

# Case study Eurocamp

## Fact file

**Client:**  
Eurocamp

**Location:**  
UK, France, Spain and Italy

**Frequency:**  
On-going

### Situation

BikeRight! has an ongoing relationship with leading camping holiday firm Eurocamp.

The outdoor leisure market is very competitive and in order to create a differentiator for Eurocamp holidays the company approached BikeRight! to provide a consultancy and delivery package based around cycling.

Eurocamp already ran an on-parc cycle hire service called Lifecycle which they wanted to enhance. BikeRight!'s basic cycle training for Lifecycle couriers developed into a full-blown holiday cycling activity package which incorporated a complete learn to ride programme to enhance the already successful kids' club service. This caught the imagination of Eurocamp staff and also provided an excellent added value service for holiday makers, in particular families with young children.

### Our solution

BikeRight! established the viability of cycling activities when aligned to guest demographics, facilities available and location of parcs within France and Spain. The options included:

- Development of the 'Lifecycle' scheme to include quality bike hire, guided rides and an overall positive cycling experience
- A game based Learn to Ride



- programme to fit within the existing kids' club offering
- A 2 day Lifecycle cycle leadership training course covering all aspects of ride design, risk assessments and group management
- A two day Learn to Ride training course for kids' club couriers delivering the service at locations across France, Spain and Italy
- Advice on bike fleet specification and assistance on procurement for these, spares, tools and accessories
- A one day bike maintenance course for the Lifecycle couriers to enable them to assess and maintain the bikes to a safe standard
- Post training assessments and evaluation at multiple Eurocamp parcs throughout France and Spain
- Input into PR and promotional activity

### Benefits

Since the first full year (2011) of implementation Eurocamp has received exceptional feedback from holiday guests for both Learn to Ride and Lifecycle, including:

- An improvement in guest customer satisfaction on the 6 parcs where the new enhanced Lifecycle service is available
- Consistently high score feedback across the 20 parcs where the Learn to Ride services are available
- Unprecedented levels of media coverage

- for Eurocamp including editorial content in the Daily Mail, The Independent and Practical Parenting magazine
- Glowing reviews on Trip Adviser
- Improvement in re-booking rates on those parcs offering Lifecycle

Bikeright! is involved in the continual development of both the Lifecycle and Learn to Ride services. In 2014 and 15 BikeRight! consultants continued to be involved in the development of the cycling aspect of the new Eurocamp Active offering.

**“Working with BikeRight! has been an inspiration and a pleasure.**

**They have consistently delivered quality solutions for all our needs and, as a result we now have a cycling service to be proud of. ”**

**Jo Cester, Eurocamp  
Lifecycle Project Manager**



**Making cycling  
viable, safer  
and better**



# Case study

## Bourne Leisure PLC

### Fact file

**Client:**

Bourne Leisure aka Butlins and Haven holidays

**Location:**

UK wide

**Frequency:**

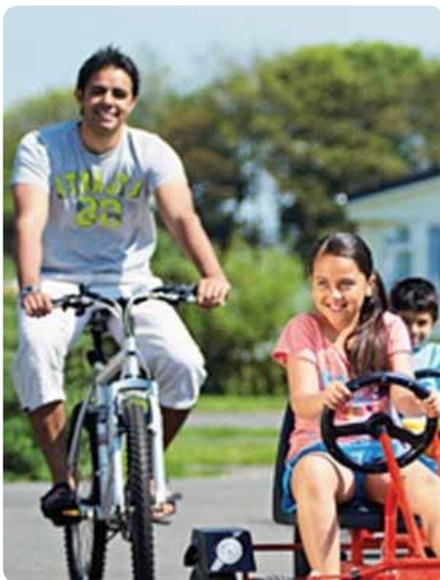
On-going



### Situation

Bourne Leisure, owners of the Butlins and Haven brands contacted us in early spring 2011 to help them develop a series of cycling activities for holiday makers.

They wanted to capitalise on the growing popularity of cycling with a focus on children and family activities. They also wanted bike maintenance training as part of the delivery, as they were running fleets of hire bikes at the parcs and it was becoming difficult for their staff to keep the bikes in a usable condition.



### Our solution

Based upon their guest demographics we recommended a mix of Bikeability Level 1 and PrePedal learn to ride training. Guests may have already been exposed to the Bikeability brand through cycle training delivery in schools.

We organised two training sessions, in North Wales and on the South Coast of England, where representatives from Havens parcs around the country attended as part of a fortnight-long training and induction programme. Each cycle training session lasted for 3 days and included:

- National Standards Assistant training for Bikeability Level 1 delivery
- PrePedal train the trainer module
- Basic maintenance tuition
- Certification

In total we trained around 40 staff in the various sessions during March and April 2011. Some staff only received maintenance training, some received all three modules.

Our solution also included detailed advice on the type of bikes that Haven would need to deliver the training to their guests. We helped them set up trade accounts with bicycle and accessory manufacturers and acted as a 'competent adviser' to their procurement process.

During the 2011 summer season the cycling sessions proved very popular amongst Haven's guests.

Haven have chosen to drop the Bikeability training due to budget restraints, but the learn to ride and maintenance training continues. To date we have trained around 100 staff across the Haven sites around the UK.

### Benefits

- Haven have an excellent added value service for guests
- Training is delivered to BikeRight!s consistently high quality standards
- Assessments ensure on-going quality

**"Loved the training, by far the best course i have been on. Especially enjoyed the hands-on fixing of bikes."**

**"Excellent courses and very well organised - impressed by BikeRight!s professionalism."**



Making cycling viable, safer and better



# Case study

## Transport Strategy course

### Fact file

**Client:**

Warrington Borough Council, Transport Strategy Department

**Location:**

Warrington

**Frequency:**

One-off



### Situation

Cycling is becoming more popular and more necessary due to rising fuel costs, increased levels of obesity and poor fitness due to sedentary lifestyles. A cycling increases so does the demand for infrastructure and appropriate transport planning.

As a result of this Warrington Borough Council approached BikeRight! to help them develop a better understanding of how cycling fits within overall transport strategy. What better way to do this than to take a group of individuals with transport planning responsibility out onto the streets on bicycle. There is no substitute for first hand experience!

### Our solution

We put together a course that would assess the problems transport planners faced in relation to cycling, cyclists behaviour, challenges faced by cyclist on today's busy roads and the type of infrastructure needed to make cycling a safer, better and more viable experience.

The course provided an opportunity to address these issues from a cyclist point of view - whilst out on two wheels as opposed to sitting in a nice warm office. Our course was designed to take the group through typical journeys, highlighting issues as the day developed.

Using our extensive experience of cycling,

our instructors and consultants led the group on a cycle tour that included road junctions, roundabouts, cycle paths, traffic lights and pedestrian zones. The ride took place within residential, commercial and retail environments.

### Benefits

- Developed a better understanding of issues faced by cyclists
- Understood first hand the real experiences of cycling on busy roads
- Undertook a real-world assessment of current infrastructure and identified where improvements could be made



**"The first course of its type that I have attended and a real insight into the mind of a cyclist. This will certainly help me in the future".**

**"Will have a much greater level of empathy when making strategy for cyclists now that I have attended this course".**

Making cycling  
viable, safer  
and better

