



# BLACK UNITY BIKE RIDE

## DATA INSIGHTS REPORT 2022







# INTRODUCTION

BUBR22 had **1,091 registered participants** and for the first time we introduced a minimum donation fee to register of £5 for adults and £3 for children. This development generated £6,000 in donations – 9% of the actual direct costs of the event. In comparison, BUBR21 was free to register for all and this resulted in 1,771 participants signing up.







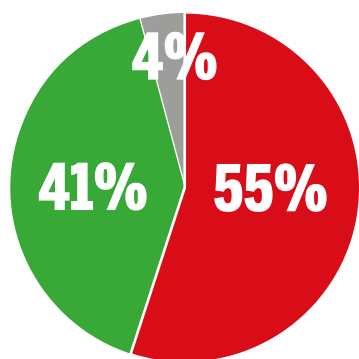
# REGISTRATION INSIGHTS

## PRE-EVENT REGISTRATIONS



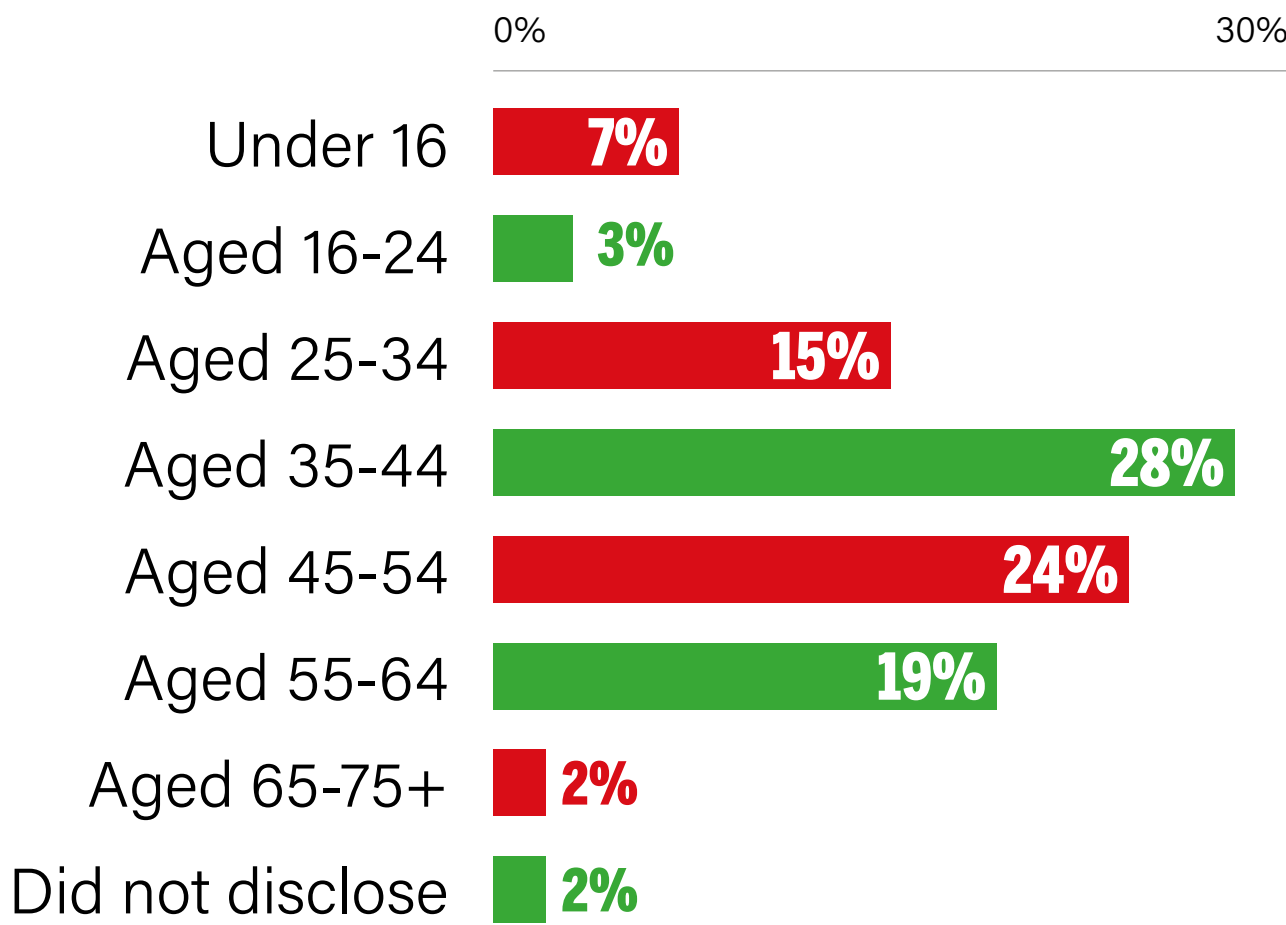
riders registered for BUBR22

## GENDER REPRESENTATION



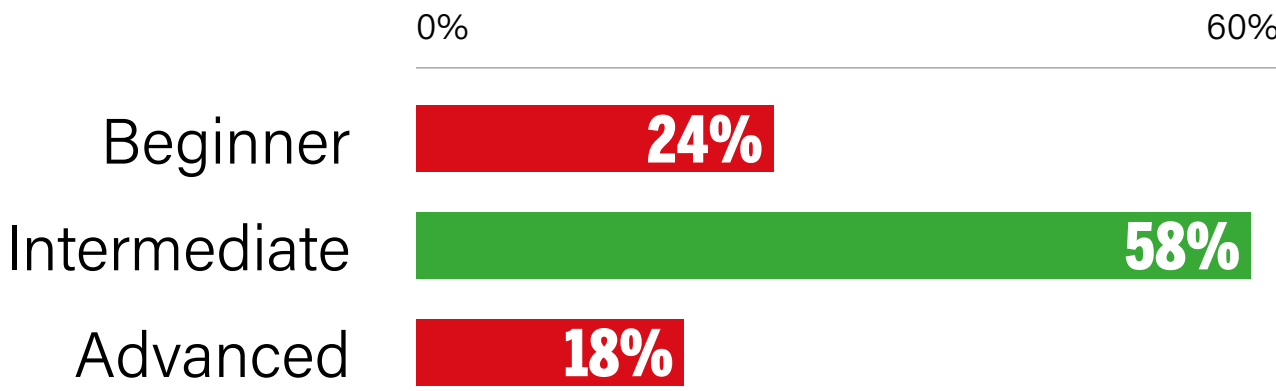
55% Men (601)  
41% Women (451)  
4% Unspecified (39)

## 6 - 75 YEARS AGE RANGE



62% of registered participants were BUBR first timers.

