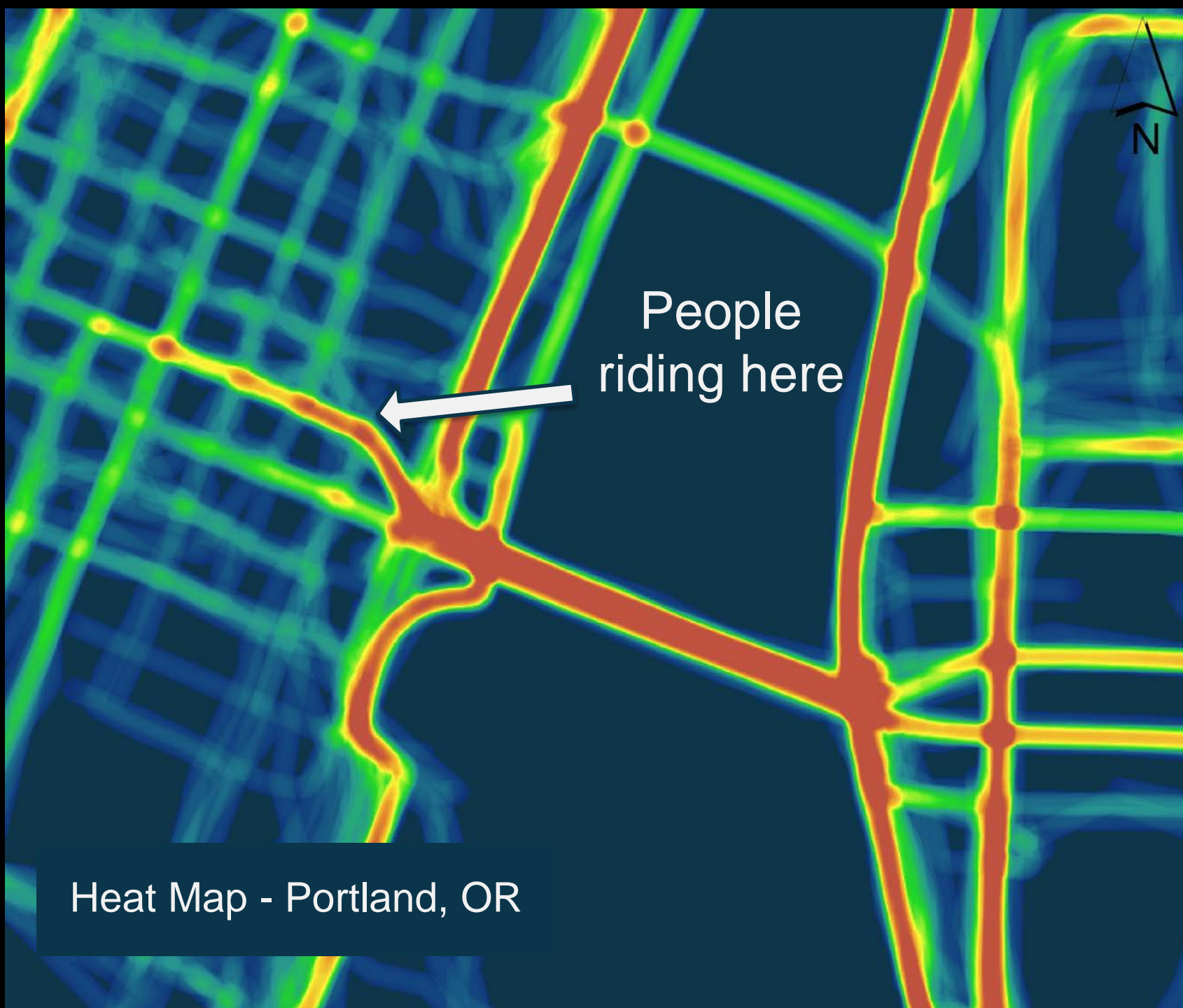
Ivy Creek



But not a good route for riding at the moment

■ ■ ■ **Difficult connection**
(use caution, use sidewalk, or find a different route)

Bike Map - Portland, OR



People riding here



Heat Map - Portland, OR

Partnership

March 2017 pilot

Rolling registration

NUS Green Impact scheme

EAUC HEI membership+ staff

DfT Innovation Challenge Fund

Sustainability...



LOVE TO RIDE

Summary

- Fun team-building exercise for staff + students
- Promote + support cycling
- Prizes + incentives to achieve this
- Significant, measurable + lasting behaviour change impacts
- Significant development for sustainable transport in HE sector
- Boost outcomes in national events
- Measure + evaluate impact outcomes
- Benefit from broad range of positive outcomes



LOVE TO RIDE

Thoughts?

Questions?

Ideas?



LOVE TO RIDE

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