

Agenda Item No. 4(d)

**DERBYSHIRE COUNTY COUNCIL**

**MEETING OF CABINET MEMBER – HIGHWAYS, TRANSPORT AND  
INFRASTRUCTURE**

**3 March 2015**

Report of Strategic Director – Economy, Transport and Environment

**NATIONAL CYCLE CHALLENGE**

(1) **Purpose of Report** To seek approval to register Derbyshire County Council as an active partner in the National Cycle Challenge, organised by 'Love To Ride' as part of the Council's overall drive and commitment to encouraging greater participation in cycling in the County.

(2) **Information and Background** 'Love To Ride' is a national social enterprise committed to increasing the numbers of individuals cycling. Its overarching objective is to get 1million more people cycling worldwide.

The 'Love to Ride' Challenge is a competition between organisations across the United Kingdom (UK) to see who can get the most staff to try riding a bike.

In 2015, the Challenge will run from 8-28 June and the intention is for this to be a major annual event in the cycling calendar, running during the National Bike Week campaign. The aim is to get as many people as possible to ride a bike and log their trip during the Challenge period. Organisations will compete in local and national league tables to see who can get the highest proportion of their staff to ride for ten minutes; participating organisations will be able to compete against organisations of a similar size in different locations around the UK.

There is no cost to organisations and individuals taking part and the organisers are keen to invite as many local authorities as possible to play an active role to support and boost participation in their own areas. Currently, 50 local authorities have already accepted the challenge.

To help encourage local authority participation the organisers have drawn up a range of options from fully bespoke programmes supported with Local Challenge Managers to a Freemium package with no frills. The price options vary from £0 for the Freemium option to up to £50,000 for the Fully Customised package.

The four options available are as follows:

1. **Freemium Option** – This is a no cost option and includes access to the 'Love To Ride' website and 'where to ride' information, plus the availability of national marketing materials and access to national competitions and prizes.

It would, however, require in-house resources to lead and promote the challenge to local businesses in the area and would not include access to advice and guidance from the 'Love To Ride' team.

That said, it does provide an opportunity to test the appetite for this initiative in the County at no direct cost.

2. **Local Challenge Option** – A budget of between £5,600 - £7,400 would be required.

This option includes greater interactive access to the website, including access to a business leader-board to incentivise local businesses. It also includes access to expert advice and guidance from the Love To Ride team; a project and marketing plan and official partner status. Some in-house resources would be required to lead and promote the challenge locally.

3. **Local Challenge + Challenge Manager Option** would (in addition to Options 1 and 2) include a Local Challenge Manager who will work 30-40 days engaging and supporting local businesses. 'Love To Ride' will also project manage the challenge and get the local authority's input throughout planning and delivery. Also local marketing materials will be included, as well as face to face meeting and an evaluation on completion. A budget of between £19,000 - £24,600 would be required.

4. **Fully Customised Challenge Option** would (in addition to Options 1, 2 and 3) include Choose your own Challenge dates, custom marketing materials and custom emails. There would also be Local Try-a-Bike events at workplaces and four face to face meetings. A budget of between £25,000 and £50,000 would be required.

(3) **Financial Considerations** There is no upfront costs associated with signing up for the Freemium Option.

## **Other Considerations**

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

- (4) **Key Decision** No.
- (5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.
- (6) **Background Papers** Held on file within the Economy, Transport and Environment Department. Officer contact details – Richard Lovell, extension 38192.
- (7) **OFFICER'S RECOMMENDATIONS** That approval be given for:
- 8.1 Derbyshire County Council to register as a partner in the National Cycle Challenge.
- 8.2 Option (1) to be the preferred option to engage in this process for 2015, with equal consideration being given to all available options in terms of participation in future years, should the programme be recognised as beneficial.

**Mike Ashworth**  
**Strategic Director – Economy, Transport and Environment**