

Data Collection and Survey Guidance

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



<p>What we ask you to collect and why</p> <p>Participant's Email Address Enables us to email participants Survey 1.</p> <p>Consent to be contacted Enables us to contact participants. On average 80% of emails we receive include consent. We wouldn't contact someone who isn't happy to be contacted.</p> <p>Name Response rates are higher when we address people by their name in the email</p>	<p>What we send participants who give consent</p> <p>95% of those who start our survey finish it. Indicating that they are happy to complete the survey.</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="488 815 880 1369"> <p>Survey 1 Completion Time: 5 mins</p> <p>We ask questions about:</p> <ul style="list-style-type: none"> • Background & demographics (age, gender, etc) • Cycling experience and behaviour • Health & Wellbeing </div> <div data-bbox="913 815 1305 1369"> <p>Survey 2 Completion Time: 3 mins</p> <p>After 3 months we'll ask participants how their cycling is progressing.</p> </div> </div>	<p>Why we need responses</p> <p>Survey responses provide evidence to our funders that we:</p> <ul style="list-style-type: none"> • Reach a diverse range of people • Have a positive impact on participant's cycling behaviour • Get more people cycling 	<p>Top Tip: what to say to participants</p> <p>From feedback we know the most important thing to say to participants is:</p> <p><i>"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"</i></p>	
<p>Contact Details Collected at the event</p>	<p>Survey 1 Sent by email just after the event</p>	<p>Survey 2 Sent by email 3 months later</p>	<p>Survey evidence Reported to funders</p>	<p>More funding for free events</p>