## CYCLING ABILITY







# POST- RIDE SURVEY INSIGHTS

During the **BUBRFest22**, at the end of the ride, we did an **instant three question** survey with **186 BUBR22 participants**. The scoring was based on a rating of 1-5 (with 5 being the highest score).

**How would you rate the ride and route?**

★★★★★ Average Score 4.4 out of 5

**How would you rate BUBRFest?** (End of ride celebration)

★★★★★ Average Score 4.4 out of 5

**How would you rate the overall organisation of BUBR22?**

★★★★★ Average Score 4.7 out of 5





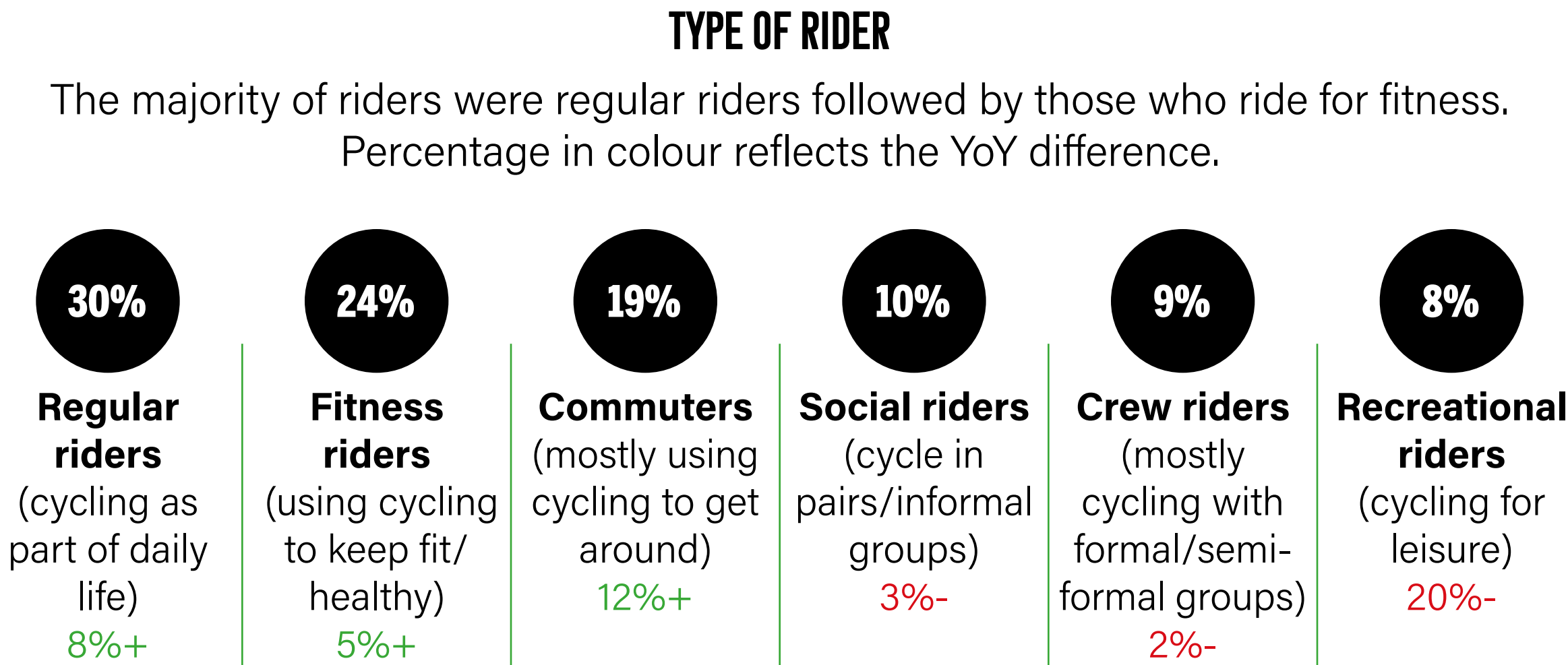
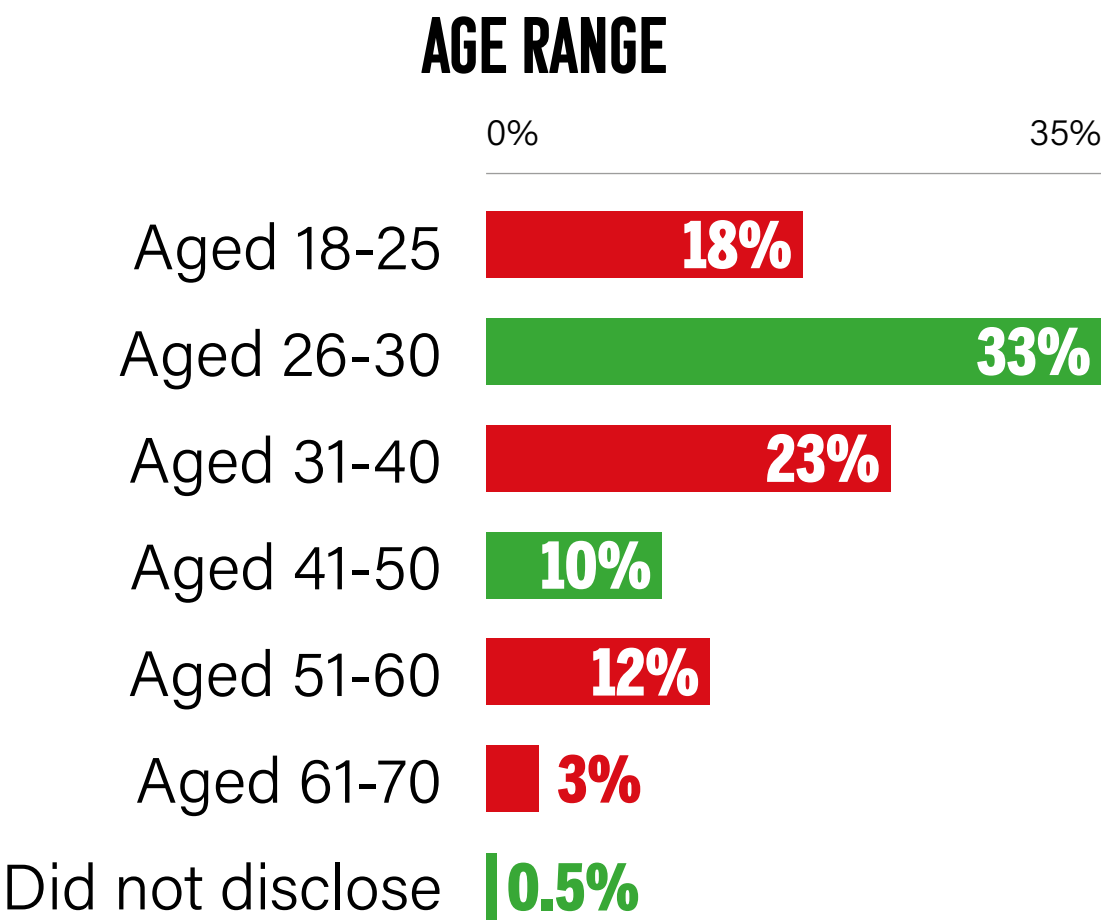
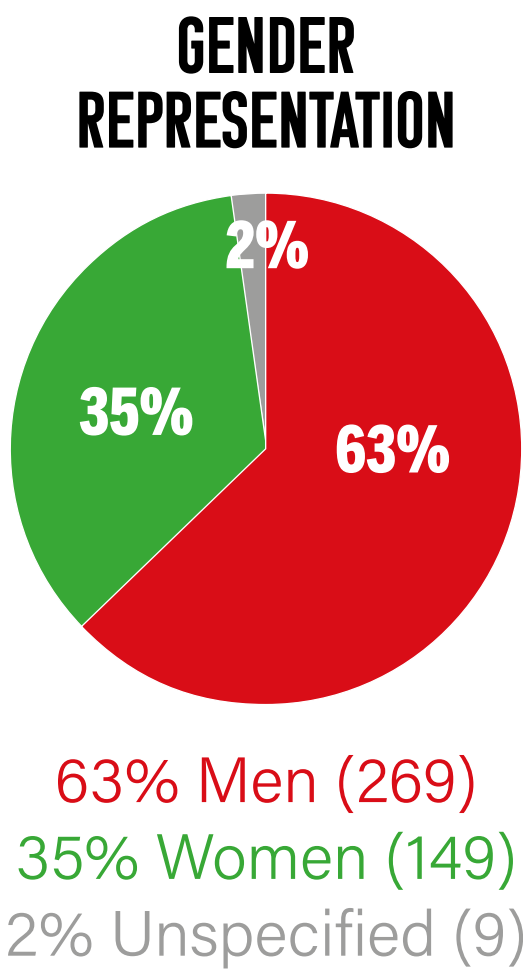
**1,500 participants took part in BUBR22 and 427 (29%) completed the post-ride survey.**

