



LOVE TO RIDE

Improving Health & Wellbeing

A presentation prepared by Love to Ride

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LOVE TO RIDE

Our Work

1. Individuals can take part for free
2. Businesses Workplace Profile to track, monitor, and support colleagues to cycle
3. Local, regional, transport Authorities, buy-in to create localised trip logging platforms, marketing materials and comms for users.



LOVE TO RIDE

Ride 365 2023/24 Programme



May 2023



Bike Month

Apr - Aug 2023



23 Million Miles

Sep 2023



Cycle September

Dec 2022



Winter Wheelers

Mar 2024



Ride Into
Spring

NTS 2

Improving Health & Wellbeing

01

Place and Space I'd argue a good MaaS provision would do this by default

02

Physical Activity Active travel can be seen as the low hanging fruit here. Walking is free, cycling has more barriers but is still cost effective

03

Safe & Secure Educate people on local information and integrated transport options that are affordable and accessible.*



Seonaid C at the Riverside Museum

"The competition has prompted me to ride further and more often after work, weather permitting on most days. Before it was only commuting to work back and forth but I now ride to the supermarket instead of using my car.. so I am even more conscious now."
- Tony at Glasgow City Council

LOVE TO RIDE

How do we do it at Love to Ride?



AUTOMATICALLY LOG
YOUR RIDES



SEE A HEATMAP
OF YOUR RIDES



Reward and Incentivise

- Prize Draws – trips for transport
 - Unlock Profile Badges
- Collective goals – e.g. Rides for fun & fitness



Create a sense of Community

- High Fives
- Encourager Points
- Message Boards
- Photos and Stories



Campaigns

- Bite sized – 1 month max
- Messaging – incentives, prizes, local info
- Make it easy – 10mins to take part
 - Individuals, workplaces, groups (something for everyone!)



Educate and Support

- Learn / Quick Courses
- In app messages / Rolling Announcements

REAL PEOPLE



My romance with cycling thanks to my ebike...

I have always been interested in riding a bike. Growing up (in Malaysia), or family could hardly afford a bike and I always watched with envy our neighbours having their bikes. It was until years I... [read more](#)

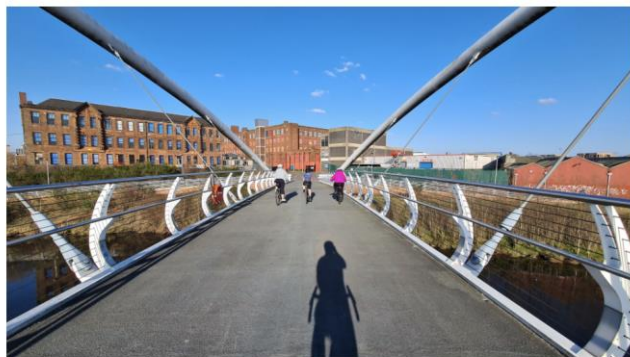
Topic: My Bicycle Romance



The sun making a brief appearance

Changeable weather today, but still the occasional brighter moment

Topic: Other



Mum gets E-Bike

My 69 year old mum recently got an E-Bike and with it a new lease if life and adventure. Now a cycle into Glasgow or up the hilly routes to East Kilbride is well within her capabilities and she is ... [read more](#)

Topic: Encouraging others to ride



Lanarkshire Guided Rides

I am a British cycling trained ride leader and through a website called- let's ride.co.uk offer guided rides in Glasgow. Ride in the safety of a friendly group and enjoy a cycle from easy going to ... [read more](#)

Topic: Encouraging others to ride

REAL STORIES

LOVE TO RIDE



23 Million Miles

1. Anyone in the UK can take part for free
2. Got to lovetoride.net create your user profile
3. Log trips to count towards the goal
4. Access Info on events & ticketing
5. Win Prizes



2023 UCI
CYCLING WORLDS
MERCH VOUCHERS



CATEYE
LIGHTS



LOVE TO RIDE
23 MILLION MILE CHALLENGE

£50

LOCAL BIKE SHOP GIFT CARD



TICKETS ON
SALE NOW!



