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Centre for Transport & Society

THE TAVISTOCK INSTITUTE

Evaluation of the Cycling City and Towns Programme

Qualitative Research with Residents

August 2012

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Executive Summary

Introduction

This report presents findings from qualitative research undertaken with residents of the Cycling City and Towns, during the programme period. It explores their cycling behaviour and how they responded to the investment in cycling in their local areas. By setting cycling decisions in the context of individual and family lives, and also the wider environment, the research identifies:

- the key triggers for changes in how people choose to travel, and
- the contextual factors which support or constrain cycling at those points – including the role of cycling schemes and interventions.

This provides new insights on cycling behavioural change for decision makers and researchers in transport and other sectors.

Background

Between 2008 and 2011, the Department for Transport, Cycling England and the Department of Health invested over £43m (plus local match funding) to create the twelve Cycling City and Towns (CCTs): Greater Bristol, Blackpool, Cambridge, Chester, Colchester, Leighton-Linslade, Shrewsbury, Stoke-on-Trent, Southend, Southport, Woking and York. The aim of the programme was to explore whether and how increased investment in cycling, as part of a whole-town strategy, could lead to a significant and sustained increase in the number of cyclists and frequency of cycling. The programme was overseen by Cycling England, and built on earlier experience in six Cycling Demonstration Towns which began receiving funding in 2005.

In 2009, the Department for Transport commissioned an independent evaluation of the outcomes and impacts of the programme, which is being led by AECOM, the University of the West of England and the Tavistock Institute. The evaluation comprises a range of data collection activities, including quantitative household surveys, a delivery evaluation, and in-depth qualitative research with residents, which is the subject of this report. The qualitative research offers insights into individual experiences and perceptions to complement the other sources of evidence. The evaluation is scheduled to be completed during 2013.

Methodology

The qualitative research involved people who had changed their cycling behaviour since the start of the CCT programme. It investigated the circumstances associated with these changes, including the role of the programme, and gained direct insights into influential factors and the process of behavioural change.

Researchers visited a sample of adult residents in the CCTs to conduct in-depth face-to-face interviews exploring:

- Life changes in the past three years;
- Travel behaviour (all modes) over the past three years;
- Experiences/perceptions of a regular cycling journey;
- Experiences/perceptions of another or potential cycling journey;
- General experiences of living in a CCT; and
- Awareness of cycling infrastructure and smarter measures in the CCT.

Over 140 adult interviews were conducted (12 in each CCT). Where children were available in the household at the time of the interview, their views were also sought. The sample was a purposive sample, designed to focus on people that had recently changed their cycling behaviour (started, stopped, increased or decreased cycling). The sample comprised:

- **Continuing Regular Cyclists** (cycling regularly since before the start of the investment programme, i.e. cycling since at least October 2008);
- **New Regular Cyclists** (started cycling regularly after the start of the investment programme, i.e. started cycling since October 2008); and
- **Non Regular Cyclists** (cycling occasionally or not at all).

In addition to the interviews, a sub-sample of two adults per CCT participated in an **accompanied cycle journey**. This observational research technique involved accompanying the participant on a journey by bicycle, with occasional stops to allow observations and conversation. It sought to enhance the understanding of the cycling perceptions and experiences of the participants.

This research has used two complementary perspectives to analyse and report the findings from the interviews: the **life course** perspective, and the **ecological** perspective. The **life course** perspective considers cycling behaviour in light of individual and family histories. It acknowledges that current behaviour may be influenced by past experiences, and highlights the potential for life change events (such as moving house and having children) to break existing travel habits in certain circumstances. The **ecological** perspective considers cycling behaviour as a product of *wider contexts* at any one time, ranging from individual and socio-cultural factors (such as skills and image) to physical and economic factors (such as cycling infrastructure and the recession).

Key Findings

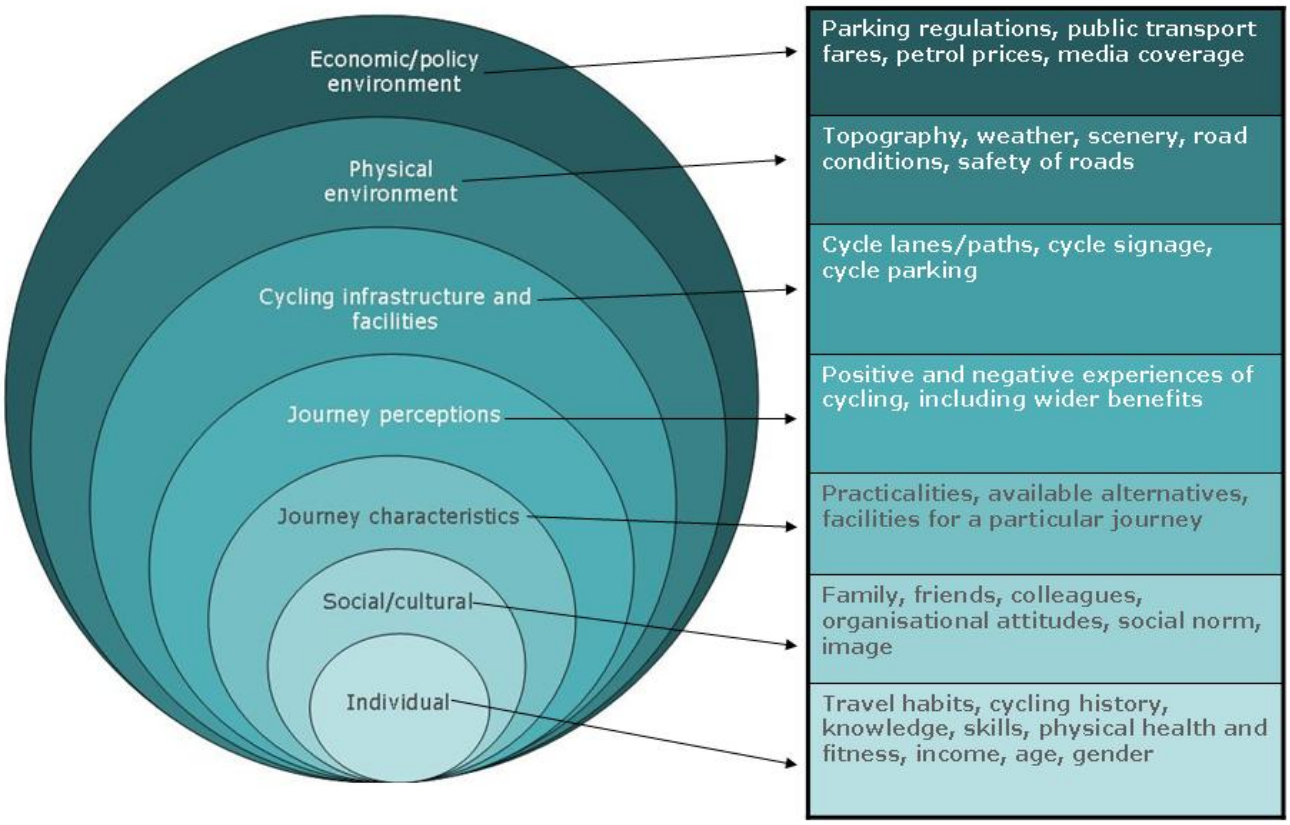
Analysis of the interviews found that changes in cycling behaviour were in many cases triggered by *life change events* such as getting a new job, having children, moving house, having a health event, or retiring. Such events prompted deliberation and reconsideration of habitual travel behaviour. *Changes in the external environment* for cycling can also play a role in the triggering of cycling behaviour change. However, not all triggers led to a change in cycling: the outcome was dependent on *mediating factors* which included personal history, intrinsic motivations and facilitating conditions.

The analysis suggested that people were more or less responsive to the idea of cycling depending on their current life stage and recent life events. For example, represented amongst the groups who experienced a turning point are: new entrants to the workplace; people changing the nature or location of their work; parents of young children, especially mothers; people recovering from ill health; and people with increased leisure time (e.g. on retirement).

The analysis also indicated how external factors (including policy interventions) played a role in supporting or preventing cycling at key trigger points, as well as triggering cycling directly. These included changes in bicycle availability, cycle training, cycle infrastructure and number of cyclists on the roads.

Examining the experiences and perceptions of a current, or potential, cycle journey showed that the following factors (see Figure 1) combine in different ways to support and/or constrain cycling at particular times, to particular places, and for particular people:

Figure 1



Whether or not a person cycles at all, or cycles for particular kinds of journeys, is determined by a mix of contextual factors. This suggests that interventions which tackle only one of the potential barriers in this mix may be less likely to succeed than interventions which address the most salient barriers across the different levels. Some interventions, by their design, may only address one barrier and in these cases it may be that a package of interventions is required.

It was found that residents were aware of / had experienced a range of interventions, operating at several different levels demonstrated in the contextual model shown in Figure 2.

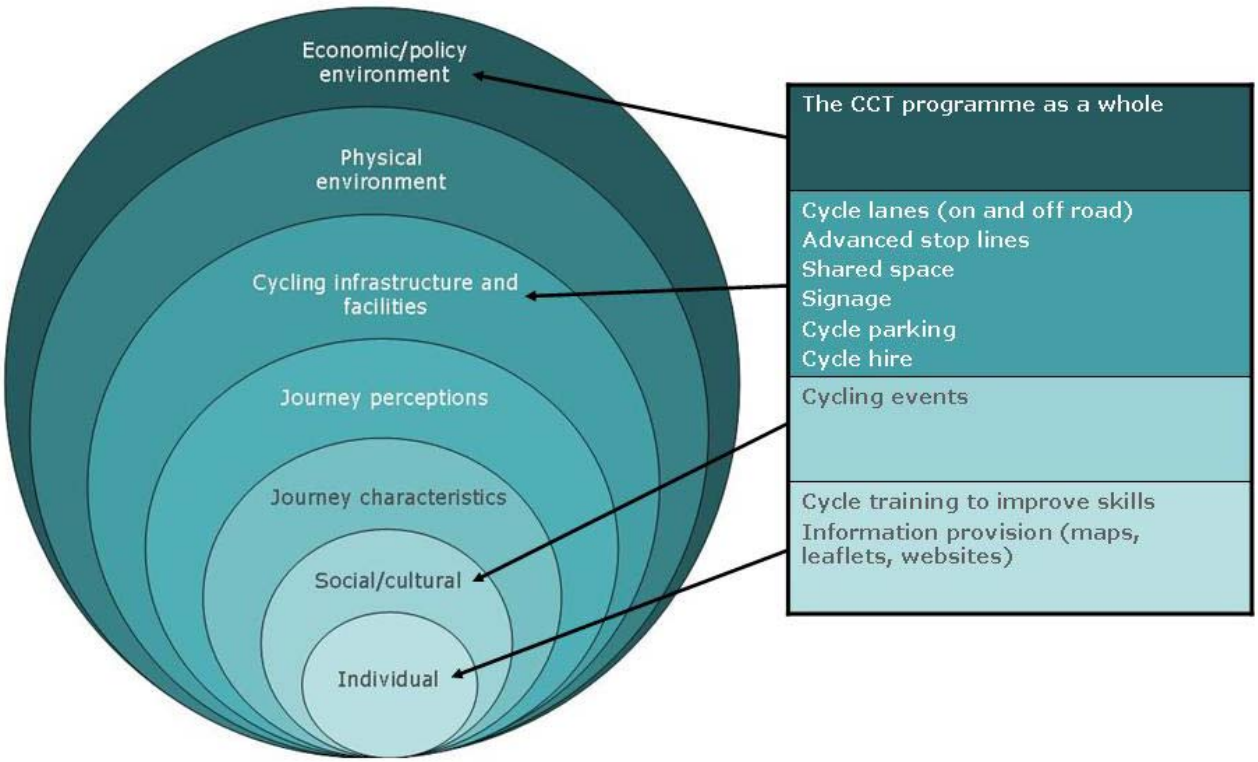
Economic/policy environment: residents' awareness of the CCT programme was variable, and highest amongst continuing regular cyclists. It tended to give rise to general perceptions of towns being supportive of cycling specifically and regeneration more broadly.

Cycling infrastructure and facilities: residents tended to have noticed new cycling infrastructure in their town (both on- and off-road) and valued the improved cycling experience that resulted. Overall, infrastructure appeared to be highly salient to residents' attitudes towards and experiences of cycling, with different views expressed amongst different groups (notably regular and non-regular cyclists). It also had an impact on social/cultural and journey perception issues (with visible investment in cycling presenting an image of cycling as a supported, feasible and popular option).

Social/cultural: as noted above, infrastructure improvements could have an impact on the image of cycling and perceptions of its popularity. Interventions which specifically focused on social/cultural awareness (particularly cycling events for adults and children) were generally perceived very positively.

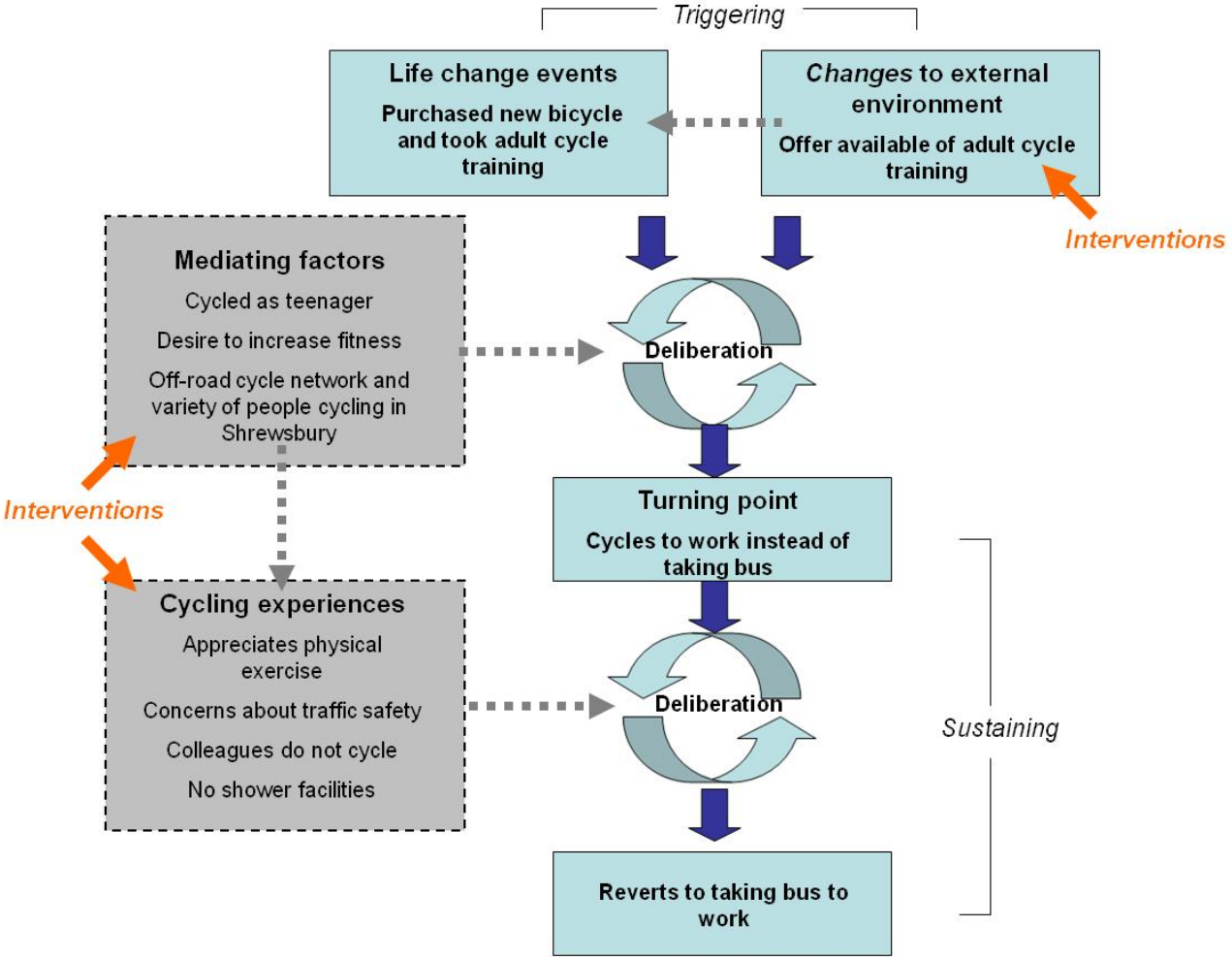
Individual: as the sample comprised mainly people who could already cycle, the full potential impact of cycle training cannot be assessed through this research. Nevertheless, cycle skills training for adults was viewed positively, although awareness of opportunities for it was low. By contrast, cycle training for children had been noted by many residents, with positive views reported as well as lingering concerns about children's safety whilst cycling.

Figure 2



A conceptual framework has been developed as part of the the research to enable an holistic appreciation of behavioural change. An example of this is shown in Figure 3, which highlights the impact of adult cycle training along with mediating factors and personal history on both initial and subsequent cycling behaviour.

Figure 3



In conclusion, the research has shown how CCT investment, alongside other factors, influenced the cycling of residents in the context of their evolving lives, and how viewing travel behaviour in this way assists in understanding behavioural change. It has demonstrated that life events lead to reconsideration of travel and turning points in travel behaviour. Transport policy makers and practitioners could take advantage of life events as opportunities to market travel alternatives, but they need to be able to access groups/individuals at these points. This could benefit from collaborating with professionals from other sectors (e.g. education providers, employers). The research has also shown how past experience of cycling played an important role in taking up cycling again. This suggests that marketing needs to be differentiated according to groups with different experience levels of the behaviour being promoted.

The research also showed that whether or not a person cycles at all, or cycles for particular kinds of journeys, is determined by a mix of contextual factors. This suggests that interventions which tackle only one of the potential barriers in this mix are less likely to succeed than interventions which address the most salient barriers across the different levels. Examples have been shown where the CCT investment succeeded in addressing barriers at different levels and encouraging residents to start or sustain cycling.

1 Introduction

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1 Introduction

1.1 Introduction

Between 2008 and 2011, the Department for Transport, Cycling England and the Department of Health invested over £43m (plus local match funding) to create the Cycling City and Towns (CCTs): Greater Bristol, Blackpool, Cambridge, Chester, Colchester, Leighton-Linslade, Shrewsbury, Stoke, Southend, Southport, Woking and York. The aim of the programme was to explore whether and how increased investment in cycling as part of a whole-town strategy could lead to a significant and sustained increase in the number of cyclists and frequency of cycling. The programme was overseen by Cycling England, and built on earlier experience in six Cycling Demonstration Towns which began receiving funding in 2005.

This report is part of a broader evaluation summarised below and described in greater detail in an evaluation interim report which was published in January 2009[1].

Evaluation of the CCT Programme

- The overall aim of the evaluation is to measure the extent to which anticipated outcomes and wider impacts have been generated by the CCT programme and to measure its efficiency, effectiveness and value for money.
- The evaluation team is led by AECOM working with the Centre for Transport & Society (University of the West of England, Bristol) and The Tavistock Institute. The team is working with Sustrans which is leading a programme that monitors cycling activity in the CCTs.
- The evaluation is using a 'Theory of Change' approach which seeks not only to measure whether intended outcomes have been achieved but why changes have occurred and under what conditions they have occurred.
- Data collection activities include (i) large-scale surveys of households in CCT programme areas; (ii) qualitative interviews with residents; (iii) interviews with local delivery teams and local and national stakeholders; and (iv) collation of data on programme expenditure and outputs.

This report presents findings from qualitative research undertaken with residents of the CCTs during the programme, exploring their cycling behaviour and how they responded to the cycling investment. The qualitative research has been designed to complement the surveys and monitoring activities described above, by providing insights into individual experiences and perceptions.

1.2 Objectives of the Qualitative Research

The specific objectives of the qualitative research are listed in the table below.

No.	Objectives
1	To understand the circumstances in which cycling behaviour changes and the role of the CCT programme in behavioural change
2	To identify key motivators and barriers to increased cycling for different subgroups
3	To understand effects of CCT investment on perceptions and attitudes to cycling and how this varied according to delivery and marketing strategies
4	To identify wider impacts (intended and unintended) of CCT investment

[1] AECOM (2011) Evaluation of the Cycling City and Towns Programme. Interim Report. Report to Department for Transport. AECOM, Centre for Transport & Society and The Tavistock Institute. Available at: http://www.dft.gov.uk/publications/cycling-city-and-towns-programme (2/9/11)

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This research has involved people who have changed their cycling behaviour since the start of the CCT programme. It has investigated the circumstances associated with these changes, including the role of the programme, and gained direct insights into influential factors and the process of behavioural change. This has provided new insights on behavioural change for decision makers and researchers in transport and other sectors.

1.3 Acknowledgements

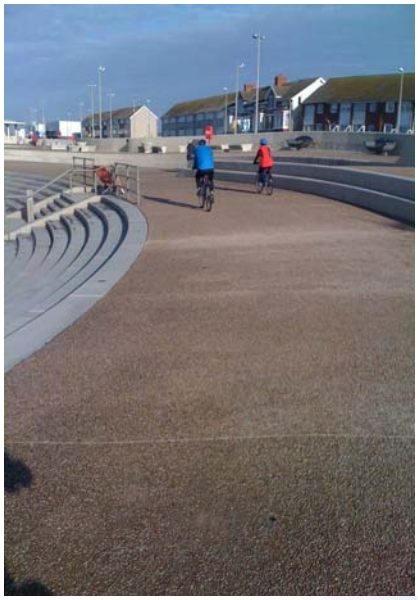
The authors would like to thank all participants for their time and contribution to the research.

1.4 Structure of Report

This report has six subsequent Chapters:

- **Chapter Two** describes the methodological approach of this research.
- **Chapter Three** summarises previous research on cycling behaviour and the conceptual basis for analysing cycling behaviour in this research.
- **Chapter Four** explores the key triggers for changes in individuals' cycling behaviour.
- **Chapter Five** explores day-to-day positive and negative influences on sustaining cycling.
- **Chapter Six** examines how residents have responded to the cycling investment.
- **Chapter Seven** draws out the key conclusions of the research.

2 Methodological Approach



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2 Methodological Approach

Summary

Researchers visited a sample of adult residents in the CCTs to conduct **in-depth, face-to-face interviews** exploring:

- Life changes in the past three years.
- Travel behaviour (all modes) over the past three years.
- Experiences/perceptions of a regular cycling journey.
- Experiences/perceptions of another or potential cycling journey.
- General experiences of living in a CCT.
- Awareness of cycling infrastructure and smarter measures in the CCT.

Over 140 adult interviews were conducted (12 in each CCT). Where children were available in the household at the time of the interview, their views were also sought.

The sample was a purposive sample, designed to focus on people that had recently changed their cycling behaviour (started, stopped, increased or decreased cycling). The sample comprised:

- **Continuing Regular Cyclists** (cycling regularly since before the start of the investment programme, i.e. cycling since at least October 2008);
- **New Regular Cyclists** (started cycling regularly after the start of the investment programme, i.e. started cycling since October 2008); and
- **Non Regular Cyclists** (cycling occasionally or not at all).

The sample is not representative of the CCT population, as it includes more cyclists than average, and it is therefore not possible to quantify or generalise the findings beyond the sample. Instead, it offers insights into general themes and concepts which are relevant to the consideration of cycling behaviour change for different groups of people.

In addition to the interviews, a sub-sample of two adults per CCT participated in an **accompanied cycle journey**. This observational research technique involved accompanying the participant on a journey by bicycle, with occasional stops to allow observations and conversation. It sought to enhance the understanding of the cycling perceptions and experiences of the participants.

This chapter presents an overview of the research approach. The research consisted of a combination of recruitment telephone interviews and face-to-face in-depth interviews (including observation methods). Research materials can be found in Appendix C.

2.1 Recruitment Telephone Interviews

The sampling frame for the research was the database of CCT baseline survey adult respondents (aged 16 and over) who said they would be willing to take part in further research (baseline survey conducted between July and November 2009). The sample only included those adults who indicated in the baseline survey that they did not have a disability or longstanding health problem that affected their mobility.

The recruitment telephone interviews included a series of questions to establish whether or not people had changed their behaviours since the baseline survey and reasons for any change. This approach allowed the targeting of people for depth interviews. In asking why people had or had not changed their cycling behaviours, the telephone interviews also provided some initial information on the reasons for any change. However, due to its length and purpose, the telephone interview information was unable to probe to the necessary depth required to explore the reasons for changes in cycling behaviour. The face-to-face in-depth interviews were required to provide this detailed level of information.

It should be noted that as the main aim of the telephone interviews was to recruit participants for the face-to-face interviews they focused on the types of cyclists required for the sample and so the interview

sample was not random in nature. Once the necessary participants were recruited for each CCT no further telephone interviews were conducted and so the sample sizes differ across the CCTs.

In total 428 telephone interviews were conducted. An overview of the findings of the telephone interviews can be found in Appendix A.

2.2 Face-to-face Interviews

Twelve in-depth interviews were conducted in each CCT, 144 in total, so that insights could be gained for the different CCT contexts. These interviews were conducted between October 2010 and February 2011.

Sampling

The sample structure was designed to ensure that it included a mix of continuing regular cyclists, new regular cyclists, occasional/lapsed cyclists and those who had indicated in the baseline survey that they might consider cycling. In addition, a small number of those indicating that they had no intention to cycle were interviewed. It should be noted that the sample focussed on cyclists or those considering cycling, and only a small number of interviews were conducted with people who had no intention to cycle (a small number of non cyclists were included in the sample as the research also explored wider impacts of the CCT interventions). The results therefore provide an indication of reasons for changes in cycling behaviour. They are not statistically representative of CCT residents and therefore cannot be generalised to the CCT populations.

The purposive sampling attempted to target a number of key types of participant in terms of cycling behaviour. Table 2.1 presents the target sample for each type of cyclist as well as the actual achieved sample.

Table 2.1: Sampling Structure for Face-to-face Interviews

Broad Category	Sub-category	Specific Group	Target	Achieved
Cyclists	New regular cyclists (started in last 24 months)	Started cycling in last 12 months	24	20
		Started cycling 12-24 months ago		11
	Continuing regular cyclists (cycled for 24+ months)	Cycling more frequently in last 12 months	24	23
		Cycling about the same or less than last 12 months	12	32
	Occasional cyclists	Cycling more frequently in last 12 months	36	11
		Cycling about the same or less than last 12 months		19
		Planned to or might start cycling 12 months ago and now started cycling	24	9
Non-cyclists	Planned to or might start cycling 12 months ago	Not started cycling	6	6
	No intention to start cycling 12 months ago	Started cycling or planning to start cycling	12	2
		Still no intention to start cycling	6	11

As can be seen in Table 2.1, in particular two of the target category quotas were not achieved:

- Those who had no intention to start cycling at the time of the baseline survey but had either started cycling or were planning to start; and
- Those who had said they planned to or there was a possibility of them starting to cycle at the time of the baseline survey and were now cycling on at least an occasional basis.

For analysis purposes cycling behaviour was split into three types, as follows ('cycling regularly' defined as cycling at least once a week):

- Continuing Regular Cyclists (cycling regularly since before the start of the investment programme, i.e. cycling since at least October 2008);
- New Regular Cyclists (started cycling regularly after the start of the investment programme, i.e. started cycling since October 2008); and
- Non Regular Cyclists (cycling occasionally or not at all).

Quotas were not set for specific journey types as it was important to be open and flexible regarding the nature of cycling taking place in each CCT. Nevertheless, attempts were made to ensure that the sample included those who cycled for utility only, those who cycled for leisure only and those who cycled for both utility and leisure purposes. This was so that the willingness of cyclists to increase the range of trip purposes for which they cycled could be explored.

The breakdown for the total sample achieved is shown in Table 2.2.

Table 2.2: In-depth Interview Sample Profile

	Male			Female	
Gender	74			70	
	16 – 19	20 - 24	25 – 44	45 – 64	65+
Age	5	3	65	61	10
	Continuing regular cyclist		New regular cyclist	Occasional and non-cyclists	
Type of cyclist	55		31	58	

The Interview

The face-to-face interviews took place at the home of the participant or at a public venue suggested by the participant.

The interview partly aimed to test existing theories about factors influencing cycling, but mainly aimed to be open and not exclude issues which may be of importance to individual participants and the study as a whole. A topic guide was prepared including the following main areas:

- Life changes in the last three years;
- Travel behaviour over the last three years (cycling and other modes);
- Detailed discussion of regular cycling journey;
- Detailed discussion of other type of cycling journey or potential cycling journey;
- General experiences of cycling in CCT; and
- Awareness of cycling infrastructure and smarter measures in CCT.

A Travel Behaviour Timeline was used at the start of the interview to identify how cycling behaviour had changed over the last three years. The timeline recorded changes to key aspects of the participant's life

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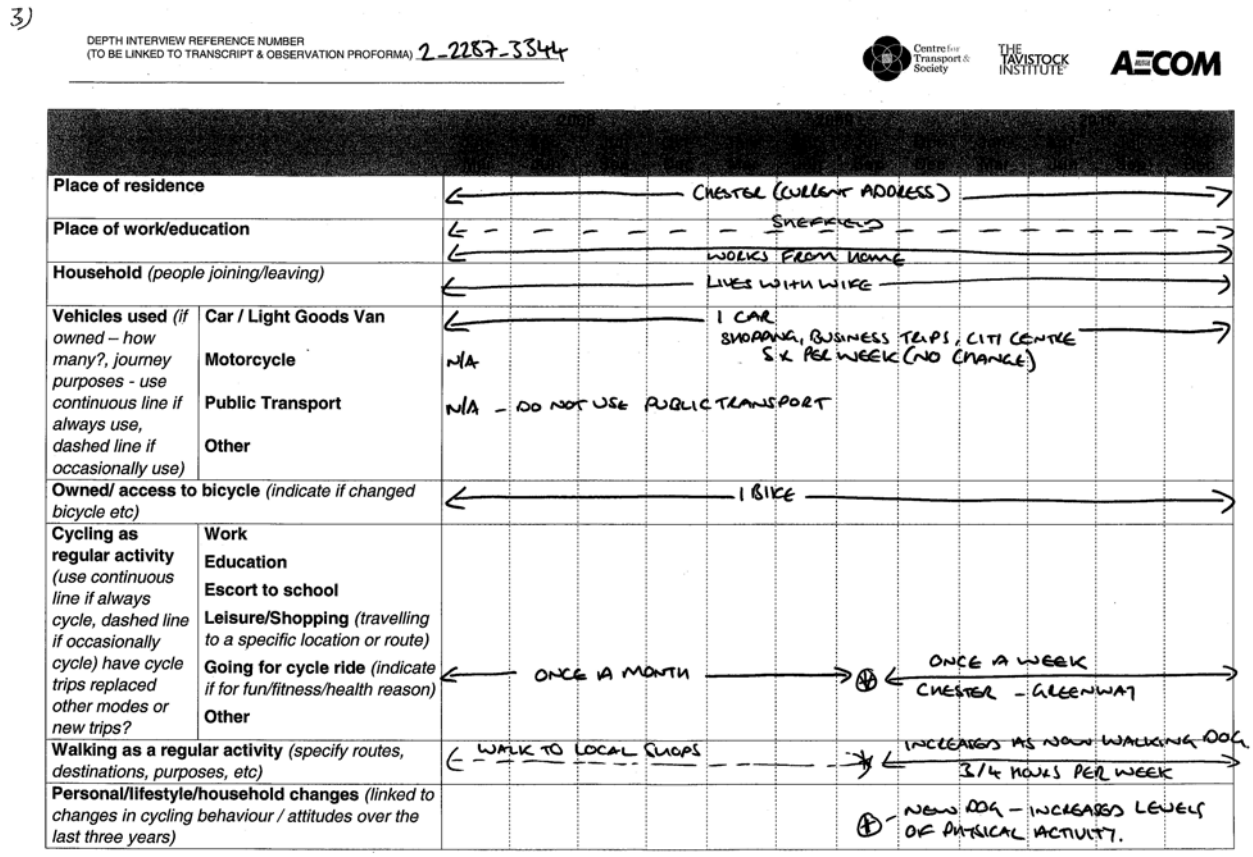
such as household composition and employment, as well as travel behaviour. An example of a completed timeline is shown in Figure 2.1.

Figure 2.1: Travel Behaviour Timeline


3)

DEPTH INTERVIEW REFERENCE NUMBER
(TO BE LINKED TO TRANSCRIPT & OBSERVATION PROFORMA) 2-2287-3344

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Place of residence		CHESTER (CURRENT ADDRESS)
Place of work/education		SHEFFIELD WORKS FROM HOME
Household *(people joining/leaving)*		LIVES WITH WIFE
Vehicles used *(if owned – how many?, journey purposes - use continuous line if always use, dashed line if occasionally use)*	**Car / Light Goods Van**	1 CAR SHOPPING, BUSINESS TRIPS, CITY CENTRE 5 X PER WEEK (NO CHANGE)
	Motorcycle	N/A
	Public Transport	N/A - DO NOT USE PUBLIC TRANSPORT
	Other	
Owned/ access to bicycle *(indicate if changed bicycle etc)*		1 BIKE
Cycling as regular activity *(use continuous line if always cycle, dashed line if occasionally cycle) have cycle trips replaced other modes or new trips?*	**Work** **Education** **Escort to school** **Leisure/Shopping** *(travelling to a specific location or route)* **Going for cycle ride** *(indicate if for fun/fitness/health reason)* **Other**	ONCE A MONTH ONCE A WEEK CHESTER - GREENWAY
Walking as a regular activity *(specify routes, destinations, purposes, etc)*		WALK TO LOCAL SHOPS INCREASED AS NOW WALKING DOG 3/4 MILES PER WEEK
Personal/lifestyle/household changes *(linked to changes in cycling behaviour / attitudes over the last three years)*		NEW DOG – INCREASED LEVELS OF PHYSICAL ACTIVITY.

Accompanied Journey

In order to provide a richer perspective of the 'cycling experience' encountered by participants on routes they would normally use, or potentially use if not a regular cyclist, an observational method was also applied: the accompanied journey. This technique involved accompanying the participant on a journey by bicycle, with occasional stops to allow observations and conversation. It sought to enhance the understanding of cycling perceptions and experiences of participants.

Accompanied journeys were conducted with two participants in each CCT. They took place on the same occasion as the interviews. In some cases, due to inclement weather, the journey took place on foot, in which case conversation was easier but the cycling experience not explored as well.