This is a significant year-on-year increase from 2021, where 1,000 riders participated and 126 (12%) completed the post-ride survey.

Clearly the BUBR22 post-ride survey provides a much larger sample than BUBR21 for data insights, both qualitatively and quantitatively, with an impressive YoY increase of 17% in regards to the proportion of participants completing the post-ride survey compared to BUBR21. The long-form post-ride survey was open for two weeks between the 13th August 2022 and 26th August 2022





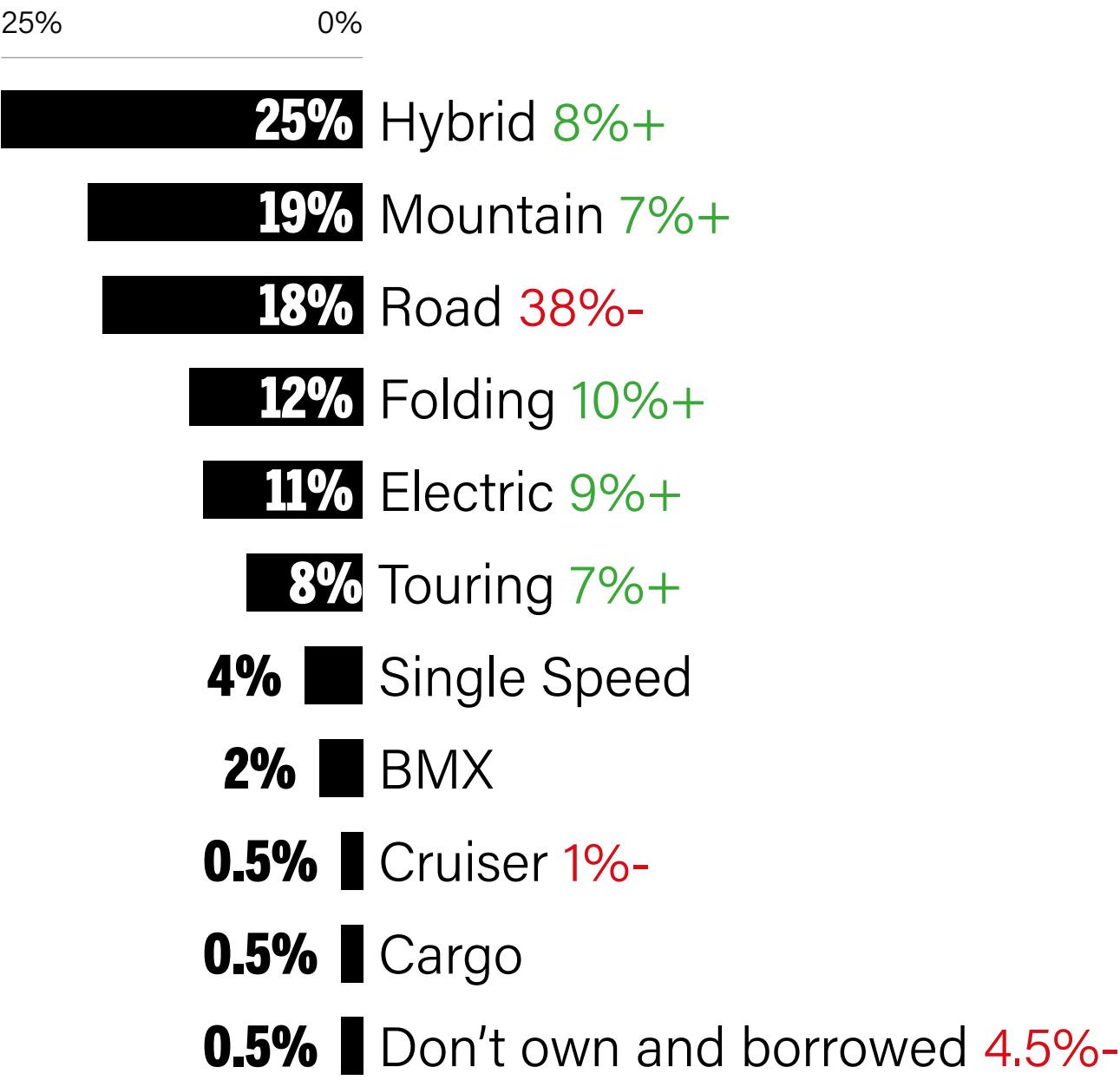






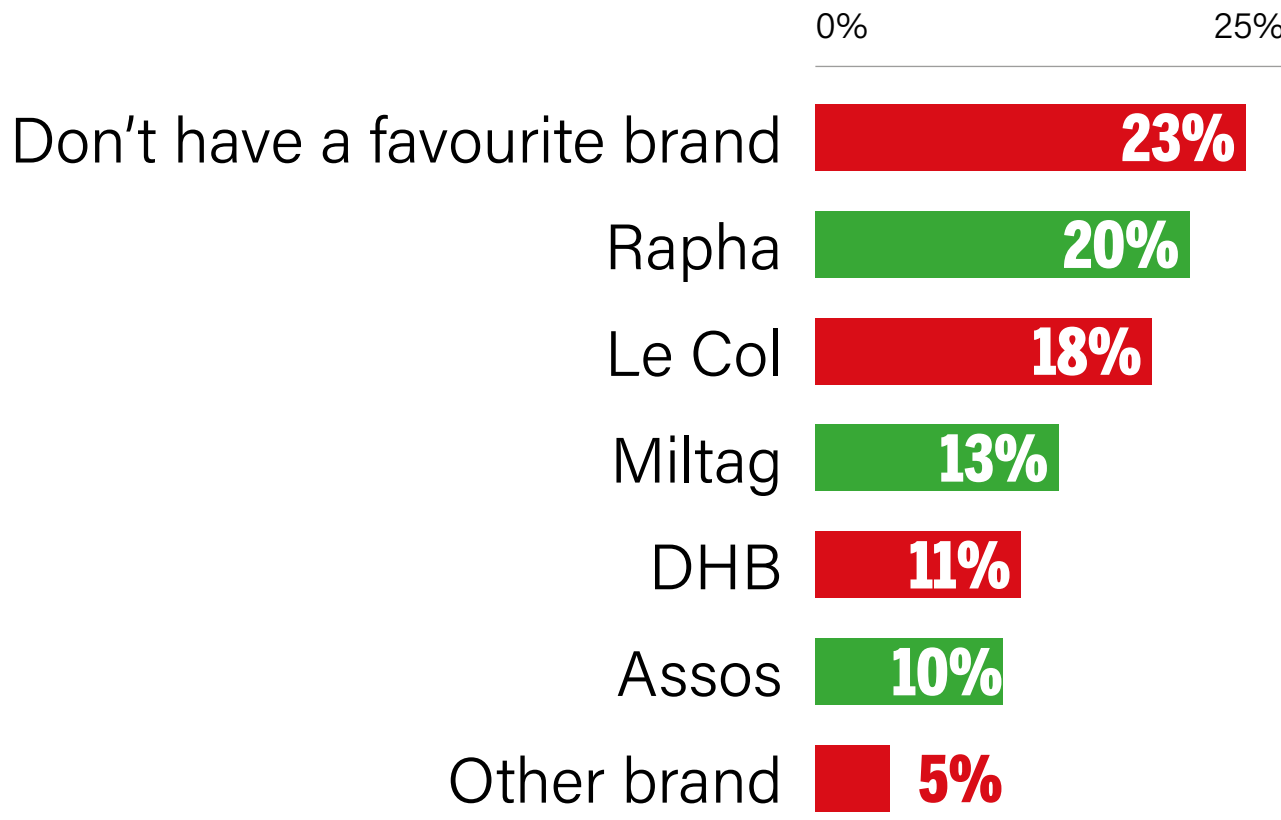
TYPE OF BIKE

Bike ownership of the BUBR community reflects a wide spectrum and reinforces the inclusivity mission of the event. Percentage in colour reflects the YoY difference.



