



Oxfordshire Travel Challenge

A partnership between:



What we set out to do

“The Oxfordshire Travel Challenge is designed to get more people actively travelling, more often.

The aim is to provide an effective means for encouraging and increasing more healthy and active behaviors.”

Yomp provides digital-based engagement solutions, mixing technology, behavioral change and series of active challenges to motivate people to make better lifestyle choices.



engaging people • rewarding wellness



stravel[®]
(multi-modal solution)

Challenge Objectives



- **Boost active travel frequency and general physical activity (especially those identified as sedentary)**
- **Engage participation from local businesses and organisations**
- **Improve the perception of travel and safety in the County**
- **Collate all journeys logged, distance travelled and calories burnt to quantify the impact**

Outcomes

- 61,750 miles actively travelled across 9k+ journeys
- 51 organisations/businesses represented
- Each participant, on average made 21 active journeys
- Prizes awarded to the top 3 organisations, as well as individual prizes



OXFORDSHIRE TRAVEL CHALLENGE

15 SEPTEMBER - 12 OCTOBER 2014



YOU GOT PEOPLE TRAVELLING 61,750 MILES SUSTAINABLY. THAT'S OVER 14,700 LENGTHS OF THE OXFORD-CAMBRIDGE BOAT RACE



IN TOTAL YOU INSPIRED

9,048 JOURNEYS

SAVING
20,400 KG OF CO₂



ENOUGH TO FLY **462%**
OF THE WAY AROUND THE WORLD

AND MOTIVATING PEOPLE TO BURN
2,081,000 kcals

EQUIVALENT TO ABOUT



630 BUCKETS OF CHICKEN

+



650 BURGERS

+



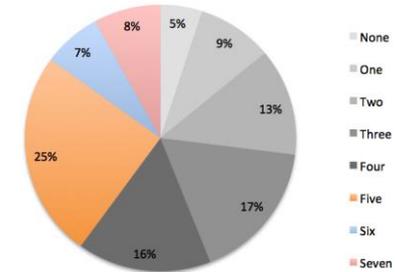
650 CUPCAKES

Post-challenge Survey

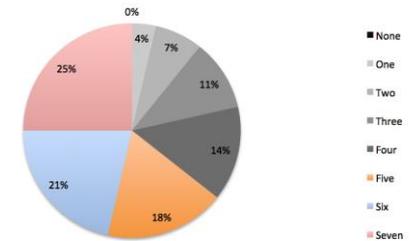
In the weeks following the challenge, participants reported:

- A **24%** increase of those who did 5 or more days of 30-minute activity
- **59%** said that the challenge created the foundations for leading a more active lifestyle
- **47%** said that they had not used a car at all in the weeks following the challenge
- **69%** said they had a better understanding of active travel and general well being within Oxfordshire

In the past week, how many days have you done a total of 30 mins or more physical activity, which was enough to raise your breathing? (On sign-up)



In the past week, how many days have you done a total of 30 mins or more physical activity, which was enough to raise your breathing? (Post Challenge)



"A good idea to track the distance, calories used and cost saved by cycling/walking rather than using motor vehicles to get to work. By seeing the benefits I think it can only encourage people to use healthy options for getting to work."

6-months on

To date users have travelled over 92.5k miles across 13k+ journeys

Positive indicators continue to show changing behaviour:

- Completion of '5 days or more of 30 minutes of physical activity' has increased by 35%
- Those identified as sedentary have increased physical activity levels by 133%

Since Autumn:

- There has been a 7% increase in those reporting as not using a car since Autumn 2014
- Those substituting at least one car journey for an active mode of transport has risen by 6% since Autumn 2014

"I really enjoyed the travel challenge - it gives a great excuse to be more active, and makes us more alert at work. Thanks."

"It was good fun to be involved - the challenge was an incentive to do more cycling, walking etc."