Analysis

All interviews were digitally recorded and transcriptions produced to aid analysis. A systematic approach was taken for the analysis of the data. This was achieved using a thematic matrix approach assisted by computer software. QSR NVivo 8 was used, with categories (or codes) developed based on a synthesis of the transcription and reference to the research objectives and topic guide. The categories formed a matrix of themes and the data was classified and allocated to the matrix. Comparisons were made both within cases and between cases and where similarities and differences were found they have been reported.

It should be noted that the research is qualitative in nature, seeking to understand cycling behaviour and what influences behaviour. It does not aim to quantify behaviour or to make statistically significant generalisations from the study samples to the study population (the residents of CCTs). However, the qualitative approach does assume that, where mechanisms and explanations for behaviour are identified

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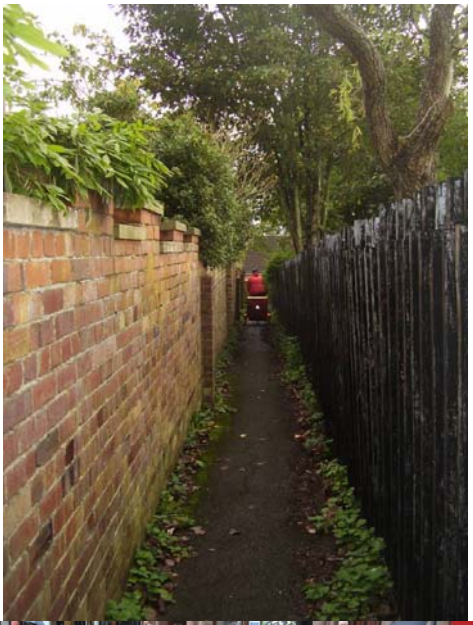
amongst particular samples and populations, that unless there are specific individual or local factors which explain those findings, then they are likely to be relevant concepts for understanding different kinds of behavioural responses to CCT-type policies more generally.

A short summary of findings for each CCT can be found in Appendix B.

3 Understanding Cycling Behaviour



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3 Understanding Cycling Behaviour

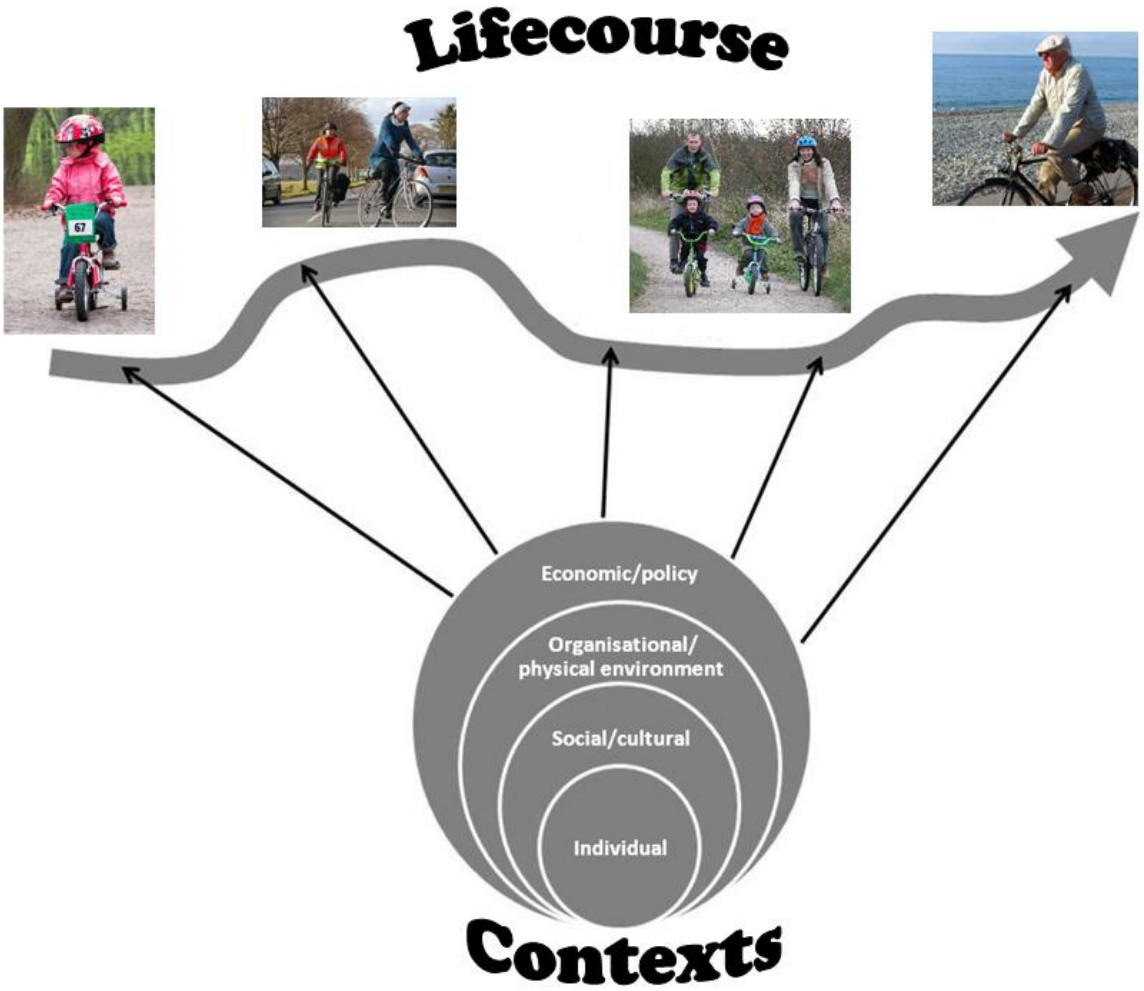
Summary

This research has used two complementary perspectives to analyse and report the findings from the interviews: the **life course** perspective, and the **ecological** perspective.

The **life course** perspective considers cycling behaviour in light of individual and family histories. It acknowledges that current behaviour may be influenced by past experiences, and highlights the potential for life events (such as moving house and having children) to break existing travel habits in certain circumstances. The life course perspective is drawn on primarily in Chapter 4, which explores the *key triggers for turning points in cycling behaviour* reported by participants.

The **ecological** perspective considers cycling behaviour as a product of *wider contexts* at any one time, ranging from individual and socio-cultural factors (such as skills and image) to physical and economic factors (such as cycling infrastructure and the recession). The ecological perspective is drawn on primarily in Chapter 5, which explores the *day-to-day positive and negative influences on cycling.*

Bringing these perspectives together (see figure below) has enabled this research to consider the influences on cycling behaviour in a comprehensive and contextualised manner, and to highlight where, when and how policy interventions may play a role in this complex picture (Chapter 6).



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3.1 Summary of Previous Research

There has been a growing body of research in recent years seeking to explain why levels of cycling vary between places and between people. Referring to this has helped guide the analysis of the interview data. A summary of the main types of research that have been conducted, what they have found and their limitations is presented in Table 3.1.

Table 3.1: Previous Types of Research on Cycling Behaviour

Types of research	Methodology	Main findings and limitations
Aggregate studies of variation in cycling between different geographical areas	Statistical modelling of associations between levels of cycling and physical environment characteristics and socio-demographic characteristics	Cycling levels found to be higher where there is greater provision of off-road cycle routes. However, this does not necessarily demonstrate a causal relationship. Cycling infrastructure might have been provided reactively where there are more cyclists or more positive disposition to cycling.
Stated Preference (SP) studies of responses to enhanced cycling provision	Statistical modelling of individual mode choice responses to hypothetical scenarios of enhanced cycling provision	Commuters found to be highly sensitive to cycle route provision and cycle facilities at destination. However, there is uncertainty about realism of responses to SP research as they are made largely without reference to real-world decision making context.
Cycling attitude and opinion surveys	Statistical analysis to quantify cycling beliefs, attitudes and opinions and their variation between socio-demographic groups	Benefits of cycling are widely appreciated but majority of population fears cycling on roads (women more than men). Helpful in establishing general thoughts about cycling but not very informative about why attitudes and opinions have formed, how they might be changed and what difference this will make to behaviour.
Socio-psychological studies of cycling	Statistical modelling to assess strength of association between cycling behaviour and individual beliefs, attitudes, social norms, habits and other socio-psychological factors	Likelihood of cycling influenced by attitudes, norms and habits. Indicates internal factors that are relevant for individuals to cycle but leaves uncertainty about role of external factors in shaping these internal factors.
Qualitative research exploring people's thoughts and feelings about cycling	Interviews or focus groups to find out about experiences of cycling, feelings, perceptions, motivations and barriers and how these vary by different groups	Enabled new issues to be identified (e.g. the role of image, the significance of performance-related aspects of cycling). Qualitative research has not been employed to investigate effect of external interventions on thoughts and feelings about cycling.

Two main limitations can be identified from the research summarised in Table 3.1. Firstly, studies (quantitative or qualitative) have tended to be cross-sectional and relate behaviours only to current circumstances when they may have been influenced by past experiences and events. This is highlighted by studies which have investigated the influence on current cycling of past experiences and events showing strong relationships (for example, strong statistical associations between adult cycling and childhood cycling). In the next section, it is explained how a life course perspective is highly appropriate for analysing the changes in cycling behaviour that emerged from the interviews.

The second main limitation is that individual studies tend to concentrate on narrow influences on behaviour. In Section 3.3 the ecological model is introduced which provided a framework for considering a broad range of influences on cycling behaviour.

3.2 Life Course Perspective

A life course perspective has been adopted for the analysis of changes in cycling behaviour. Giele and Elder define the life course as "a sequence of socially defined events and roles that the individual enacts over time" and state that in the life course perspective it is assumed that "any point in the life span must be viewed dynamically as the consequence of past experience and future expectation as well as the integration of individual motive with external constraint"[2].

A central concept of the life course model is the *trajectory*. The cycling trajectory represents a person's thoughts, feelings, capabilities and actions related to cycling. Its dynamic evolution occurs in a sequence of linked states that occur throughout the person's life from past to present and into the future. The life course perspective is concerned with the longer-term evolution of behaviour rather than day-to-day or seasonal variation. People arrive at their current cycling behaviour within trajectories that are developed over the course of their lives and shaped by the environments they encounter and *transitions* (or life-change events) that they have made.

Individual lives as a whole can be conceived as a set of interwoven trajectories that together tell a life story. Trajectories can be defined in terms of different domains (such as employment, family, health, mobility) and sub-domains (cycling being a possible sub-domain of mobility). These trajectories are inter-connected and have reciprocal effects on each other. Transitions (or life-change events) from one state to another in one domain such as a change in employment can lead to changes in the trajectories in other domains. Transitions affect roles, resources, health and context[3]. *Turning points* occur when there are major changes to a trajectory.

For travel behaviour it has been found that major events in a person's life such as a residential move can act to break habits and can result in changes to availability of transport modes, changes in beliefs and attitudes towards transport modes and changes to travel choices[4]. It has been suggested that travel behaviour research investigates the inter-relationship between events in household, employment, residential and mobility biographies[5]. One study that has employed this approach involved a qualitative study of 20 parents of young children and found a variety of different car use trajectories after childbirth[6].

Recent support for the life course perspective has been provided by the Government's 2010 White Paper on Public Health[7] which adopts the 'life course framework for tackling the wider social determinants of health' and advocates the use of emerging ideas from behavioural sciences to influence behaviour at key transition points in people's lives. A review of the literature on the effects of life-change events on

[2] Giele, J.Z. and Elder, G.H. Jr. (Eds) (1998). *Methods of Life Course Research: Qualitative and Quantitative Approaches*. Sage, Thousand Oaks, CA.
[3] Sobal, J., Bisogni, C.A., Devine, C.M. and Jastran, M. (2006) A conceptual model of the food choice process over the life course. In: Shephed, R. and Raats, M. (eds) *The Psychology of Food Choice*. CABI Publishing, Cambridge MA. pp1-18.
[4] van der Waerden, P., Timmermans, H. and Borgers, A. (2003). The influence of key events and critical incidents on transport mode choice switching behaviour: A descriptive analysis. Paper presented at 'Moving through nets: The physical and social dimensions of travel'. 10th International Conference on Travel Behaviour Research. Lucerne, 10-15 August 2003.
[5] Scheiner, J. (2007). Mobility biographies: Elements of a biographical theory of travel demand. *Erdkunde* 61(1), 161-173.
[6] Lanzendorf, M. (2010). Key events and their effect on mobility biographies: The case of childbirth. *International Journal of Sustainable Transportation 4*(5), 272-292.
[7] HMG (2010). *Healthy Lives, Healthy People: Our strategy for public health in England. Her Majesty's Government CM7985*.

physical activity[8] identified five relevant life-change events (change in employment status, change in residence, change in physical status, change in relationships, change in family structure) but found few longitudinal studies that had assessed physical activity before and after these events. This indicates the value of this research in exploring the role of life-change events in changing cycling behaviour.

The interviews in this study sought to obtain biographical information going back at least to the start of 2008 (via timeline and interview questions) and offered the opportunity to investigate how cycling trajectories were affected not only by changes to external environments encountered (including cycling environments) but also life-change events.

In the analysis of cycling behaviour change in Chapter 4 it is reported how transitions (life-change events), or changes in the external environment, often lead to turning points in behaviour but also need to be accompanied by intrinsic motivations towards the future behaviour and facilitating conditions that enable the behaviour to be performed. Personal history of cycling is also shown to play an important role.

3.3 The Ecological Model

Some recent cycling studies[9] have used the ecological model as a holistic conceptual framework to design research seeking to explain variation in cycling behaviour between individuals. An ecological model organises behavioural influences in a multi-layered structure, often represented as concentric circles. When the ecological model has been applied to physical activity research it typically includes variables at the level of individual (or intra-personal), social/cultural (inter-personal), organisational, physical environment (built and natural) and economic/policy[10].

The ecological model is used as the conceptual basis for the detailed analysis in Chapter 5 of positive and negative influences on cycling behaviour, building on the life course perspective used in Chapter 4 to explore trigger points for cycling. It is considered to be an appropriate framework to examine the multiple influences on cycling behaviour at the time of the interviews. An expanded set of levels of influence are identified as follows: individual, journey characteristics, journey perceptions, social/cultural, organisational, cycling infrastructure and facilities, physical environment, economic/policy. Influences in each category can be positive or negative. A mapping of influence on cycling experience structured around these levels of influence is provided and discussed in Chapter 5 to explain the different influences on current cycling behaviour amongst participants.

[8] Allender, S. Hutchinson, L. and Foster, C. (2010). Life-change events and participation in physical activity: a systematic review. *Health Promotion International, 23(2), 160-172*.
9 Handy, S. Xing, Y. and Buehler, T.J. (2010), Factors associated with bicycle ownership and use: a study of six small U.S. cities. *Transportation* 37, 967–985.
10 Sallis, J.F., Cervero, R.B., Ascher, W., Henderson, K.A., Kraft, M.K., and Kerr, J. (2006) An ecological approach to creating active communities. *Annual Review of Public Health* 27, 297–322.

4 Turning Points – Explaining Changes in Cycling

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4 Turning Points – Explaining Changes in Cycling

Key messages

This chapter explores the *key triggers* for changes in cycling behaviour, drawing on insights from the life course perspective (see section 2.2) and from the interviews.

It finds that changes in cycling behaviour are in many cases triggered by *life change events* such as getting a new job, having children, moving house, having a health event, or retiring. Such events prompted deliberation and reconsideration of habitual travel behaviour. *Changes in the external environment* for cycling could also play a role in the triggering of cycling behaviour change.

However, not all triggers led to a change in cycling: the outcome was dependent on *mediating factors* which included personal history, intrinsic motivations and facilitating conditions. The role of mediating factors is also explored in this chapter before these are explored in more depth in the next chapter.

This analysis suggests that people may be more or less responsive to the idea of cycling depending on their current life stage and recent life events. For example, represented amongst the groups who experienced a turning point are: new entrants to the workplace; people changing the nature or location of their work; parents of young children, especially mothers; people recovering from ill health; and people with increased leisure time (e.g. on retirement).

The analysis also indicates how external factors (including policy interventions) can play a role in supporting or preventing cycling at these key trigger points, as well as triggering cycling directly. These included changes in bicycle availability, cycle training, cycle infrastructure and number of cyclists on the roads.

4.1 Overview

This chapter contains an analysis of changes in cycling behaviour reported by interviewees to have taken place in a three-year period preceding the interviews (approximately back to the start of 2008). This period covers the duration of the investment programme (October 2008 to March 2011). The chapter seeks to explain why behavioural change occurs by looking at the circumstances and factors leading to *turning points* in cycling trajectories. The following Chapter 5 then presents an analysis of the day-to-day positive and negative influences on cycling and seeks to explain the cycling behaviour that prevailed at the time of the interviews. Both Chapters 4 and 5 seek to explain cycling behaviour, but Chapter 4 focuses on explaining *behavioural change over time*, while Chapter 5 focuses on explaining the factors that *sustain or prevent* cycling at a particular point in time.

4.2 Summary of Changes in Cycling Behaviour Reported in Interviews

For each participant of the face-to-face interviews it was assessed whether they had experienced a *turning point* (significant change in their cycling trajectories) during the investment period. The overall level of change in cycling behaviour across the sample is shown in Table 4.1.

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Table 4.1: Changes in Cycling Behaviour of Interview Sample

Type of Cyclist	Change in Cycling			
	Less	Same	More	Total
Continuing Regular Cyclist	16	16	23	55
New Regular Cyclist	n/a	n/a	31	31
Non Regular Cyclist	14	33	11	58
Total	30	49	65	144

Table 4.1 shows there were 31 cases where people became New Regular Cyclists (cycling at least once a week where they had previously cycled less frequently than this or not at all). There were 23 cases where Continuing Regular Cyclists increased cycling and 16 cases where Continuing Regular Cyclists decreased cycling. There were 11 cases where Non Regular Cyclists increased cycling (but not sufficiently to be considered New Regular Cyclists) and 14 cases where Non Regular cyclists decreased cycling.

Turning points in cycling trajectories were therefore noted for 95 of the 144 participants. (The purposive sampling used to recruit the interview sample intentionally sought participants who had changed cycling behaviour, so this level of behavioural change would not be expected in the wider CCT population.) A small number of participants revealed in the interviews that they had experienced more than one turning point in their cycling trajectories during the investment period (for example, started to cycle and then stopped). Although a single classification was made of the change in cycling of each participant based on the first chronological turning point (as shown in Table 4.1), the subsequent analysis considers all turning points. Seasonal changes in cycling were not considered in the analysis, as it was very common for participants to indicate that they cycled more in the summer. The analysis concentrates on non-seasonal changes in general cycling behaviour.

4.3 Findings from Thematic Analysis of the In-depth Interviews

A case summary was prepared for all occurrences of a turning point in cycling trajectory, setting out the relevant circumstances and factors which played a role in the turning point. These case summaries formed the main basis for the thematic analysis that follows.

The hypothesis made in line with the life course perspective is that changes in behaviour are triggered by a contextual change which can be either a life-change event (referred to in life course terminology as a *transition*), or a change in external environments encountered (relating to social/cultural, organisational, physical or economic/policy environments in accordance with the ecological model). The literature suggests contextual change leads to conscious deliberation over behaviour, whereas habitual behaviour is likely to be prevalent otherwise[11]. Life-change events can alter the roles that people perform within their family and social networks, alter the values people hold, alter the resources available for travel and physical exercise and alter the context for travel and physical exercise. This can change the characteristics of travel that are considered salient and hence attitudes towards travel modes. Changes to external environments can alter beliefs and attitudes towards travel modes, or even the possibility of using particular modes of transport.

It was found in analysing the interviews that three categories of mediating factors played a role in the outcome on cycling behaviour of contextual change. These were intrinsic motivations (for example, increasing physical fitness), facilitating conditions (for example, facilities to store a bicycle at the destination) and personal history (for example, past experience of cycling). Figure 4.1 provides a graphical summary of the concepts used in the thematic analysis and their relationships to each other.

[11] Lanzendorf, M. (2010). Key events and their effect on mobility biographies: The case of childbirth. *International Journal of Sustainable Transportation 4*(5), 272-292.

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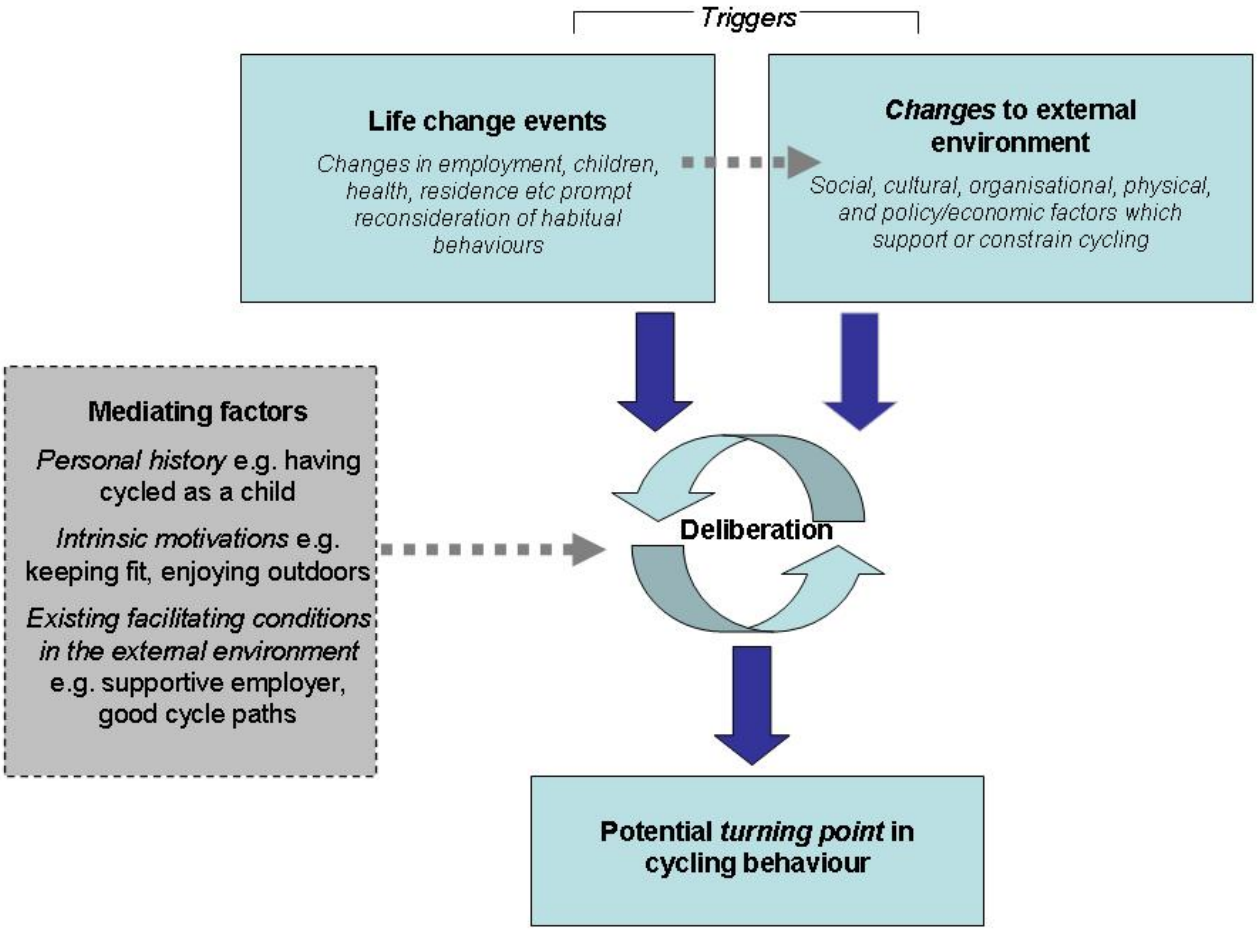
Figure 4.1: Triggers for a turning point in cycling



For each turning point case a key trigger (type of contextual change) was identified. These were not intended to identify a definitive trigger for every case, but to be an organizing basis for considering interacting influences. In some cases it was apparent that a combination of contextual changes (simultaneous or separated over time) led to a turning point and in other cases it was possible that a relevant contextual change was not elicited from the interviews. There were often found to be delayed behavioural responses to contextual changes which can perhaps be attributed to habitual behaviour and time required to plan changes to behaviour.

The following thematic analysis is organised based on the key triggers. First, the role of different life-change events is presented. These include events in a number of domains (education, employment, residential, family, health, leisure, mobility). External changes to the cycling environment are presented after this.

Table 4.2 summarises the key triggers identified for the interview sample and the associations with type of cyclist and change in cycling. This is presented as contextual summary to the findings that follow and the figures should not be treated as indicating the relative importance of different contextual changes. (The interview sample was not intended to be representative of the wider CCT population and the identification of key triggers was made based on subjective judgement with recognition that there may have been multiple, interacting factors and unrevealed factors.)

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Table 4.2: Key Triggers Associated with Turning Points

Key Trigger	New Regular Cyclist	Continuing Regular Cyclist		Non Regular Cyclist		Total
	More	Less	More	Less	More	-
Life-change events						
Education and employment	8	1	6			**15**
Relationships and residential location	2	1	3	1		**7**
Children's development	6	6	4	2	3	**21**
Physical health	3	5	2	5		**15**
Leisure and fitness interests	3		2	3	3	**11**
Car and bicycle availability	6	3	3	3	1	**16**
Bicycle riding skills	2					**2**
Changes to external environment						
Cycling environment	1		3		4	**8**
Total	**31**	**16**	**23**	**14**	**11**	**95**

The emphasis in the findings that follow is on how contextual changes play a role in behavioural change alongside personal history, intrinsic motivations and existing facilitating conditions. Pathway diagrams are used (for some of the examples) to visually illustrate how these different factors interact to explain why significant turning points in cycling behaviour take place.

4.3.1 Education and Employment

The thematic analysis has shown that that a **new employer or educational institution or location** could lead to regular cycling to work/college, often because of a decrease in distance compared to a previous location, but sometimes because of the lack of an alternative (especially in the case of education trips and first jobs, where respondents may not yet own a car or have a driving licence). This was daily cycling in some cases and cycling one or two days a week in others (notably where distance to the workplace was longer). Previously, participants had only cycled occasionally (usually only for leisure purposes). Good cycle routes and facilities at the workplace were identified as important by some of the participants.

Changes in the job status of a partner could also trigger changes in cycling, where the change affected the household's travel options (e.g. by restricting car availability).

There were also cases where cycling regularly started after **retirement or job loss** with the time freed up used to cycle as a leisure or fitness activity.

Education

Interviews only took place with adults (aged 16 and over at the time of the baseline survey), but there was one case where a turning point in cycling was associated with a change in educational institution.

A 16-19 year-old female in Cambridge (New Regular Cyclist) started cycling regularly when she left secondary school to go to sixth-form college in September 2009. This is illustrated in Pathway 4.1. The diagram summarises her personal history of cycling, noting that she had cycled to school when she was

nine years old and other members of her family were regular cyclists. She had been taking the bus to secondary school but cycled when she started college.

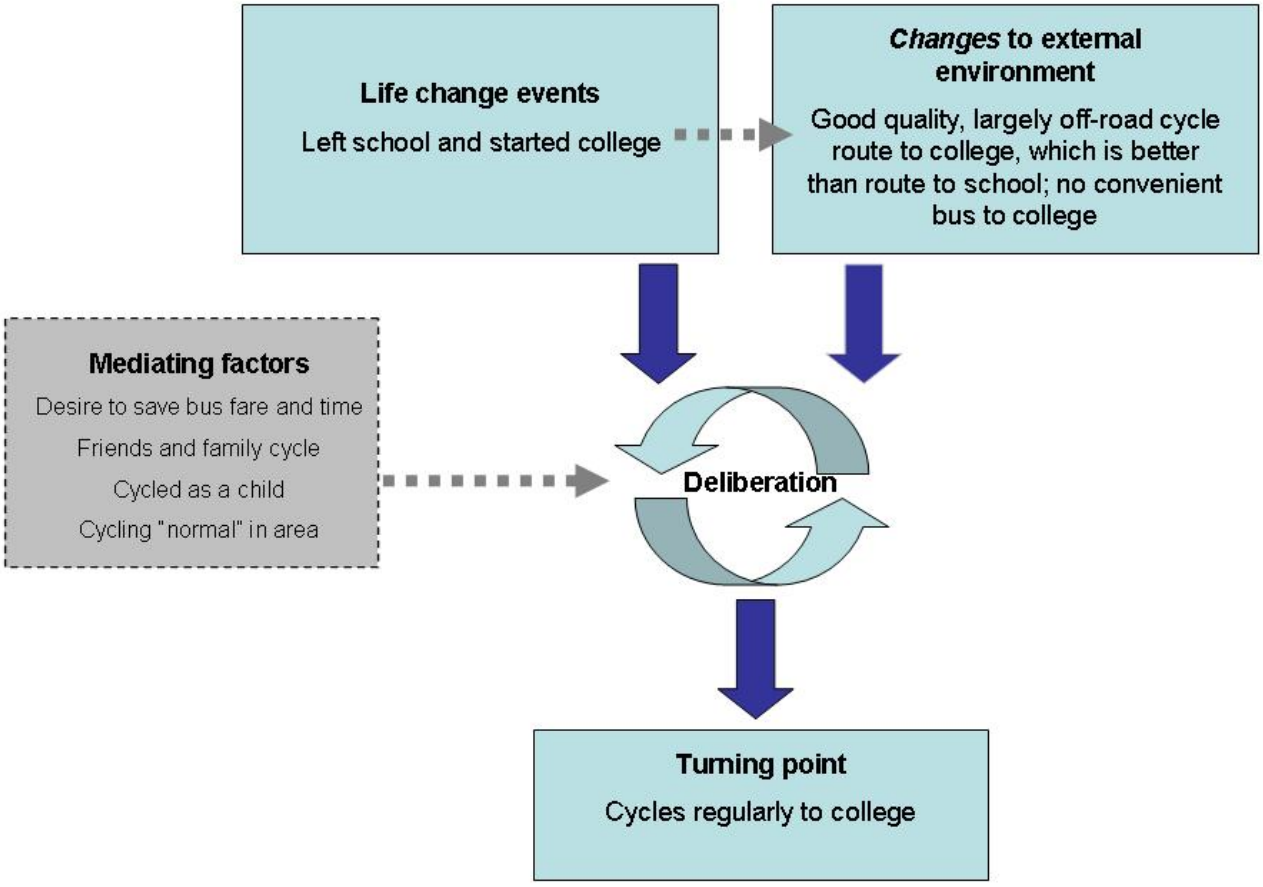
"Do you think your level of cycling is pretty much the same over the last three years [...]?"
"It definitely increased. Even though I did some cycling to school I had the bus stop which stopped literally outside my house. There wasn't any reason for me to cycle before, unless it was a nice day [...]" Female, 16-19, New Regular Cyclist, Cambridge

The interview revealed that the distances to secondary school and sixth-form college were similar but there was a bus service located near to her house to get to secondary school but not to college. She also referred to a difficult crossing on the cycle route to secondary school that discouraged her cycling and how there was a direct off-road cycle path for a large proportion of her journey to college.

She said she preferred cycling over taking the bus to go to college, as the journey by bicycle took 15-20 minutes and was free compared to about 45 minutes by bus and £3.40 for a day ticket. This highlighted that saving time and money were intrinsic motivations for cycling. She also highlighted that cycling is normal in Cambridge and that many of her friends cycled to college (these can also be considered facilitating factors).

An advantageous physical environment for cycling (compared to the bus) was a strong influence on taking up cycling at the education transition point in this case, but the social environment (where cycling was the norm) and past cycling experience of the participant were also influential.

Pathway 4.1: Starting College



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Employment

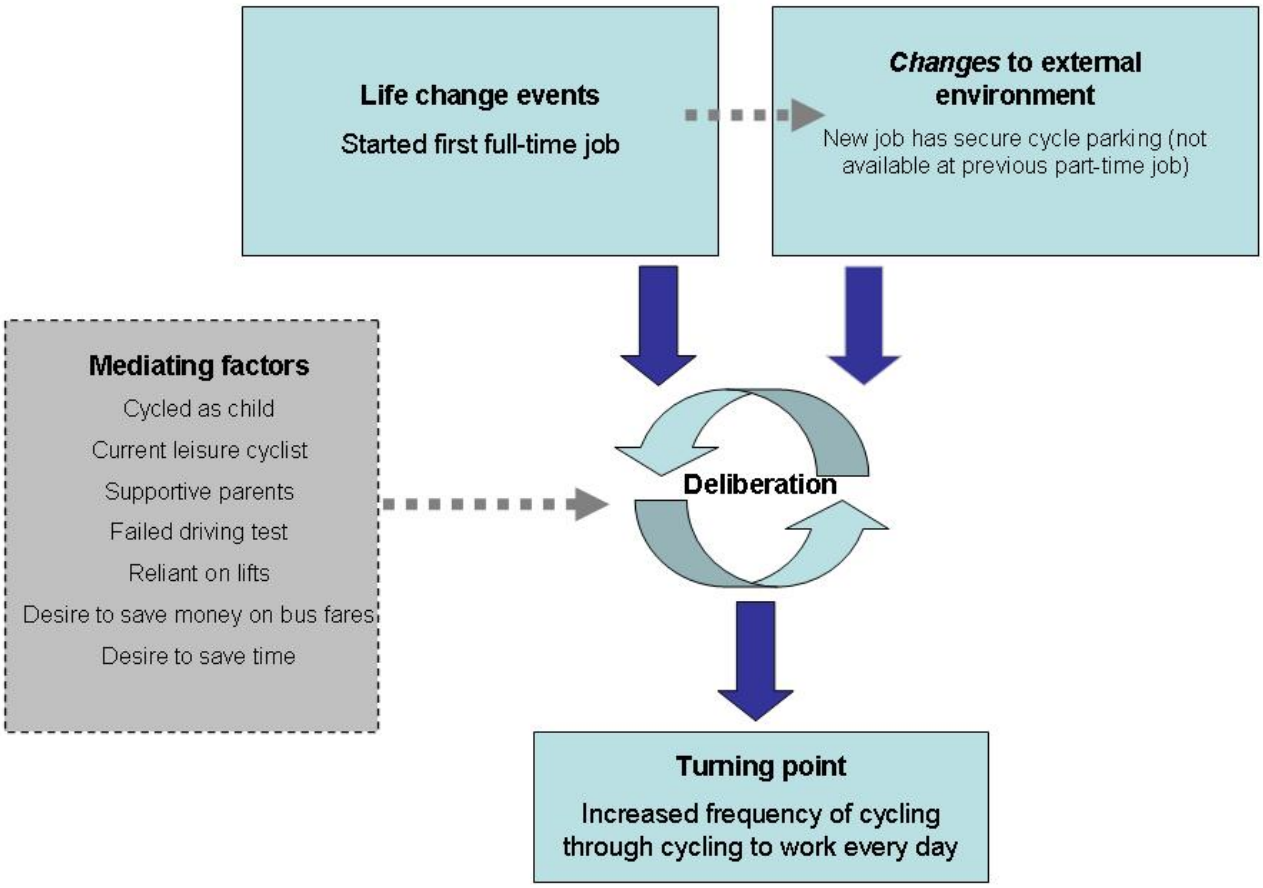
A number of turning points in cycling trajectories were associated with employment events that took place in the lives of the research participants. Two main types of employment changes are discussed below: changes in employment status and changes in employment location.