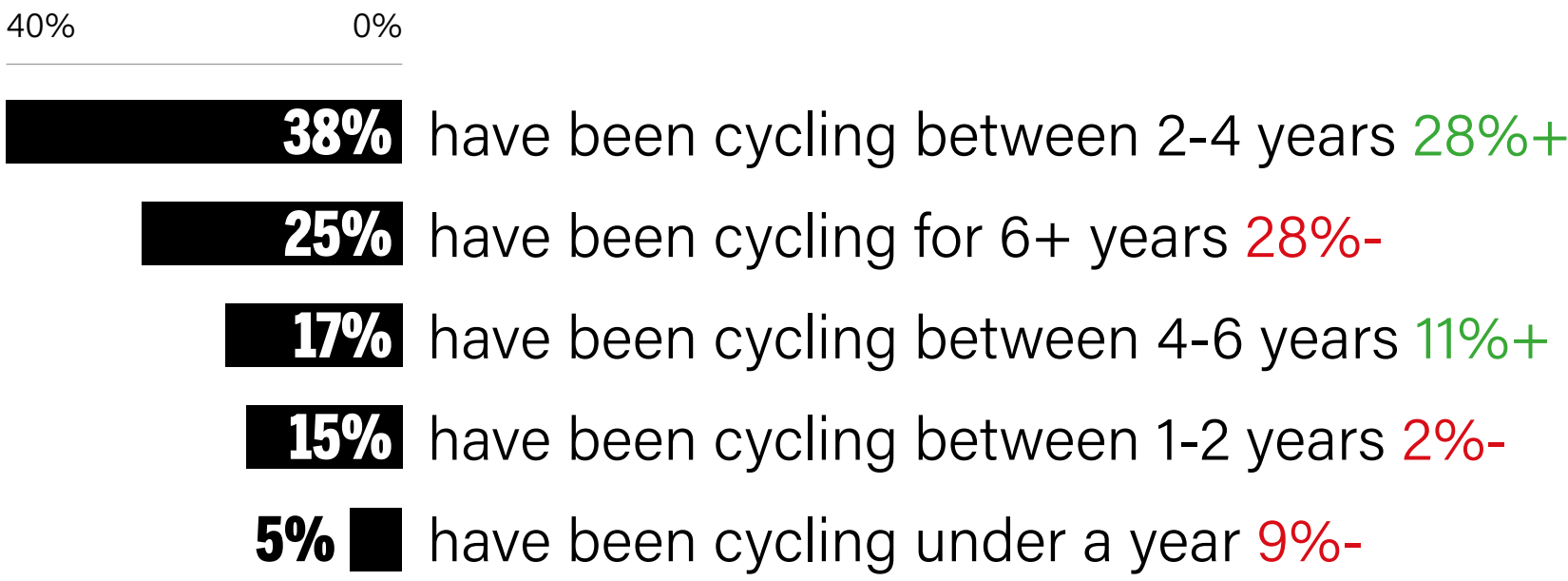
FAVOURITE CYCLING CLOTHING BRAND

The largest segment of BUBR22 riders do not have a specific favourite, which presents an opportunity for a cycling brand that has an appetite to diversify its existing customer base.

