



# CCC Data Collection and Survey Guidance

By collecting data on the CCC programme, you help us to provide more funding for activities in communities like yours. Information we share with funders is kept anonymous and Upshot is the safest way to store attendee details!

## What we ask you to collect and why

### Participant Email Address

Enables clubs to contact their members and take registers, and for us to send surveys.

### Personal and behavioural information

To understand impact on participants and see who we are reaching to inform our funders.

### Name, age, emergency contact

This helps us track participants over multiple sessions. All upshot users will see this information so we don't make duplicate profiles.

## What we send participants who give consent

### Registration

Completion Time:  
5 mins

We ask questions about:

- Demographics (postcode, gender, etc)
- Cycling experience and behaviour
- Health & Wellbeing

An attendee needs to complete registration to be added to a register.

### Follow on survey

Completion Time:  
3 mins

After 3 months we'll ask participants how their cycling is progressing.

This feedback shows us how the programme is working towards our target of getting more people cycling.

## What you need to collect

### Session register

Completion time:  
5 mins

Submit a register on Upshot every time you run a cycling activity.

Record the number of sessions run and participants reached.

Keep track of who is coming to which activity.

## Why we need session data

Session registers and registrations provide evidence to our funders that we:

- Reach a diverse range of people
- Track the number of sessions and club achievements
- Get more people cycling
- Are supporting cycle clubs to do the best for their communities

## Top Tip: what to say to participants

"Your responses help us fund more free local activities, because we can show funders the difference they make, and helps us as a club to show the work we are putting in"

## Over 13,000 club attendees have registered on Upshot.

Showing it's the best way to track attendee data.