Employment Status

There were cases where younger participants at/near the start of their working careers became regular cyclists or increased their cycling frequencies when they started working full-time.

A 16-19 year old male in Colchester (Continuing Regular Cyclist, Cycling More) increased his cycling frequency when he started his first full-time job in October 2009 (see Pathway 4.2). He had cycled since a young age but otherwise was mainly making leisure cycling rides before starting his full-time job. He cycled daily on the 20-30 minute journey each way. He said that it was cheaper than taking the bus. In his previous part-time job in the town centre he had got a lift and had not been willing to cycle due to the lack of secure parking. He was unable to drive to work as he had failed the driving test.

Pathway 4.2: Starting First Full-Time Job



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For a 20-24 year old female in Chester (New Regular Cyclist) leaving college and getting a job in the town centre led to her starting to cycle regularly instead of walking. She said she liked to stay in bed longer and travelling by bicycle took 5 minutes compared to 20 minutes on foot.

"Yeah it was nice, the canal's quite nice to go on, and it's nice to get to work in like 5 minutes instead of 20 cause that's how much it takes if you walk [...]" Female, 20-24, New Regular Cyclist, Chester

Using her car was discounted due to the cost of parking. She was able to use an off-road canal path to get to work and that was mentioned as encouraging her to cycle. She also said she liked the attention she got from other people when riding her bike (which was a Chopper) so it appeared that self-identity played a role in motivating her to cycle. When she was made unemployed from the job in the town centre she cycled less often.

One case was revealed where a change in the employment status of a partner affected the cycling of the participant. It led to a 25-44 year old male in Cambridge (New Regular Cyclist) starting to cycle regularly to work (see Pathway 4.3). He usually drove to work three and a half miles away, but when his partner started working part-time at the same workplace location they started travelled together by car and he cycled back on his own when he finished work later in the day. This routine had been adopted as they only had one car. It involved carrying his full-size bicycle in the car. He said that he would rather do this than spend money on a second car and that he was keen to get exercise from cycling.

"All this time you have [...] been cycling, is the level the same?"

"No she started working earlier this year and so I have probably done more cycling since then, simply because before I had the option of taking the car in but I was cycling to work before that some days particularly when it was nice. I was more of a fair-weather cyclist then but now even on a day like this I cycle to work or home from work. It's one of those where we have thought of getting a second car but really we wouldn't use it enough to justify it." Male, 25-44, New Regular Cyclist, Cambridge

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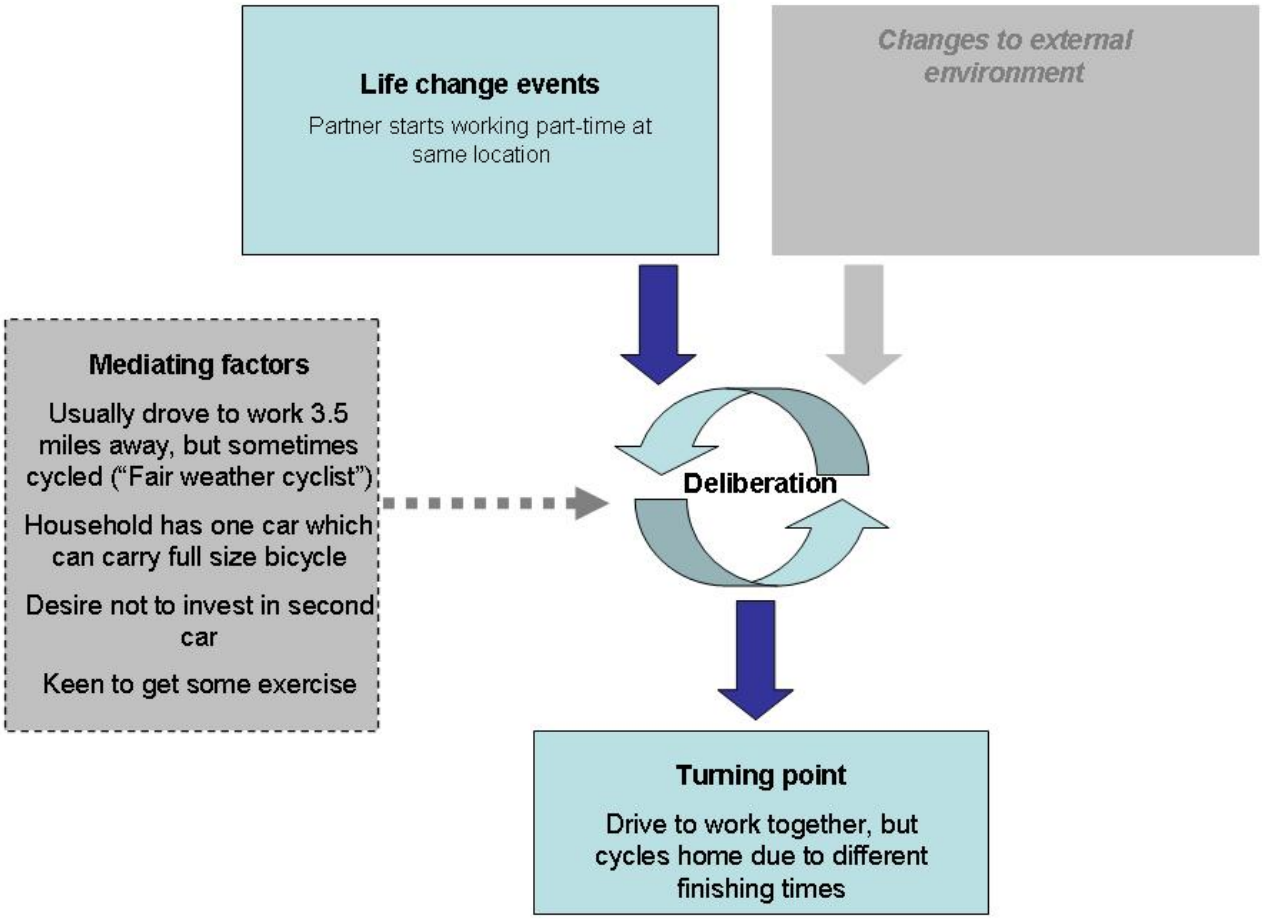
Pathway 4.3: Employment Status of Partner



An example of increasing cycling on retirement was a 45-64 year old female in Blackpool (New Regular Cyclist) who took up leisure cycling with her husband after she retired (see Pathway 4.4). She had a serious illness two years before retiring and felt that regular exercise would be beneficial to her health. She had purchased a bike after the illness but did not start cycling until retiring. Her husband had cycled to work before he had retired. They went on rides along the Promenade which was close to their home. They liked to cycle along the Promenade since the path had been made continuous in 2009.

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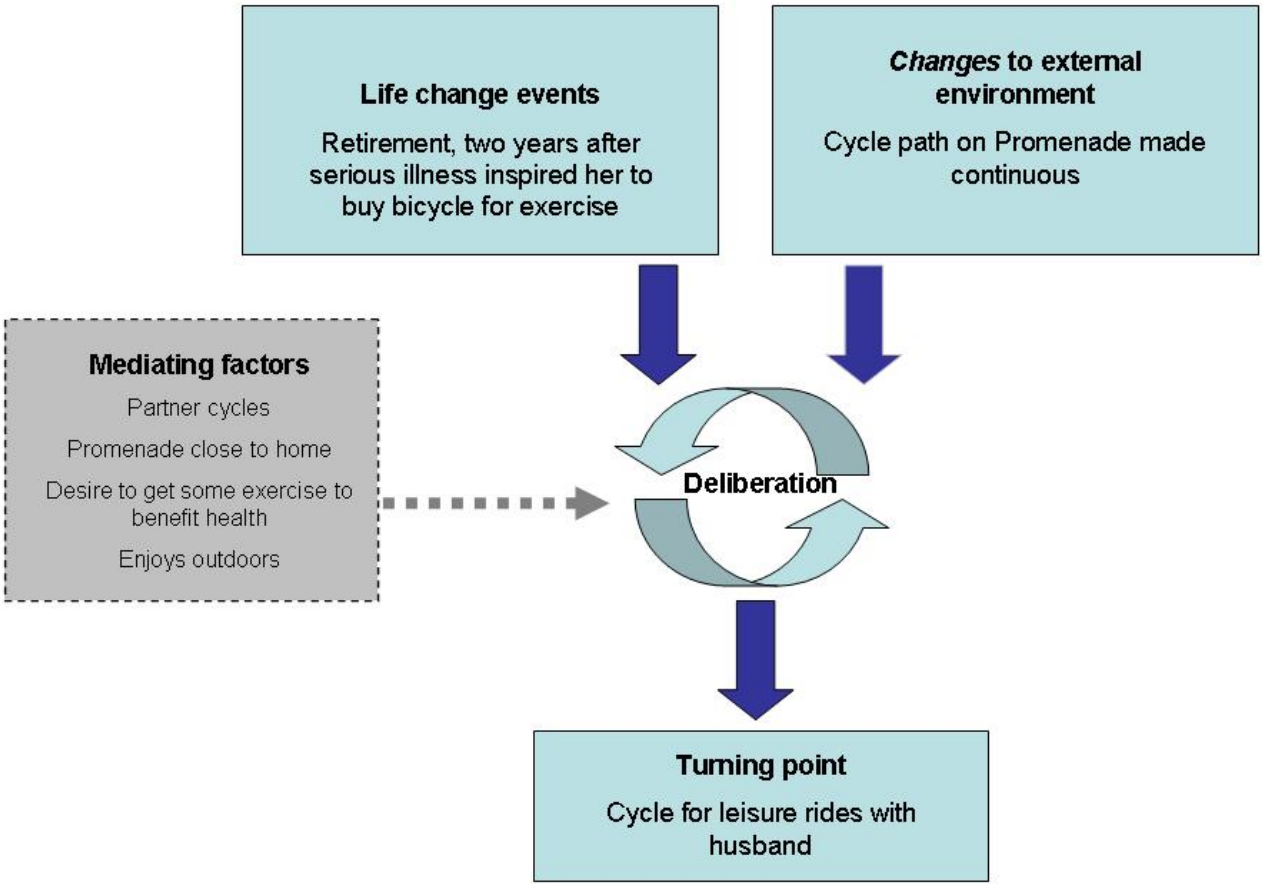
Pathway 4.4: Retirement



Employment Location

Changes in employment location would be expected to influence cycling as they affect distances to work and the physical environment for cycling (routes, facilities at workplace). A 25-44 year old male in Southend (Continuing Regular Cyclist, Cycling More), who described himself as a lifelong cyclist, started cycling to work on taking up a new, local job in May 2010 (see Pathway 4.5). The previous job was ten miles away but the new job was two to three miles away.

"Probably within the last two years my usage of the car has dropped, mainly because of my new job, 'cos that's made it easier to get to work, whereas before, when I was travelling into my other job I just had to use the car everyday because of the distance, it was about 10 miles away to get to." Male, 25-44, *Continuing Regular Cyclist, Cycling More*, Southend

He noted that there was limited parking where he works which encouraged him to cycle but he was also motivated to cycle by the exercise obtained, saving money on fuel and the environmental benefits of cycling. He saw cycling as a long-term commuting option as parking for employees was to be further restricted at his workplace in the future.

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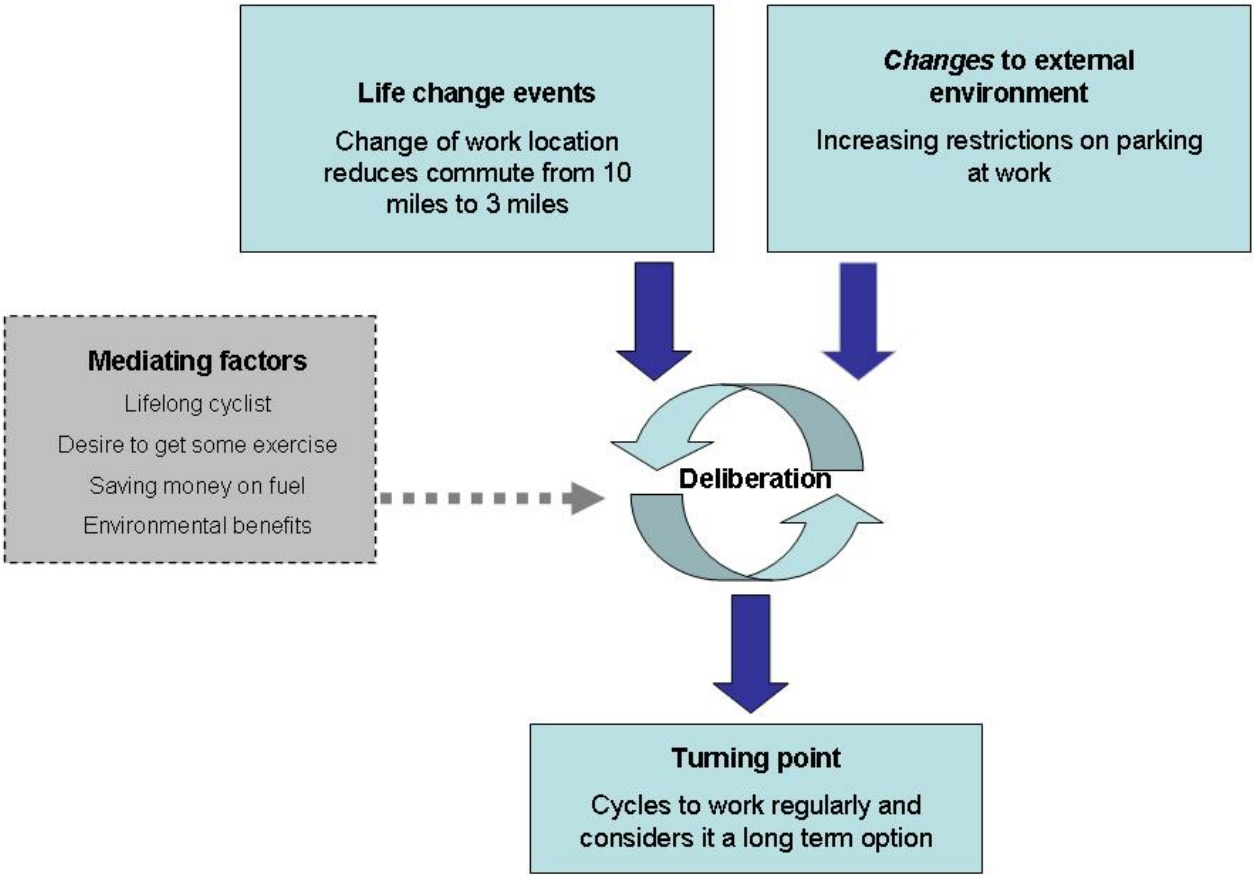
Pathway 4.5: Change in Employment Location



In contrast, a 25-44 year old male in Southend (Continuing Regular Cyclist, Cycling Less) had been cycling to work but when he changed job in November 2010 started walking to work, as his new workplace was within walking distance and he did not have good cycle parking facilities at the new workplace.

There was also a case where working temporarily at a different location led to a 25-44 year old male in Greater Bristol (New Regular Cyclist) taking up cycling to work. He got a lift from a colleague to the temporary location and was dropped off back at his normal workplace where he rode home on his bicycle (his colleague having been able to carry the bicycle in his car). He started cycling to his workplace (four miles away) at least once a week, instead of using his motorbike every day. He was motivated to cycle by wanting to increase his fitness and finding it difficult to find time to exercise otherwise.

"Just a little bit of fitness cause we got the three kids you can't really do what you want and I don't go to the gym [...]" Male, 25-44, New Regular Cyclist, Greater Bristol

He said that he would not have cycled if it was not for a segregated cycle path for the whole journey length and shower and other facilities at his workplace.

"I can go virtually the whole way on a cycle track [...] I don't think I'd cycle if it wasn't for a cycle track cause it's all dual carriageway and that is fast roads."

"No, I don't think I would [cycle to work…] you need a shower, not so much now, but in the summer. Well actually in this weather you do as well cause you're wearing wet weather gear which makes you sweat more really than in the summer [...]"

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4.3.2 Relationships and Residential Location

The cases of **residential moves** and **relationship changes** show that these can have varying effects on the amount and type of cycling. These changes could affect opportunities to cycle (destinations within reach) and also bring people into a different cycling environment (including cycling infrastructure and presence of other people cycling). The cases show that people may reconsider their travel behaviour on moving house and that a supportive environment for cycling can increase cycling at that point.

Relationship changes and residential moves were found to initiate turning points in cycling trajectories. These life-change events are considered together as they were often found to coincide.

Residential Location

For a 25-44 year old male (New Regular Cyclist) a move within Woking had led to him starting to cycle regularly. He and his partner moved within Woking to a home nearer his workplace in May 2009 and he got his bike out of storage. In May 2010 he and his partner relinquished one of their two cars as he realized that he could get to work without the car. After that he started cycling to work (see Pathway 4.6).

The difficulty of pinpointing a single reason for his change in behaviour is acknowledged in the quotation below by the participant. Some time was involved after the move within Woking before action was taken to relinquish the car and to get the bicycle ready to use. This case shows that habitual behaviour and/or time required in making preparations can inhibit behavioural change.

"I suppose it's hard to separate those things out, it was kind of things that tipped the balance. So owning the second car became not really justifiable, because of the hire place down the road so we got rid of the car cause economics said that was the most sensible thing to do, and coupled with that and the fact that I've got my bike back on the road again and so when I could cycle I would, and the other pull towards cycling I suppose was just an awareness that the fitness levels weren't too great that some exercise would be good." Male, 25-44, New Regular Cyclist, Woking

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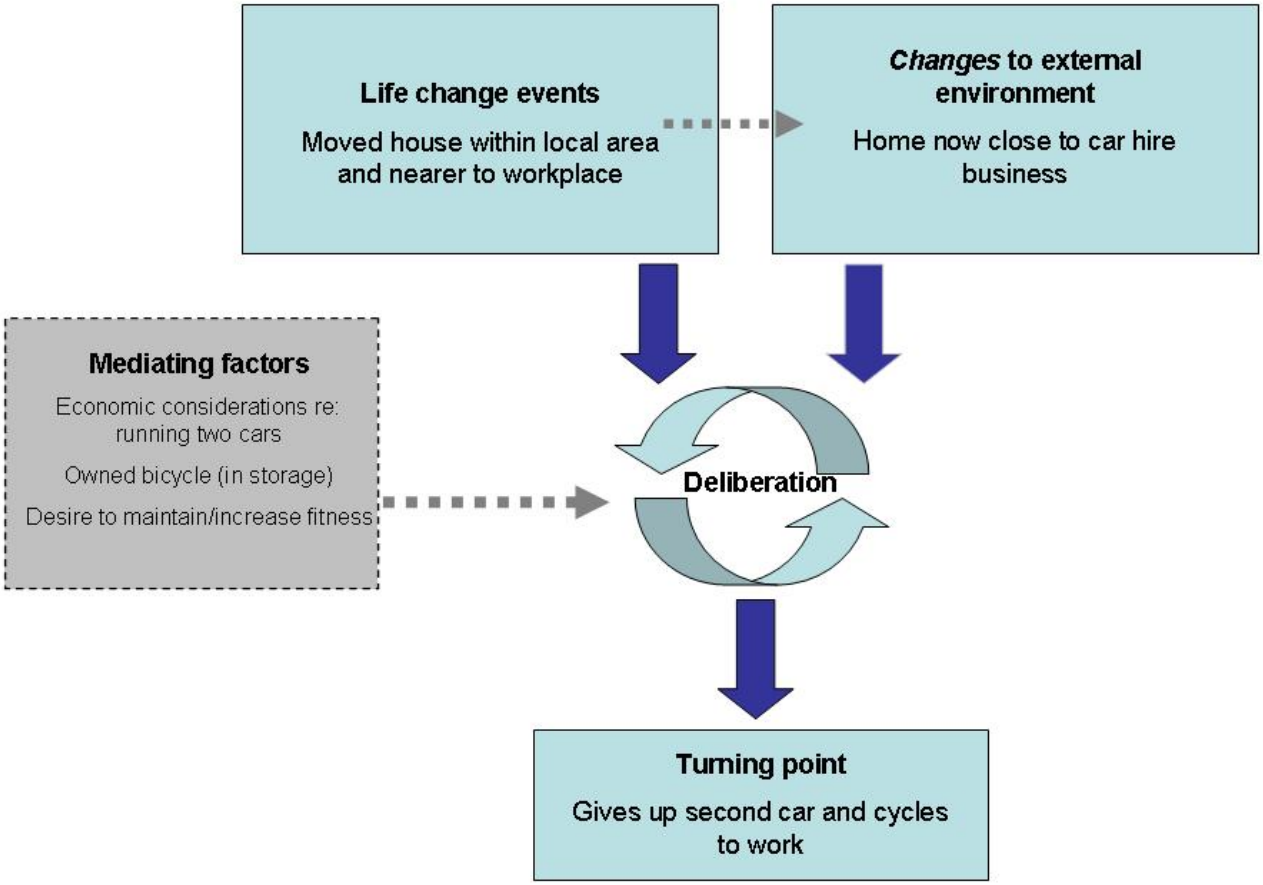
Pathway 4.6: Move to Live Nearer Workplace



A 25-44 year old female in Leighton-Linslade (Non Regular Cyclist, Cycling Less) moved outside the main built-up area from Leighton to a village in the surrounding area in September 2009 to live with her new partner. Since then, she had been cycling less as there were fewer destinations within close proximity and she perceived routes into Leighton were unsafe for cycling (see Pathway 4.7). Her sons had also become less keen on cycling as they got older and she cycled less often with them.

" I used to do a lot more cycling when I lived in Leighton, a lot more and out here it's a bit more restrictive[…] it's going to see my mum, […] which is seven miles away, fine if it's a nice day and I've got plenty of time, but often I do shopping for her, so again restricted on that, but when I lived in Leighton […] I used to cycle loads […]" Female, 25-44, Non-Regular Cyclist, Cycling Less, Leighton-Linslade

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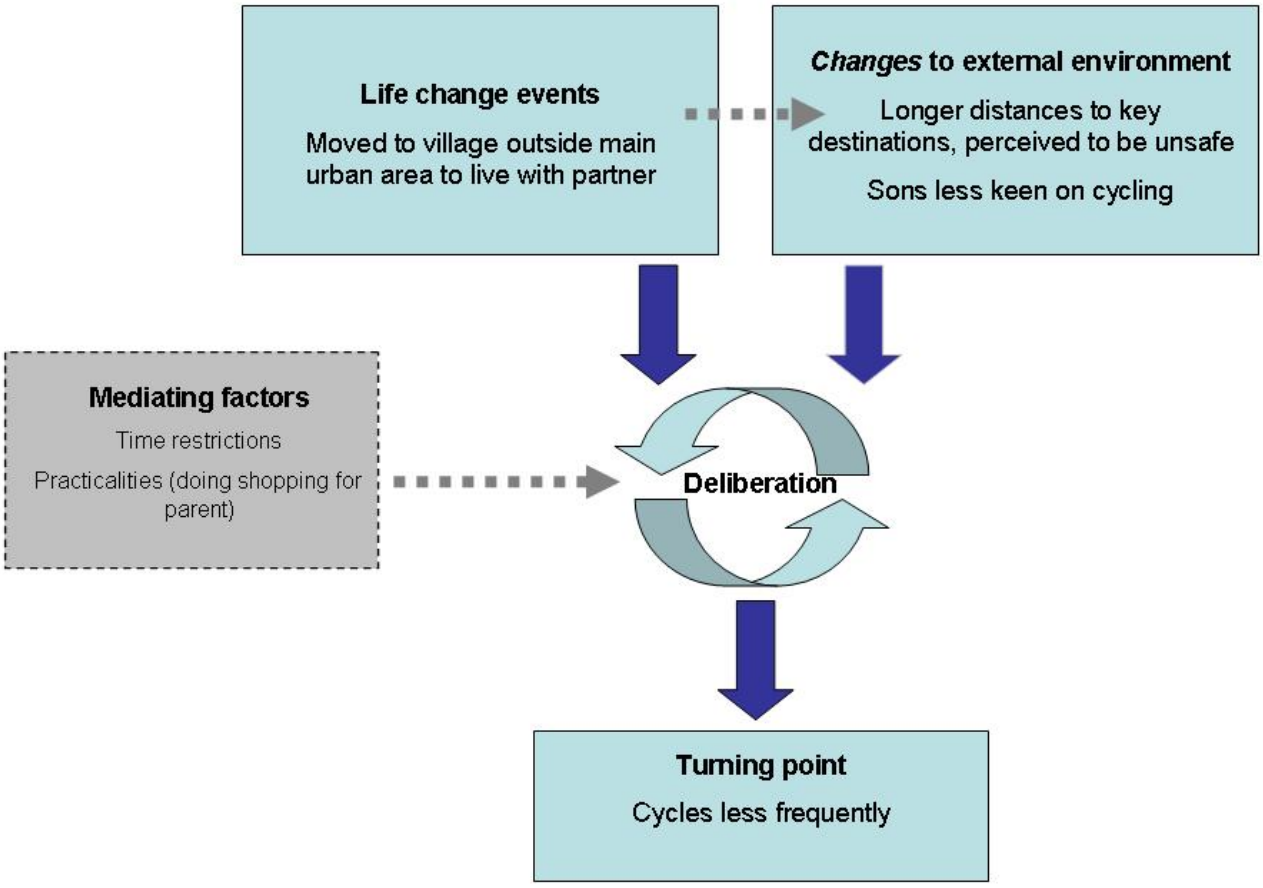
Pathway 4.7: Move to Less Urbanized Location



A move to a CCT led to a 25-44 year old female (New Regular Cyclist) starting to cycle regularly (see Pathway 4.8). She moved from Cornwall to Bristol in April 2009 to live with her partner. She had not cycled very often in Cornwall and did not have her own bike. Her partner got her a bike to cycle in Bristol prior to her moving. She was driving to work in Trowbridge (20 miles from Bristol) but said it was now the default option for her to cycle for shopping and social purposes in Bristol. She also said she enjoyed leisure rides in Bristol and the surrounding area. She said that the cycle paths and lanes and number of people cycling in Bristol had meant she felt safe cycling.

"Well I didn't buy it he bought it for me! Ha! But by then I'd already sort of moved up and realised it was so much easier to get around by bike and I hadn't, I'd sort of cycled on and off but because of the hills in Cornwall it always put me off a bit?." Female, 25-44, New Regular Cyclist, Bristol

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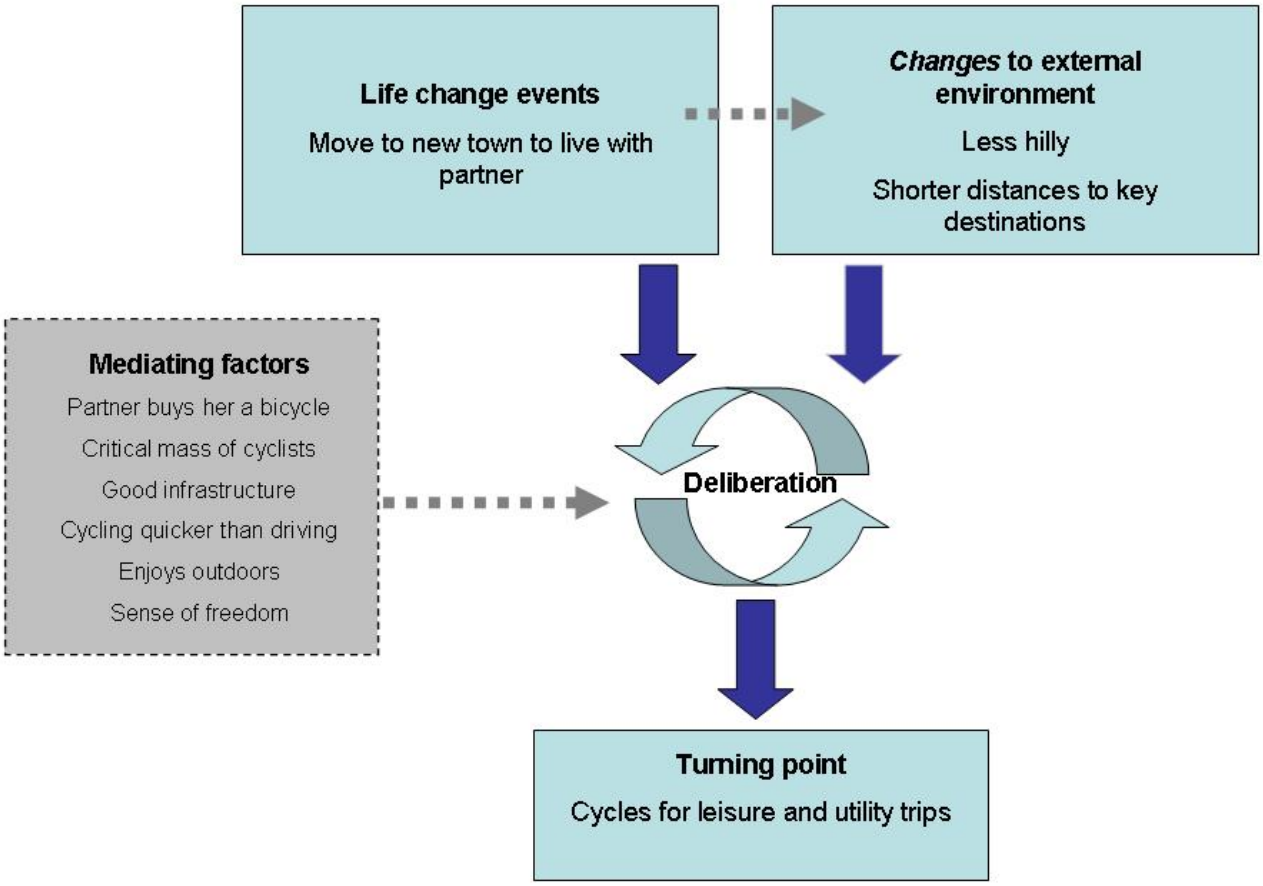
Pathway 4.8: Move to Live in Bristol



Relationships

Changes to relationships (independent of any house move) were found to affect cycling in two cases. A 45-64 year old male in Leighton-Linslade (Continuing Regular Cyclist, Cycling Less) had split up from his wife and was no longer living with his son. He has subsequently decreased his leisure cycling as he had less time free at weekends when he looked after his son. In contrast, a 65+ year old male in Cambridge (Continuing Regular Cyclist, Cycling More), who had been a lifelong cyclist, reported that he had been cycling more and using his car less since his wife died. They had travelled together by car before she died.

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4.3.3 Children's Development

Children's development was found to provide an impetus for parents (and in some cases grandparents) to start cycling or cycle more often. This applied more to women in the interview sample than men. Many of the participants who cycled due to their children had not been cycling previously. Cycling was seen as a healthy activity for parents themselves and for their children, and an enjoyable family activity. Cycling with children took place to escort children to nursery and school, for utility trips (when children are young) and for leisure rides.

Children can also lead to a decrease in parents' cycling. Parents used child seats to cycle with children when they were very young, but some struggled to find a solution to cycling with their children when they got bigger, and consequently the parents temporarily reduced their cycling. Safety concerns were also an issue, both in relation to child seats and children cycling themselves.

Stopping work to look after children can reduce opportunities to cycle. As children got older, some parents found their cycling reduced as their children travelled independently to school or used other means than a bicycle to get to school. However, other parents found they had more time to cycle as their children got older.

It was evident that the availability of traffic-free cycle routes facilitated cycling with children. Providing an environment to support parents being able to cycle with their children played an important role in encouraging cycling.

Turning points in the cycling trajectories of parents were found to occur when children were at different ages. The cases presented in this sub-section are ordered according to the age of children to show how children's development affected the cycling of parents.

Pre-School Age

Pregnancy was found to be a trigger for both starting and stopping cycling in different cases. A 25-44 year old female in Colchester (New Regular Cyclist) started cycling to work two miles each way in order to lose weight and get fit while she was pregnant. She had driven to work previously. She cycled six months into the pregnancy. By contrast, a 25-44 year old female in Bristol (Continuing Regular Cyclist, Cycling Less) had been cycling with her two-year old daughter for shopping, social and leisure purposes, but had stopped since becoming pregnant, as her balance was affected.

"…I try and do most things on foot if I can. If I've got something bulky to buy, particularly at the moment where I'm struggling to lift things and I'll take the car but mostly we're sort of out and about everyday, and before I was too heavily pregnant I cycled up to do my shopping every week with my daughter, with the trailer." Female, 25-44, Continuing Regular Cyclist, Cycling Less, Bristol

The impact of the birth of a child on cycling behaviour varied. A 25-44 year old female in Woking (Non Regular Cyclist, Cycling Less) cycled with her partner on leisure rides two or three times a week until having a baby. Her child was two and she had not resumed cycling at the time of the interview.

A 25-44 year old female in York (Continuing Regular Cyclist, Cycling Less) cycled less frequently after having a child, primarily as she moved from full-time to part-time employment and therefore cycled to work on fewer days (see Pathway 4.9). She was keen to cycle with her two-year old daughter to the town centre but concerns of her husband about the safety of cycling prevented this and she walked instead.