Key takeaways for MaaS

01

Health & Wellbeing Comms

- Nudging or push notifications
- Newsletter & email comms

02

Make it a forefront choice

- Put active travel options front and centre
- Provide information to make MaaS solutions a support hub

03

Incentivise & Reward

- Dangle a carrot! And make it targeted
- Badges – unlock these for travelling actively or completing 'quick courses'

04

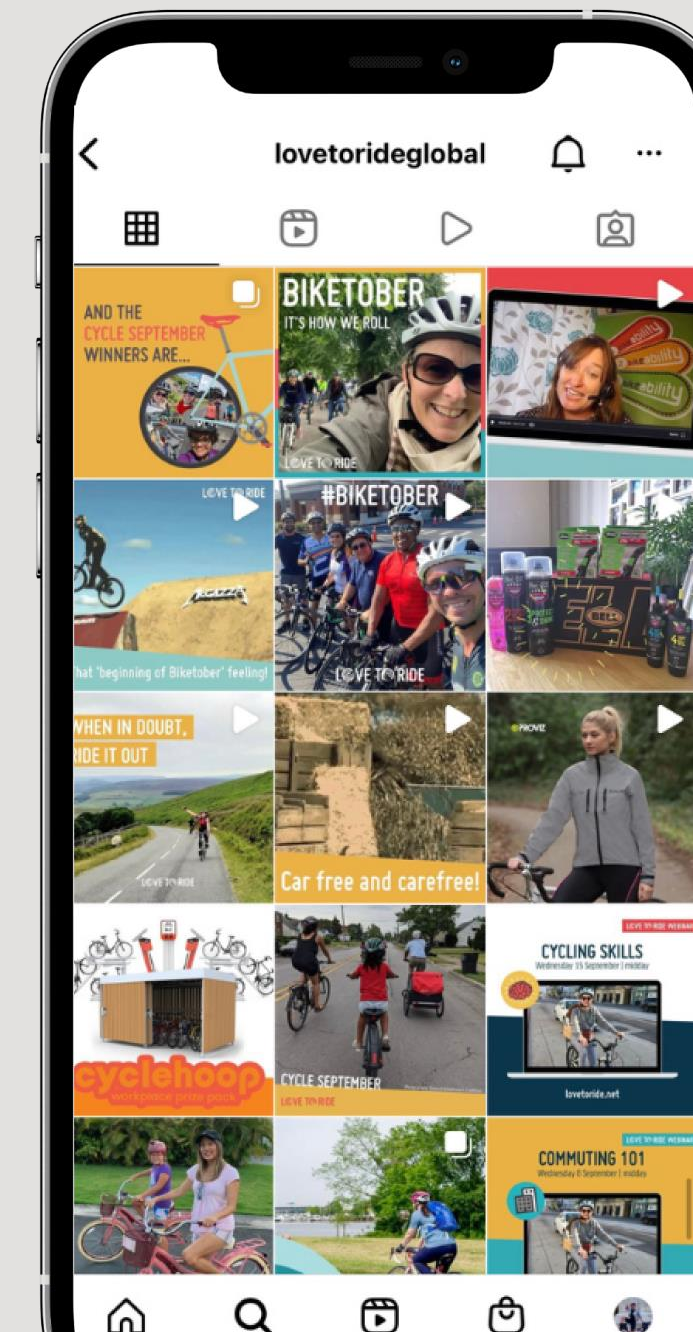
Capture & Report

- We need to be able to show funders that we have supported their core outcomes – survey, and online metrics e.g. journey type, demographics, spatial data etc

05

Partnership Working

- Work with local partners to amplify your reach
- Create a sense of community. Social features, messaging, stories etc. can create a sense of community.





Thanks for listening!

Angus Rodney

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