



Gearing Up Phase Evaluation January 2007

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1. Background

It was essential for Cycling England to use the gearing-up phase, in which Bikeability was trialled among 5,000 children across 8 locations in the UK, as a learning exercise in order to establish a successful fulfilment model for national roll out.

Timings

This evaluation process took place between November '06 – January '07

Objectives

- Gather key learnings and experiences that will help shape Bikeability delivery and ensure a smooth and successful roll out with long lasting impact and success.
- Establish the most effective method of getting the Bikeability collateral in the hands of children.

Methodology and Target Audiences

Blue Rubicon (BR) created tailored questionnaires through consultation with YouGov and Phoenix Consultancy for:

- Scheme organisers (1-2 in each location e.g. local authorities/charities/independent companies)
- Scheme providers (1-2 in each location – may overlap with the above)
- Instructors (1 in each location – may overlap with the above)
- Teachers
- Parents
- Children

BR received high quality feedback with over 60 in-depth interviews in total.

BR undertook 12 in-depth over the phone interviews with representatives in:

- Merseyside
- Exeter
- Essex
- Cornwall
- Isle of Wight
- London Borough of Kingston
- Manchester
- Hertfordshire

Phoenix Consultancy visited Combs Ford Primary School, Stowmarket and Alphington Primary School, Exeter and undertook 35 in-depth face to face interviews with:

- School teachers, headteachers, PE teachers and support staff
- Parents
- Children who had completed the course

They undertook further focus group sessions with 16 children and parents

2. Executive Summary

Our findings show that Bikeability training has already made a dramatic impact on the lives of those who have taken part:

- 83% of **scheme organisers, providers and instructors** stated more children are cycling to school as a result; 58% stated other schools were now enquiring about Bikability awards
- 71% of **teachers** felt more confident themselves with children cycling on roads post Bikeability training; 57% stated parents and children were now asking for places on future awards
- 60% of **parents** felt more confident with their children riding on the roads
- 100% of **children** stated Bikeability training had helped them become a better cyclist and feel more confident on roads; 89% believe their parents are happier with them cycling now and 67% say they are cycling more

There was strong anecdotal evidence to suggest that not only had the Bikeability training increased confidence amongst parents and children but also amongst teachers/schools. Scheme organisers, providers and instructors commented that many schools who previously hadn't allowed children to cycle to school have begun requesting Bikeability training. Feedback also suggested that this training had most impacted children with learning difficulties or those socially excluded – allowing them to grow in self esteem and gain a sense of achievement.

The overall response to the Bikeability brand and award materials was overwhelmingly positive. Badges and booklets were rated highly with some helpful feedback given on how the booklets could further complement and support the training. Thorough feedback was given on the certificate in order to make it more user friendly for instructors. The majority felt that the award materials were collectable enough to sufficiently encourage children to pursue the next level. An instructor commented: *“The materials are great as they look collectable... I feel really proud giving them out – they're really appealing to young kids” (Instructor, Kingston).*

With 84% of scheme organisers, providers and instructors stating that the materials fit naturally with what they already do and 86% of teachers stating that the training had been self sufficient and easy to implement, the only problem all could foresee was supply and demand. A teacher commented: *“We have 500 children who currently want to take part! We fear this is too many. Supply will not meet demand” (PE teacher, Stowmarket).*

The research showed that teachers, parents and children alike view Bikeability training as a valuable tool necessary for today's children. A parent commented: *“We come from a busy town where Adam wasn't allowed to ride on the roads but he's got a lot more confidence since participating in the scheme. Every child should have the opportunity to participate in the scheme” (Stowmarket).* Reflecting this, teachers and parents declared that parents would be willing to pay for the awards materials in accordance with the rate they currently pay for other clubs such as gymnastics. Forty percent suggested they would be willing to pay £2-3 per level. Whilst the majority of scheme organisers, providers and instructors thought the award materials should be provided free they were willing to means test this.

Most of those interviewed wished for the distribution to remain with teachers and instructors – who personally hand out awards. High importance was placed on the involvement of local people and, in particular, local schools – ensuring their buy-in.