"[…] the main thing is obviously that we have a daughter now and we tend to do more trips by car really, because we tend to not want to put her on the bike." Female, 25-44, Continuing Regular Cyclist, Cycling Less, York

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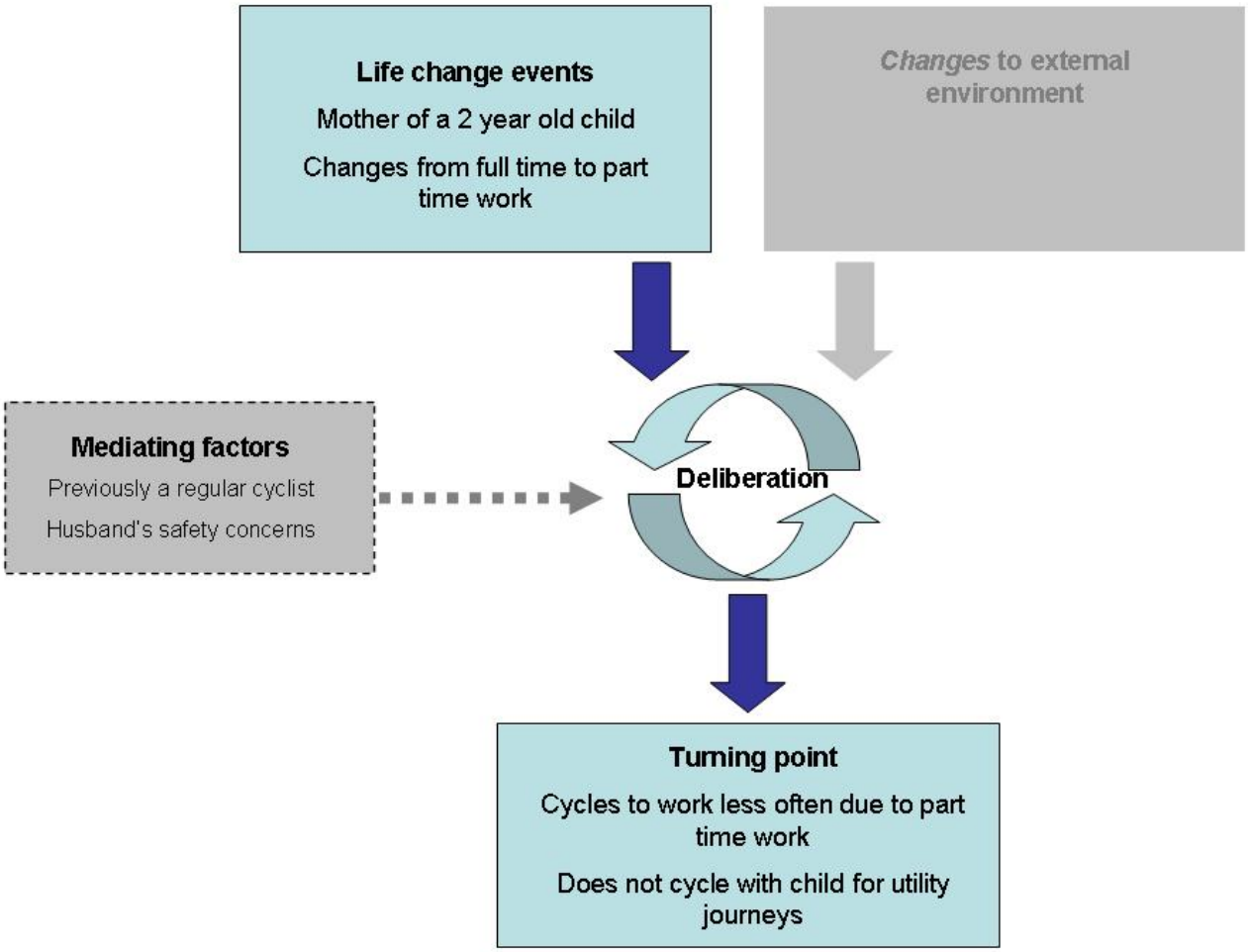
Pathway 4.9: Birth of a Child and Change in Employment Status



As children got older, parents considered cycling with them. A 25-44 year old female in Woking (New Regular Cyclist) with two children (two and four years) started cycling regularly since Summer 2010 when she began taking her children to pre-school by bicycle, instead of car, after seeing the use of bicycle trailers on holiday and purchasing one for herself. She wanted her children to become used to exercise as part of their daily lives and to experience the outdoors.

There were fewer cases where cycling with pre-school age children contributed to a turning point in men's cycling trajectories. A 45-64 year old male living in Chester (New Regular Cyclist) with a four year old daughter began cycling regularly when he started taking her to nursery by bicycle (with daughter on a child seat on his bicycle). He was keen to get exercise from cycling and he liked the opportunity to stop on the journey and being outdoors with his daughter.

A 25-44 year old female in Southport (Continuing Regular Cyclist, Cycling More) with three children (youngest four years old) had been cycling more often since 2009 as a result of taking her older children to school and for leisure rides since her youngest child was old enough to go in a child seat. Before then, they walked. She had not cycled since being a teenager before cycling with her children. The children liked cycling and encouraged her to go to school in this way and she believed that it was valuable for their development.

"I think really the children have sort of motivated us, at first keeping up with them once they got that freedom of riding a bike, and now it is nice to do it, you know freedom and the exercise. Nowadays they don't seem to have the freedom to go out and bike like I did as a child, so if you don't take them out they won't use that skill and that enjoyment, and it has been quite empowering for them, so really they were the main motivation but now we do go out as a family and it's something to do." Female, 25-44, Continuing Regular Cyclist, Cycling More, Southport

As children change the locations of nurseries and schools, this can affect cycling. A 25-44 year old female in Cambridge (Continuing Regular Cyclist, Cycling Less) with three children cycled with her youngest five year old child (who was on a child seat) to nursery until September 2009 but the new nursery school was in walking distance so they walked.

Children's size and ability to cycle independently also influenced cycling. For the previous interviewee her daughter had been getting too big to use the child seat on her bicycle and so she needed to wait until her daughter could cycle confidently on her own before they could cycle together again. A 25-44 year old female in Blackpool (Continuing Regular Cyclist, Cycling Less) had been cycling less for leisure purposes since her four-year old son became too big to continue accompanying her on a child seat and did not get on well with a trailer.

"'I've had to stop at the moment because I can't get [son] on the bike, but we were doing that once a fortnight, more so in Summer." Female, 25-44, *Continuing Regular Cyclist, Cycling Less,* Blackpool

School Age

For a 45-64 year old female in Woking (New Regular Cyclist) with three children, her youngest five year old child starting school had led to greater opportunity to cycle during the school day (see Pathway 4.10). She had tried cycling with a child seat with them previously but had not felt confident and usually walked with them. She was now cycling into the town centre on her own whilst the children were at school. She had access to a car but enjoyed cycling and wanted to avoid parking costs.

"The main reason is the children being at school, that I don't have a buggy to push anymore, so that's just freed up my time and not having a small child in tow." Female, 45-64, New Regular Cyclist, Woking

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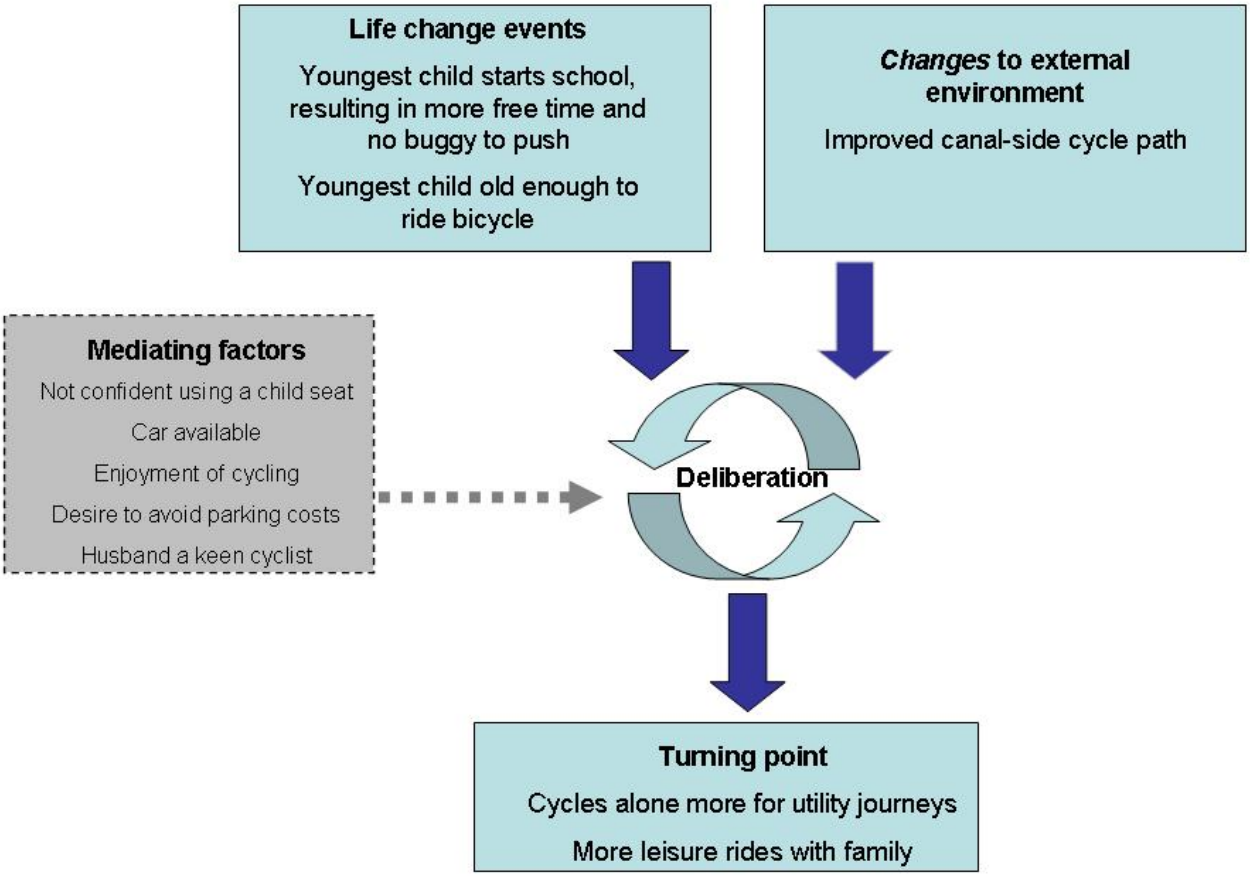
Pathway 4.10: Children Starting School



She also noted that she had started cycling with the rest of the family (husband and children) at the weekend. The youngest child was now old enough to use his own bicycle. Her husband was a keen cyclist and tended to instigate the cycle rides. Improvements made to the surface of the canal cycle path in Woking (which was no longer muddy) had encouraged this.

As children got older and more independent, this could lead to parents cycling less. For example, a 25-44 year old female in Colchester (Continuing Regular Cyclist, Cycling Less) continued to cycle occasionally for journeys to work but cycling as a family had decreased as her three children got older with her youngest child being ten. A male of 45-64 years in Woking (Continuing Regular Cyclist, Cycling Less) had cycled less since he stopped escorting his son to school when his son started secondary school and could cycle independently. In contrast, a female of 45-64 years in Blackpool (Non Regular Cyclist, Cycling More) had been doing more leisure cycling on the promenade and to the town centre as her daughter of 16 years had become more independent and this had given her more leisure time. She was keen to cycle for the exercise and was aware of improvements to cycle paths that had been made in Blackpool.

Having Grandchildren

It was not only parents but also grandparents who experienced turning points in their cycling trajectories due to children. A 45-64 year old male in Stoke (Continuing Regular Cyclist, Cycling More) was already a daily cycle commuter but had started cycling with his 9 year old grand-daughter at weekends. He noted that he had cycled with his grandfather when he was a child. A retired 45-64 year old female in Southend (Non Regular Cyclist, Cycling More) purchased a new bicycle so that she could ride with her grandson

who was doing Bikeability cycle training. Similarly, a 63 year old female in Cambridge (Non Regular Cyclist, Cycling More) was looking after her twin grand-children and, once they were able to cycle with their own bikes, she was cycling with them on quiet streets in the local neighbourhood.

4.3.4 Physical Health

Health events (of various kinds) prompted the take up or decline of cycling, particularly amongst men above 40 years in the interview sample. These events included receiving results of medical tests, seeing health problems amongst peer groups, experiencing an illness, and health problems associated with aging. In response to physical health issues, cycling took place as part of utility travel (particularly commuting) and also as an activity in its own right.

Changes in physical health and the ageing process were found to have a role in turning points in cycling trajectories.

General Concerns over Health

A 25-44 year old male in Chester (New Regular Cyclist) said that he started cycling the two mile journey to work after a blood test at his doctor' surgery. His workplace had moved locally in the previous year which made this possible. He went on to get a new bicycle via the Cycle to Work scheme and continued cycling to work. There was secure cycle parking at the workplace which avoided concern over the security of his bike. His wife encouraged him to cycle for health reasons.

"What made you start?"

"To be healthier."

"Did you think about this yourself or did someone make you consider?"

"I went to the doctors and had a blood test, it got me thinking, lose weight, feel better" Male, 25-44, New Regular Cyclist, Chester

A 45-64 year old male in Southend (New Regular Cyclist) said that witnessing the health problems of other people prompted him to start cycling to lose weight, get fit and improve his health (see Pathway 4.11). His wife was a keen cyclist already and he was able to join her on cycle rides. He was doing a weekly circular ride with his wife and they took advantage of the improved off-road cycle route network in Southend.

"I think we're both in a position where we both need to lose a bit of weight, I'm 56 now and I'm sort of conscious of that, I've got a lot of people round me at the moment having various operations and heart operations, and it tends to waken you up." Male, 45-64, New Regular Cyclist, Southend

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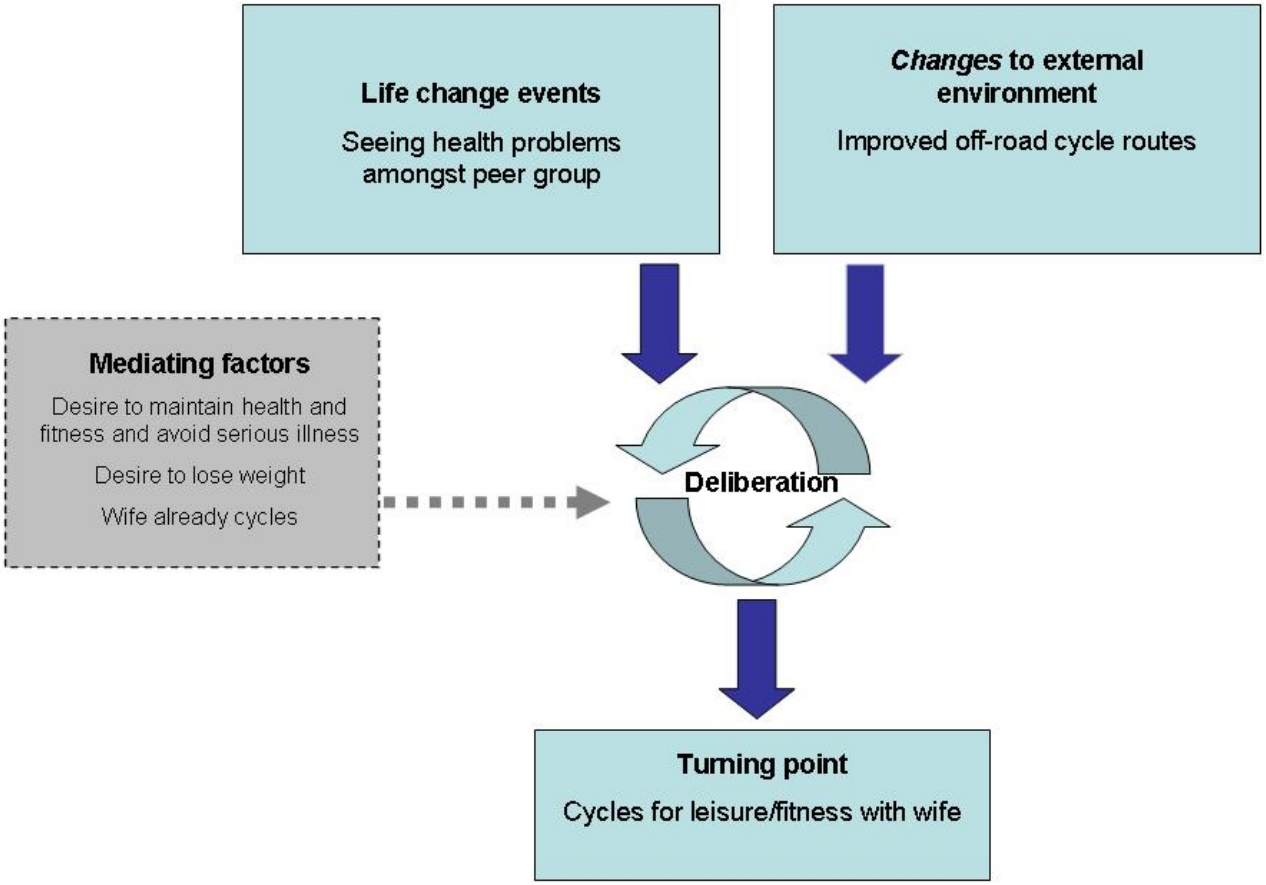
Pathway 4.11: Health Problems amongst Peer Group



Illnesses

There were a number of cases where illnesses led to reduced cycling. For example, a 45-64 year old female in Blackpool (Non Regular Cyclist, Cycling Less) had been making leisure rides with her husband but stopped due to an illness. Illness of a partner also affected cycling. A 45-64 year old male in Chester (Non Regular Cyclist, Cycling Less) stopped occasional leisure rides with his wife when she became ill.

In some cases cycling was part of lifestyle changes as a response to health problems of the participants or their partners. A 45-64 year old female in Southend (Continuing Regular Cyclist, Cycling More) cycled more frequently after her husband had a heart attack and they decided to walk and cycle for all local journeys (see Pathway 4.12).

"About two years ago when I think health wise I thought about my husband's health and they all coincided in a way around two to two and a half years ago. He stopped working for nine months because of his heart attack and I had already stopped doing full time work travelling backwards and forwards every day and had a break and in that time just thought I would do part-time work and then I have time to be able to cycle when I wanted to." Female, 45-64, Continuing Regular Cyclist, Cycling More, Southend

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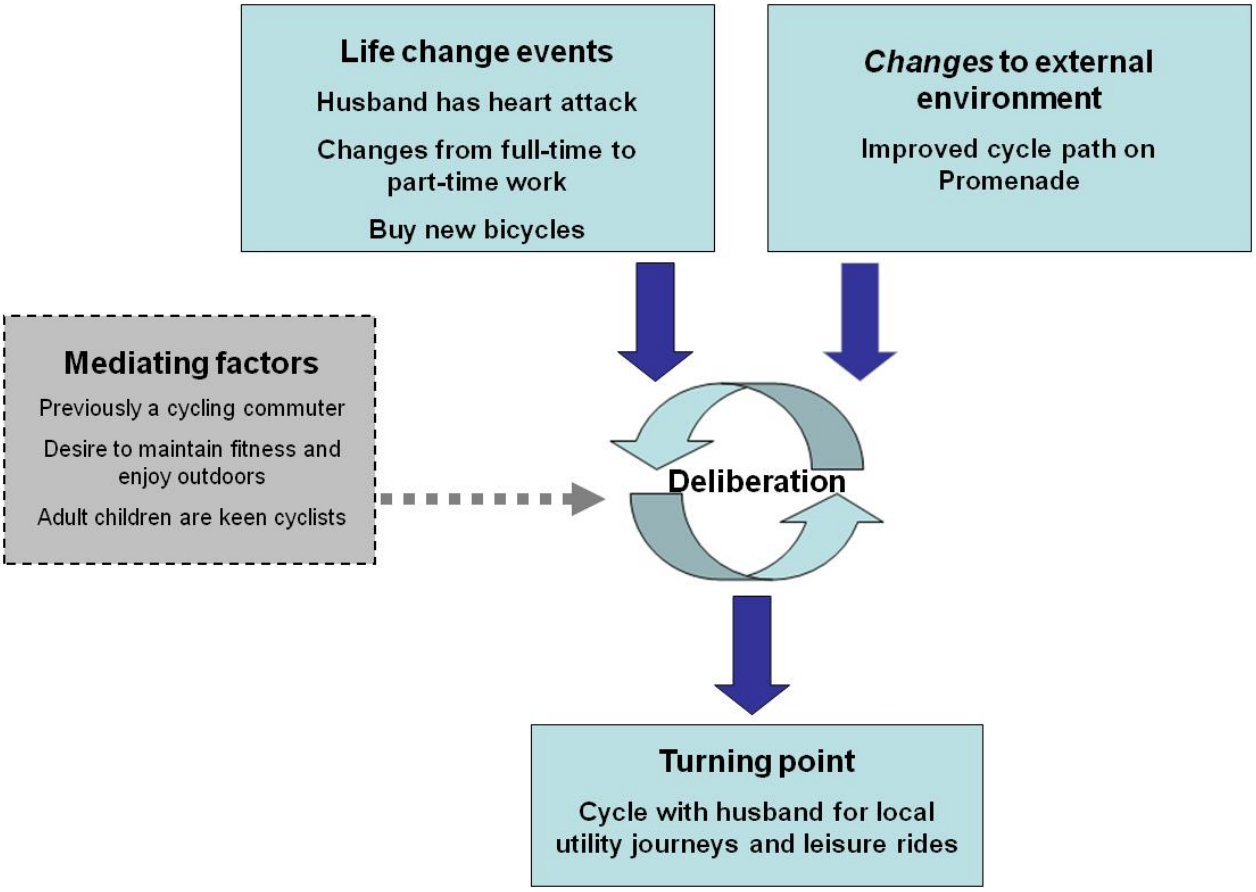
Pathway 4.12: Cycling after Illness



There were cases when health problems affected the ability to travel using other means of transport and cycling became an option. An illness in April 2010 meant that a 45-64 year old male living in Chester (New Regular Cyclist) was not able to drive and he increased the amount of cycling he did for personal business, shopping and leisure purposes. Given his health, he avoided cycling on roads with traffic and used the off-road cycle network. He continued to cycle after recovering from the illness and being able to start driving again.

An illness caused a temporary stop to cycling for a 65+ year old male in Cambridge (Continuing Regular Cyclist, Cycling Less) after a heart problem but had started again after the operation with encouragement from the surgeon.

"The surgeon said "you've had a bad heart, it's OK now so use it" that's what he said use it, don't relax, the more you give it to do the better you will be, so I got back onto the bike and started again." Male, 65+, Continuing Regular Cyclist, Cycling Less, Cambridge

Aging

There were two participants in their eighties who had been lifelong cyclists but had reduced their cycling shortly before the interviews as they had become less active in general. A male of 65+ years living on his own in Southport (Continuing Regular Cyclist, Cycling Less) said he had cycled all his life and did not drive. He cycled for shopping trips but said he had been cycling less frequently recently due to chest pain and being recommended to avoid going out in the cold.

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4.3.5 Leisure and Fitness Interests

Cycling as a leisure/fitness interest was the trigger for the take up of regular cycling or an increase in cycling for those that already cycled in several cases. Cycling as a leisure/fitness interest could be an individual activity or a social activity. In the case of the latter, it was found that the social aspects of organised rides and social cycling were important motivators for some people to cycle. There were cases where a new interest in cycling was dropped and replaced with another active interest such as walking, or dropped entirely due to a loss of interest in exercise.

Changes in the leisure and fitness interests of participants were found to lead to turning points in cycling behaviour. Instead of going to the gym, a 25-44 year old male in Woking (New Regular Cyclist) had started cycling five or six times a week and training for the London to Paris cycle ride. He had cycled when younger (including participating in the London to Brighton cycle ride) so this could be seen as a return to a former interest.

A 45-64 year old male in York (Continuing Regular Cyclist, Cycling More), who mostly walked for his travel needs, got a new bicycle and started doing early morning bike rides for fitness reasons. However, this was not sustained and he explained why this was the case:

"Laziness really, I mean I was only doing it, there was a certain excitement, no that isn't the right word, the interest that you get and it is a bit like exercising and when you do the same thing time after time it does lose its interest a little. Initially it was having the new bike and it was enjoying going out and seeing the changing season but doing it time again it gets harder." Male, 45-64, Continuing Regular Cyclist, Cycling More, York

Cycling as part of a fitness regime was also a social activity for some participants. A 25-44 year old female in York (New Regular Cyclist) had started cycled regularly after starting morning cycle rides for fitness purposes three or four times a week with a neighbour in Summer 2010.

For a 25-44 year old female in Stoke (Non Regular Cyclist, Cycling More) an injury prevented a member of her running group from being able to run and they went on long rides on off-road cycle routes instead of running (see Pathway 4.13). This again shows social influence playing a role in cycling for leisure and fitness.

Other interests can replace cycling. A 45-64 year old female in Woking (Non Regular Cyclist, Cycling Less), who cycled occasionally for exercise, joined a walking group and walking replaced cycling as an active interest.

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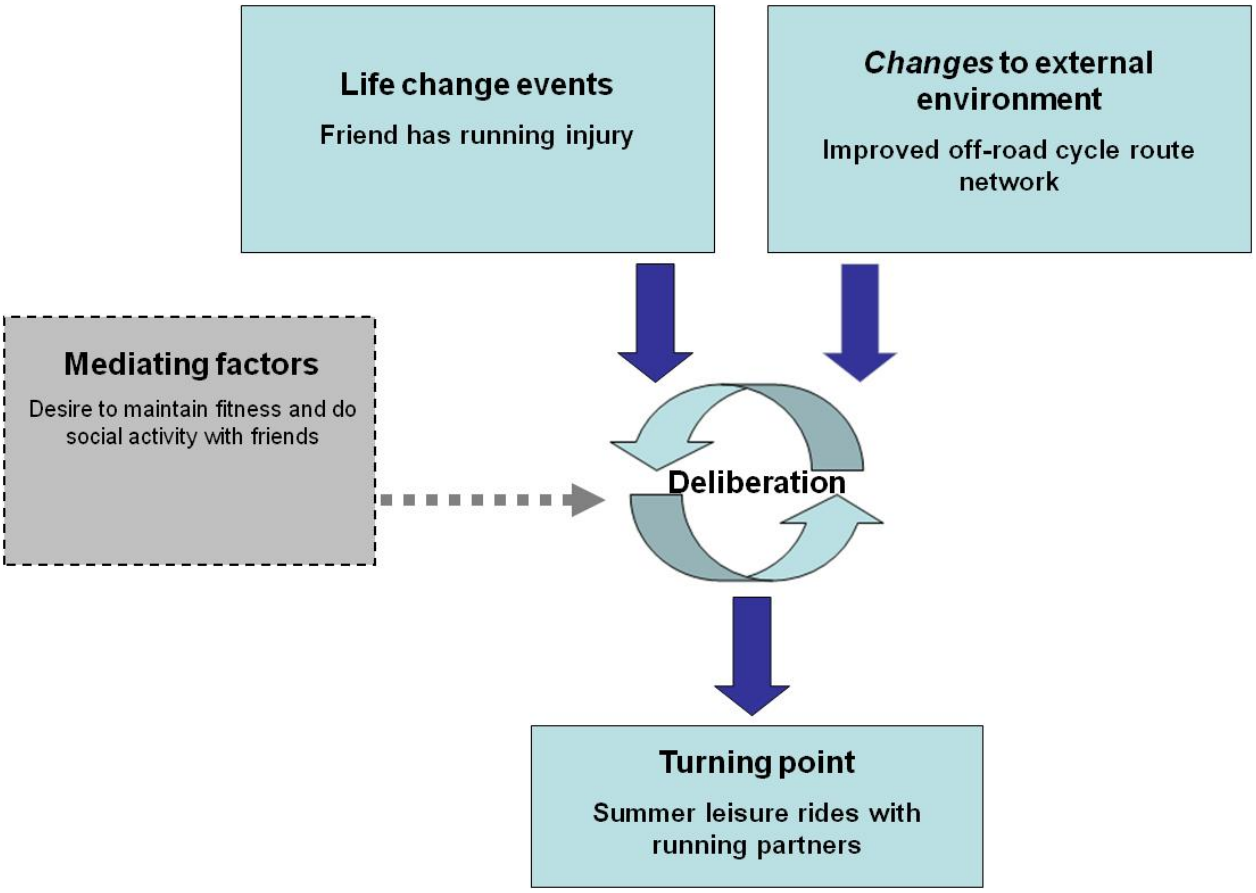
Pathway 4.13: Cycling Instead of Running



4.3.6 Car and Bicycle Availability

Changes in **car availability** (for driving or receiving a lift) affected the amount of cycling of interview participants in both positive and negative ways. Limitations on car availability were found to prompt cycling as an alternative for necessary journeys, but where a car was available it limited cycling, particularly due to concerns about bad weather or carrying materials.

Bicycle availability played an important role in cycling turning points. There were participants who appeared to have been contemplating cycling for a period of time and it was the **acquisition of a new bicycle** that triggered starting cycling. A new, more suitable bicycle could also be a trigger for cycling more, and loss or breakdown of a bicycle could be a trigger for stopping cycling. The importance of financial incentives (the Cycle to Work scheme), trying out different kinds of bicycles (such as folding bicycles), and acquiring a bicycle which is suitable to an individual's needs, is highlighted.

Car Availability

Changes in car availability led to turning points in cycling trajectories in three cases. A 16-19 year old male in Woking (Continuing Regular Cyclist, Cycling Less) cycled to college and to part-time jobs. On passing his driving test his cycling had reduced. However, the impact had been limited by the car he drives only being available when his mother did not need the car. He said he only felt the need to drive in bad weather, but otherwise was happy to cycle.

"It depends on the conditions, say if it was just normal weather, nothing too extreme then I'd be much happier to cycle and save a bit of petrol and stuff like that, if it was pouring with rain I'd much rather drive and not get wet." Male, 16-19, Continuing Regular Cyclist, Cycling Less, *Woking*

A 25-44 year old female in Cambridge (Continuing Regular Cyclist, Cycling More) living with her husband and 7 year old daughter increased her cycling for utility trips since her husband had been taking their only car to work. She worked from home but uses her bike most days for getting into the town centre.

The 16-19 year-old female in Cambridge who started cycling regularly when she left secondary school to go to sixth-form college (see Pathway 4.1) subsequently got the opportunity of a lift to college from her friend's house and no longer cycled all the way to college but left her bike at her friend's house. She had found cycling all the way to college difficult while carrying materials she needed.

Bicycle availability

It is not unexpected that changes in bicycle availability can lead to turning points in cycling trajectories and there were a number of cases where this was found. Acquiring a bicycle might itself be triggered by life-change events and indeed some of the life-change events presented previously in this chapter were found to trigger changes in bicycle availability as well as cycling behaviour (see Pathways 4.3, 4.17 and 4.19). The cases identified in this sub-section are turning points which appear to be directly prompted by a change in the availability of a bicycle as distinct from other life-change events.

New Bicycles

There were a number of cases where turning points in cycling appeared to be triggered by acquiring a new bicycle. In some of these cases there were preceding life-event changes that could be interpreted as the trigger for change. Where there was a significant lag between the life-event and acquisition of a bicycle the key trigger has been identified as new bicycle, but it is important to recognise the combined influence of the two events.

Bicycles were acquired for travelling to work in some cases. A 25-44 year old male in Greater Bristol (New Regular Cyclist) started a job in Oxford and travelled weekly to Oxford where he stayed during the week. He walked to the station in Bristol, took the train and used buses in Oxford. After six months he purchased a bicycle through the Cycle to Work Scheme[12] after his wife had done the same. He then started cycling and taking his bicycle with him when commuting to Oxford. He emphasized that the time saved was a main motivation.

"On days that I commuted it meant that the 8 minute journey to Temple Meads, it was actually a 20 minute journey walking and then the less than 10 minute journey from Oxford station to my office is again 20 minutes when walking and then you have 20 minutes home. So instead of spending under 30 minutes on a bike I was spending over an hour and a half walking, so it didn't make sense." Male, 25-44, New Regular Cyclist, Bristol

After trying out a colleague's folding bicycle, a 25-44 year old male in Greater Bristol (New Regular Cyclist) acquired one through the Cycle to Work Scheme in December 2009 which allowed him to cycle the journey legs at either end of a rail trip, instead of driving to the station and paying for parking (see Pathway 4.14). He had two other bicycles but neither were considered suitable for the journey to work. He was motivated to get the folding bicycle so that he could avoid driving to the station and the car parking costs entailed. He was also keen to get more frequent exercise. He noted that there was a Bicycle User Group at work and an increasing number of colleagues cycled to work.

"Why did you get the [folding bike]?"

[12] Cycle to Work Scheme is a UK Government annual tax exemption, which allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit. It is not part of the CCT investment programme. Employers in the CCTs may have been encouraged by the CCT programme in their town/city to participate in the Cycle to Work Scheme.

