

## Feedback for Prudential Ride London-Surrey 100 and classic (PRLS) 2015

### Complaints to Surrey County Council

In 2015 Surrey County Council received 10 complaints from residents that were attributed the Prudential Ride London-Surrey that were dealt with as stage one complaints. The complaints mainly related to residents disagreeing with the decision to close the road for this event.

In 2014 the number of complaints was 16 and in 2013 there were 42 complaints.

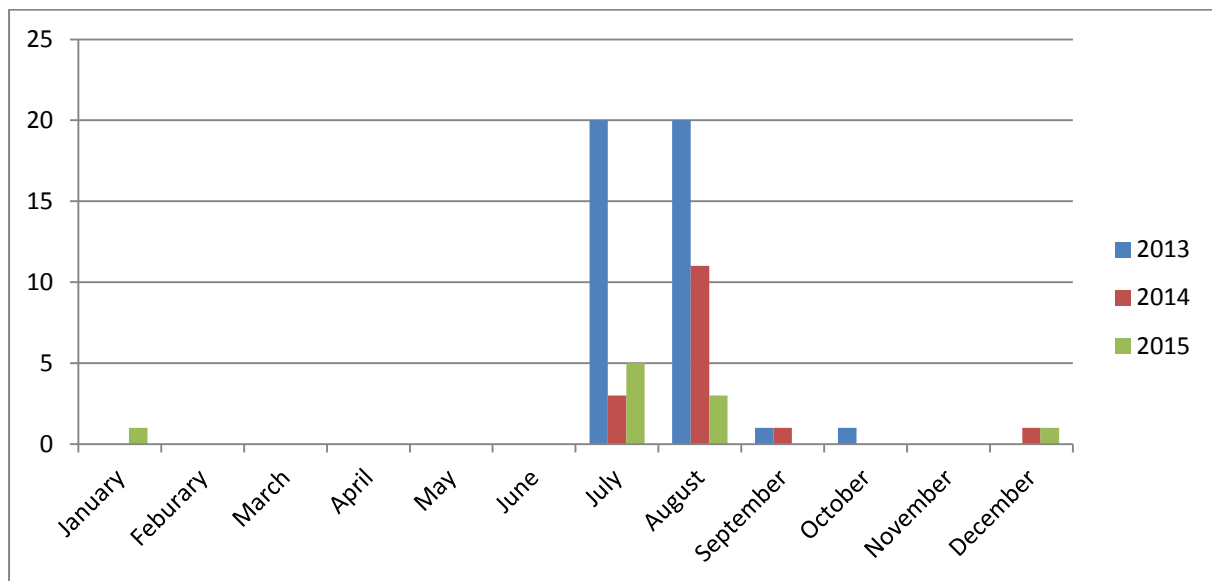


Figure 1 - PRLS complaints 2013-2015

### Spectator and Participant Feedback

As part of the review Transport for London undertook a survey with a representative sample of participants and spectators in Surrey for the 2015 event which showed that 89% who rated the experience, felt that the event was a positive experience and 86% stated they were likely to watch the event in 2016. Most spectators (89%) thought hosting the events had been positive for the local area.

The positive outcomes highlighted by spectators included were that

- 82% of Surrey spectators were Surrey residents and 18% visitors.
- There were two main reason for attending - 41% were supporting someone who was cycling in the 100 and 40% were there for a fun day out.
- Overall satisfaction with the event was very good and it scored highest (4.51 out of 5) for its appeal to all ages.
- 89% said hosting the event enhanced the image of Surrey as a visitor destination.
- 89% felt it was a positive experience for local families and communities.

- 64% were aware that the event meant grant funding was available for local communities.
- 86% were likely to watch again next year and 85% would recommend it to others.
- 59% of visitors said they were more likely to come back for a day or a weekend.
- 30% thought that attending would make them cycle more.
- 51% thought that the children attending with them would cycle more.

The positive outcomes from participants included,

- 43% had a better perception of Surrey after taking part - this was primarily because of a better appreciation of the county's sights, beauty, history, architecture and countryside.
- 66% of non Surrey residents said they were more likely to visit for a day trip or weekend.
- 55% of Surrey participants thought their participation in the 100 would make them cycle more.
- 55% of Surrey participants thought their participation in the 100 had inspired others in their lives to cycle more.
- 10% of Surrey participants had bought a new bike with an average spend of £950.
- 64% of Surrey participants had bought new bike equipment.