In terms of merchandise, whilst instructors and teachers felt it was unimportant, interestingly, parents and children thought it a good idea. Merchandise they rated highly focused on safety equipment such as helmets and lights but also small, promotional items such as key rings and stickers.

In terms of back office support all scheme organisers, providers and instructors wanted to receive pre-packed materials from Cycling England and were unsure at this stage as to how many or how often these would need to be ordered. However, they were confident that they would require a webshop, email ordering service and dedicated phonenumber (available during work hours). Teachers and parents similarly requested email facilities and a phonenumber for any advice they may need.

In terms of ongoing communication from Cycling England - all groups were eager to have a bespoke area of the website dedicated to them and were also keen on an email newsletter and a magazine.

3. Recommendations

Pricing:

There was an understandable reluctance from scheme organisers, providers and instructors to take money off parents. This remains a significant area for further discussion.

- Widespread agreement from parents and teachers showed parents would be willing to pay **£2-3** in accordance with gymnastics training.
- This raises questions about logistics and who would collect the money – which was of major concern to scheme organisers etc. Clearly for organisations like ASA this is far easier to fulfil as everything is run through a central office

Award materials:

Minor tweaks will need to be made to the materials.

- Overhaul the design of the **certificate** to ensure it is user friendly for instructors (A5 in size and including an area for feedback etc.) and more appealing to children (creative and vibrant). Provide in print and electronic format. Make both formats available at point of ordering so that only those who request hard copies via the webshop/email/phoneline will be sent them. All others will receive an electronic certificate available on a toolkit for them to add their logo and print themselves
- Rework the design of the original **plastic folder** to accommodate all three booklets. This will only be handed out to children who complete Level 1 for them to collect all three booklets within. This will ultimately reduce cost in terms of the numbers required and with regard pre-packing (only level 1 would need to be pre-packed within the folder itself).
- Find an alternative colour for **badge level 1** – pink is not appealing to boys
- Amend **booklets** to include key learnings and specific course content for each level – to reflect the training the children will have received. Work in association with CTRG to create a checklist page e.g. 10 x bullets of essential learnings at each level

Distribution:

- Schools involvement is vital and we would recommend award materials continue to be handed out by local instructors and teachers.

Maintaining Momentum and Promotional Literature:

- Create a toolkit for scheme organisers/providers/instructors including checklist for parents and teachers to be given out before the children take part in training (see below), posters, leaflet, banners and a letter to parents to inform them their children have passed each level to be given out after successful completion of each level. This letter was analysed in the focus groups and parents responded well – this letter should include Cycling England contact details, website address, phoneline number etc.
- Create a DVD for schools – particularly to target headteachers.
- Specific attention should be focused on creating interest in level 3 and re-engaging children at secondary school. Further consideration to be placed on this area with the possible options of a letter to headmasters or a leaflet for parents

Guidance Materials:

Whilst the majority were impressed with the awards materials and felt they were perfect for children, some scheme organisers/providers/instructors, teachers and parents felt a little unsure as to their role and responsibilities prior to training. We would recommend:

- Creating a checklist for parents and teachers (to be included within the toolkit for instructors) to be given out by instructors/teachers prior to training and informing parents of the correct equipment and clothing for their children and an outline of what the children will be learning
- Updating and distributing the Bikeability Bible to all scheme organisers and providers involved in the national roll out

Back Office:

In order to reduce time and costs for scheme organisers/providers/instructors we would recommend providing:

- Pre-packed award materials
- A webshop, dedicated email and phonenumber (open during business hours) for the placement of orders

Website/Communication:

- Create dedicated areas on the website for each group with a general website enquiry form for all
- The children's website area to offer games and competitions with prizes of bikes and bike accessories – along with up to date DVDs and CDs
- All were happy to receive a Cycling England newsletter and magazine – however, this raises questions around building and maintaining a database by working with local instructors and sharing data

Merchandise:

- It is questionable, at this stage, whether appetite would mean this activity is worthwhile. There was a moderate response to this with safety items and low cost promotional items rating highest. At this stage we do not feel this essential or worth the investment.