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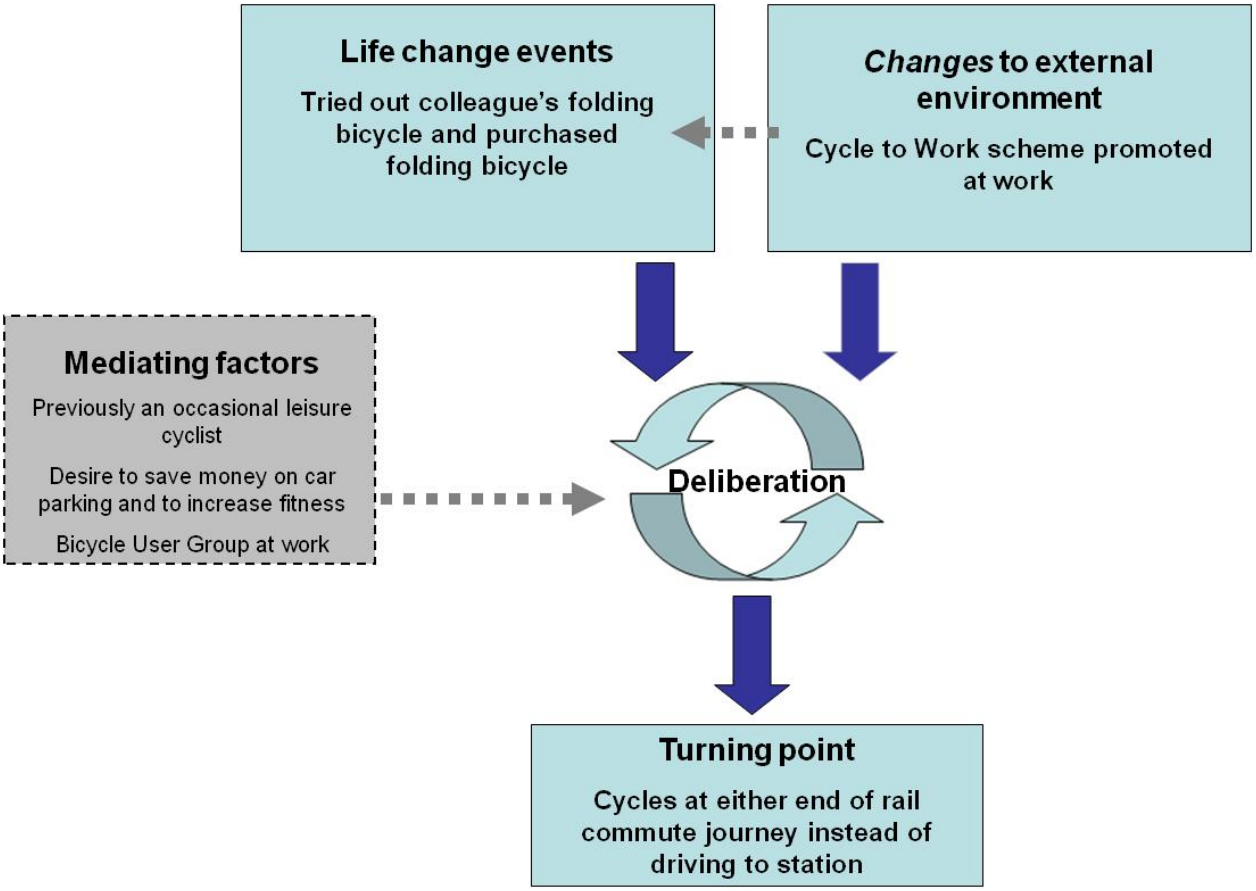
"Because I was driving down to Keynsham station to catch a train, and pay money to park up there, I thought, this is only a twenty minute drive or so, but it was taking me sort of like, half an hour to walk, so they have the cycle scheme at work as well, so I borrowed one of a friend, and thought, yeah, this is working for me, and so, decided to get a [folding bike brand]" Male, 25-44, New Regular Cyclist, Greater Bristol

Pathway 4.14: Purchasing Bicycle through Cycle to Work Scheme



A 45-64 year old female in York (New Regular Cyclist), who was working mainly from home, had been cycling regularly since purchasing a bicycle suited for getting around York with panniers for carrying work materials. She cycled to the station for taking the train for work appointments. She had taken some time to get round to buying the bike, although for health and environmental reasons she wanted to cycle instead of drive a car. She was encouraged to cycle more by new off-road paths and maps indicating routes.

"I think you should know that I put off making decisions as long as possible so I will have been slow to decide, the reasons may have been there longer than three years. York is a good place to cycle in the eight years that we have lived here I have been conscious of that so it's recognising that it is a good place to have a bike. You could say that I have been slow to realise it. It has certainly been easier now I have the new bike." Female, 45-64, New Regular Cyclist, York

Getting a lighter bicycle led to a 45-64 year old female in Cambridge (New Regular Cyclist) cycling regularly. She tried out cycling at a leisure attraction a few years ago, enjoyed it and acquired her own bicycle for the first time. However, she found the bicycle heavy and did not use it much. After acquiring a new, lighter bicycle she started going for leisure rides about once a week with her husband and friends.

Her husband was very active in leisure interests and she also wanted to take up an active interest that was also sociable.

Loss of Bicycle

There were cases where cycling was affected in the medium to long term by loss of availability of a functional bicycle due to a bicycle being stolen or not being roadworthy any longer. It was not always clear whether these situations resulted in temporary or permanent reductions in cycling. Three cases are summarized below.

A 16-19 year old male in York (Continuing Regular Cyclist, Cycling Less), who did not drive, had been cycling to work after he got a job after finishing school. His job ended and he then had his bike stolen and had been borrowing his brother's bike when he needed it. He intended to get a new bike as soon as he had enough money. He was going to start a new temporary job and aimed to cycle to that. A 25-44 year-old female in Southport (Non Regular Cyclist, Cycling Less) had stopped making occasional leisure rides since her bicycle was no longer functional and said she would get a new bicycle when she had the money available. She swam for fitness and it appeared that this reduced the urgency of getting a new bicycle. A 45-64 year old male in Chester (Non Regular Cyclist, Cycling Less) had a bike stolen and purchased a new one but was discouraged from leaving his bike locked up in the town centre and so walked instead of cycling.

4.3.7 Bicycle Riding Skills

There were cases where adults who had not cycled for many years lacked confidence to cycle and gained this through **adult cycle training** which led to respondents subsequently cycling regularly. Sometimes encouragement was required for these interview participants to take up the training, and in all cases the purchase of a suitable bicycle was also involved.

Turning points in cycling trajectories occurred in two cases where participants undertook adult cycle training funded by CCT investment. A 25-44 year old female, who did not drive, moved to Shrewsbury in 2007 (New Regular Cyclist). She perceived Shrewsbury to be supportive of cycling as she saw people of all ages cycling and a visible network of off-road cycle paths. However, she was not confident to cycle to work on roads with traffic. She found that adult cycle training was available, purchased a new bike and undertook the training (see Pathway 4.15). This included training particularly aimed at helping her cycle to work (accompanied journey with the trainer on the route to work) and she had subsequently started cycling regularly to work.

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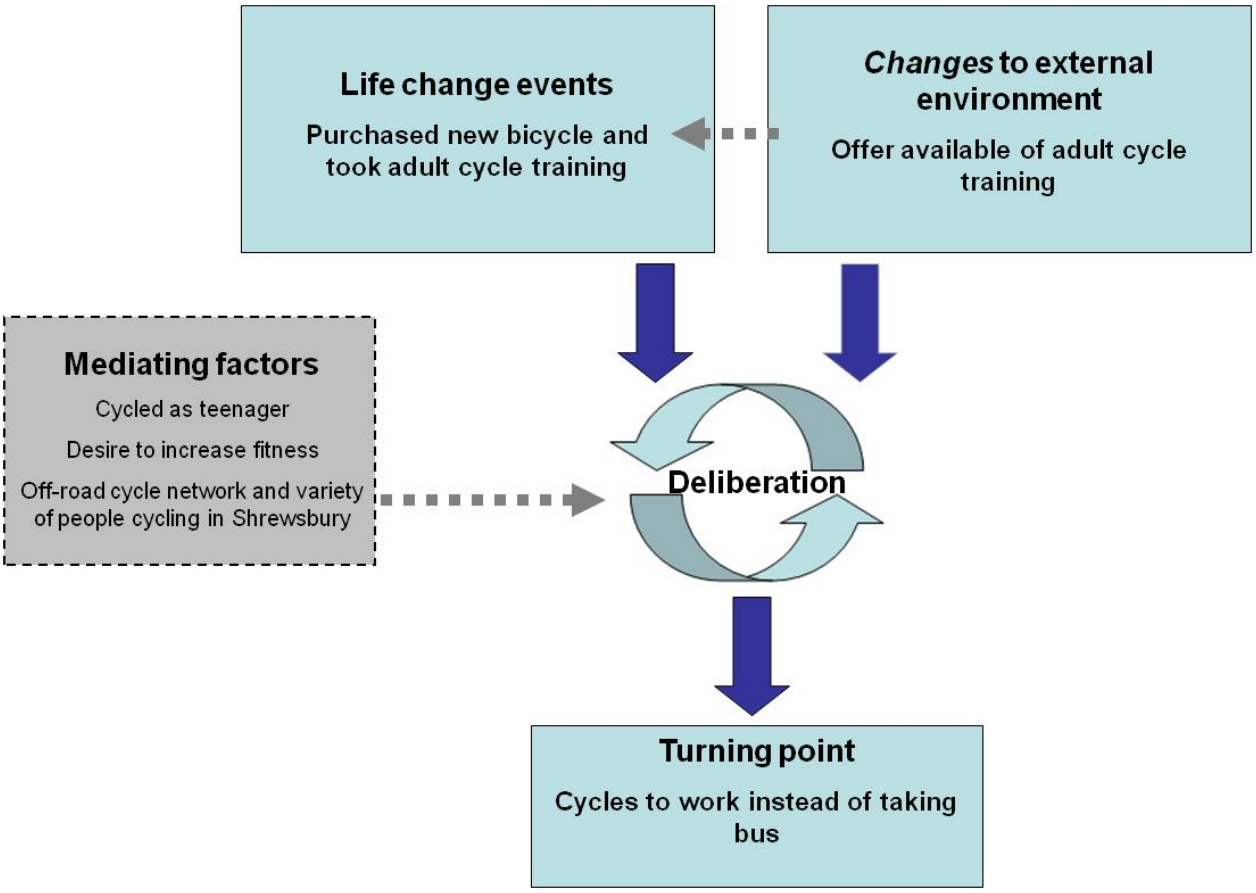
Pathway 4.15: Adult Cycle Training and Cycling to Work



A female of 45-64 years in Leighton-Linslade (New Regular Cyclist) also undertook adult cycle training. She found out about it through the local media and was encouraged to sign up for it by a friend. She had cycled in the past in London but lacked confidence to start cycling again without help. She wanted to recapture the enjoyment from cycling she had experienced previously and to get fitter through cycling. After two periods of training and purchasing a suitable bike, she had started cycling regularly for work, shopping and leisure purposes.

"[...]and then this May I got the new bike and had just maybe one more session with him, I think, and then just kind of thought, right, I'm okay now […] So yeah, that was the kind of way it [cycling] started."
Female, 45-64, New Regular Cyclist, Leighton-Linslade

4.3.8 Cycling Environment

Perceived improvements to the **physical environment for cycling** were found to prompt increases in cycling activity for current cyclists. This included increases in leisure and utility cycling attributed to new/improved cycle routes, increases in leisure cycling attributed to improved signage/navigation and maps/marketing, and increases in utility cycling due to more secure parking in public locations. Facilities at workplaces also had an influence on cycle commuting, with good facilities (showers, lockers etc) enabling cycling, and lack of facilities preventing cycling in some cases.

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Cases are presented in this sub-section where turning points in cycling trajectories were associated with contextual changes in the physical environment for cycling. The contextual changes were usually related to CCT investment. With the cases in this sub-section it appeared that changes in the cycling environment directly triggered a change in behaviour. It should also be noted that for many of the cases presented earlier in this chapter the cycling environment played a positive role alongside life-event changes in facilitating an increase in cycling.

Cycle Routes

A 45-64 year old female in Colchester (Non Regular Cyclist, Cycling More) started cycling to work as she wanted to get exercise and had noticed new cycle route signs and discovered off-road paths were increasingly available and more people were cycling in Colchester. She noted that it had taken some time for her to get round to cycling:

"I think it was mainly because I needed some exercise and I like cycling and secondly because I'd seen all these new signs popping up, so I thought there's obviously quite a good network of cycle paths now, I knew they were cycle paths anyway, so I just thought I'd try them out." Female, 45-64, Non-Regular Cyclist, Cycling More, Colchester

A 20-24 year old female in Stoke (Non Regular Cyclist, Cycling More) had increased her leisure cycling as a result of improvements to a canal path. She had been cycling to improve her fitness.

"And did you cycle more, less or about the same since they put that new path in?"

"More because you're not having to worry about getting all muddy and getting all your wellies on and that […]" Female, 20-24, Non-Regular Cyclist, Cycling More, Stoke

A 45-64 year old male in Southend (New Regular Cyclist) said that the provision of more cycle routes via Cycling Southend had encouraged him to cycle more (see Pathway 4.16). His commute was a 25 mile round trip with new dedicated cycle paths along parts of it. His main motivation for cycling was to look after his health and cycling made up for him getting less exercise from running which he did previously. He also noted that cycling saved him about £15 in fuel costs per week.

"[…] Well Cycle Southend and being a Cycle Town has encouraged me to cycle more yeah…they have put more cycle routes in […] As a cyclist you always feel that everyone hates you, car drivers hate you on the road and pedestrians hate you on the pavement. There has been a definite shift away from that…." Male, 45-64, New Regular Cyclist, Southend

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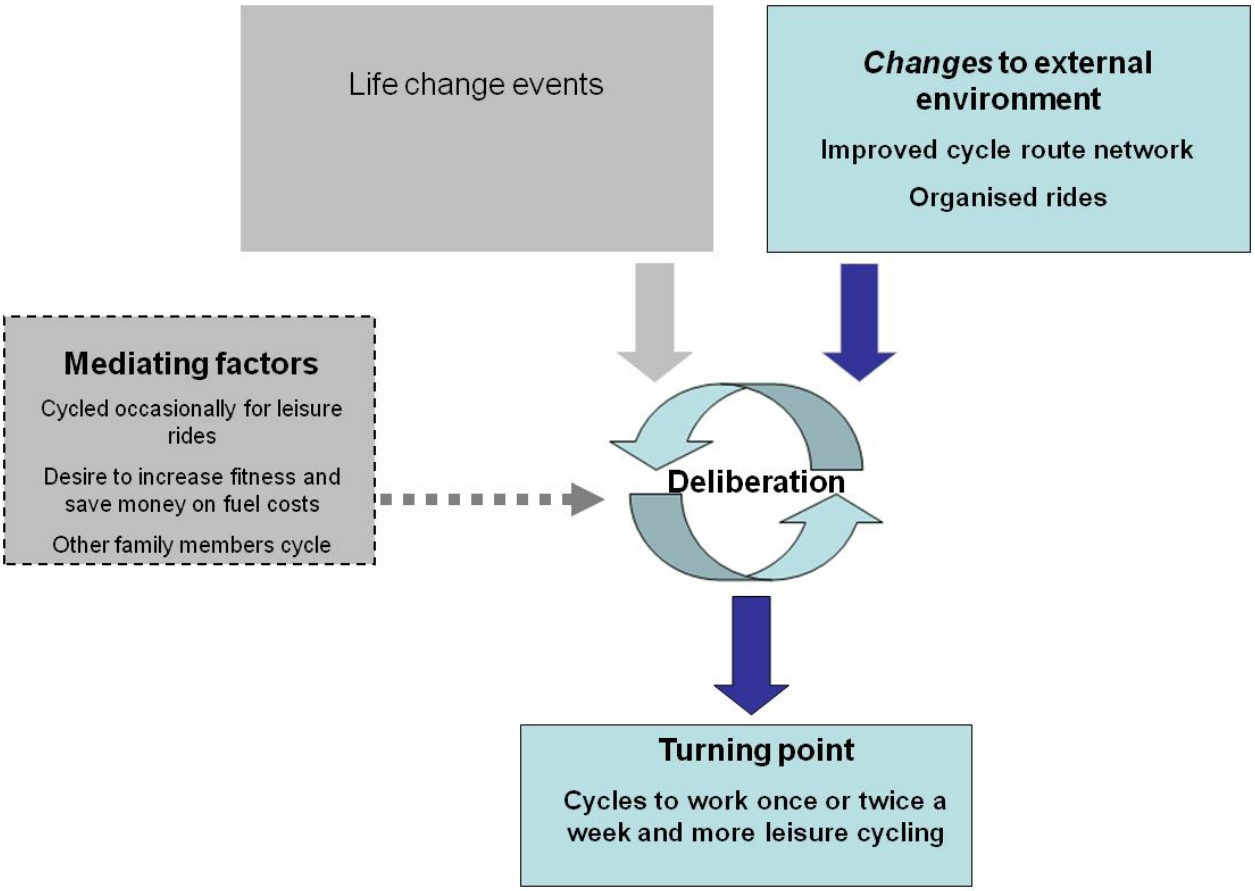
Pathway 4.16: Awareness of Improved Cycle Route Network



A 45-64 year old male in Chester (Non Regular Cyclist, Cycling More) said he had been making more frequent leisure rides (weekly instead of monthly) since a new greenway cycle path along a disused railway line had been completed connecting his village to the town centre. He was motivated by maintaining fitness and the enjoyment of cycling.

Cycle Information

Information provision was a trigger for increased cycling for a 25-44 year old male living in Chester (Continuing Regular Cyclist, Cycling More) who said that he has been making more frequent leisure rides with his wife in the past year since they had found new route options from maps available from the tourist information centre.

Cycle Parking

More secure cycle parking at public locations in Blackpool led to a 45-64 year old male (Continuing Regular Cyclist, Cycling More) using his bike more often for shopping and personal business trips.

Cycle Facilities at Work

It has already been noted that a 25-44 year old female in Shrewsbury (New Regular Cyclist) started cycling to work after taking adult cycle training (see Pathway 4.15). She did not maintain cycling to work and mentioned that she felt uncomfortable about cycling due to expectations about being smartly dressed at her workplace. There were no shower facilities at work which would have enabled her to freshen up.

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"I would come and I would be drenched in sweat and I work with young teenagers and the homeless and it's all people facing and it's like you can't do that when you're like covered in sweat and stuff." Female, 25-44, New Regular Cyclist, Shrewsbury

4.4 Summary

The thematic analysis has shown how contextual changes (life-change events and/or changes to the cycling environment), personal history, intrinsic motivations and facilitating conditions interact to bring about turning points in individual cycling trajectories. The next chapter focuses on explaining why people maintain behaviour, by identifying factors that either influence participants to remain encouraged to cycle or discourage them from cycling.

5 Positive and Negative Influences on Cycling

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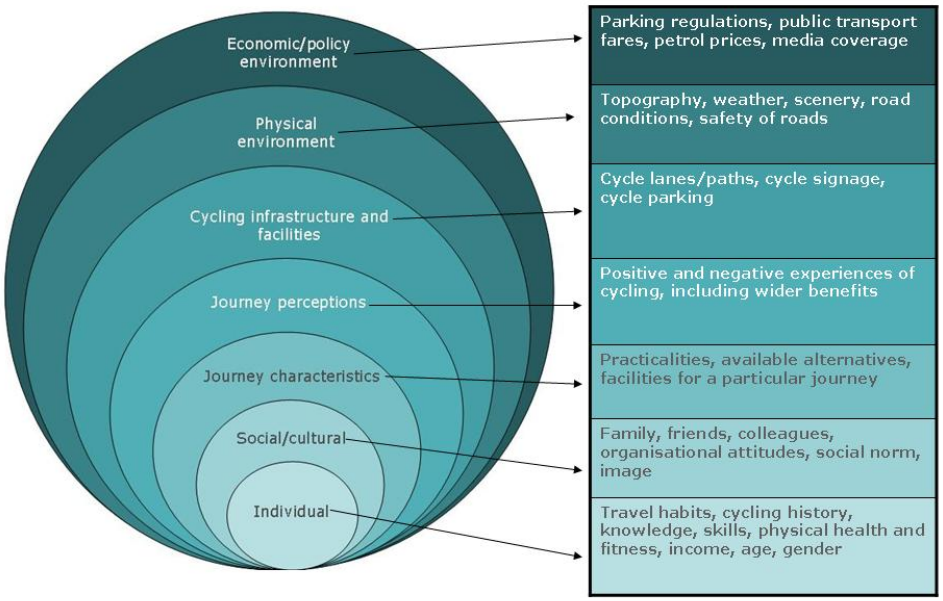
5 Positive and Negative Influences on Cycling

Summary

This chapter explores the *day-to-day positive and negative influences on cycling*, drawing on insights from the interviews and accompanied journeys, and on the ecological perspective (see section 3.3) which highlights the multi-layered nature of environmental influences on cycling.

It finds that the following factors (see diagram) combine in different ways to support and/or constrain cycling at particular times, to particular places, and for particular people:



This analysis highlights the embedded nature of cycling decisions: whether or not a person cycles at all, or cycles for particular kinds of journeys, is in part determined by a complex mix of contextual factors.

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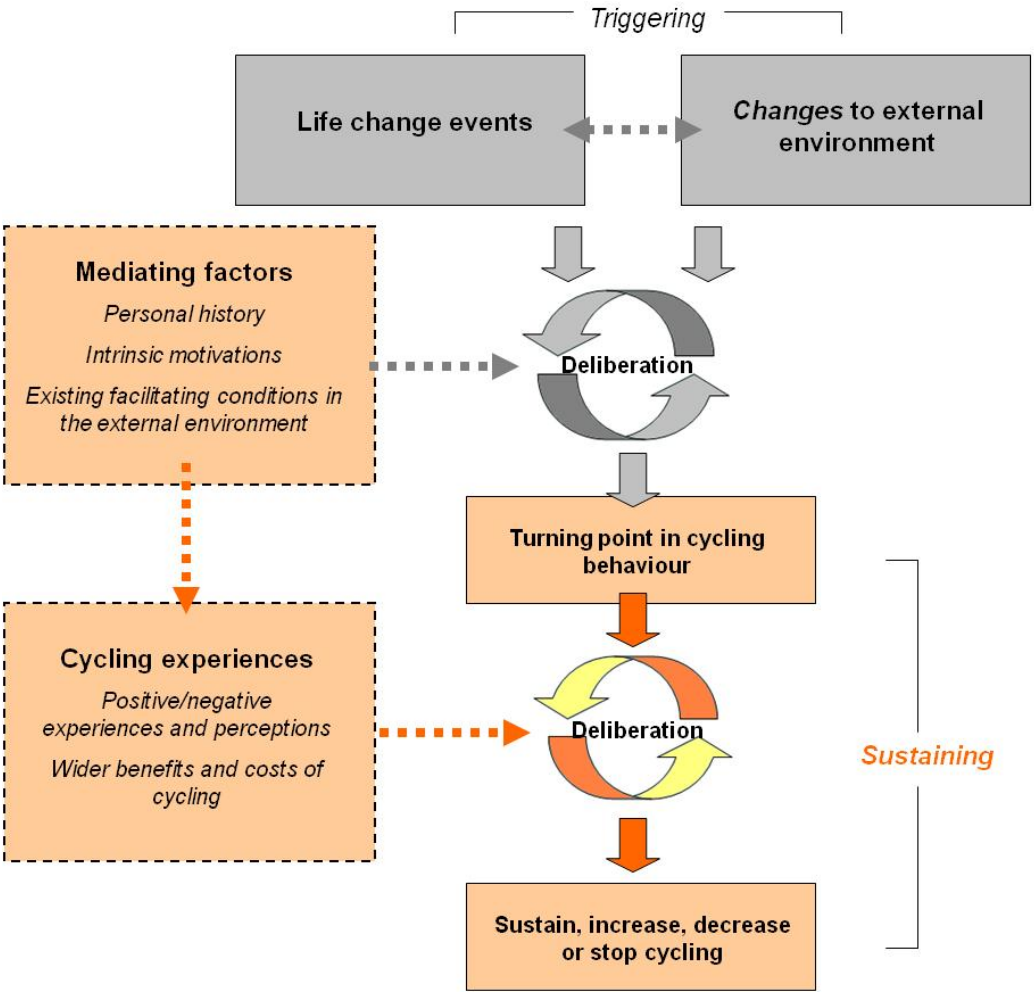
5.1 Introduction

The previous chapter provided an analysis of changes in cycling behaviour by looking at the circumstances and factors leading to *turning points* in cycling behaviour. This chapter focuses on the day-to-day positive and negative influences on cycling behaviour and seeks to explain the cycling behaviour that prevailed at the time of the interviews. It considers the influences that affect whether an individual cycles for a particular journey, but not another, and the factors that *sustain* or *prevent* cycling at a particular point in time. Figure 5.1 below expands upon the conceptual model presented in Chapter 4, highlighting the key influences on whether or not cycling is sustained *after* a turning point is triggered.

Figure 5.1: Experiences and Perceptions of Cycling



5.2 Key influences on cycling

Key influences on cycling have been identified and categorised based on participants' perceptions of current cycling journeys (previous journeys or potential journeys for non-cyclists). Participants were asked to describe a current cycling journey (previous or potential journey for non-cyclists), what was good/bad about the journey and what influenced their decision to cycle for that journey or not.

The ability to spend time with participants discussing their experiences of specific journeys allowed the research to identify a broad set of issues that have an influence on maintaining, encouraging and discouraging cycling behaviour, based on the actual circumstances and situational context experienced by the interviewees rather than predetermined influences or hypothetical scenarios.

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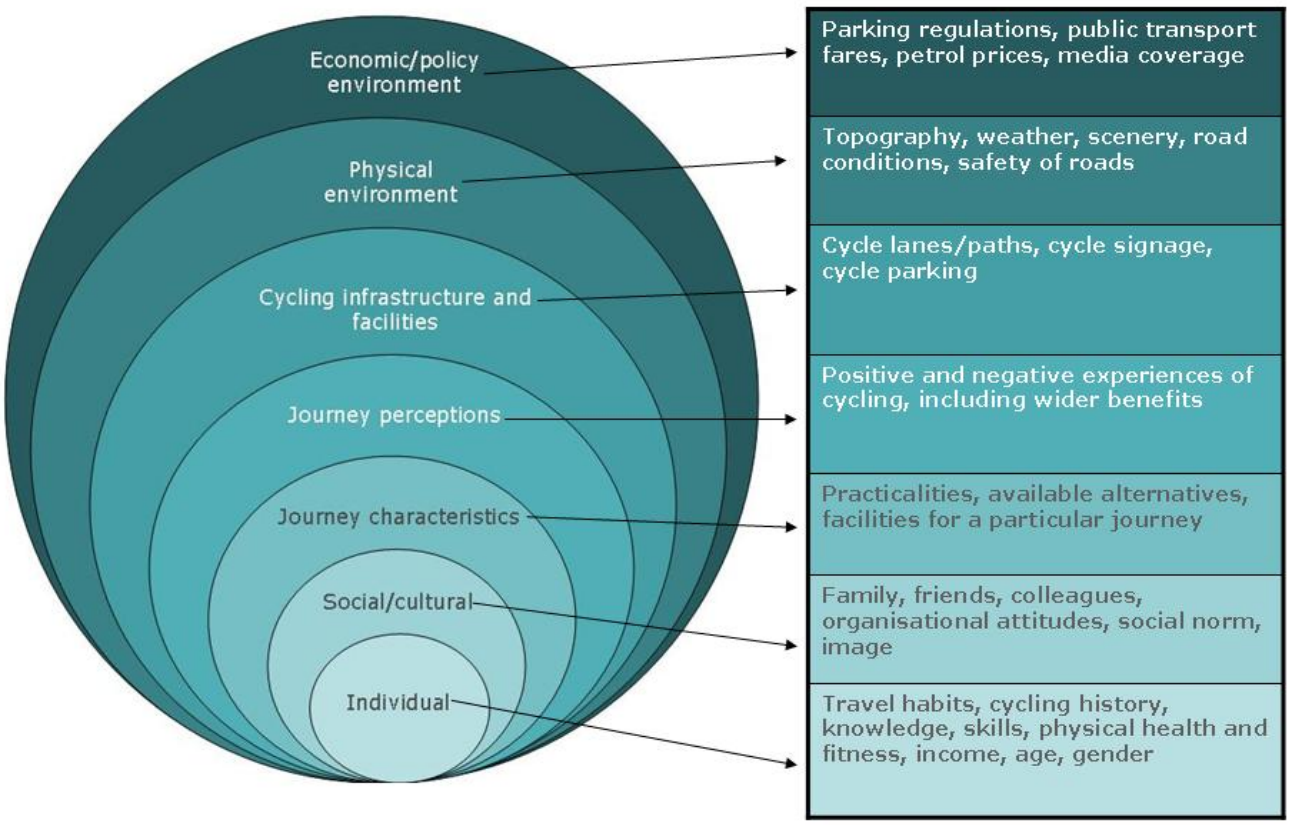
This analysis has been influenced by previous research. It is based on an ecological model which organises behavioural influences in a multi-layered structure. The influences identified in this research have been categorised as follows: individual, social/cultural, journey characteristics, journey perceptions, cycling infrastructure and facilities, physical environment, and economic/policy, as shown in Figure 5,2 below. These are covered in more detail in the following sections.

Figure 5.2: Multi-layered Influences on Cycling



5.3 Individual

This category covers influences relating to the individual participant, including: travel habits, cycling history, knowledge, skills, physical health, income, age and gender.

For a number of participants, lack of cycling was linked to established patterns of travel behaviour and it appeared that other means of transport were used without any consideration of cycling. This indicates that habits had formed and that no conscious deliberation was given to cycling. **Travel habits** form when the context for the behaviour is stable and the behaviour is rewarding[13].

"I've just always made the journey (to the gym) by car, I've not thought about trying anything else".
Female, 25-44, Non Regular Cyclist, York

Many participants cycled for certain types of journey but not others. For example, participants cycling for leisure said that they had not thought about cycling for utility journeys. A number also talked about

[13] Garling, T. and Axhausen, K.W. Introduction: habitual travel choice. *Transportation*, **30**(1), 1-11.

wanting to cycle in principle, as they could see the benefits it offered, but in practice not getting around to it.

Having a **history of cycling** was found to have a positive impact on cycling behaviour as well as on perceptions of the actual journey. This is evident in the two case studies detailed below, where continuous histories of cycling meant that cycling was always considered as a possible option for local journeys.

Cycling History Case Study 1 - Young Adult in York

Male aged 20-24 had cycled throughout his childhood and at the time of the interview cycled to his new full time job, just under two miles away.

When asked why he cycled for particular journeys, he said it was because he had always cycled and so automatically considered it as an option for all journeys.

Initially he did not think that there were any barriers to his current journey, but when probed he mentioned the difficulties of negotiating a busy roundabout. An accompanied journey with the respondent highlighted the need to cycle across a muddy playing field, along a very narrow footpath (no cycles allowed) and across two three-lane roundabouts. The participant took all of this in his stride and stated that the journey was *'as normal'* with no problems. This highlights how some people can tackle potential barriers more successfully than others. His history of cycling and subsequent experience of different conditions appeared to make him less concerned about potential hazards or lack of cycling infrastructure on his route.

Cycling History Case Study 2 - Older Adult in Southport

Male aged 65+ had been regularly cycling his whole life. Most of his cycling trips were utility based and when discussing current cycling journeys he indicated that he was not concerned whether there were any cycle lanes and used the most direct route regardless of traffic levels.

He discussed a current journey to a home where he did some charity work, all on-road, some parts with high levels of traffic and some local quieter roads. The roads did not have cycle lanes and the availability of cycling infrastructure did not impact on his route choice. He said that he chose to cycle as it gave him more flexibility than the bus and took him directly to his destination. He did not think that there were any negative aspects of his journey, but he talked about a close encounter with a bus and a minor collision on a roundabout with a car in the last two years while taking a similar route. In the case of the collision he came off his bicycle and went to hospital as a precaution. These incidents do not, however, seem to have altered his view on cycling and he continued to negotiate the roundabout where he had his accident.

"It's because I've grown up with cycling you see…I don't worry about cycling on the road because I know what I should do…..you just have to be a bit careful."

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In both of these cases, the participants' history of cycling appears to have had a stronger influence on current cycling behaviour than the availability of cycling infrastructure or concerns regarding safe routes. Cycling appears to have become habitual for these participants for journeys in their towns.

Lack of knowledge was cited as a barrier to cycling for specific trips, with participants stating that they thought cycling facilities probably existed but that they were unaware of them. Participants who would normally use a car discussed needing time to prepare for a cycling journey whereas they could just *"hop in the car".* This time to prepare included time to find out about the most suitable route they could take by bicycle and if cycling facilities were available at their destination. They also talked about their knowledge of routes to key destinations by car but a lack of awareness of routes suitable for cycling. The ease therefore of continuing their use of the car was difficult for them to break. Similarly those who travelled for some journeys by public transport knew the timetables, how long it would take and when they would arrive at their destination and so they did not get stressed about the journey. Using a bicycle instead was expected to require some planning and therefore they *"didn't get round to it".*

Lack of knowledge of cycle routes appears to have more of an impact on utility journeys than leisure or fitness journeys. This may be because people are more inclined to spend time planning and preparing for a leisure journey than a utility journey. However, it was also mentioned as a deterrent for leisure journeys.

A participant's perception of their own **cycling skills/ability** was found to impact on feelings of safety and could therefore have a negative influence on cycling behaviour. Some participants reported cycling for leisure trips but not for utility trips due to concerns about their cycling skills. This was more often the case for occasional or non-cyclists, and for these groups concerns about their own abilities was sometimes a key barrier.

In addition, there were indications that females and older participants had more concerns about their cycling skills/ability. Some younger male adults in particular seemed less concerned and this could be due to them being less risk averse.

"…..I'd be frightened to go on the road, like maybe you do….I'm apprehensive, but then I'm older and I'm not as fit, I'm not happy going on the main roads particularly." Female, 45-64, Non Regular Cyclist, Blackpool

Level of **health/fitness** was more likely to be highlighted as a barrier for those not cycling regularly and for utility journeys. Some participants said that this was because they could take their time, go at their own pace or stop when they wished during a leisure journey, particularly if it was off-road, but that they needed to be able to travel more quickly for a utility journey.

A reduction in **income or concerns about cost** had both a positive and negative influence on cycling, depending on the journey purpose. For utility journeys it was likely to have a positive impact, offering a 'cheaper' alternative to other modes. There were some participants who cycled for utility trips as saving money had influenced their decision, but did not for leisure trips.

However, for leisure or fitness journeys, a lower income sometimes had a negative impact as participants stated that they *"can't afford to buy a bike, they're expensive, so I walk instead".* Participants reported walking, running or fitness classes as cheaper alternatives for keeping fit than buying a bicycle.

5.4 Social/Cultural

This category covers influences relating to social relationships and cultural context. It includes: family, friends and colleagues, attitude of organisations (e.g. school, workplace), social norm and image of cycling.

As discussed in the previous chapter on *turning points*, other people can have an influence on cycling behaviour in terms of starting, stopping and sustaining cycling. The case study below provides an example of where a partner had a negative impact on a participant's cycling for a specific journey.

