

MARKETING & PROMOTION – Case Study 2: Bikeability Incentive scheme – Dorset

Delivered by:

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Context: Dorset County Council's 'adopt an incentive' scheme is all about trying to raise awareness of Bikeability in the local news. Over the year there are 6 winners, 2 every term, one for Level 2 and one for Level 3. One pupil per course is selected by the trainer and entered into a prize draw to win £100 Halfords vouchers. The scheme was started in Sep 2014.

Objectives:

- To raise the profile of Bikeability locally
- To reward pupils for their involvement and focus them during training
- To encourage further take-up of Bikeability in other schools
- Raise awareness amongst County Councillors of the need for Bikeability

Outcomes:

To date 6 awards have been allocated. The Isle of Portland Aldridge Academy (IPACA) has been fully engaged with the Bikeability programme and the Dorset project. As part of IPACA's Travel Plan they encourage and promote safety in the community and healthy lifestyles, encouraging pupils/staff to travel to and from school by bike rather than car. As their confidence grows more pupils are now cycling to school after completing level 2 and they are very aware of the positive effects that Bikeability is having at IPACA.

"Jacob really enjoyed participating in the level 3 course. He said that the part where he approached a tricky junction from all sides was particularly helpful and he feels more confident as a cyclist. He also now talks about planning a route. Thank you for your part in this." (Parent of winning pupil)

Lessons learnt/ 'top tips':

A large prize, along with quotes and photos can help to ensure the story gets the local media attention.

However, to help ensure the press use the story it helps to have an extra angle, hence the Olympic Rings

The more you put into the press release, the more likely the press are to publish it.



Scott and Toby scoop Dorset Bikeability rewards

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