Benchmarking:

- We would strongly recommend benchmarking teachers, parents and childrens behaviour and beliefs before and after training in our 10 regions. This will help us quantify on a larger scale the uptake in cycling and the increase in confidence. The poll/survey will be based on the ones devised for this report and we would work closely with instructors to gather contact details for a random pool of 100 children, parents and possibly teachers to question them prior to training and 6-12 weeks later.

4. Detailed Feedback

Overall Experience of Bikeability

Scheme Organisers, Providers and Instructors

“The concept of Bikeability is now easier to sell and it’s made all the difference”

(Scheme provider, Essex)

- 100% positive feedback
- 67% feel it went **very** well
- 33% feel it went **fairly** well

When asked about their overall experience, positive elements of the Bikeability pilot were attributed to the re-brand and new award materials.

The re-brand

- *“Bikeability is one brand and one national syllabus which makes much more sense than the current disjointed and fragmented national system” (Instructor, Kingston)*
- *“I am happy with the new name and Bikeability brand. The concept of Bikeability is now easier to sell and it’s made all the difference” (Scheme provider, Essex)*
- *“Bikeability is a good modern name that should stand the test of time like the cycling proficiency did” (Scheme organiser, Kingston)*
- *“Bikeability is a vast improvement. The training is better, content of course is better and resources are better” (Instructor, Manchester)*
- *“Due to the re-brand everyone wants to be involved. We’re even doing Bikeability during PE time. It’s modern and fun. Parents recognise their children haven’t had the opportunity to cycle much before now” (Teacher, Cornwall)*

The new awards materials

- *“The new resources are an enormous improvement to the old style proficiency pack. The content is now up to date and more appropriate for today’s young people” (Scheme provider, Kingston)*

One suggestion was raised regarding a smooth national roll out:

- *“I think there should be a Bikeability Training Manual for towns and boroughs not already running training schemes as this may be a new system for some” (Instructor, Exeter).*

We believe that this is easily addressed through a thorough distribution of the Bikeability Bible prior to the regional roll out.

Teachers

“The course was really enjoyable. It let less able children gain a sense of achievement” (Exeter)

“We have 500 children who currently want to take part! We fear this is too many and supply will not meet demand” (PE teacher, Stowmarket)

- 100% felt the Bikeability pilot went **very well** and is necessary for today’s children
- 100% stated that the children **enjoyed it**

Positive feedback centred on the impact it had had on children:

- *“We’ve had such great feedback that we’d like to do more of these” (Stowmarket)*
- *“Pupils love it. It was done in class time so there was a lot of excitement” (Exeter)*
- *“Less able children academically were able to excel and it boosted their confidence” (Exeter)*

Suggestions for a smooth national roll out included promotional items for schools and guidance for teachers, parents and children:

- *“Need more information on what’s expected and needed from schools, parents and children. A DVD would be good” (Exeter)*
- *“The weather has not been good. Perhaps you could create intensive sessions in the holidays such as. 2 day courses in summer holidays. Then the weather is good and kids can practice in daylight for longer” (Headteacher, Stowmarket)*
- *“It would be good to have additional language support” (Exeter)*

Parents

“We come from a busy town where Adam wasn’t allowed to ride on the roads but he’s got a lot more confidence since participating in the scheme. Every child should have the opportunity to participate in the scheme” (Stowmarket)

- 100% believe Bikeability is necessary for today’s children
- 100% felt their children really enjoyed it
- 80% felt the Bikeability pilot went very well
- 20% believe it did not go well (due to the weather)

Parents comments focused on safety:

- *“Where we live makes learning to ride a bike safely a necessity. We consider Bikeability very important” (Stowmarket)*
- *“It was great. It gave safety ground rules” (Exeter)*
- *“My child is more informed and really enjoyed it” (Exeter)*
- *“It gave kids confidence” (Exeter)*
- *“My child will not stop talking about it!” (Exeter)*

Parents made similar suggestions to the teachers about needing guidance on their roles and responsibilities:

- *“We needed more information on what was going to happen and a checklist” (Exeter)*

Children

“I learnt to be safe on the roads” (girl, Exeter)