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Influence of Others Case Study 1 – Married Female in York

Following the birth of her daughter the respondent had returned to work part-time with her daughter going to a nursery about 10 minutes' drive away. The nursery was not directly on her route to work, but did not require a major detour. The participant had presumed that she would cycle to work as usual and drop her daughter off on the way. However, her husband did not think that it was safe to take their daughter on the back of a bicycle and so wanted her to either walk or drive their daughter to nursery. In order to reduce travelling time she drove her daughter to nursery, bringing the car back (sometimes her husband then used the car to travel to work), then picking up her bicycle and cycling to work. The behaviour was repeated at the end of the day. The participant continued to try and convince her husband that it was safe and pointed out other people who cycled similar routes (there were no cycle lanes on her route, but the roads were not particularly busy). He was still resistant but said that once their daughter was older he would re-consider.

"It's basically a discussion between me and my husband […]. Personally I don't want to drive. I will probably attempt to buy just a bicycle seat for her, but yes he's just completely against it 'cause he finds it too unsecure. […] He used to cycle when he was younger but he never felt that comfortable with it."

Similarly, in Chester, a male participant talked about not allowing his wife to cycle to work as she was a nurse working shifts in the local hospital and so he did not think it was safe cycling in the dark or when quiet. He, however, cycled to work on a daily basis, and the whole family cycled regularly for leisure together.

Children's development was also a factor. Trips with younger children tended to be for leisure and were often off-road. However, once the child was considered to be able to ride safely, then utility trips (such as to school) were considered. In these cases the fact that the children were cycling also appeared to have a positive influence on their parent's cycling behaviour. In some cases participants said that this was because they wanted to present a positive role model to their children.

Seeing other people in their social group cycling was also mentioned as an influence on cycling behaviour. A female in Southport had noticed other people at her work cycling; she already cycled for leisure and so was considering cycling for her journey to work. Similarly, a male participant in Southport started cycling to work after noticing other people cycling his route and his employer agreed that his cycle and helmet could be stored securely. Once he started to cycle, other employees considered it and after 12 months five members of the team were cycling.

The role of **employer** also appears to be important, with participants highlighting examples of where an employer's attitude had either encouraged cycling or acted as a barrier. Participants highlighted examples where their employers (often large companies) provided high quality cycling facilities at the workplace, but the facilities on their own had not encouraged cycling. By contrast, other participants talked about employers who encouraged cycling both through their own behaviour and through rewarding those who did cycle, even though facilities such as showers and storage were not always supplied. In some cases, supportive employers would make allowances for this, for example providing an area of the office where cycles or cycle equipment could be stored. Examples of employers not encouraging cycling were also provided, for example, where car parking was not restricted and yet cycling parking was inadequate.

Schools were also reported as having an influence, with the involvement of a school in Bikeability and Bike It both encouraging children to cycle (and thus potentially their families) and reducing parental fears regarding safety. However, some participants highlighted the schools themselves acting as a barrier, although this did not necessarily stop the participant cycling with their children on other occasions.

"….the girls can't actually leave their bikes at the school. The school were told that they are not to encourage cycling…….Because it's a busy road and there's a roundabout right on the corner where the school is, so the head teacher said if you choose as a parent to come on your bikes that's fine, but we can't leave your bikes anywhere." Female, 25-44, Continuing Regular Cyclist, Colchester

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Social norms were apparent as an influence on participants' cycling behaviour, and this could be both positive and negative. In areas where cycling was more common, such as Cambridge, York and Bristol, participants were more likely to consider cycling to be an option for utility journeys. This was partly due to it being recognised as the social norm and partly due to perceived advantages, such as speed, safety, reliability and parking facilities. This is highlighted in the case study that follows, where the participant raises concerns about safety but feels it is outweighed by the ease and speed of cycling in Cambridge.

Social Norm Case Study 1 – Female in Cambridge

This participant lived with her husband and twin teenage daughters. The whole family cycled regularly as it was *"the norm"* and quicker/easier than other modes.

"In Cambridge, massively, it is just because it is so much easier, there is very little point getting other means of transport because cycling is the fastest, easiest way to do it, unless you are transporting a massive folder there is no reason to get any other form of transport."

Her daughters aged 16 cycled to school as well as to their part time jobs and to visit friends or go shopping. She still had concerns about the safety of cycling, but this did not influence the family's cycling behaviour.

"I think it is dangerous, people do have accidents, I do hear about horrible accidents so yes I worry terribly about the children when they are coming home from work at 8pm at night and it's dark and rainy, I feel quite sick until they get home."

When asked about whether they were happy cycling, the participant said that it was the norm in their area and all their friends cycled as well and so it was just an automatic behaviour.

In CCTs where cycling was less common, for example Stoke and Blackpool, the fact that it was not the norm was highlighted by some participants as a barrier in itself to cycling, as people would not consider it as a travel option.

"…some of our friends always say, "why would you want to go on a bike when you could drive" in a laughing kind of manner, but I just don't think it is part of our culture so a lot of people wouldn't even consider it." Female, 25-44, Non Regular Cyclist, Blackpool

Related to social norm, **having a critical mass of cyclists** was a positive influence.

"I don't know, I think the more people you see doing it the safer you think it is, whereas if it's just you doing it, you only know from your own experiences, don't you?" Female, 25-44, Non Regular Cyclist, Stoke

"You see more people on the cycle, yeah I suppose it would make drivers a little bit more aware that there's more cyclists on the road as well so they would be a little bit more vigilant on the road themselves when they're driving round, or they might be a bit bike-aware. 'Cause there's not that many cyclists on the road, drivers really don't take that much notice of them." Male, 25-44, New Regular Cyclist, Chester

Critical mass was also expected by many participants to have a positive influence in making non-cyclists consider cycling and occasional cyclists cycle more frequently.

"It would probably motivate me to use the bike more. It's group dynamics really, you'd feel more of the crowd than the minority." Male, 45-64 Continuing Regular Cyclist, Chester

Image was generally only mentioned by participants when prompted, and even then it was not reported as having a large influence on cycling behaviour.

"I don't know, I wouldn't say particularly, I mean I think it is perceived to be a little bit of an old fashioned thing, but I don't think any of my friends would particularly be embarrassed to cycle, I just think it is more the convenience of jumping in your car." Female, 25-44, Non Regular Cyclist, Colchester

Even though it seems that image did not have a great influence on cycling behaviour, it appears to be able to have both a positive and negative influence. For example, a young female participant in Chester talked positively about the image she presented riding her Chopper and how she enjoyed the comments people made. However, when mentioned, image was mostly discussed as a negative influence, in particular for young females.

"…..as she got older [participant's daughter] and her friendship group wouldn't dream of going on bicycles, it [the friendship group] was all very girlie and she stopped and refused to cycle thereafter." Female 45-64, Non Regular Cyclist, Shrewsbury

As the sample included very few non cyclists, there may be more deep-seated image influences than were evident in the interviews (the baseline survey indicated that one in five of those who did not currently cycle and had no intention to do so in future agreed that they would feel embarrassed to be on a bicycle for a local journey).

5.5 Journey Characteristics

This section discusses factors that were identified as having a positive or negative influence relating to the specific characteristics of a cycling journey. Journey characteristics are the practical aspects of a cycling journey that can impact on decisions about travel mode. Included are physical and transport related influences such as practicalities, availability/comparison of alternatives, and facilities at destination.

Practicalities were often cited as a barrier for utility journeys (e.g. the need to wear a suit for work, the need to carry heavy shopping, or the time required to prepare for a journey). However, other participants talked about overcoming these barriers, for example keeping a change of clothes at work or using panniers.

"That can be one of the painful things about taking it [cycle] to work, because I have to carry lots of papers with me and sometimes my lunch and my laptop and I'm going to get some good muscles." Male, 45-64, Continuing Regular Cyclist, Woking

Practical barriers were often highlighted by participants who already cycled for leisure trips, when asked why they did not cycle for a specific utility trip, but this may not be the only barrier. For example, a participant in Chester stated that it was not practical for him to cycle to work as he needed to wear a suit. However, when asked whether he would consider cycling if his employer provided showering facilities and somewhere to store his suit, he said that he didn't have time in the morning to cycle as he had to help get the children ready for school.

The practicalities of multi-destination journeys were also a barrier, for example in the case of participants driving to work after they dropped the children off at school even though both work and school were within cycling distance. Once again, this had been overcome by some participants who planned their journeys and activities carefully to avoid any conflicts, but for others this was a barrier that was either too much effort or they had no wish to overcome.

Availability of an alternative for a specific journey could have a negative influence on cycling: for example, where a participant cycled for leisure the fact that they have access to a car meant for some that they chose not to cycle to work or for other utility trips. However, the **comparison of cycling compared to other modes** regarding time and cost was more often noted as a positive influence.

"I quite like the idea and you don't have to drive around the town looking for a car park, it's completely useless sometimes or it takes you much longer to actually drive sometimes depending on the time you drive through Leighton Buzzard." Female, 45-64, Non Regular Cyclist, Leighton-Linslade

"The only reason people may be doing it a little bit more now is the pure cost of fuel. People are looking at the vehicles and thinking, you know, biking is an alternative." Male, 45-64, Continuing Regular Cyclist, Southport

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When talking about specific journeys, a **lack of facilities at participants' destinations** was sometimes mentioned by current cyclists as a barrier to cycling for particular journeys. This mainly related to secure cycle parking.

"Having somewhere to leave my bike safe, that's the most important thing that will either decide whether I go on my bike or whether I don't go on my bike." Male, 45-64, Continuing Regular Cyclist, Blackpool

However, cycle parking was not often mentioned as a trigger for cycling (Chapter 4). It is likely therefore that improved provision of secure cycle parking may increase utility trips for current regular cyclists but be unlikely to impact on non-regular cyclists.

5.6 Journey Perceptions

Enjoying a Cycle by the River

Journey perceptions are the positive and negative thoughts about cycling, including wider benefits and challenges, which influence whether or not a particular journey is cycled.

Many of the positive journey perceptions identified during the interviews were factors that helped sustain cycling behaviour, such as enjoyment or improvements in health/fitness. They may not necessarily have played a key role in triggering the initial change in behaviour, but once the change had been established they provided positive outcomes that encouraged its continuation.

Participants often highlighted the **enjoyment** of a cycling journey and talked about feeling **less stressed** if they cycled.

"Yes, I've still got a big hill to go up, but I'd go through that because the reason I walk or cycle is because it's less stressful, you do get stressed in the car." Male, 25-44, Continuing Regular Cyclist, Colchester

"Just the freedom, I guess, just the solitude I think, just time to think away from crowds and life in general, it's pure escapism, I suppose." Male, 45-64, Non Regular Cyclist, Leighton-Linslade

The case study below is of a young female participant who highlighted the enjoyment she got from cycling.

Fun/Enjoyment Case Study 1 – Female in Chester

Originally the participant started cycling to work to save time and money, as the routes into her city centre workplace were congested and parking was expensive. She found herself enjoying the experience and also talked about how her bike, a Chopper, was often commented on by people she passed, others on bicycles and those walking, and so she found the experience very sociable and looked forward to journeys on her bike. Even when the participant moved to another area where she felt there were some other attractive travel options, she continued to cycle.

"…well my bike's quite fun, cause it's a kids bike, everyone looks at it and says oh look at that it's a Raleigh Chopper, I can meet people by talking about my bike as well."

Feeling good about yourself was also mentioned as a positive outcome of cycling journeys.

"There is a sense of achievement that you've gone fifteen miles." Female, 45-64, Continuing Regular Cyclist, Blackpool

Young people in particular talked about cycling being **liberating** and providing them with **independence,** making them less reliant on family and friends.

"….for a woman it is quite empowering to think that you do not have to wait in a taxi queue, you can get your bike and you can go home and you can actually feel safe because you are getting somewhere quite quickly." Female, 25-44, Continuing Regular Cyclist, Cambridge

For some participants, where the *trigger* for cycling had not been about **saving money**, the fact that they noticed it had saved them money was sometimes cited as a factor in sustaining the behaviour. Similarly, where improving their **health/fitness** had not necessarily been the main *trigger*, the benefits in this area were often highlighted as reasons for participants to increase or continue their cycling.

"It gives you a good body workout, you don't get a decent workout if you're walking, you've got to work when you bike it. So when that hill gets harder you've got a choice, you can get off and push it or you can pedal harder, you just pedal harder and harder and that's good for you. You can feel it. My family, they've had coughs, colds all this year and I've never had one, why? Now I smoke, I drink, they don't, why, what's the difference then? I cycle, nobody else does." Male, 45-64, Continuing Regular Cyclist, Blackpool

Social aspects of cycling were quite often mentioned as having a positive influence for some types of cycling journeys, mainly leisure trips. Participants talked about it making the experience more enjoyable and also about it impacting on feelings of safety. This was particularly the case for female participants.

"For me it's social because I get to talk to my friends, get some fresh air and sometimes, quite often if you are talking about different things, its easier to do that while you are doing something." Female, 25-44, New Regular Cyclist, Chester

"It's safer with two of you, both on-road and off-road." Female, 25-44, Continuing Regular Cyclist, York

A small number of participants mentioned the **environmental** benefits of cycling, but this tended to be presented as an additional benefit rather than something influencing behaviour.

"Yes, because it's green, it's cheap and it's quick, a no brainer in a way." Female, 45-64, Continuing Regular Cyclist, Cambridge

As people react differently to cycling, the positive experiences highlighted during the research could be negative experiences for some: not enjoyable, stressful, feeling vulnerable, feeling tired and sweaty, cost of the bicycle. It was uncommon for participants to mention these negative aspects, but this could be due to the composition of the sample (with few non-cyclists).

Although participants did not tend to mention a lack of enjoyment or other negative aspects of cycling journeys, a significant number did highlight examples of **bad cycling experiences**. For some this had a negative impact on their cycling behaviour, but others appeared to take near miss experiences in their stride and continued to cycle for the same journeys. The difference was sometimes due to how long participants had been cycling (as mentioned under **Individual** factors).

5.7 Cycling Infrastructure and Facilities

This section highlights influences related to cycling infrastructure and facilities available where participants lived and travelled, such as cycle lanes/paths, cycling signage and cycle parking.

The availability rather than the actual use of **on-road cycle lanes** was highlighted as having a positive influence on participants' cycling behaviour, improving their perceptions of the safety of cycling on road in the area. However, a lack of on-road cycle lanes was not often mentioned as a barrier to cycling; for many participants, therefore, on-road cycle lanes could be considered to be an enabler rather than a motivator.

Participants were more likely to cycle on-road for utility and fitness trips (cycle journeys specifically aimed at improving fitness) and off-road for leisure journeys. On-road cycle lanes were therefore more likely to be seen as an enabler for utility trips.

Off-road Cycle Lane

Not surprisingly, given concerns about safety on roads, the availability of **routes separate from other traffic** was often mentioned as a positive influence on cycling. A lack of availability of routes separate from other traffic was also highlighted as a barrier to cycling, particularly for females and children cycling with parents, as well as new, occasional, and non-cyclists. This may be partly due to a lack of knowledge of off-road options (as noted in section on the **Individual**).

"I think the ones that are built separately to the road are better than the ones that are built into the road, because on the main road that they're on I think the roads are just too busy for them and people park on them." Female, 45-64, New Regular Cyclist, Southport

The influence of separate routes away from traffic was evidenced in an interview with a new cyclist who had in the past driven to her friend's house once a week for a regular visit.

Routes Separate from Traffic Case Study 1 – Female 45-64 in Southport

The participant lived in Southport in an affluent, quiet, residential area. She did not work and made a regular visit to her friend for lunch. Originally she had driven to her friend although it was only a five minute drive. The introduction of an off-road cycle path that cut through the residential estate almost directly to her friend's house had encouraged her to consider cycling (the *trigger*). At the time of the interview, she cycled most times she visited, unless she was going elsewhere directly afterwards. However, she would not cycle on any roads other than those in her neighbourhood as she did not feel safe if there was any traffic. This therefore limited the journeys she was willing to make by bicycle, and so for other journeys she mainly drove. Although she was sustaining a small amount of cycling, she was not increasing her cycling levels.

Cycling **signage** was identified as having a positive influence on cycling behaviour, in particular signage to key destinations with an indication of distance/time. New, occasional and non-cyclists discussed how signage helped them consider cycling as an option for certain journeys or helped them identify new routes. Even regular cyclists felt that signage could encourage them to try new routes. Signage was considered to be more important for utility journeys, but it was also mentioned as a motivator to trying new leisure routes.

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Similarly, visible cycle parking provision was thought to influence cycling, both for specific journeys (see section on facilities at destination in **Journey Characteristics**) and in general as an indication of an area being 'cycle friendly'.

Cycling facilities in high profile areas were therefore thought to have a positive influence on cycling behaviour both through providing a trigger for new cycle journeys and improving general safety due to increasing drivers' awareness of cyclists.

Availability of **storage space** at their residence was, for a small number of participants, highlighted as a barrier, for example where they cycled for occasional leisure trips using a borrowed bicycle but for practical reasons this prevented them from cycling regularly. However, other participants had overcome the storage issue by buying a fold-up bicycle or locking their bicycle to the front of their property.

Bicycles stored outside houses in Cambridge

"Since we've lived here,[…] we just don't have anywhere to store it. I've had use of my brother-in-law's bike since he moved to Australia earlier this year and I've used that ad hoc and that's stored in the garage at Maria's parent's house which is about a hundred yards up the way." Male, 25-44, Non Regular Cyclist, Leighton-Linsdale

5.8 Physical and Road Environment

This section discusses the positive and negative influences relating to the general physical and road environment where participants lived and travelled. Rather than the cycling infrastructure experienced on a particular journey, these are the general physical factors that influence why participants cycle for some types of journeys and not for others.

Topography was often cited as a factor influencing cycling behaviour, both in a positive way in flatter towns (e.g. Blackpool, Chester, Southport, York,) and a negative way in hillier towns (e.g. Stoke). However, its level of influence was dependent on the participant, as some cyclists talked about looking for hills in order to achieve a 'real work-out', whereas other participants highlighted it as a barrier to utility cycling, as they only cycled for leisure and used off-road routes that were generally flat.

Weather was often identified as a negative influence on cycling journeys, with a significant number of new and occasional cyclists labelling themselves as 'fair-weather cyclists'.

The provision of easy access to **greenery** was mentioned by participants as encouraging them to cycle, as they enjoyed the views and fresh air as well as the actual cycling. Some said that a move to an area with more greenery had influenced their decision to start cycling.

"You can be out in the woods or the sand-dunes really quickly. It's the nice green surroundings that make it enjoyable." Female, 20-24, Continuing Regular Cyclist, Southport

Road conditions were quite frequently mentioned as having a negative influence, with the perception that they had deteriorated, so making participants' journeys more dangerous and uncomfortable. This was mainly a concern for utility trips, where participants were cycling on-road. For some participants this was a key area as it impacted on perceptions of the safety of their journeys.

"It's terrible, and because there's cycle lanes you have to travel close to the kerb as cars expect you to. It's just not safe, you hit a pothole and wobble and that can be it." Male, 25-44, Continuing Regular Cyclist, Woking

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The perceived **safety of roads** was highlighted as a key barrier to cycling. When asked about specific concerns participants tended to mention the level of traffic, narrow roads and busy junctions.

"There really is a lot of traffic around here. The idea of negotiating six crossroads on a bike fills me with absolute horror. Even negotiating it in a car can be interesting." Male, 25-44, New Regular Cyclist, Stoke

Driver behaviour was also cited as having a negative influence on participants' cycling experience, as it was reported that some motorists were particularly aggressive towards cyclists and others were unaware of them and so did not leave the necessary space. For some participants, these experiences presented a barrier to on-road cycling.

"Volume of traffic and the driver as well, people rushing, pushing. Probably if I look at the people I've had nearest do's with have been the younger drivers, seen the gap, gone for it and I've been in that gap!" Male, 45-64, New Regular Cyclist, Southport

"I don't think its just specific to this area, its nationwide, I don't think that motorists are educated into the correct etiquette for negotiating a bike." Male, 45-64, Continuing Regular Cyclist, Chester

Some participants were of the opinion that drivers in areas with high levels of cyclists or high profile facilities were more tolerant of cyclists, but others felt that the number of cyclists had just made motorists less patient.

"Again in Cambridge, what is quite interesting is that people are aware that there are cyclists, they are pre-empting the fact that there is a cyclist or they cycle themselves or they have children that they cycle with. Even lorry drivers do it, they stop and wait for you to pass, it is the totally different way of mind-set that they have in Cambridge." Female, 25-44, New Regular Cyclist, Southport

5.9 Economic/Policy

This section discusses the impact the economic situation and transport policy can have on cycling and includes the following factors: parking regulations, public transport fares, petrol prices and media coverage.

It appears that high profile **transport policy** in support of cycling can in itself have a positive influence on cycling, as it provides evidence of support for cyclists and is expected to make cycling safer.

"It's good to see the cycle lanes and places to park and such. It makes you think that cycling might be an option because they're improving the town for cyclists." Male, 25-44, Non Regular Cyclist, Southend

Participants also talked about the positive impact their CCT supporting cycling had on perceptions of the town/city. An example of this is in Southport, where a number of participants commented on the cycle hire scheme helping improve perceptions of the town as a tourist destination.

"They've got this cycle hire scheme at the station, so if you're a visitor coming in for the day you can hire a bike for an hour or two hours or something to get around and see more. It's a great idea, but I think it might be a victim of the government cuts. That would be a shame. It's a good idea, especially in a holiday town, it's so easy to get around, just head in that direction and you'll reach the prom, so it's quick to get to different places giving you a chance to see more." Female, 45-64, Non Regular Cyclist, Southport

Participants gave examples of increased **parking fees or regulations** that discouraged people from driving into the town centre as having a positive influence on cycling as well as the current increase in **petrol prices**.

Participants only mentioned **media portrayal** when prompted and when asked thought that it did not have a great impact.

The role of **events** and cycling specific **marketing** were sometimes mentioned as having a positive influence on cycling, in particular for families and occasional or non-cyclists.

"I think they should perhaps do some sort of schemes to get people out and about on bikes, what they've done up on the prom is a good thing, but maybe having like cycle days where you could go, hire a bike

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and go off somewhere, just encourage people to do it and then people might think oh yes, I like this, I'll go out and buy a bike." Female, 45-64, Non Regular Cyclist, Blackpool

5.10 Summary

The analysis has identified that factors operating at different levels combine in different ways to support and/or constrain cycling at particular times, to particular places, and for particular people. The next chapter goes on to explore the specific role of policy interventions in this context, by investigating residents' awareness, perceptions and experience of CCT interventions.

6 Awareness, Perceptions and Experience of CCT Interventions

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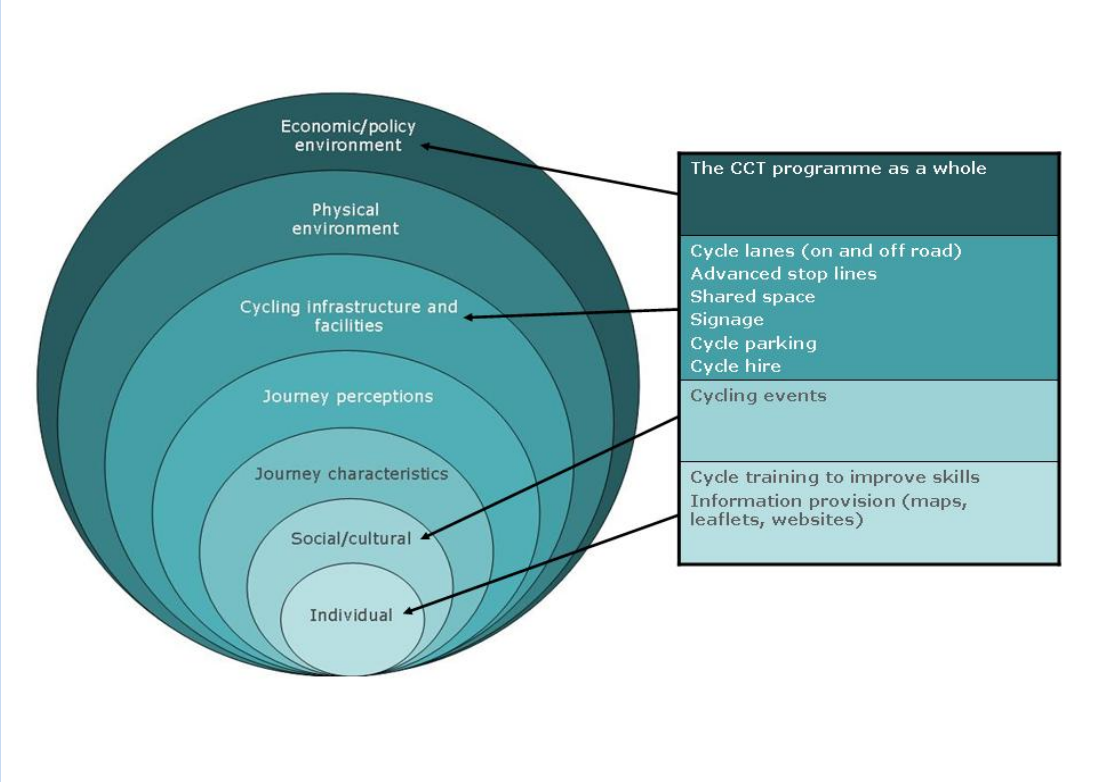
6 Awareness, Perceptions and Experiences of CCT Interventions

Summary

This chapter explores CCT residents' awareness, perceptions and experiences of interventions which have been delivered as part of the CCT investment in their local area.

It can be seen that residents were aware of / had experienced a range of interventions, operating at several different levels in the contextual model previously presented:



Economic/policy environment: residents' awareness of the CCT programme was variable, and highest amongst continuing regular cyclists. It tended to give rise to general perceptions of towns being supportive of cycling specifically and regeneration more broadly.

Cycling infrastructure and facilities: residents tended to have noticed new cycling infrastructure in their town (both on- and off-road) and valued the improved cycling experience that resulted. Although improved infrastructure was generally viewed positively, there remained negative perceptions of discontinuous routes, narrow lanes and lack of routes segregated from traffic. Overall, infrastructure appeared to be highly salient to residents' attitudes towards and experiences of cycling, with different views expressed amongst different groups (notably regular and non-regular cyclists). It also had an impact on social/cultural and journey perception issues (with visible investment in cycling presenting an image of cycling as a supported, feasible and popular option).

Social/cultural: as noted above, infrastructure improvements could have an impact on the image of cycling and perceptions of its popularity. Interventions which specifically focused on social/cultural awareness (particularly cycling events for adults and children) were generally perceived very positively.

Individual: as the sample comprised mainly people who could already cycle, the full potential impact of cycle training cannot be assessed through this research. Nevertheless, cycle skills training for adults was viewed positively, although awareness of opportunities for it was low. By contrast, cycle training for children had been noted by many residents, with positive views reported as well as lingering concerns about children's safety whilst cycling.

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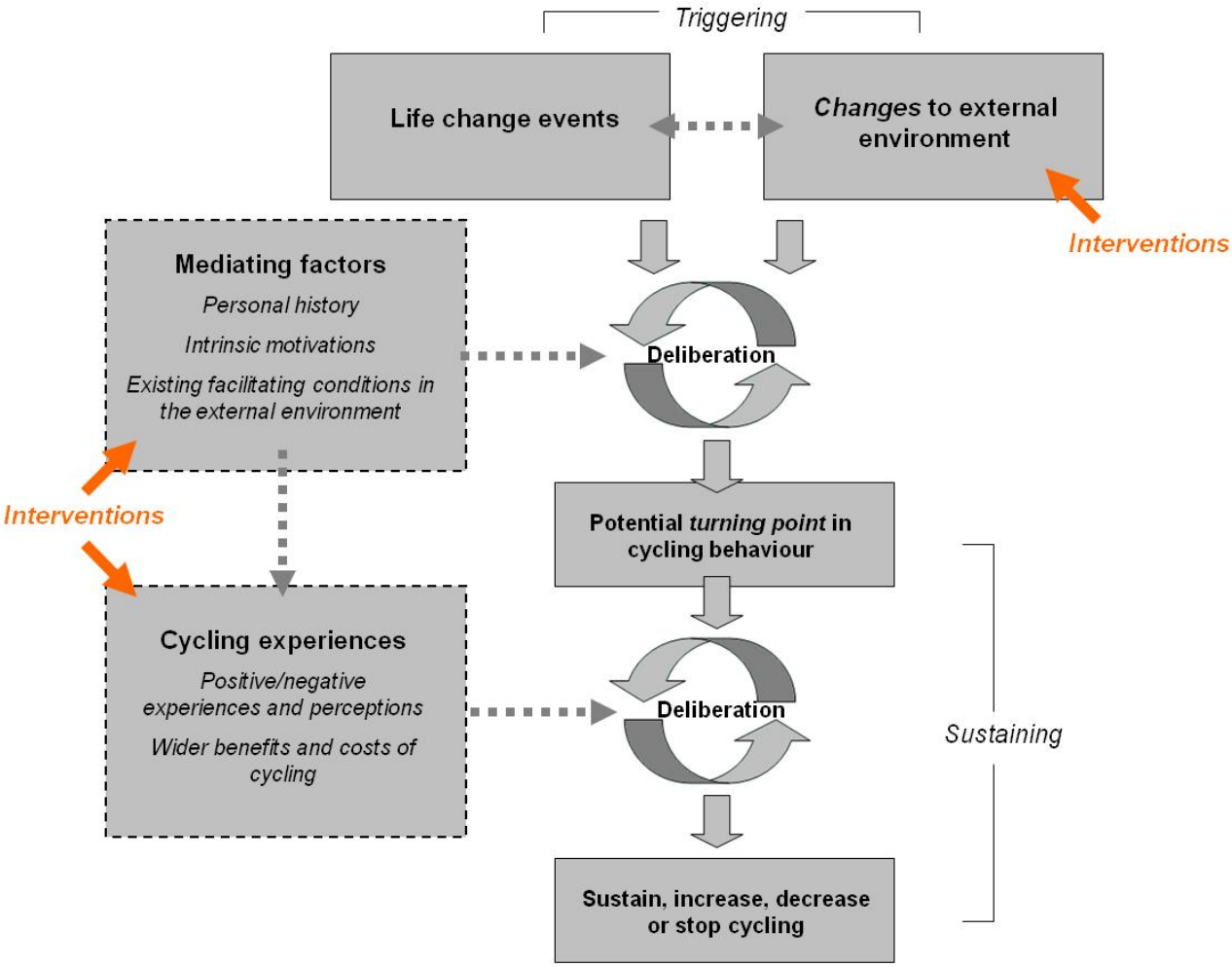
6.1 Introduction

This Chapter explores the influence local interventions delivered as part of the CCT programme have had on participants' perceptions, attitudes and behaviour. Building on the conceptual model that has been developed through Chapters 4 and 5 to capture the key influences on *triggering* and *sustaining* cycling, this chapter focuses specifically on the role of interventions in that process, as highlighted in orange in the model below.

Figure 6.1: Role of Interventions in Triggering and Sustaining Cycling



Interventions have been categorised as investment in 'cycling infrastructure' (cycle lanes, cycle paths, cycle hire schemes, bicycle parking, etc.) and 'smarter measures' (information about cycling, cycling events, cycle training, etc.).

6.2 Awareness of CCT Status

As mentioned in section 5.9, transport policy can have an influence on cycling perceptions, attitudes and behaviours. This section discusses participants' awareness of their town or city as a designated CCT.

Across all CCTs, there were mixed views regarding awareness of designated CCT status. For example in areas such as Bristol, Cambridge and York, many participants perceived their city/town as '*always'* being a *'cycling town'* in the years preceding the CCT investment.

"Yes, but it always has been a cycling city. If you go into Cambridge you will see that there are too many bikes and not enough places to put them" Female, 16-19, New Regular Cyclist, Cambridge

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In other areas participants perceived changes to the cycling environment as part of wider regeneration schemes rather than a specific investment in cycling or CCT status.

"I feel happier about living in Blackpool, it has a better feel about the place […] the council appear[s] […] to have its heart in regeneration and presumably cycling is only going to help that" Female, 45-64, New Regular Cyclist, Blackpool

However, overall, most participants across all CCTs were aware that there were activities going on in their towns/cities to encourage cycling but there was not always a specific appreciation of CCT status.

"The city council does probably do everything reasonably within its power to encourage us all to cycle, it's fairly high profile as far as cycling goes, and obviously like everything else, the more other people do it, the more people will gather to it, so it's probably on a bit of a roll there" Female, 45-64, Non Regular Cyclist, York

"I'm noticing a new bit of cycle path going in or a bit of pavement being designated or a bit of road cordoned off, so that's making it much easier, much more pleasurable" Female, 25-44, New Regular Cyclist, Bristol

Continuing Regular Cyclists were those most likely to be aware of CCT status as they were more likely to be engaged in cycling activity (using existing/new infrastructure, taking part in events, etc), make use of cycling materials (websites, leaflets, etc) and be in contact with other regular cyclists.

6.3 Awareness of and Attitudes towards Cycling Infrastructure

In this section, the different types of cycling infrastructure have been categorised as follows:

- Cycle Routes;
- Signage;
- Cycle Parking; and
- Cycle Hire.

6.3.1 Cycle Routes

The interim findings of the evaluation of the Cycling City and Towns programme reported that over £17m has been invested in cycle routes, lanes and greenways, including the provision of parallel cycle facilities along key arterial routes. The main aim of this investment was to provide safer routes for experienced and inexperienced cyclists, thereby addressing a key barrier to cycling.

On Road Cycle Lanes

A key aim of the investment has been to reallocate road space to cyclists. Across all CCTs most participants were aware that on-road cycle lanes were provided in their towns/cities and most had noticed an increase in the number of cycle lanes in the preceding three years. Many Continuing Regular Cyclists reported seeing new or improved cycle lanes on routes that they currently cycled, whereas most non regular cyclists had noticed new cycle lanes whilst travelling by other modes of transport.

"I have to say over x number of years we have seen a lot of the cycle lanes built into Blackpool, but a lot of them are built into the road" Female, 45-64, Non Regular Cyclist, Bristol

"I've certainly been aware that there are more cycle lanes, not that I've particularly used them as yet, but I've noticed it as I've been driving around" Male, 25-44, Non Regular Cyclist, Leighton

In some CCTs, such as Blackpool and Southend, most participants noted an increase in the number of cycle lanes

Separated Cycle Lane in Southend

that separated cyclists from both traffic and pedestrians (for example a cycle lane separated by kerbs either side of the road and pavement).

This type of cycle lane was preferred by new regular cyclists and non regular cyclists as they:

- Lack the confidence to cycle with traffic; or
- Have concerns about cycling with children.