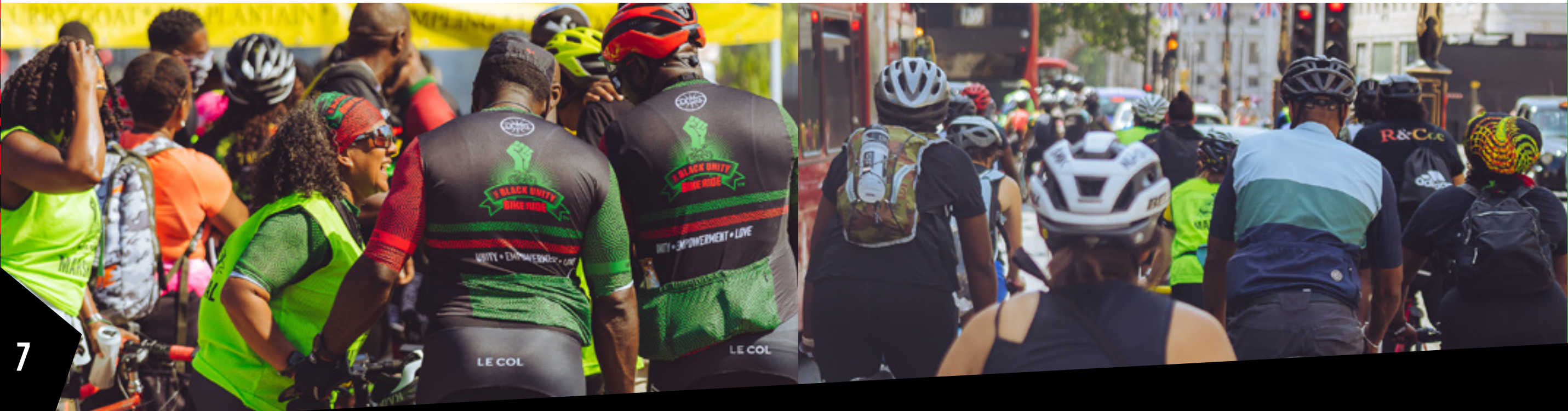
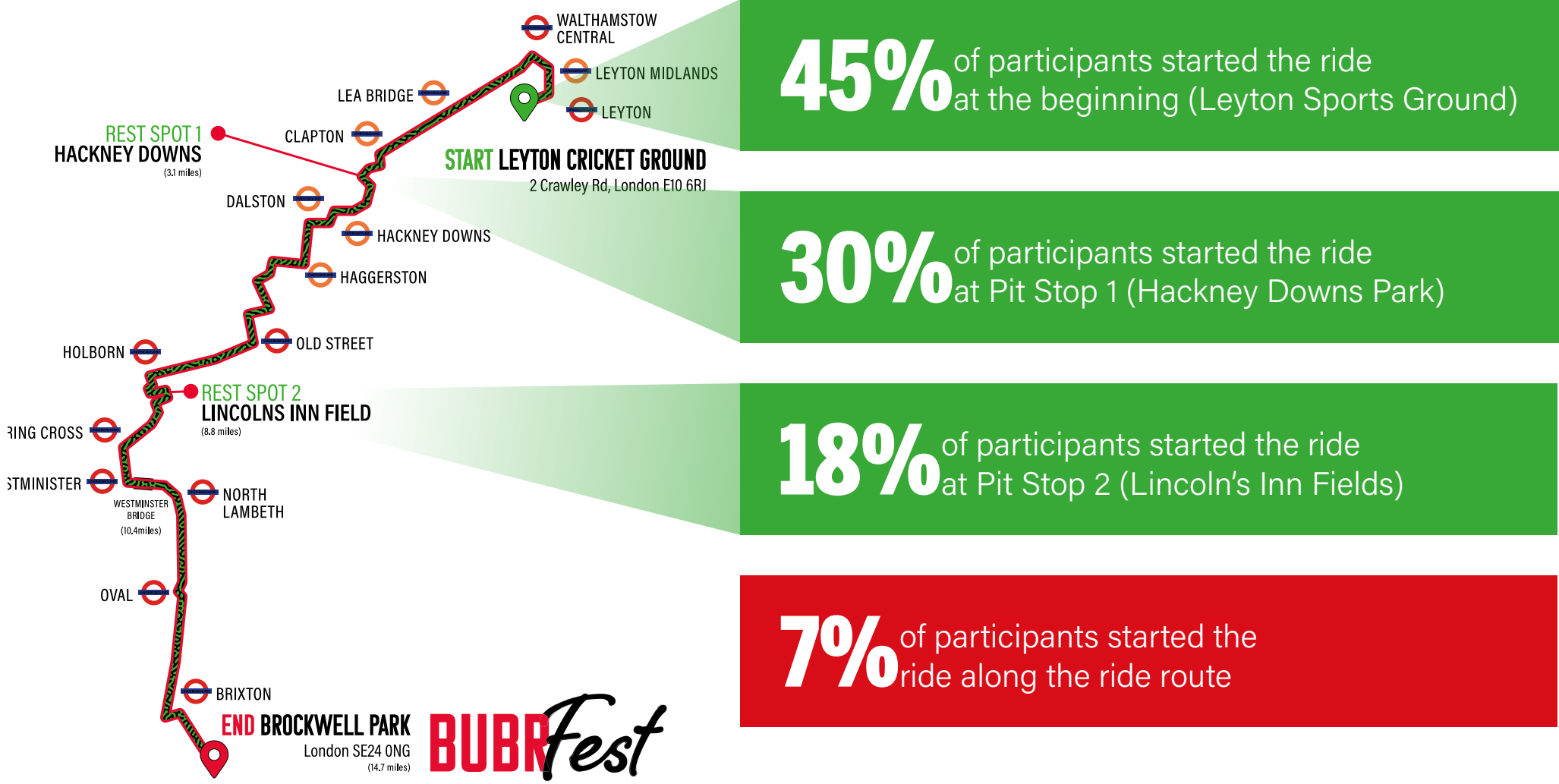


LENGTH OF CYCLING

1 in 5 riders at BUBR22 had been riding their bike for less than 2 years. Percentage in colour reflects the YoY difference.



START LOCATION FOR BUB22







RATING OF EXPERIENCE

The methodology used in our post-ride survey was based on a scoring rating of 1-5 (with 5 being the highest score). The percentage statements used within this report represent the highest scores of 4 and 5 combined.



EVENT ORGANISATION



of participants rated BUBR22 as a very **positive experience**



felt that BUBR22 had **significantly improved** upon BUBR21



strongly agreed that BUBR22 was **family friendly and suitable for all**



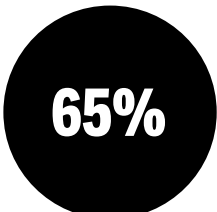
were highly satisfied with the event **registration process** for BUBR22



were highly satisfied with **email communication** leading up to BUBR22



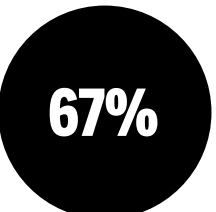
were highly satisfied with the **ride route** for BUBR22



were highly satisfied with the **length of the ride** for BUBR22



were highly satisfied with the **availability of toilets** at BUBR22



were highly satisfied with the **availability of free refreshments** at BUBR22



were highly satisfied with the **food options** at BUBRFest22



were highly satisfied with the **facilities available overall at each location** of BUBR22



were highly satisfied with the **quality of volunteers/staffing** at BUBR22





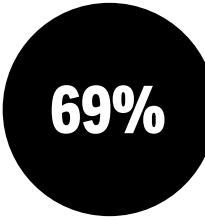


# BIGGEST IMPRESSION OF BUBR22

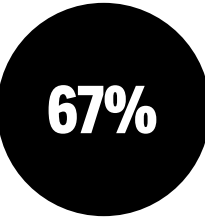
When participants were asked what most impressed them about BUBR22, the following themes were emphasised:

- ORGANISATION OF THE EVENT
- SENSE OF COMMUNITY, LOVE AND UNITY
- MUSIC, ENERGY AND POSITIVE VIBES
- QUALITY OF VOLUNTEERS, MARSHALS AND STEWARDS
- FRIENDLY AND WELCOMING ATMOSPHERE
- HIGH NUMBER AND VARIETY OF RIDERS
- WIDE AGE RANGE OF RIDERS
- POST-RIDE GATHERING
- LONDON SITES EN ROUTE

## BUBR INSPIRATION



said BUBR22 inspired them to **join a cycling club** – this represents a 4% YoY increase from 2021.