- 100% really enjoyed it

The highlights were:

- *“Cycling slowly and having to pick up objects off the top of bollards” (boy, Stowmarket)*
- *“Riding through the cones” (girl, Stowmarket)*
- *“I learnt to ride on roads and not on pavements” (boy, Exeter)*
- *“Riding on the roads and roundabouts” (boy, Exeter)*

Behavioural Change

Scheme Organisers, Providers and Instructors

"We've seen a significant difference with local schools. A lot of schools didn't previously allow children to cycle to school as it's seen as unsafe but many headteachers have now approached us about Bikeability training" (Scheme provider, Merseyside)

"It has provided a massive improvement. All kids said their parents had more confidence in their ability so let them ride without supervision – especially to school" (Instructor, Kingston)

Following Bikeability training:

- 83% stated more children were cycling to school
- 75% stated parents were more willing to allow children to cycle to school
- 75% stated children were more interested in cycling
- 58% stated other schools were now enquiring about Bikeability awards
- 33% stated parents and children were now asking for future places

Comments about the impact Bikeability training had had on children and parents focused mainly on confidence and the positive effects it had had on local schools (encouraging them to request training):

- *"Parents seem more confident in Cornwall and kids who are quiet and often bullied are becoming the kids that shine and believe in themselves due to this training" (Instructor, Cornwall)*
- *"There's been a great improvement in confidence for parents and kids" (Scheme organiser, Isle of Wight)*
- *"It gives parents more confidence to let their children out onto the streets" (Instructor, Exeter)*
- *"All local schools are now asking for cycle training. It'd be great to see it put into the national curriculum" (Scheme provider, Exeter)*
- *"The resources and information have really helped secure parents confidence" (Instructor, Kingston)*
- *"We've contacted all the local schools about the new scheme and they're very keen to participate" (Scheme provider, Manchester)*
- *"Schools in Hertfordshire are now encouraging more kids to cycle to school" (Scheme organiser, Herts)*

Teachers

"A special needs child who took part increased in general confidence" (Support staff, Stowmarket)

"The biggest difference is that children have grown in self esteem and have gathered a real sense of achievement" (Exeter)

Following Bikeability training:

- 100% felt Bikeability training had given parents and children more confidence
- 71% felt more confident themselves with children cycling on roads
- 57% had witnessed parents or kids now asking for places on future awards
- 14% had seen an increase in those cycling to school

Parents

"One mum has trained to become an instructor so more children can take part!" (Exeter)

“My son currently walks but now wants to cycle to school” (Stowmarket)

Following Bikeability training:

- 100% think Bikeability is a good idea
- 60% feel more confident with their children riding on the roads now
- 20% feel their child is more confident now
- 20% have witnessed their child cycling more often
- 80% feel it has been too dark and wet to see any changes yet

Children

Following Bikeability training:

- 100% feel it has helped them be a better cyclist
- 100% feel more confident on roads now
- 89% believe parents are happier with them cycling now
- 77% feel they can now go more places on their bike (e.g. to school and to see friends)
- 67% say they are cycling more now as a result

Pricing

Scheme Organisers, Providers and Instructors

- 75% felt the awards materials should be **free** but suggested means testing
- 17% felt **£5-6** would be the maximum reasonable amount to charge
- 8% felt **50p-£1** would be the maximum

Those that felt the awards should be charged out at a higher rate believed this gave value to the scheme and made it more credible.

Teachers

- 71% felt **£1-2** would be the maximum reasonable amount to charge parents/guardians
- 29% felt **£2-3** would be the maximum

They all felt that charging would be fair and acceptable to parents in line with the £1-2 charge made for gymnastics awards.

Parents

- 40% felt **£2-3** would be the maximum reasonable amount to charge
- 20% felt **£4** would be the maximum
- 10% felt **£5** would be the maximum
- 10% felt **£3-5** would be the maximum
- 10% felt **£3.50** would be the maximum
- 10% felt **£2.50 - £5.00** would be the maximum

Bikeability Implementation

Scheme Organisers, Providers and Instructors

- 84% felt the award materials **fitted naturally** with what they already do
- 16% felt they did not

The reason given for those who did not feel the materials fitted naturally with what they already do were logistical and financial.