"I know you can't go around putting in the block paving everywhere, but it definitely makes you feel a lot more secure, because you know that they're [cars] not going to come at you, don't you, these cars, you are separated" Female, 25-44, Non-Regular Cyclist, Southend

In CCTs where investment had been made in signatory or 'named/branded' routes that incorporated on-road cycle lanes (for example, Blackpool, Chester, Woking, York) a few participants were aware of the routes through the local media and had retained the information due to the route titles (such as Woking's 'Saturn Trail'). However, few had any knowledge of where the routes started and finished.

Despite new and improved cycle lanes being noticed by most participants across CCTs and sub-groups, participants' attitudes to cycle lanes were mixed.

Positive Attitudes towards Cycle Lanes

- Continuing Regular Cyclists who cycled on roads prior to the investment reported an enhancement to their cycling experience as they were now able to cycle separately from traffic for some specific routes.

- Cycle lanes were generally perceived as being well maintained and some Continuing Regular Cyclists noted that the cycle lanes were regularly swept of debris, an improvement in the last three years. Road conditions were also identified as a negative influence on cycling, and the positive impact of improvements in this area was mentioned by many participants.

"All the cycle lines are immaculate down there now, I couldn't believe how clean it was the other day when I rode, I thought this is clean" Male, 45-64, Continuing Regular Cyclist, Blackpool

Negative Attitudes towards Cycle Lanes

- New Regular Cyclists and Non Regular Cyclists had little knowledge of continuous cycle lanes to/from specific destinations and often cited this as a reason for not cycling for utility and leisure journeys (for example cycling to work, shopping and to/from leisure destinations such as the local park) as they were reluctant to cycle on the road during any part of their journey.

- Both Continuing Regular Cyclists and New Regular Cyclists reported cycle lanes *'finishing abruptly'* or *'starting and stopping'* with little or no reason for them to do so. This was a barrier to cycling, particularly at junctions where participants reported safety concerns. Experiences of discontinuous cycle lanes were linked to negative attitudes amongst many regular cyclists, such as a perception that CCTs were providing cycle lanes to *'fill council quotas'* or acts of *'tokenism'*.

Discontinuous Cycle Lane in Stoke

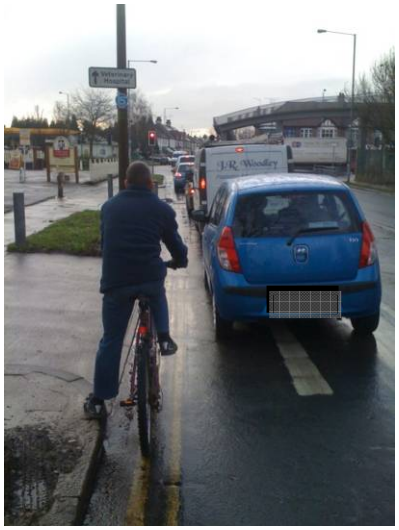
"There's certainly sections where you just suddenly go, oh what do I do now. And it's interesting you know, 'cause I come from the engineering side, 'cause I know we've shoved in cycle ways […] but there's not the joined up thinking of putting them in" Male, 25-44, New Regular Cyclist, Bristol

- In CCTs with cycle lanes pre-dating the cycling investment, Continuing Regular Cyclists reported that some cycle lane markings had or were in the process of fading away which led to a degree of uncertainty as to which areas were for cyclists.

- In most CCTs the cycle lanes were described as 'too narrow' and many participants had experienced car drivers encroaching into the cycle lanes. Vehicles parking in cycle lanes were also a source of frustration for many regular cyclists and there was some confusion as to whether this should or could be enforced.

"I don't mind being on the road, only because I'm a driver as well, so I tend to give more room for cyclists, but in some ways I wish they would make the cycle tracks on the road a bit wider" Female, 45-64, New Regular Cyclist, Shrewsbury

"Cycle lanes are a good thing but they become dangerous when you get a lot of cars parked in them and that happens regularly, so you've suddenly got to join the flow of traffic to pass parked cars in the cycle lane" Male, 45-64, Continuing Regular Cyclist, Cambridge



Narrow Cycle Lane in Southend

- Issues with cycle lanes were cited as a key barrier to cycling amongst females, and Non Regular Cyclists. Whilst not being a barrier to Continuing Regular Cyclists or New Regular Cyclists, this often led to cycling on pavements (for the whole journey or intermittently), an activity that was noted by many (including those that undertake the activity) as either illegal or morally wrong.

"I try and avoid the pavement because they're not very wide and people get angry which is kind of right but I'm obviously not gonna cycle really fast and run old ladies over, but I'd rather not use the pavement if needs be" Female, 16-24, New Regular Cyclist, Chester

"Road safety, ride on the designated cycle lanes that the councillors spent money putting in for them yet they are cycling on the pavements and cycling on the wrong side of the road" Male, 45-64, Continuing Regular Cyclist, York

Cycle lanes were being used mainly for utility cycling as they were the quickest route from A to B. Fitness/health cyclists were also using cycle lanes as they offer linear routes with the ability to travel at speed. Those using cycle lanes for fitness/health were prepared to cycle on the road in the absence of cycle lanes.

Across all CCTs a few participants perceived an increase in the number of cyclists using cycle lanes. Most participants shared the view that as more people use cycle lanes, drivers' perceptions and behaviour towards cyclists will improve and in some CCTs this was perceived as already happening (Bristol, Cambridge and York).

"That's made a massive difference to me personally, so it's gotta have made a massive difference to other people. I think the cycle lanes have made people cycle more, give them a better option to cycle" Male, 25-44, New Regular Cyclist, Bristol

"In terms of improvement there are more people cycling so that has definitely improved, and introducing cycle lanes and generally just getting more people to cycle so that's definitely improved yes" Male, 25-44, New Regular Cyclist, Southend

Advanced Stop Lines (ASLs) for Cycles

ASL in York

In most CCTs, ASLs have been introduced to allow cyclists to safely turn right at junctions. Similar to cycle lanes, ASLs are visible and had been noticed by many residents including cyclists and non-cyclists.

There were mixed views regarding ASLs and unsurprisingly views tended to differ between cyclists and non-cyclists.

- **Non-cyclists:** ASLs were unpopular as cyclists were sometimes perceived as an obstruction to motorists. There were reports of cyclists damaging vehicles or appearing in vehicle blind spots whilst approaching the turning box.

"I mean, they have put cycle lanes in and when you get to a set of traffic lights at a major junction they will give cyclists the advantage of a big box in front of the vehicles, OK if they are turning right but if they are going straight on they will pull in front of you and when the traffic lights change they are stuck there right in front of you, rather than staying to the left hand side of the road where they should be" Male, 25-44. Non-Regular Cyclist, York

- **Cyclists:** ASLs were positively viewed and enhanced the cycling experience for regular cyclists by reducing potential risks.

"The cyclist turning right had a problem, now they're leaving this box right at the beginning of the road" Female, 45-64 Continuing Regular Cyclist, Blackpool

Despite the positive views of cyclists, some New Regular cyclists were unsure how to use ASLs and reported dismounting and using pedestrian facilities to cross a road.

Off Road Cycling Facilities

In most CCTs investment has included off-road cycling facilities such as fully segregated dedicated cycle routes (away from roads and traffic), greenways, and mixed facilities for shared use amongst pedestrians and cyclists.

As discussed previously, concerns regarding cycling with traffic were identified as a key barrier to cycling. Off-road cycling facilities were therefore preferred to on-road cycle lanes and were generally highly valued by residents.

In addition to providing safe, traffic free routes, many cyclists found dedicated cycle routes:

- Enjoyable, and
- Provided opportunities for sociable cycling with friends and family.

"That's the good thing about it, I mean you could chat, not so much when we're on the small roads but when we're on the cycle path we can chat, gee each other on to go a little bit faster or' come on' my daughter cause she's not the sporting one so you gotta gee her on a bit and say, she enjoys it" Male, 25-44, New Regular Cyclist, Bristol

For several families, greenways enabled their children to have a sense of independence and freedom in a safe environment.

"there is a fairly good set of cycle paths and we are lucky having Cherry Hinton Hall just over the road, that's parkland, it's not huge but they do have cycle paths through it where (young son) likes practicing riding his bike." Male, 25-44, New Regular Cyclist, Cambridge

In addition, many participants thought that some off-road cycling facilities (particularly greenways) were shared spaces for cyclists and non-cyclists, such as pedestrians and dog walkers, and had noticed improvements in the maintenance and upkeep of existing shared spaces. Very few participants thought that greenways, etc were for pedestrians or cyclists only.

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"They have made a lot of improvements, lighting and things like that when it gets a little bit darker on a morning or an evening, the lighting and maintenance on it, they've pushed it along over the past few years" Female, 25-44, Continuing Regular Cyclist, Chester

Awareness of the investment in off-road cycling facilities was low in some CCTs. For example in Stoke and Woking, where investment focused on improving canal tow paths, non-cyclists tended to be unaware of the improvements as they were not visible to drivers. Knowledge of off-road cycling facilities was often gained by word of mouth when friends, families and/or colleagues had discussed their experiences of using the facility as a cyclist or pedestrian.

Off-Road Cycle Path in Woking

"I think that's probably down to the fact that word of mouth's got about that the paths are good and there is a lot more out there and there's a bit more people into keeping fit a bit more nowadays" Female, 25-44, New Regular Cyclist, Stoke

"I just heard the cycle paths were getting better, or there was more of them. That's one thing that keeps me cycling cause I don't hardly have to touch a road, just stay on the cycle paths" Male, 25-44, New Regular Cyclist, Bristol

In contrast, in Blackpool, Southend and Southport where strategies included investment in dedicated off-road cycle lanes on the sea front, awareness of the investment was generally high and this was mainly due to improvements being highly visible to all residents.

In many cases participants linked investment in off-road cycling facilities to a programme aimed at encouraging cycling; whereas others shared a view that the investment was part of a wider regeneration package aimed at improving leisure facilities for residents and to encourage tourism.

"I do think that the council is making a lot of effort to try and encourage you [to cycle] and to try and support cycling" Male, 45-64, Non Regular Cyclist, Chester

"It's improving as they do more work to the promenade, last year, there were bits that were a bit closed off, but this year there's definitely more free area to cycle in. There are some very good cycle ways and routes that are available" Female, 45+, New Cyclist, Blackpool

Whilst off-road cycling facilities were popular, many participants thought that there were not enough off-road facilities in their local area. However it is important to note that most acknowledged that off-road facilities were bound by physical constraints.

Across all CCTs there were only a few examples of negative attitudes and experiences towards off-road cycling facilities and these included:

- **Sharing space:** In a small number of cases, it was often not clear to pedestrians where pathways were split into designated lanes for cyclists and pedestrians.

"Half of it (pavement) is a designated cycle path, so you could be on that bit of pavement and you might get a walking stick shaken at you. I think they don't understand that actually that's a bit of pavement for the cyclist" Female, 25-44, New Regular Cyclist, Bristol

- **Cycling alone:** Females were generally reluctant to use off-road cycling facilities, particularly greenways unless the path was populated or they were cycling with a partner or group.

"I find the coast roads a bit secluded really and I wouldn't like to go down there by myself on that cycle path" Female, 25-44, New Regular, Southport

- **Cycling at night:** Both males and females stated that they would not use poorly lit off-road cycling facilities due to concerns over personal safety.

"Most people would rather cycle on a lit road where they feel safer than going down a secluded cycle lane, particularly in the evening at night" Male, 45-64, Continuing Regular Cyslist, Shrewsbury

"I wouldn't do it in the dark nights [cycle along the greenway], because for the way I'd want to come I'd have to go along the canal" Female, New Regular Cyclist, Stoke

- **Access:** Off-road cycling facilities tended to be used more frequently by those living near the facility. Many Non Regular Cyclists were reluctant to cycle on the road (even when a cycle lane was provided) but often overcame this by transporting their bicycles by car.

Participants mainly used off-road cycling facilities for leisure cycling such as social activities with friends/family or pleasure cycle rides to *'take in the scenery'*, fresh air, get exercise, etc. Many participants perceived an increase in leisure cycling in their areas and attributed this to improvements in cycle paths and/or greenways in their local area.

"Just fairly recently there's been quite a nice cycle lane [off-road cycle path] been built right into the village here and past the village, and its ever since then that I guess I would have increased the number of times I've been on the bike, just purely cycling along that. It actually goes from another village just along past-couple of hundred metres away, and right into the centre of Chester" Male, 45-64, Continuing Regular, Chester

6.3.2 Signage

In all CCTs, infrastructure has been supported by the provision of enhanced signage, often with average cycle times rather than miles to destination.

Continuing Regular Cyclists were those most likely to be aware of cycle route signage and so often noticed new signage when travelling on their current cycle routes. Awareness of route signage was low amongst other cyclist groups.

Overall, few participants expressed strong views regarding cycle route signage. Despite being regarded as a *'good idea'* in principle, most perceived the signs being aimed at visitors or tourists rather than residents.

Cycle Signage in York

"There's the mars, they're all satellites and planets, there's two more in the village here, I couldn't tell you what they're called, but the thing is, I've been cycling here for the last few years, so all the places I would, unless its recreational, you know your route, it might encourage new cyclists, but if you know where you're going anyway" Female, 25-44, New Regular Cyclist, Woking

Amongst the few that had followed the signs, nearly all had found them disjointed and hard to follow and some Continuing Regular Cyclists questioned the efficiency of the signed route as the car/road route was perceived to be shorter.

"I found all the signs are there, Blackpool, cycle lane, all the way through the various parks and then the signs disappear, even though I know it goes to Blackpool, it's supposed to go to North Pier, but the signs disappear and there's nothing to tell you where to go" Male, 45-64, Continuing Regular, Blackpool

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6.3.3 Cycle Parking

Across all CCTs there was a noted increase in the number of parking facilities in the city/town centres, workplaces, schools and rail stations and this was often attributed to local authority policies to encourage cycling.

"They've [the Council] built a new secure one at the station as such, that seems like a good idea" Male, 25-44, New Regular Cyclist, Southport

"I guess they've made a lot of effort in Woking particularly haven't they, about trying to make cycling more accessible, trying to encourage more cycling, they've got loads more bike parking places" Female, 45-64, New Regular Cyclist, Woking

Cycle Parking in York

Over the past two-three years many participants reported a perceived increase in the level of cycling within their CCT and this was often because they had seen an increase in the number of bicycles that were using cycle storage facilities.

The provision of cycle parking facilities within the workplace had contributed to a small number of participants cycling to work (alongside other factors).

"It's great, there is cycle parking everywhere, it is near the doors. They have secure cages with a punch code access for staff. I had a bike box but I wasn't using it [whilst on maternity leave] so someone else had it, but I will have to see about getting one [when I return from maternity leave]. They are great" Female, 25-44, Continuing Regular Cyclist, Blackpool

Cycle Parking in Woking

Finding a place to park your bicycle was therefore not a problem for many cyclists; however, cycle security was a concern in most CCTs, particularly Chester, Colchester and York, where bicycle theft was perceived as high and many had experienced theft or vandalism. Improvements to cycle parking security were therefore important to many participants.

"I have often thought of doing that going into town on my bike but the reason I haven't done it is because three of us did that, we went to Chester on the bike, we parked up our bikes all locked up and safe and we saw someone go to my husband's bike and try to cut the padlock off" Female, 25-44, New Regular Cyclist, Chester

"You always have bikes taken in Cambridge, it can't be stopped" Male, 45-64, New Regular Cyclist, Cambridge

Secure cycle parking was therefore seen as a key component in the cycling experience.

6.3.4 Cycle Hire

To increase access to bicycles, public cycle hire schemes have been implemented in Blackpool and Southport.

The cycle hire schemes in both of these CCTs were highly visible and had been noticed by most participants. Many drew comparisons with London's cycle hire scheme (or 'Boris Bikes'), indicating their awareness of similar schemes. The schemes were also heavily publicised in the local media.

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As noted in the previous chapter, participants were generally positive towards the schemes and thought they helped raised the profile of the CCTs as destinations for cycling.

Residents of Blackpool and Southport had contrasting views over who would benefit from the schemes. Blackpool residents generally shared the view that the cycle hire scheme was aimed at tourists and had been installed to enable tourists to cycle in and around Blackpool. This perception was manifested in a general perception that Blackpool focuses more on visitors to the town than those who live and work there. Participants in Blackpool had little knowledge of how to use the scheme.

Cycle Hire Scheme in Blackpool

"Well it did say tourists and locals, but I would have thought it would have been tourists using it" Female, 25-44, New Regular Cyclist, Blackpool

Southport residents, however, were more positive: whilst thinking that the cycle hire scheme would benefit tourists, they also believed any improvements to encourage tourism would enhance Southport as a place to live.

6.4 Awareness of and Attitudes towards Smarter Measures

The different types of 'smarter measures' discussed in this chapter are those most frequently mentioned by participants and have been categorised as follows:

- Cycling Events;
- Cycling Training (Adults);
- Cycling Training (Children); and
- Information Provision (marketing, promotion, leaflets, maps, etc).

6.4.1 Cycling Events

In most CCTs, participants were aware of different cycling events, varying from professional races to fun days. The most common event mentioned across all CCTs was the Tour of Britain series, which since 2008 has passed through Blackpool Colchester, Stoke and York. This event has had an impact on participants' awareness of cycling.

"We do have a lot of organised events in the summer mostly like the "Tour of Britain" and they have "Cycle the Lights" when they cycle up and down the prom" Female, 25-44, Continuing Regular Cyclist, Blackpool

"The 'Tour of Britain' came last year, we've had two big cycle events, because I marshalled at both of them" Male, 25-44, Continued Regular Cyclist, Colchester

Participants were also aware of several local cycling events such as Blackpool's 'Ride the Lights' and Bristol's 'Biggest Bike Ride' and many had noticed an increase in the number of events in their area over the past three years.

"They close the promenade off for 'Ride the Lights' it's called, it's just one night, they close the whole of the promenade off and you'd be amazed, if you could see it, it's spectacular. The kids decorate their bikes up with fairy lights, there's a couple of stalls, there wasn't enough. I think they could make more of it, but you'd be amazed how many people with all the children came along on their bikes" Female, 45-64, Non Regular Cyclist, Blackpool

A few participants were aware of guided rides (in Blackpool, Woking and York) and had read about them in the local newspaper.

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"it was something that was advertised in the Gazette, the local paper, I saw it, I don't remember the detail, but it was some group promoting cycling within Blackpool, you met at a particular place and you'd go for a ride as a group and they had a team leader who sorted the route out" Male, 45-64, Continuing Regular Cyclist, Blackpool

The provision of cycling events has generally had a positive impact on participants' attitudes towards cycling. While cycling events were not always linked to cycling investment, participants were happy that the local authority was encouraging residents to become fitter by providing fun, sociable activities for groups and families.

"I think it's just a nice way of keeping fit, I think we're very fortunate to have a promenade, really and if you get any 'Ride the Lights', it's really good fun, the Illuminations switch on" Female, 45-64, Non Regular Cyclist, Blackpool

Most participants were aware of cycling events though the local media, promotional campaigns or through friends, family and/or colleagues.

"Well Cycle Southend website and they put stuff in the newspapers about cycling events they take people out on … you can just ring up Cycle Southend, I mean I manage a team in Basildon and they will just take us out for a half day for free on a cycle tour. They will take anybody out anytime, so it's brilliant" Male, 45-64, New Regular Cyclist, Southend

In the last few years, a few Non Regular Cyclists had taken part in a cycling event as either a cyclist or spectator for the first time and this had encouraged them to cycle more.

In some CCTs, cycling events (such as Blackpool's Ride the Lights) were seen as having wider economic benefits as the events attract visitors/tourists to the town/city.

6.4.2 Cycling Training (Adults)

Across all CCTs, few participants were aware of adult cycle training programmes or activities as most participants could already ride a bicycle. A small number of participants had taken part in cycle training with one participant in Leighton-Linslade stating that it had enabled her to return to cycling.

"So that's like twenty two years of not cycling, which is why I thought I needed some training. I just thought, right, if I don't take this opportunity I'll be sorry, so that's what happened" Female, 45-64, New Regular Cyclist, Leighton-Linslade

Participants in a few CCTs were aware of bicycle maintenance checks but only one or two had used the service across all CCTs. These participants were less confident cyclists and reported that the bike checks (or 'Doctor Bike') were seen as useful and encouraged them to think about cycling more.

Despite awareness of cycle training being low, some participants had concerns about their cycling ability and how this limited the amount or type of cycling they do, particularly females and less confident cyclists.

As illustrated by the quote below, some participants showed a willingness to take part in cycling training but found it difficult to fit around their other commitments.

"I know that they do [have cycle training], because I was going to sign up, they do cycling proficiency at the leisure centre. But because they run I think for so many weeks on the trot, because I do shifts, I'm stuck with anything like that, because I can't." Female, 25-44, New Regular Cyclist, Stoke

6.4.3 Cycling Training (Children)

Cycle training for children was recalled by nearly all participants with children.

The term 'Bikeability' was not familiar amongst participants as most referred to children's cycle training as 'Cycling Proficiency'.

"They do the Cycling Proficiency at school which is good" Female, 25-44, New Regular Cyclist, Chester

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Children had undertaken Bikeability at school and their parents were very keen for their children to take part. The training was seen as potentially reducing the risks associated with cycling and increasing road safety awareness and children's independence.

"I mean he quite enjoyed doing it, he's got a few friends in this local area and they do cycle round to each other's houses and go up to the park on their bikes" Female, 25-44, New Regular Cyclist, Southend

However, despite their children undertaking Bikeability, a few parents were still reluctant to let their children cycle unaccompanied due to road and personal safety concerns.

Parents often could not distinguish between Bikeability (cycle training) and Bike It (cycle breakfasts, events, etc) but there were indications that Bike It had taken place in children's schools. For example a few participants could recall their children undertaking other cycle training activities. These included 'bike clubs' and bicycle maintenance courses.

"They have that Go Cycle come into the school and my son's done […] a couple of tournaments […] he's actually come second in one, so yes, he's really into cycling, yeah, we all are, actually" Female, 25-44, Continuing Regular Cyclist, Leighton-Linslade

Children's involvement in cycling as a school activity was often a key influence in increases in parents' cycling activity, with children encouraging their parents to take them on family outings. The small number of interviews with children indicated that, in order to build an enthusiasm for cycling and hence embed the behaviour, activities such as 'Bike It' or a strong positive parental/peer influence may also be required.

6.4.4 Information

Participants were aware of various types of cycling information, such as:

- Maps
- Websites; and
- Leaflets.

Maps

Awareness and use of cycling maps was generally low across all CCTs. Residents in CCTs with high numbers of tourists tended to be more aware of the provision of cycling maps and where to obtain them.

Continuing Regular Cyclists were those most likely to use maps and tended to seek them from known sources such as libraries, tourist offices and websites.

"The council have good links to the cycle routes that are available, the maps and you can pick them up at the Tourist Information Centre, shops, hotels places like that" Male, 25-44, New Regular Cyclist, York

"If you go into the council place there are maps and there is local information" Male, 25-44, Continued Regular Cyclist, Southend

Only a small number of participants reported receiving a map through the post.

The maps themselves received mixed views. Despite few being aware of where to obtain maps, all participants thought that cycle maps were a good idea, particularly for off-road cycle paths/greenways and continuous on-road cycle lanes to key destinations. Of those that had looked at a map, several participants found the maps difficult to read and the routes hard to follow and this was mainly due to scale issues (for example, difficulty in ascertaining the actual route on a map).

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Websites

Awareness of cycling specific websites was high amongst New Regular Cyclists and Non Regular Cyclists who had recently started cycling or were thinking about cycling. Websites were used predominantly to get information on cycling routes and maps. These participants were often informed about the website via word of mouth or found them using search engines after learning about a cycle route/scheme.

"I go on the internet and I've got the Ride Blackpool in one of my favourites so I click on there every now and again and see what's going on, so I get an idea when things are happening" Male, 45-64, New Regular Cyclist, Blackpool

"I just Google searched Colchester cycle maps, I think and then got this. Well, I didn't get this, I downloaded it" Female, 25-44, Continued Regular Cyclist, Colchester

Cycle Shrewsbury Website

"It's actually on the website, Cycle Shrewsbury, and they did a couple of pamphlets and stuff and they went to the information centre in the town centre and they had some copies there and took them home and had a look at them, checked them out on Google Maps, got the train down, just decided one weekend I was just going to do it, got the train down and did it in three hours and it was fantastic" Male, 25-44, Non Regular Cyclist, Shrewsbury

Of those that were not aware of cycling websites, many suggested that a cycling website would be useful.

Leaflets

Only a small minority of participants recalled cycling leaflets. These were either posted through their door or were received via their children from school. Only a small number of participants had downloaded a leaflet from a website.

"[I've received] leaflets and stuff passed through my daughter's school" Female, 25-44, Non Regular Cyclist, Bristol

6.5 Wider Outcomes/Impacts

This section draws together participants' views on any wider outcomes and impacts which they perceive the CCT programme to have had in their area.

6.5.1 Improving Cities/Towns

As mentioned in section 6.2.1, the majority of participants were aware of some form of cycling investment (although they may not have attributed it directly to CCT status). Participants often perceived that their city or town was becoming a better place to live or was a place *'on the up'*. Where participants were aware of an investment in cycling, they often held their local authority in high regard, felt valued and felt that policies to encourage fitness and wellbeing, in addition to encouraging sustainable transport, would benefit the place they lived.

"I think it makes it a better place because it makes it cleaner, the air cleaner. If you have more cyclists and less cars then I would be happier with that" Male, 16-19, Continuing Regular Cyclist, Cambridge

6.5.2 Accessibility

There were examples of participants who did not have access to a car or could not drive and had started to cycle regularly to attend college or commute to their place of work. For example, after a period of unemployment, a 25-44 year old male in Colchester was offered a temporary job. He did not drive and bought a bicycle especially to be able to get to work.

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6.5.3 Social Opportunities, Health and Well Being

The benefits of off-road cycle paths/greenways beyond travelling to get to a destination and fitness cycling were mentioned by participants. It was noted that they allowed groups of people to cycle together, socially interact and to share their cycling experience.

"[….] you can spend time talking to them and we can discuss things while we're cycling" Female, 45-64, Continuing Regular Cyclist, Colchester

Cycling events generally had a positive impact on participants' attitudes towards cycling by encouraging residents to become fitter by providing fun, sociable activities for groups and families.

The benefit of cycling in providing exercise to help physical fitness and health was frequently mentioned as a motivating factor for starting to cycle or increasing the amount of cycling undertaken. It was also mentioned that improved fitness was a tangible outcome. Reduced stress and feeling more alert were also mentioned by some participants.

6.5.4 Multi-Purpose Cycling Infrastructure

Off-road cycle paths and greenways were perceived as being of benefit to all residents and not just cyclists. In particular, these were recognised as providing improved walking opportunities.

6.5.5 Economic Impacts

Financial savings were recognised from increased cycling to work.

"I'm even realising, I mean we're not filling up ours half as much, because ours is sitting on the drive more, which in one way is good, because it makes it looks as if somebody's at home" Female, 45-64, *Continuing Regular Cyclist,* Shrewsbury

In some CCTs, cycling events (such as Blackpool's Ride the Lights) and interventions (such as Blackpool and Southport's cycle hire schemes) were seen as having wider economic benefits as the events/interventions could attract visitors/tourists to the town/city.

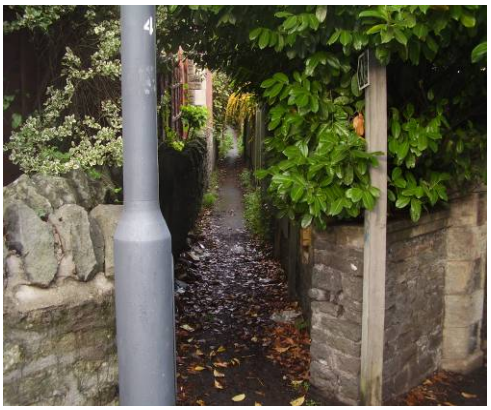
6.5.6 Social Norm

Most participants across all CCTs had noticed an increase in cycling in their city or town. This observed increase had the following impacts:

- Influenced a small number of participants to start cycling regularly or think about starting cycling;
- Attitudes of drivers starting to change due to:
    - Visual changes to road infrastructure to accommodate cycling (on-road cycle lanes, advance stop lines, etc); and
    - Some participants starting to cycle meant that they empathised with the cyclist.

Few participants reported any negative impacts due to an increase in cycling.

7 Concluding Messages



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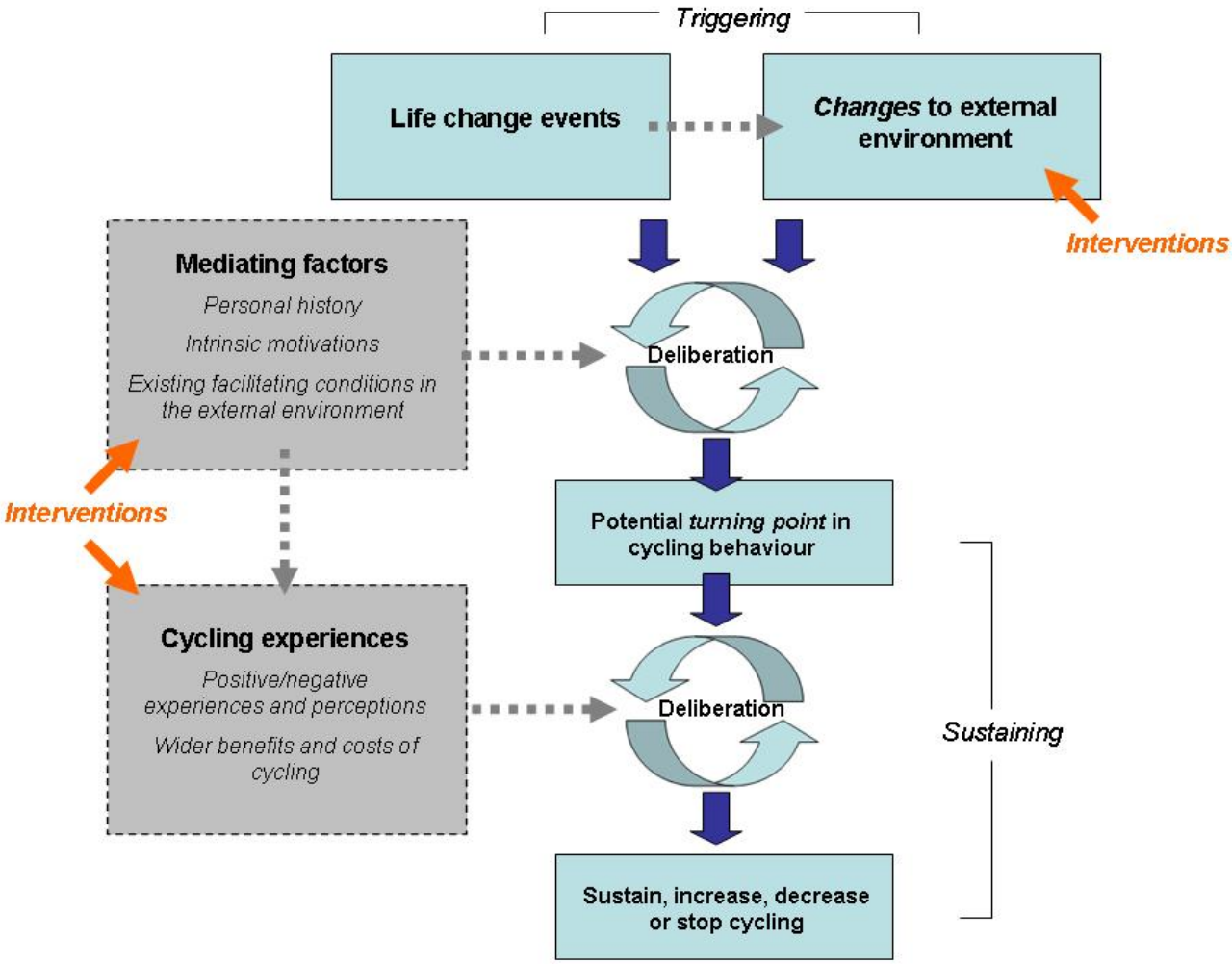
7 Concluding Messages

The qualitative research undertaken with residents of the CCTs has explored their cycling behaviour and how they responded to the cycling investment. Chapter 4 presented findings on the circumstances and factors leading to *turning points* in cycling behaviour. Chapter 5 built upon this with findings on the day-to-day positive and negative influences that *sustain* or *prevent* cycling. Chapter 6 explored the specific role of *local interventions* delivered as part of the CCT programme. A conceptual framework has been developed as part of the analysis process and is shown in Figure 7.1.

Figure 7.1: A Conceptual Framework for the Process of Cycling Behaviour Change



In this conceptual framework it is assumed that a turning point in the trajectory of cycling behaviour is initiated by contextual change. Contextual change may be a life-change event and/or a change in external environments (relating to social/cultural, organisational, physical or economic/policy environments) and leads to deliberation over behaviour. The impact of contextual change on behaviour is mediated by intrinsic motivations, facilitating conditions and personal history. Contextual change may or may not lead to a turning point. Existing behaviour may continue. This research focused on people that had changed cycling behaviour and it would be valuable to also carry out research focusing on people experiencing life-change events (such as changes in employment status or location) and to seek to understand under what circumstances these lead to behavioural change. Whether a change in behaviour is sustained depends on the balance between positive and negative outcomes (both of which are based on experience with the performed behaviour). Subsequent contextual change can lead to renewed deliberation over behaviour and the cycle occurring again.

