



LOVE TO RIDE

Cambridgeshire and Peterborough

1 October 2022 – 30 April 2023,
with addition of The Bike Month Challenge.



956

People riding



43

New riders



68,600 lbs

CO2 saved



494,909

Miles ridden



218

Workplaces



38,755

Trips taken



18,361

Transport trips



Agnieszka K riding off into the sunset

"I think this is a great initiative. Not FORCING people to ride, but encouraging and being supportive."

- Emma at MRC Laboratory of Molecular Biology



38%

of active new riders became occasional or regular riders



21%

of active occasional riders became regular riders

RIDER DATA

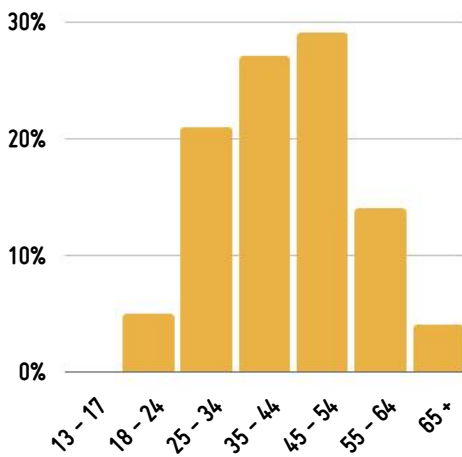


Male Female Non-binary and other gender responses

Gender

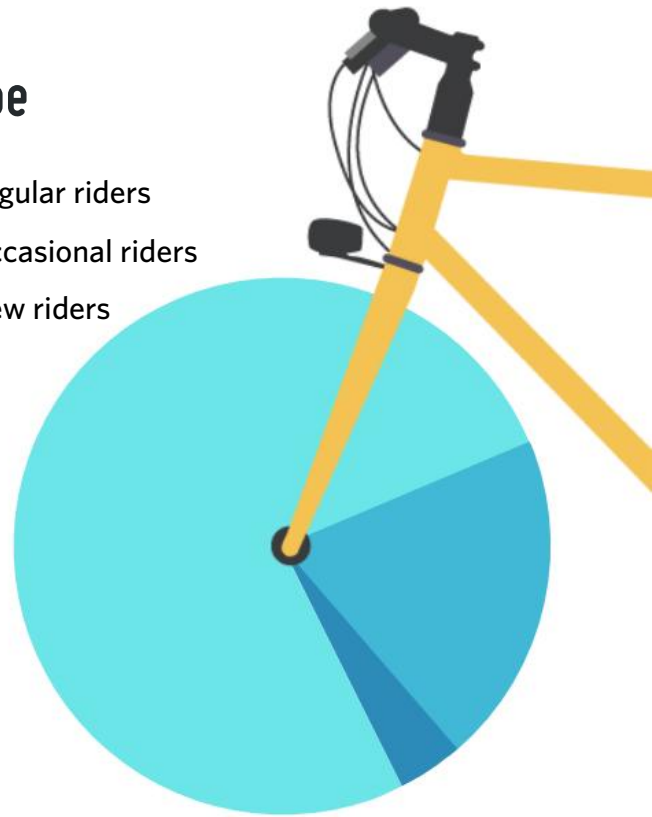


Age

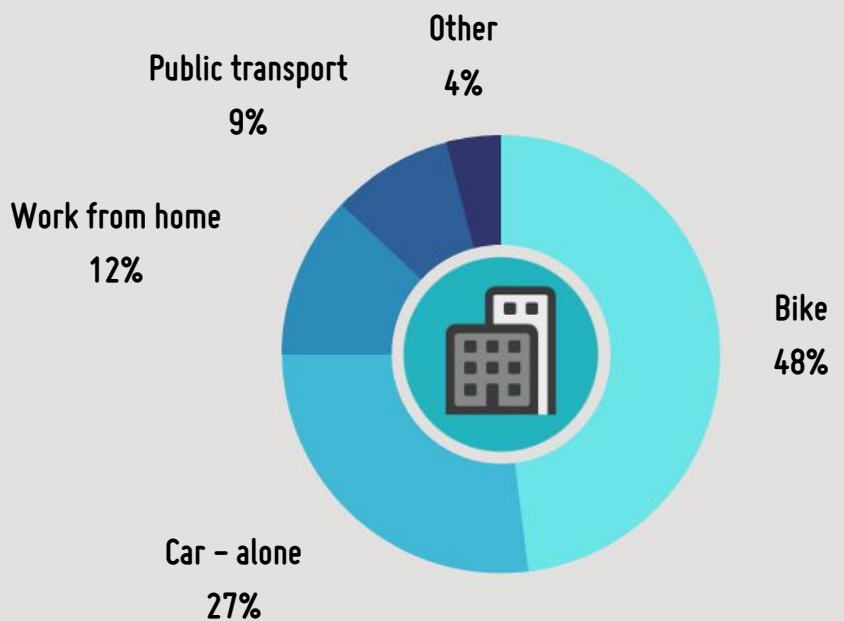


Rider type

- 76% Regular riders
- 20% Occasional riders
- 4% New riders

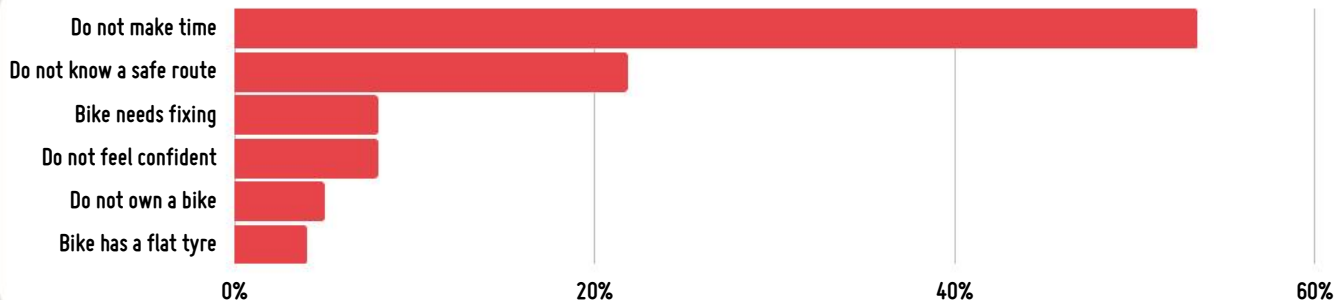


Usual mode of transport to work

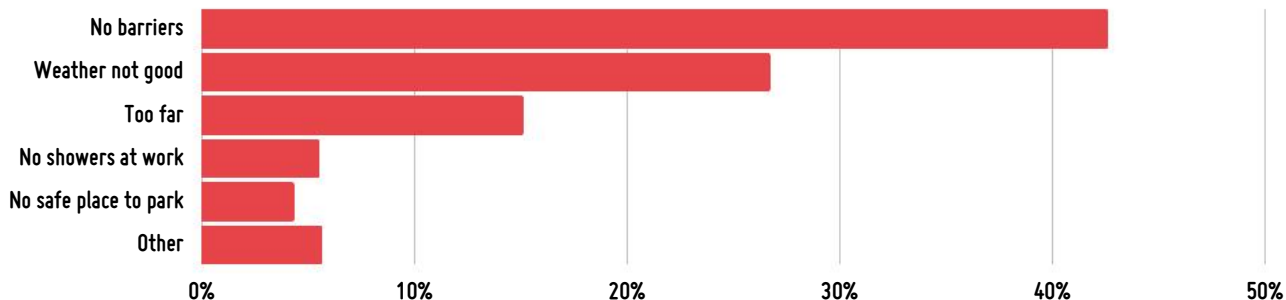


Barriers and motivators

