

RESEARCH SUMMARY

Title	Prudential RideLondon 2015 evaluation	
Objective	To assess the impact of Prudential RideLondon on participants and spectators	
Date	April 2015	Agency: Future Thinking
Methodology	1,317 face to face interviews with spectators / festival visitors, online survey with Prudential RideLondon-Surrey 100 (6,050) and Prudential RideLondon FreeCycle (1,327) participants. Follow-up online research four months after the event with participants of Prudential RideLondon-Surrey 100 (945) and Prudential RideLondon FreeCycle (221)	

Abstract

Participants and spectators had a great experience at the 2015 Prudential RideLondon events with satisfaction among spectators at an all-time high. However, increased concerns from participants about safety and crowding suggest there is still room to improve the event experience. Four months on, the events continue to inspire nearly 60,000 people to cycle more, including around 20,000 new or lapsed cyclists.

Key findings

Satisfaction and advocacy remained high in 2015, with the vast majority of participants and spectators rating their experience as good to excellent. Spectators / festival visitors were particularly positive, with satisfaction levels reaching an all-time high this year. Overall, feedback from participants was largely positive in 2015 with the events being described as well organised and memorable.

In 2015 there were also high levels of advocacy, the vast majority of participants in each event said they would recommend it to friends or relatives and continue to say they are likely to take part or attend next year.

Four months on from Prudential RideLondon 2015, many people continue to be influenced by the events with as many as 58,483 participants, spectators and children inspired to cycle more – one third of whom were either new or lapsed cyclists at the point they found out they had a place in the 2015 events.

The events also continue to have a positive impact on perceptions of Surrey:

- Around a third of participants responding to the follow-up survey have since returned to Surrey to cycle or visit
- Half of all spectators claimed they would be more likely to visit Surrey again in the future when we asked them on the day of the events

However, satisfaction among FreeCycle participants has declined compared to 2014. Participants of both events raised concerns about safety and the increasing numbers of riders taking part, and it is still felt that wayfinding and ease of getting to the Prudential RideLondon-Surrey 100 event could be improved further.

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