said BUBR22 inspired them to **cycle more often**



said BUBR22 inspired them to think about **their health and wellbeing**



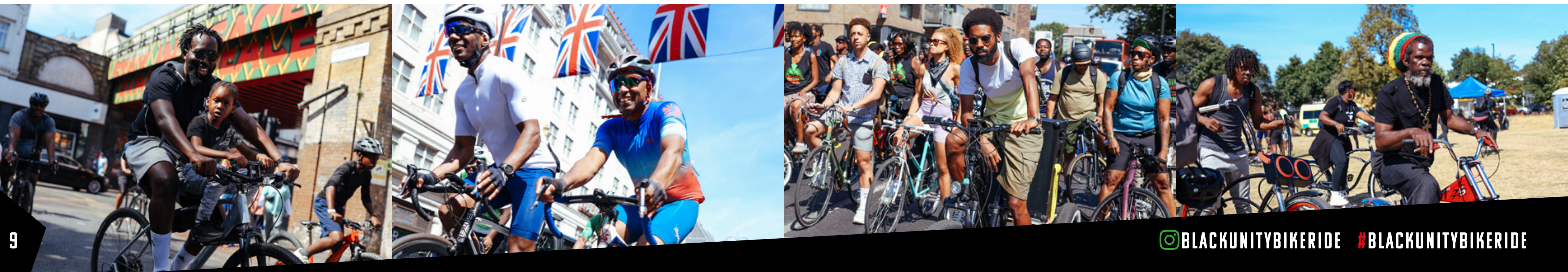
said BUBR22 inspired them to **start a cycle club/ crew** – hugely significant YoY increase of 23% from 2021.



said BUBR22 **inspired them to volunteer** –YoY increase of 9% from 2021.



said BUBR22 **encouraged them to buy a new bike** - notable YoY increase of 11% from 2021.

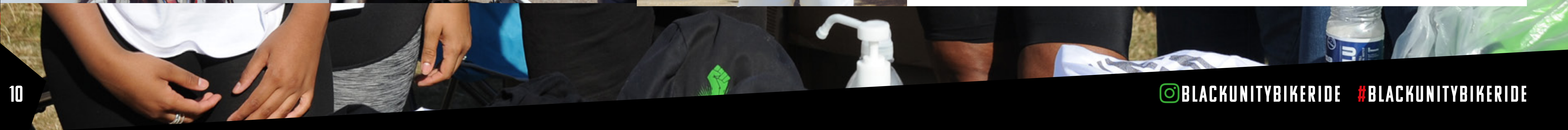






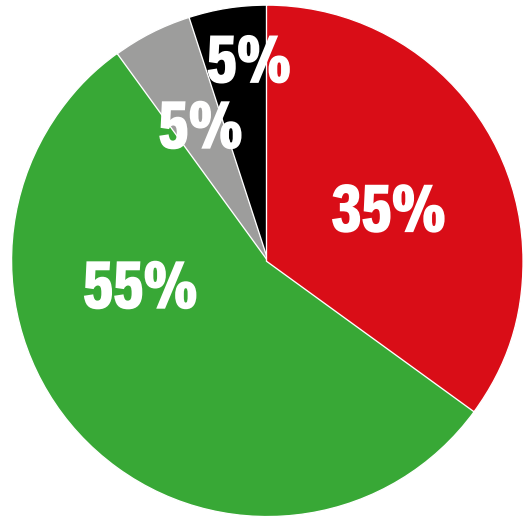
# VOLUNTEER FEEDBACK

BUBR22 worked with **110 volunteers** on the day of the event. 38 volunteers (34%) completed the post-ride survey.