For the pilot scheme all award materials arrived in separate boxes which they had to compile into packs. For the majority this was time and cost intensive. Whilst 50% said the guidance toolkit provided was easy to follow – the other half stated that this should not have been necessary as the packs should have come pre-prepared. This is a responsibility that will need to be met by the back office to ensure a smooth national roll out.

A further concern was the cost implication. Whilst all were impressed by the materials and genuinely hoped to be able to continue working with them, many were unsure of the financial implications:

- *“The materials look so good I’m worried about how much they will eventually cost us. If it is too costly we’d have no alternative but to go back to our old system” (Scheme provider, Merseyside)*

Teachers

- 86% felt the Bikeability pilot had been self sufficient and easy to implement
- 14% felt it had been difficult to begin with but would get easier
- 57% had been heavily involved in the training process and 42% had no involvement

All those who felt it had been difficult commented that this was due to it being a pilot and were sure it would get easier to manage.

Rating Award Materials

Scheme Organisers, Providers and Instructors

"The materials are great as they look collectable... I feel really proud giving them out – they're really appealing to young kids" (Instructor, Kingston)

Overall feedback regarding all of the materials was extremely reassuring with interviewees labelling the materials "retro", "cool" and "collectable".

A few general suggestions were made with regards the materials:

Colour

- *"We need to change the colour of level 1 - boys don't like pink!" (Isle of Wight and Merseyside)*

The plastic folder

- *"The bulk of the awards is just not practical. Our instructors cycle around and give out up to 15-20 packs at a time. The plastic folders make this impossible. Could we replace the plastic folder with a thin wallet made of card or plastic?" (Scheme provider, Merseyside)*
- *"Could they create just one folder which children collect their booklets in as they complete each level?" (Instructor, Kingston)*

Levels awarded

- *"Some places, like Merseyside, only train level 2 and 3 so level 1 is not needed. But as such, the kids don't feel they've got the whole set. We need some guidance on this" (Scheme organiser and instructor, Merseyside)*

Bikeability Badge

Scheme Organisers, Providers and Instructors

"Kids loved the badges as they were bright" (Instructor, Exeter)

"The badges come in such great colours" (Kingston)

- 100% positive feedback
- 58% rated the badges as **very good**
- 42% rated the badges as **good**

Teachers

- 43% rated the badges as **very good**
- 57% didn't know

Parents

- 30% rated the badges very good
- 70% didn't know

Children

- 100% rated the badges as **great**

Bikeability Booklet

Scheme Organisers, Providers and Instructors

"The Bikeability booklets provide useful information which is difficult to prepare as reading abilities vary so much, but I believe the booklets are pitched very well - with exactly the right language" (Kingston)

- 25% rated the booklets as **very good**

- 67% rated the booklets as **good**
- 8% rated the booklets as **poor**

The booklets received positive comments, such as:

- *“Fantastic. A massive improvement” (Instructor, Kingston)*
- *“My daughter even read and enjoyed the booklets” (Scheme provider, Merseyside)*

Extremely useful suggestions were made regarding content and how the booklet could further compliment the training:

- *“The booklets need more information on the course they’ve just completed. There are some great pictures but the content is not meaningful enough at present” (Instructor, Merseyside)*
- *“The booklets provide good material to remind children about the basics but they need to be a little deeper to provide support material. They need the theory of safe cycling and possibly some elements of the highway code” (Instructor, Kingston)*
- *“Level 2 language needs to be a little more mature” (Scheme organiser, Exeter)*

Teachers

- 43% rated the booklets as **good**
- 57% didn’t know

Parents

- 20% rated the booklets as **good**
- 80% didn’t know

Children

- 100% rated the booklets as **great**

Bikeability Certificates

Scheme Organisers, Providers and Instructors

The certificates received mixed reviews and we’d recommend that this is a key area to focus on in terms of amendments for national roll out.