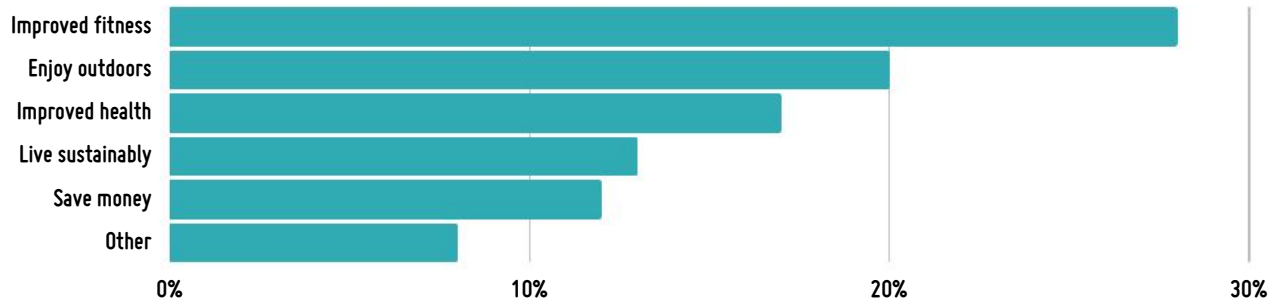
Barriers to riding more – new to occasional riders



Barriers to riding more – occasional to regular riders



Motivators for riding more – all riders



Biketober



149
Workplaces



544
People riding



78,538
Miles ridden



3,117
Transport trips

Winter Wheelers



366
People riding



28,471
Miles ridden



1,392
Transport trips

Spring Campaign



743
People riding



204,755
Miles ridden



6,787
Transport trips

Bike Month Challenge



211
Workplaces



893
People riding



153,061
Miles ridden



4,860
Transport trips



410

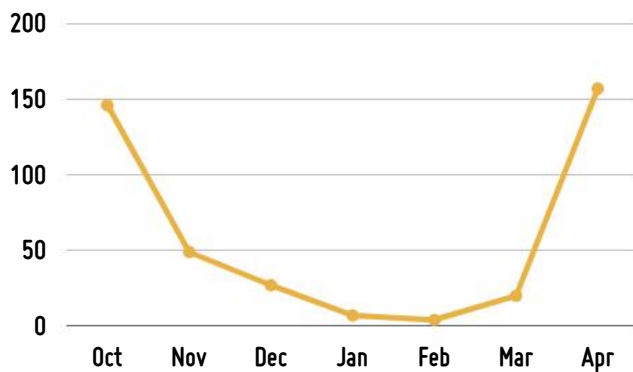
New users
joined the
platform



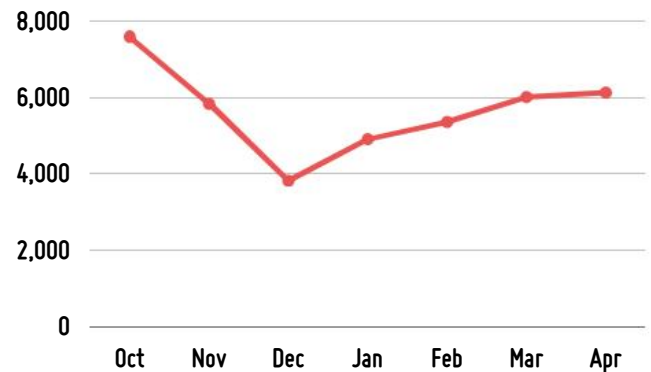
78

Of those users
were new to
riding

New users by month



Trips taken by month



Summary and general trends

Love to Ride Cambridgeshire and Peterborough started strongly with the Biketober campaign in October 2022. Jumping quickly into a new challenge, we saw positive results from the beginning. The Bike Month Challenge has had great results across all areas, with most numbers doubling compared to Biketober, especially the number of new rider registrations and new user accounts. This shows the growth of Love to Ride since the project started and the importance of running multiple campaigns a year. Outreach with the local community has been important for these results and promotion of Love to Ride across the combined authority has allowed us to grow the numbers well in the last 8 months. Engagement via webinars, presentations, press releases and the use of our Promo Packs have allowed us to establish relationships with community groups. Running Facebook advertisements has also been a huge success over the last couple of weeks with 56 new registrants in one weekend and over 1,000 clickthroughs. Using a mixture of engagement techniques alongside Gabriella building contacts with businesses across the region has seen a big uptake in more companies participating. Overall, a fantastic first year for the combined authority and we're looking forward to what the next few months bring!