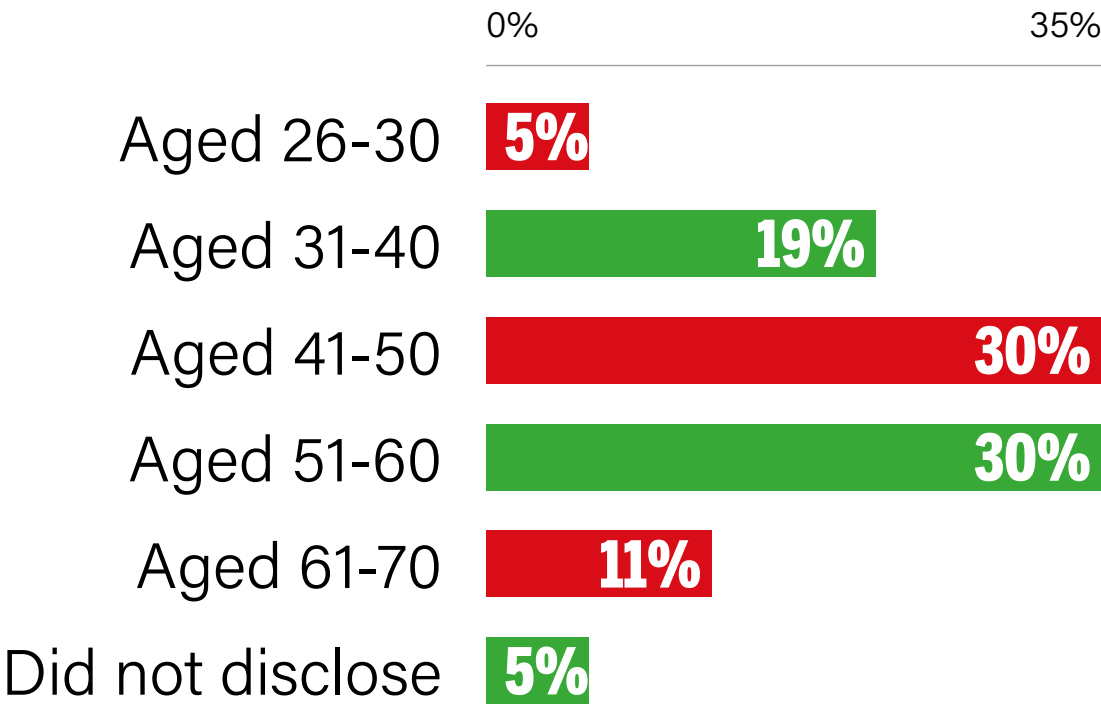


VOLUNTEER GENDER REPRESENTATION

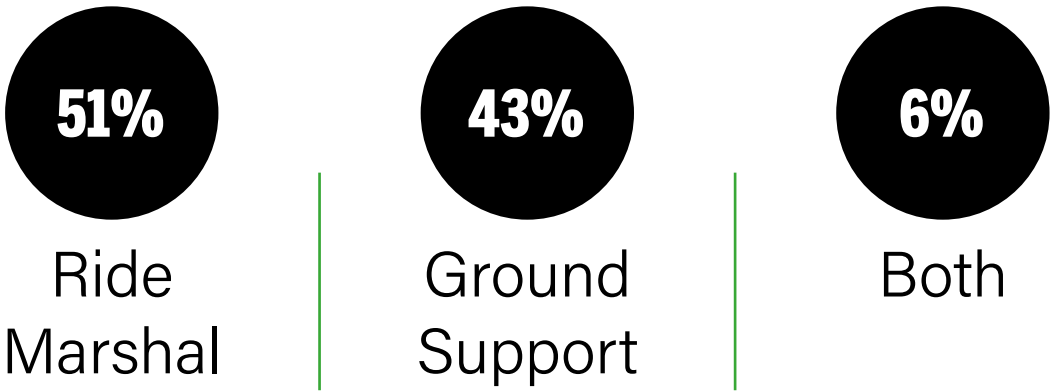


35% Men (13)  
54% Women (21)  
5% Non-Binary (2)  
5% Unspecified (2)

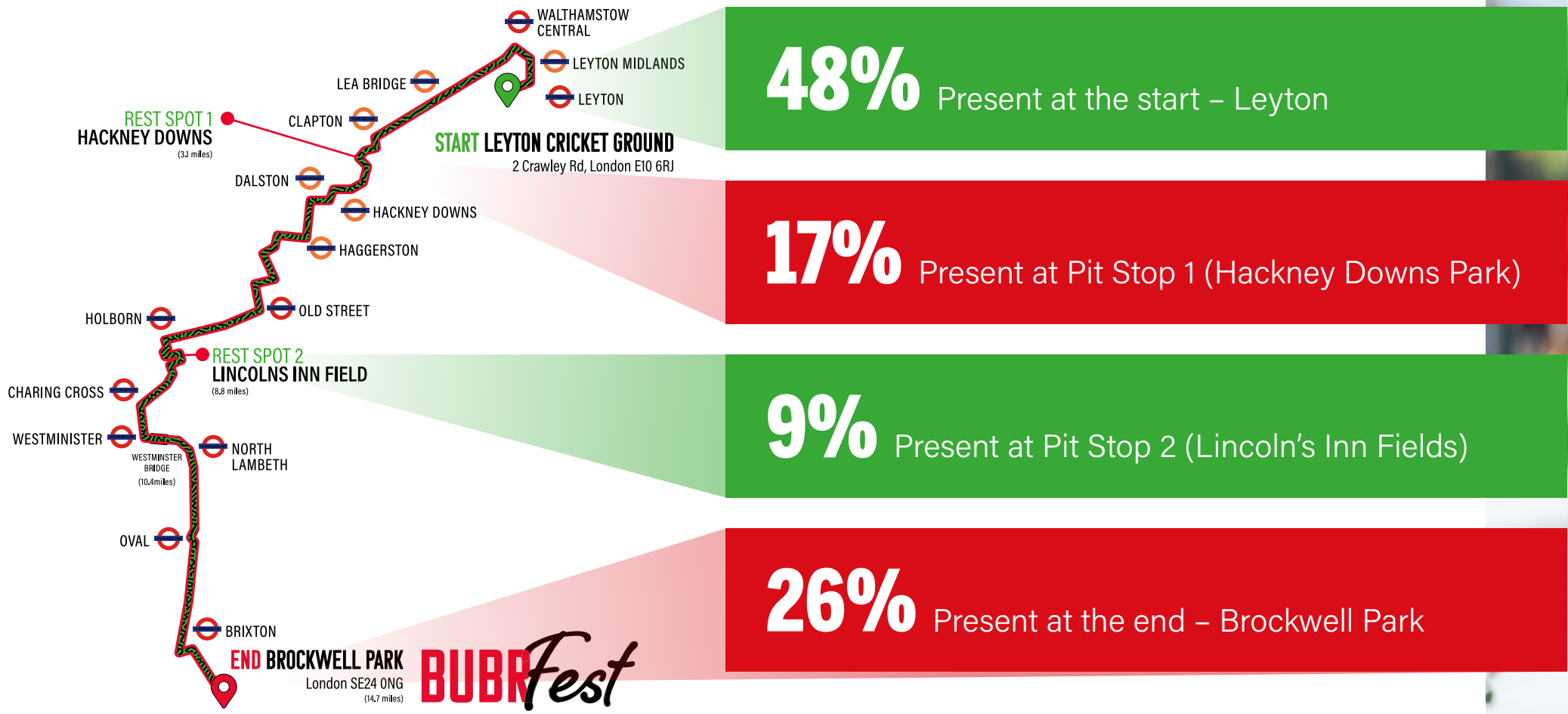
VOLUNTEER AGE RANGE



VOLUNTEER POSITION



VOLUNTEERS LOCATION FOR BUB22





VOLUNTEERS RATING OF EXPERIENCE

The methodology used in our post-ride survey was based on a scoring rating of 1-5 (with 5 being the highest score). The percentage statements used within this report represent the highest scores of 4 and 5 combined.



EVENT ORGANISATION

70%

70% of volunteers were highly satisfied with the recruitment process for BUBR22

57%

57% of volunteers were highly satisfied with email communication leading up to BUBR22

57%

57% of volunteers were highly satisfied with the training provided leading up to BUBR22

69%

69% of volunteers were highly satisfied with email communication leading up to BUBR22

89%

When asked if they would volunteer again, 89% said yes and 11% said maybe.

68%

For 68%, BUBR22 was their first experience of volunteering for BUBR.







# THANK YOU TO OUR STRATEGIC PARTNERS & SUPPORTERS

