



Data Collection and Survey Guidance

In return for participants accessing free services at Big Bike Revival events, you collect their contact details and Cycling UK will send them a survey.

What we ask you to collect and why

Participant's Email Address

Enables us to email participants Survey 1.

Name

Response rates are higher when we address people by their name in the email.

Opt out

Once Cycling UK receives participant details, they can opt out at any time.

What we send participants

95% of those who start our survey finish it. Indicating they are happy to complete the survey.

Survey 1
Completion Time:
5 mins

We ask questions about:

- Background & demographics (age, gender, etc)
- Cycling experience and behaviour
- Health & Wellbeing

Survey 2
Completion Time:
3 mins

After 3 months we'll ask participants how their cycling is progressing.

Why we need responses

Survey responses provide evidence to our funders that we:

- Reach a diverse range of people
- Have a positive impact on participant's cycling behaviour
- Get more people cycling

Top Tip: what to say to participants

From feedback we know the most important thing to say to participants is:

"Your survey responses help us fund more free local events, because we can show funders what a difference they make. You will be enrolled by Cycling UK into a prize draw as a thank you"

Contact Details
Collected at the event

→ **Survey 1**
Sent by email just after the event

→ **Survey 2**
Sent by email 3 months later

→ **Survey evidence**
Reported to funders

→ **More funding for free events**