- 67% rated the certificates as **good**
- 33% rated the certificates as **poor**

Important suggestions were made that would ensure the certificates are more user-friendly and helpful to instructors. They requested:

- A5 certificates
- With space for date, name, course reference number, date of completion, course details, personal comments/feedback area (possibly on the reverse)
- An area to include their logo (see below)

We would recommend working with Heard Design to incorporate these suggestions into a new design certificate.

Pre-print or electronic?

In terms of award materials, all wished to receive the pre-prepared packs but the majority wished to adapt and possibly print their own versions of the certificate.

- 67% wanted the certificates to be **provided electronically** so they can add their own logo and print themselves (though for many the costs attached to this concerned them)
- 33% wanted the certificates **pre-printed** with an area to stick on their own logo as felt it was too expensive to produce themselves.

Teachers

- 71% rated the certificates as **good**
- 29% rated them as **poor**

Comments included:

- *“Children who do gymnastics get a great certificate. The Bikeability one is a bit plain and needs to be re-designed if you want children to display them” (Headteacher, Stowmarket)*
- *“A little unimaginative” (PE teacher, Stowmarket)*

Parents

- 30% rated the certificates as **good**
- 70% didn't know

Children

- 12% rated the certificate as **boring** (not colourful enough)
- The rest had not received theirs

However, the children suggested they'd do the following with their certificates:

- 50% will show their parents
- 50% will show their mates
- 50% will display it

Distribution of Awards Materials

Scheme Organisers, Providers and Instructors

All felt it was important to personally hand out the awards materials through a local representative.

- 58% wanted the **teachers** to continue distributing awards during assembly
- 42% wanted **instructors** to continue to distribute awards following course completion

There were strong reasons for this such as guaranteeing schools buy-in and continued commitment:

- *“Getting the schools as aware and involved as possible is very important. The award ceremony helps achieve this end” (Scheme provider, Exeter)*
- *“Schools like to be involved and it creates great enthusiasm” (Scheme organiser, Manchester)*
- *“Sharing a database or allowing central office to send out the packs directly allows too much room for error. It’ll be time intensive and costly” (Scheme organiser, Merseyside)*

Teachers

- 100% wanted **teachers and schools** to continue to give out awards

Parents

- 60% wanted **teachers and schools** to continue to give out awards
- 40% didn’t know

Children

- 67% wanted **teachers and schools** to continue to give out awards
- The rest had not received their awards yet

Maintaining Momentum

Scheme Organisers, Providers and Instructors

“We attended a meeting with the kids after training for feedback on the course and we got a big yes from all that they’d go onto the next level” (Scheme organiser, Kingston)

- 75% felt new Bikeability training **encouraged children** to pursue the next level
- 16% felt it was **too early to judge**
- 8% felt it did not

The reason given for this was mainly focused on Level 3:

- *“Level 3 is harder – we need to work with secondary schools and get them to push it perhaps through a letter to headteachers from Cycling England” (Scheme provider, Kingston)*
- *“Kids often lose interest by Level 3. We need a greater push at secondary schools” (Instructor, Merseyside)*
- *“It’s a great brand that kids love but could use sports star endorsement or a cartoon character associated with it” (Instructor, Kingston)*

Teachers

- 86% felt new Bikeability training encouraged children to pursue the next level
- 14% didn’t know

Parents

- 100% felt new Bikeability training encouraged children to pursue the next level

Children

- 100% felt new Bikeability training had encouraged them to want to pursue the next level

However, they had some good suggestions for keeping them interested!

- 100% stated a celebrity ambassador would encourage them (the majority discussed footballers and pop stars. 1 suggested Tony Blair)
- 94% suggested print and TV advertising
- 55% said letters to their parents
- 50% said in school promotion

Promotion

100% of scheme organisers, providers and instructors wanted template materials/toolkits centrally created with the ability to tailor in order to display in schools.

They gave examples of posters, banners, pop up displays, leaflets and DVDs.

Back Office

Distribution

Scheme Organisers, Providers and Instructors

- 100% would prefer the award materials to be **distributed locally by their LEA**

At this stage, determining the frequency of orders and numbers needed was too difficult for interviewees. Ordering ranged from once a month (17%) and once a term (17%) to twice a year (8%) or even just once a year (25%). The rest were unsure.

Placing orders

- 67% wanted to place orders via e-mail
- 50% wanted to place orders via webshop

Back office communication

Scheme Organisers, Providers and Instructors

- 33% felt they'd need to speak to someone probably once a year
- 8% once a month
- 59% unsure

Method

- 92% would like to be able to contact via email
- 33% would like a phone-line open during business hours
- 25% would like a website enquiry form

Ongoing communication

- 67% would like to receive an email newsletter (to include updates on changes in legislation and instructor of the month/town of month)
- 50% would like a members area of the website specific to them (with forums/message boards)

Teachers

Method

- 29% would like to be able to contact via email
- 14% would like a phone-line open during business hours

Ongoing communication

- 43% would like a members area of the website specific to them
- 29% would like to receive a newsletter (post or email)
- 14% didn't wish for any form of contact
- 29% would like a magazine

Parents

Method

- 70% would like to be able to contact through the website
- 70% would like to be able to contact via email
- 40% would like a phone-line open during business hours

Ongoing communication

- 70% would like a posted newsletter
- 60% would like to receive a free magazine in the post
- 50% would like a members area of the website specific to them

Children

Ongoing communication

- 45% would like to receive SMS messaging
- 28% would like to receive a newsletter
- 100% would like the website to include games and prizes such as new bikes and bike accessories as well as CDs and DVDs

Bikeability Merchandise

Scheme Organisers, Providers and Instructors

- 33% felt it **fairly important** to create a range of merchandise
- 42% felt it **unimportant**

List of priorities:

- Cycle lights (50%)
- Safety jackets (42%)
- Cycle helmets (42%)
- Water bottles (25%)
- Stickers (25%)
- Key rings (25%)
- Cycle bags (25%)
- Cycle toolkits/repair kits (25%)

Teachers

- 29% felt it **fairly important** to create a range of merchandise
- 71% felt it **unimportant**

List of priorities:

- Cycle lights (43%)
- Safety jackets (43%)
- Key rings (29%)

Parents

“Cycling Proficiency wasn’t promoted very well so any promotion or merchandise would be good – especially if its different to what’s in the shops” (Stowmarket)

- 80% felt it **fairly important** to create a range of merchandise
- 20% felt it **unimportant**

List of priorities:

- Safety jackets (80%)
- Stickers (60%)
- Water bottles (50%)
- Cycle helmets (40%)
- Bike lights (40%)
- Key rings (40%)
- Repair and bike toolkits (30%)

Children

- 100% would like merchandise

List of priorities:

- Key rings (94%)
- Water bottles (83%)
- Safety jackets (61%)
- Cycle helmets (61%)
- Bike lights (61%)
- Clothing (61%)
- Stickers (61%)

Sponsorship

Scheme Organisers, Providers and Instructors

- 42% felt a **sponsor would add value**
- 8% felt it was **unwise**

All said the sponsor would have to be **ethical, health and sports related** - but that it would be good to put money into training and reach more people.

Teachers

- 86% felt a **sponsor would add value**
- 14% felt it **unwise**

The majority wanted a local company as opposed to a brand like McDonalds or Cadburys.

Parents

- 100% felt a **sponsor would add value**

Focus Group Outputs

Parents, teachers and children were given props of example merchandise and they rated the following in terms of preference:

Teachers

- Bicycle reflector 50%
- Snap on reflector strips 42%
- Water bottles 42% (has to be clear if brought into school)
- Stickers 25%

Parents

- Snap on reflector strip 80%
- Water bottle 70%
- Vest 60%
- Bike reflector 60%
- Puncture repair kit 60%
- Key ring 60%
- Reflector Sticker 50%
- Cycle computer 40%

Children

- Cycle computer 83%
- Mobile phone tag 66%
- Water bottle 66%
- Vest 61%
- Snap on reflector strip 61%
- Puncture repair kit 61%

Parents were also asked to feedback on the proposed letter to be sent to parents upon their child's successful completion of awards.

- 80% found it friendly/informative
- 60% felt it covered everything necessary

- 20% felt all relevant information was not included e.g. local contact details