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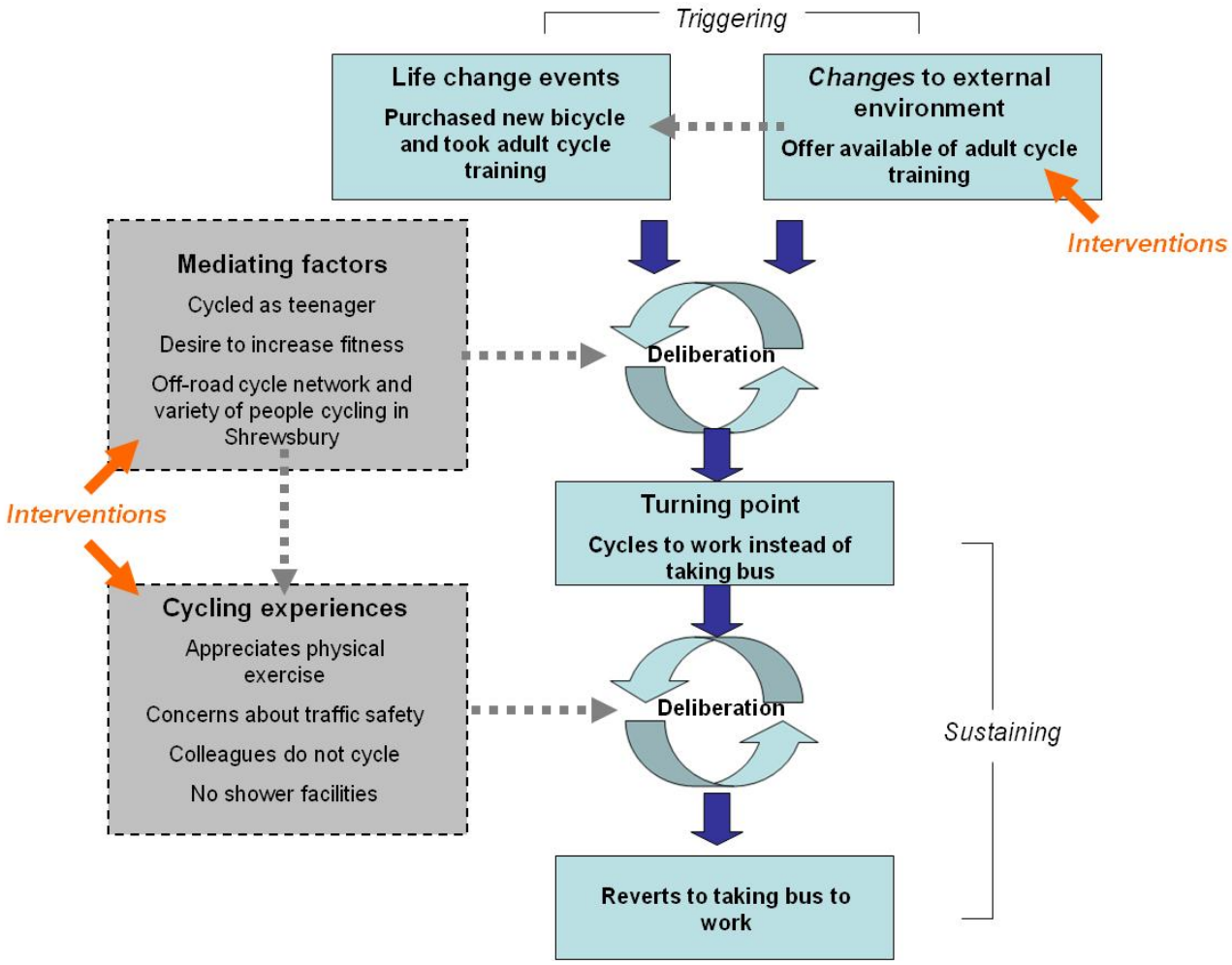
Pathways were presented in Chapter 4 to demonstrate the circumstances and factors leading to turning points in cycling behaviour. Case studies were presented in Chapter 5 to demonstrate how cycling experiences and perceptions sustained or prevented cycling. Examples were provided in Chapter 6 to show how local interventions delivered as part of the CCT programme influenced participants' perceptions, attitudes and behaviour. An extended format of the pathway diagram used in Chapter 4 is used in Figure 7.2 below to illustrate both the influences on a turning point in cycling behaviour and it being sustained. This highlights how a holistic appreciation is possible of behavioural change using the conceptual framework developed in this research.

Figure 7.2: Turning Point and Subsequent Cycling Behaviour after Adult Cycle Training



An important finding that has emerged from the qualitative research is that the nature of behavioural influences changes over the life course. Young adults taking up regular cycling were prompted by changes in educational and employment status or location. In some cases this occurred when a car was not available, but not in all cases. Cycling was motivated over other transport modes by it saving time and money. The young adults who cycled in this study had usually cycled for a number of years and were confident cyclists. In particular, the young men made journeys to work without requiring dedicated cycling facilities and in circumstances where cycling was not the norm amongst colleagues. Facilities to store bicycles safely at work were important for those that cycled.

Changes in employment status or location gave opportunities to start regular cycling throughout working lives. This usually involved starting a new job in the town/city where people lived but there were also cases where cycling was part of journeys which involved rail travel. A fitness motivation was usually present for older adults with saving money also being relevant.

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Relationship and residential changes influenced cycling across the age span. New residential locations could be less or more supportive of cycling in terms not only of destinations within cycling distance but also the physical environment and presence of other cyclists. For older participants in the research study there were examples where a residential move was aimed at gaining a better environment for recreational activity, including cycling. Those people that moved into the CCTs were encouraged to cycle more after moving.

Children had a strong influence on the cycling of parents, especially the daily travel of mothers. There were strong aspirations for parents with young children to cycle, either as a leisure activity, for escorting to nursery/school or for other purposes. Cycling was perceived to be enjoyable for young children and good for getting them outdoors. The fitness benefit of cycling for parents personally was a motivation to cycle. Parents differed in how they were able to manage cycling with young children. Some were successful in using child seats, trailers and tag-alongs, while others were not successful. As children grew older, family cycling became less common, although parents continued to encourage their children to cycle independently of them. Some parents were resigned to teenage children (especially girls) stopping cycling.

For older adults (especially men aged 40 and over in the face-to-face interview sample) health problems can cause physical difficulty to cycle but can also prompt increased cycling due to greater appreciation of health benefits. Cycling was chosen as an active leisure interest by older adults, including those retired. This can be a temporary interest, replaced by another interest, or it can be long-standing.

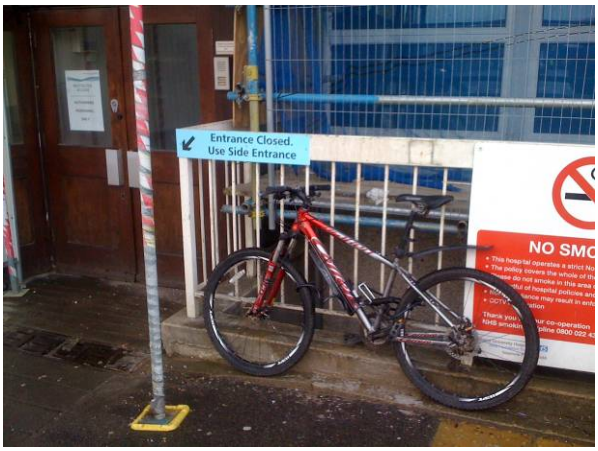
Perceived improvements in the environment for cycling (especially off-road cycle routes), sometimes due to marketing and publicity and sometimes due to observed changes to local environment, could be seen to prompt people to take action to start cycling (acquire a bicycle, take adult cycle training, start/increase cycling). This occurred across the age range but usually for people that had cycled previously. As noted previously, enhanced cycling environments also facilitated cycling when other life-event changes prompted deliberation over cycling.

Different types of provision for cycling were found to apply to different participants with some benefiting from cycle route improvements and some from cycle parking facilities. Some benefited from information and others from training. Some benefited from organised rides while others from visibly seeing more cyclists. In some cases it was apparent that the combination of investment interacted to encourage cycling.

In conclusion, the research has shown how CCT investment influenced the cycling of residents in the context of their evolving lives and how viewing travel behaviour in this way assists in understanding behavioural change. It has demonstrated that life events lead to reconsideration of travel and turning points in travel behaviour. Transport policy makers and practitioners could take advantage of life events as opportunities to market travel alternatives, but they need to be able to access groups/individuals at these points. This could benefit from collaborating with professionals from other sectors (e.g. education providers, employers). The research has also shown how past experience of cycling played an important role in taking up cycling again. This suggests that marketing needs to be differentiated according to groups with different experience levels of the behaviour being promoted.

The research also showed that whether or not a person cycles at all, or cycles for particular kinds of journeys, is determined by a mix of contextual factors. This suggests that interventions which tackle only one of the potential barriers in this mix are less likely to succeed than interventions which address the most salient barriers across the different levels. Examples have been shown where the CCT investment succeeded in addressing barriers at different levels and encouraging residents to start or sustain cycling.

Appendix $ – Telephone Recruitment Interview Findings



1.1 Introduction

In order to recruit respondents for the qualitative research strand, short telephone interviews were conducted with a selection of respondents from the baseline survey[1]

In addition to recruiting respondents for in-depth interviews the telephone interviews provided an opportunity to identify any changes in cycling behaviour (since the baseline survey) and the reasons for change.

This document provides a summary of the emerging findings from the telephone recruitment interviews.

It should be noted that the main aim of the telephone survey was to recruit respondents for the in-depth interviews and therefore it focused on the types of respondents required for the sample and so was not random in nature. In addition once the necessary respondents were recruited for each CCT no further telephone surveys were conducted. This means that sample sizes differed across the CCTs.

1.2 Sample

In total, 428 telephone recruitment interviews were conducted with respondents. The number of interviews per town/city is presented in Table 1.1.

Table 1.1: Sample Profile

Town/City	N	%
Blackpool	54	12.6
Bristol	36	8.4
Cambridge	61	14.3
Chester	33	7.7
Colchester	16	3.7
Leighton	46	10.7
Shrewsbury	26	6.1
Southend	26	6.1
Southport	17	4
Stoke-on-Trent	43	10
Woking	36	8.4
York	34	7.9
Total	**428**	**100**

1.3 Changes in Cycling Behaviour (Baseline and Current)

At the time of the baseline survey (18-24 months ago), 42% described themselves as regular cyclists (cycled at least once a week), 46% were either occasional cyclists or planned to become regular cyclists and 12% had no intention of becoming a regular cyclist.

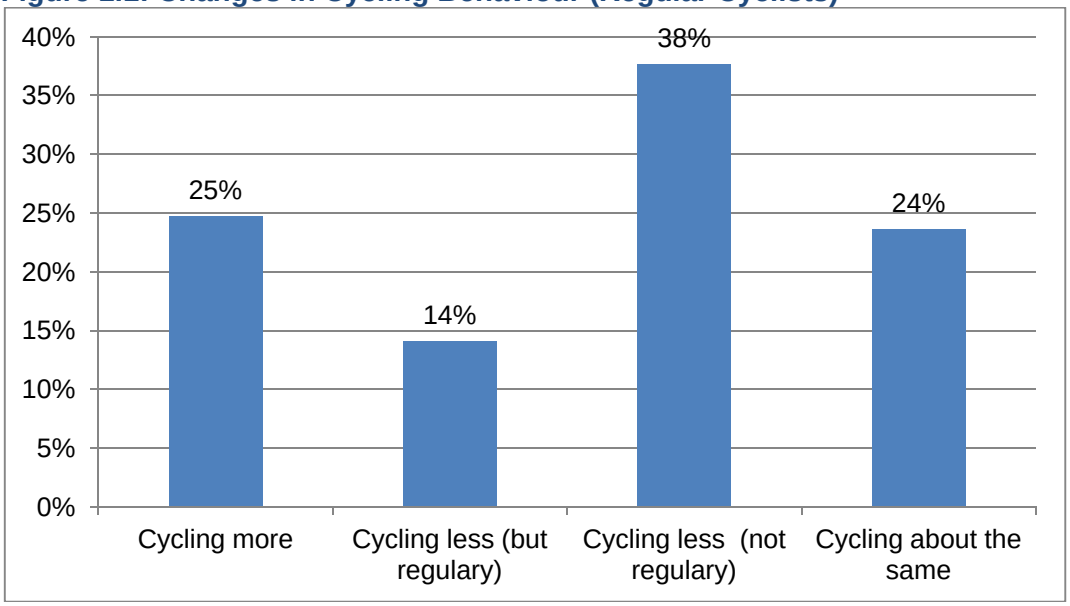
During the telephone recruitment interview, the same respondents were asked if they're cycling behaviour had changed.

[1] Respondents were only contacted if they had agreed to take part in further research.

Of those who were **regular cyclists** (n=179)**:**

- 25% cycled more, 14% still cycled regularly but less than they did 18-24 months ago, 38% no longer cycled regularly (so were cycling less than once a week) and 24% cycled 'about the same'.

Figure 1.1: Changes in Cycling Behaviour (Regular Cyclists)



Base = 178

When asked the reasons for their change in behaviour, the following responses were provided:

- Regular cyclists now cycling more frequently (number of respondents in brackets)
  - Enjoyment (20)
  - Now commute to work, either work pattern has changed or have progressed from leisure cycling (8)
  - Now cycle for leisure (5)
  - Fitness/losing weight (4)
  - Cycling infrastructure improvements (3)
  - Less/no availability of other options (3)
  - Now have a different bike e.g. fold up to take on train (2)
  - Other family/friends now cycle (2)

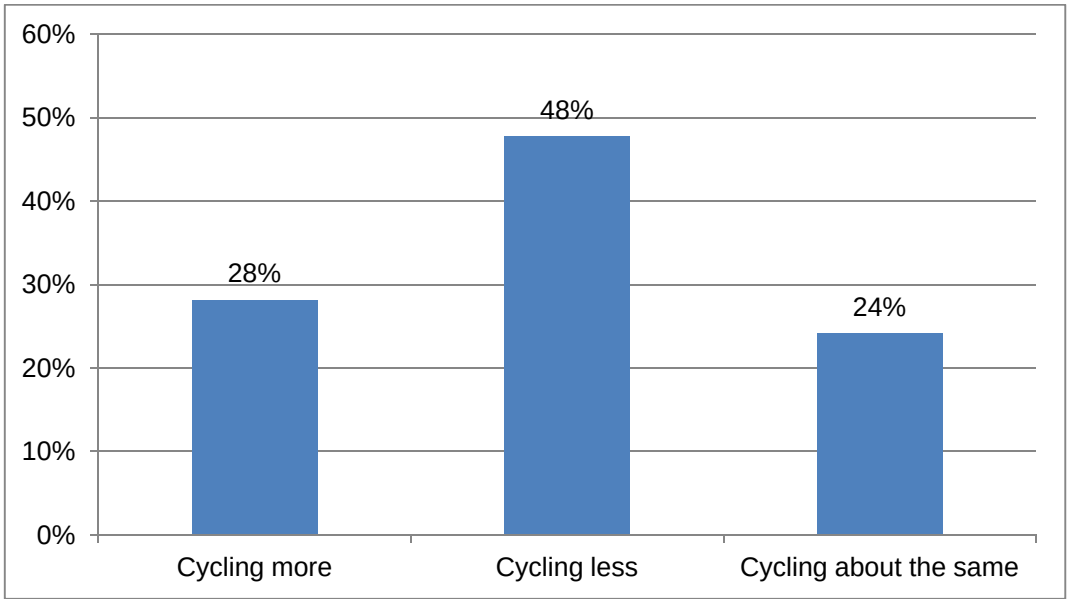
- Regular cyclists now cycling less frequently (number of respondents in brackets)
  - Injury/ill health (19)
  - Change in employment/education location (16)
  - Family/work commitments, impact on time and practicalities (12)
  - Weather/seasonal (11)
  - Lack of time/motivation (9)
  - Doing other activities to keep fit e.g. gym, running (4)
  - Had a baby/pregnant (4)
  - No longer have a bike/bike stolen (3)
  - Negative cycling experience (3)
  - Moved house (3)
  - Other family/friends no longer cycling/cycling less (2)
  - Have other options e.g. car, motorbike (2)

Of those who were **occasional cyclists or planned to become regular cyclists** (n=199)**:**

- 28% cycled more, 48% cycled less and 24% cycled 'about the same'.

This can be seen in Figure 1.2.

Figure 1.2: Changes in Cycling Behaviour (Occasional Cyclists/Planned to be Regular Cyclists)



Base = 199

When asked the reasons for their change in behaviour, the following responses were provided:

- Occasional cyclists/those who planned to be regular cyclists now cycling more frequently (number of respondents in brackets):
    - Weather/Seasonal (9)
    - Others (partner/children/friends) now cycle (9)
    - Awareness and use of cycling infrastructure (cycle paths, lanes etc) (8)
    - Fitness/losing weight (4)
    - Now have a bicycle available (3)
    - No car available (3)
    - Change in employment/education location (3)
    - Cycling to save money (2)
    - Family/work commitments (impact on time/practicalities) (2)
    - Moved house (1)
    - Now able to cycle due to improved health/fitness/ (1)
    - Taken part in a cycling event (1)

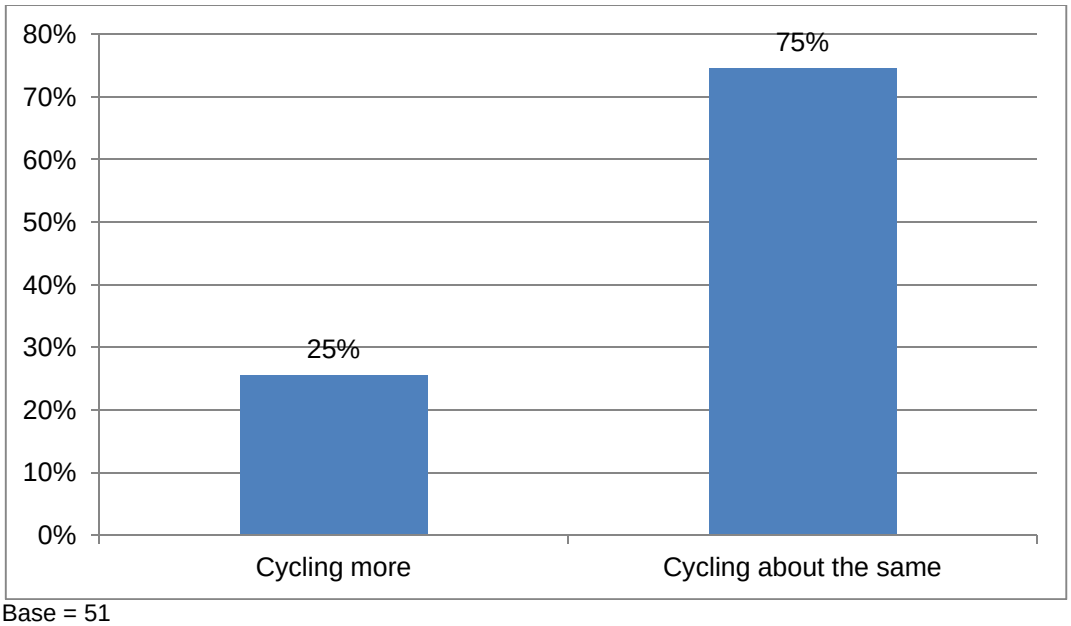
- Occasional cyclists/those who planned to be regular cyclists now cycling less (number of respondents in brackets):
    - Injury/ill health (19)
    - Family/work commitments (impact on time/practicalities) (15)
    - No longer had a bike available/bicycle stolen (14)[2]
    - Change in employment/education location (8)
    - Others (partner/children/friends) no longer cycle (6)
    - Now walking more (6)
    - Weather/Seasonal (5)
    - Recently had a baby (5)
    - Negative cycling experience (5)
    - Got out of the habit (5)
    - Not as enthusiastic/lost interest in cycling (5)
    - Bike in need of repair (3)
    - Lack of time (2)
    - Doing other activities to keep fit (e.g. running or gym) (2)
    - Other modes easier/more convenient (2)
    - Moved house (1)

Of those who had no intention to **cycle regularly** (n=51)**:**

- 25% cycled more, 75% cycled 'about the same'.

This can be seen in Figure 1.3.

Figure 1.3: Changes in Cycling Behaviour (No Intention to Become a Regular Cyclist)



Base = 51

[2] Despite no longer owning a cycle, and cycling less, one respondent in Blackpool occasionally used the cycle hire scheme for leisure cycling and therefore continued to cycle.

When asked the reasons for their change in behaviour those who had no intention to cycle, but now cycle more gave the following responses (number of respondents in brackets):

- Now have a bike (3)
- Cycling infrastructure (cycle paths, lanes etc) (3)
- Others now cycle (2)
- Change in employment/education (1)
- Weather/Seasonal (1)
- No car available (1)
- Fitness/losing weight (1)
- Enjoyment (1)
- Cycling more efficient than walking (1)

1.4 Changes to Other Travel Behaviour

Respondents were also asked if there were any modes of transport that they used more or less often since they completed the baseline survey (18-24 months ago).

As shown in Table 1.2, 31% reported that they use a mode of transport more or less often.

Table 1.2 Changes to Other Travel Behaviour

	N	%
Yes	123	31%
No	276	69%
Valid N	**399**	**100%**
Missing	*29*	-
Total N	*428*	-

Table 1.3 breaks down the changes in travel behaviour by change in frequency and mode (% are based on total number of respondents who stated that they had changed other travel behaviour, base=399).

Table 1.3: Changes to Other Travel Behaviour

Mode	N More	% More	N Less	% Less
Public Transport	24	6%	2	<1%%
Car	29	7%	15	4%
Walk	41	10%	0	0%
Motorbike	6	2%	0	0%

The main reasons provided for increasing travel by public transport included: changes in employment/education; difficulties/cost of car parking; improvements to public transport; and availability of bus pass.

The main reasons provided for increasing travel by car included: changes in employment/education; now have access to a car/driving licence; and changes in family circumstances.

The main reasons provided for decreasing travel by car included: changes in employment/education; difficulties parking/cost of parking; and choosing to walk or cycle more.

The main reasons provided for increasing walking included: changes in family circumstances; choosing to walk more for exercise; and prefer to other modes (i.e. public transport, car, cycle).

The main reasons provided for increasing travel by motorbike included: now have access to a motorbike; easier than using other modes: and more enjoyable than other modes.

Appendix %– Summary of Key Findings by CCT

Appendix %- Summary of Key Findings by CCT

This appendix provides a short summary of findings by CCT. It should be noted that only 12 interviews were conducted in each CCT and the findings should not be generalised to the population or used to evaluate the impact of CCT interventions. Rather the summaries provide an indication of views on cycling behaviour and provision in each of the CCTs.

The summaries have been provided by the moderators who conducted the depth interviews in each CCT, they therefore differ in length and level of detail.

1.1 Blackpool

1.1.1 Awareness of Blackpool as a CCT

Fact File

Background and Topography: Blackpool, with a population of 140,000 in the 2001 Census, is the third largest settlement in England's North West conurbation after Manchester and Liverpool. In addition, 150,000 people live in the town's immediate catchment along the Fylde Coast. Blackpool's economy relies heavily on its tourist visitors. However, a gradual decline in the number of visitors and a weakening local economy has led to Blackpool becoming the 12th most deprived authority in England. As a result, the town faced numerous challenges, including high unemployment and health problems; regeneration was therefore at the heart of the Council's long-term strategy. The terrain is fairly flat and investment in cycle training and events, such as the annual 'Ride the Lights' which was run for the first time in 2006, provided a foundation for the CCT programme investment. The Promenade offered a focal point for encouraging leisure cycling amongst residents and tourists.

Existing Cycling Behaviours: In the 2009 baseline survey, four in five adults (81%) were classified as non-cyclists in that they reported not having cycled within the previous 12 months.

Cycling Strategy: At the beginning of the programme the Cycle Blackpool team set themselves the objective of achieving a measurable change in the total number of cycling journeys completed across the programme area. An increase in physical activity levels was also identified as being a key measure of success. Flagship interventions within the Cycle Blackpool programme included the cycle hire and recycling schemes, providing access to bicycles, which aimed to address a perceived barrier to cycling. These have been supported with a range of cycling events to raise the profile of activities around the town. Investment has also been made in improving cycle route infrastructure, with the development of four 'signature cycle routes' linking the Promenade to residential areas and major trip attractors.

All continuing regular cyclists in the sample were aware of Blackpool as a 'cycle town'. Most occasional (new and non regular cyclists) and some non-cyclists were aware of some investment in cycling through local media and visual changes / improvements to the infrastructure and facilities for cyclists (particularly the improvements to the promenade area and cycle hire scheme).

1.1.2 Awareness and Views of Cycling Infrastructure in Blackpool

There was a notable difference in perceptions between the promenade cycling infrastructure (positive) and non-promenade infrastructure (generally negative), with awareness of the new promenade cycle path being high, even amongst non-cyclists.

Most cyclists had used the promenade for leisure and some for utility cycling (cycle to work/shops), but some participants reported that they cycled on the lower promenade (where cycling is prohibited and illustrated with a no-cycling sign) instead of the designated cycle path (located on the upper promenade). This was due to the lower promenade being flatter and easier to cycle on.

Awareness of other 'signatory cycle routes' was low. Only one participant mentioned another cycle route – 'the explorer'.

The cycle lanes in Blackpool were generally perceived poorly. This was mainly due to them being considered to be discontinuous (lanes and paths) and on-road cycle lanes being too narrow. This made some non regular cyclists feel unsafe due to busy traffic, particularly during peak tourist periods.

Most participants in Blackpool thought that there were not enough off-road cycle paths in and around the town centre (with the exception of the promenade route).

A lack of available cycle parking in Blackpool town centre was cited by many new regular cyclists as a barrier to some utility journeys.

Cycle Hire Scheme

The cycle hire scheme is highly visible and was mentioned by all participants (unprompted). Many participants recalled similarities with London's cycle hire scheme. In addition to the high visibility of the scheme, the scheme was heavily publicised in the local media.

Most participants (regular, non regular and non-cyclists) thought the cycle hire scheme was a 'good idea' but was generally perceived as being aimed at, and most useful for, tourists. Few knew anyone nor had they used the scheme themselves and there was poor knowledge/understanding of how to use the scheme and this often acted as a barrier.

"I think it's [cycle hire] a fabulous idea, especially for visitors to come here and to use it" (Female, 45-64, New Regular Cyclist)

A few participants recalled recent media coverage of the bicycles for hire being vandalised.

1.1.3 Awareness and Views of Cycling Softer Measures

Cycling Events

Most cyclists (regular and non regular) were aware of cycling events being held in Blackpool. Many cyclists (including those who were occasional cyclists) had taken part in at least one event, which included: Ride the lights, Tour of Britain, and Blackpool to Manchester bike ride.

"They close the promenade off for Ride the Lights it's called, the kids decorate their bikes up with fairy lights, there's a couple of stalls, you'd be amazed how many people with all the children came along on their bikes. You wouldn't think there were that many bikes in Blackpool" (Female, 45-64, Non Regular Cyclist)

Cycling Information/Marketing

Awareness of the 'Cycle Blackpool' website was high amongst cyclists (particularly new regular cyclists) – with most having used the website to get information on cycling events and cycle routes.

Few participants had seen a cycling map. Those that had seen a map thought that it was difficult to read due to poor scaling (for example they were unable to accurately ascertain the actual cycle route on a street map).

Nearly all had seen cycle signage but the regular cyclists thought that the routing suggested was poor, due to a perception that the signed routes were longer distances than the normal car routes.

"They've got one just as you're coming out onto Fleetwood Road and it says 'for Blackpool, follow this cycle way' right? Now, as a local, there is no way I would use that route because it's taking me miles out of my way to get to where I want to go" (Male, 45-64, Non Regular Cyclist)

1.1.4 Perceived Changes in Cycling/Walking in Blackpool in last 2 years

Number of Cyclists

Many participants stated that they had observed an increase in the number of cyclists using the promenade (perceived as both residents and tourists) in the last 2-3 years. However, there were thought to be few changes in the number of utility journeys in the last 2-3 years.

Walking and Cycling

There was perceived to be an increase in cyclist and pedestrian use of the promenade and Stanley Park for leisure (keeping fit/enjoying the costal views etc). Most leisure journeys reported were social activities to 'take in the scenery' with their family/friends. Cycling for fitness was acknowledged as a benefit of cycling rather than a reason to cycle.

Participants own promenade cycling trips were mainly new trips or replacing walking trips (therefore not replacing other modes of transport).

There was a perception amongst most participants that the cycling infrastructure in Blackpool was good for leisure/fun cycling but not for utility cycling (mainly due to the difference in perceptions between the promenade infrastructure and in-land infrastructure).

1.1.5 Overall Views regarding Cycling in Blackpool

Considered to be Good about Cycling in Blackpool

Blackpool was perceived as a 'good place to cycle' mainly due to the relatively flat terrain and the 'uninterrupted' coastal route (incorporating the promenade). Many participants perceived cycling or walking on the promenade as part of 'living by the sea side'.

"It's relatively flat, the surfaces on the cycle way are reasonably good, they're reasonably well marked, you're on the seaside, they're nice views" (Male, 65+, Continuing Regular Cyclist)

Other positives included: off road (traffic free) routes (promenade only); scenery (particularly the beach); cycle hire scheme (high visibility), and the provision of cycling events. The cycle hire scheme and cycling events appeared to reinforce Blackpool as a cycling town.

Considered to be Bad about Cycling in Blackpool

New regular cyclists and non cyclists were not aware of bicycle parking facilities in Blackpool town centre (only continuing regular cyclists stated that there were 'plenty of bike racks' in the town centre).

Many continuing regular cyclists were critical of restrictions on cycling through the town centre pedestrian zone.

Despite a high awareness of cycle route signage, the routing suggested was perceived to be poor (signed routes were thought to be longer distances than the normal car routes).

Cycle lanes were generally described as too narrow and discontinuous. A few participants thought that some cycle lanes had been added to 'fill quotas' rather than improve facilities for cyclists.

Traffic was often an issue, particularly in the summer months due to a high number of tourists.

The weather was often cited as a barrier to cycling on the promenade/costal route as Blackpool often suffers from high costal winds and storms.

Participant Recommendations

Summary of Participants' Key Recommendations for Blackpool

Concerns over road safety were often a key barrier to regular cycling and cycling on utility journeys. The provision of more off-road cycle paths was therefore cited as one of the main areas for improvement in Blackpool.

Continued redevelopment and maintenance of cycling facilities on Blackpool promenade (including cycle path and cycle hire scheme) was also considered to be important.

A few new regular cyclists recommended an increase in the number of cycle parking facilities in Blackpool town centre.

Many participants recommended an increase in the promotion of Blackpool as a cycling town, particularly to tourists, and an increase in cycling information, such as, how to use the cycle hire scheme and the provision of cycling maps.

1.2 Greater Bristol

Fact File

Background and Topography: As England's first 'Cycling City' Greater Bristol received close to a quarter of the Cycling City and Towns programme funding between 2008 and 2011. The project has been delivered through a partnership between Greater Bristol City Council and South Gloucestershire Council. In 2008 the total population of this Greater Bristol investment area was 570,000.

Existing Cycling Behaviours: At the start of the Cycling City programme there were 45,000 daily car trips to work of less than three miles in length (50% of all daily trips) providing scope for encouraging commuters to cycle to work. In 2009 the baseline survey reported that 28% of adults had cycled during the previous 12 months.

Cycling Strategy: Although the Greater Bristol Cycling City programme was intended to be wide reaching, by targeting new cyclists in particular, there was also an emphasis on increasing cycling to schools and workplaces. The Cycling City also focused on achieving a general change in perceptions of cycling across the population of Greater Bristol. An important element of the Cycling City strategy was the development of cycle routes and wayfinding improvements. These were intended to improve cycle access to local destinations while also giving new cyclists the confidence to explore the wider cycle network in the knowledge that routes are coherent and well-signed. The team also instigated two residential 20mph limit areas in order to improve safety perceptions and encourage cycling for local journeys to schools, work and other facilities.

1.2.1 Awareness of Greater Bristol as a CCT

Bristol is the largest city within the investment programme, with some established cycle infrastructures such as the Bristol-Bath cycle path. There was general appreciation of the Cycling City status and that cycling was being encouraged in the area. Participants made reference to changes in cycling infrastructures and demonstrated awareness of promotion in their local areas, or along the routes they travel, but had less of a holistic understanding of change across the city.

"I don't think it's affected me dramatically, I do think it's like we're getting a lot more cycle paths and things put in, and I know some of that's to do with this award that Bristol's got, but I think it wouldn't have got there if there wasn't the interest in cycling from people. So in that respect I do feel that it's making it better, and almost every week I'm noticing a new bit of cycle path going in or a bit of pavement being designated or a bit of road cordoned off, so that's making it much easier, much more pleasurable."(Female, 25-44, Continuing Regular Cyclist)

1.2.2 Awareness and Views of Cycling Infrastructure in Greater Bristol

Bristol is a large city, therefore participants talked about the cycling infrastructures in their own home areas, and ones they use (or pass while driving/on the bus) for work, leisure and other trips. Some talked about cycle infrastructures within the city centre.

Quite a lot of participants used existing routes (e.g. Bristol-Bath cycle path, ring road path) but noted improvements to the surface and lighting in certain areas.

"Have you noticed any changes as a result of being a cycling city over the past few years?"

"Yes I would say there's more cycle routes, cycle tracks even though it might just be lines on the road but there's a lot more of that than there used to be and I think that shows that they've taken that on board, I definitely think so." (Male, 45-64, Non Regular Cyclist)

Other participants also had noticed more 'white lines' on roads, but there were positive and negative reactions to cycle lanes on roads. One participant, a non regular cyclist, was dubious of the value of new cycle lanes in areas where there were few cyclists, and another new regular cyclist thought such cycle lanes were only of use to experienced cyclists.

Employed participants who cycled to work were able to identify places to store their cycle that included special bike racks/sheds or on-street cycle racks outside the place of employment. One new regular cyclist had good facilities at work, but did not know where he would park a bike in the city centre.

A couple of participants talked about parking cycles in the centre of Bristol with a mixed response about safety (for example, having a folding bike to take into the work place, using several locks).

"If they took away the bike racks that might be a problem, particularly in Bedminster, don't like to be detrimental to it, but it would be where you could actually keep your bike sensibly and safely. I think that would be a big problem round here. Cause they are quite obvious as well where everyone can see them so if somebody if going to cut one off, then you know, people would see them and we do have quite a lot of police round here, so they are very obvious which is good." (Female, 25-44, New Regular Cyclist)

1.2.3 Awareness and Views of Cycling Softer Measures

Cycling Events

Participants were aware of different events, even if they did not personally take part. Notably across the group participants were aware of or had participated in 'Bristol's Biggest Bike Ride'. 'CycleFest', which had occurred just prior to interview, was mentioned by two participants. Two participants (continuing regular and non regular participants) talked about the commuter challenge race.

"We've had quite a few events in Temple Quay where they've had like the 'Bike It' teams there, and they're giving you security sort of things as well." (Male, 25-44, New Regular Cyclist)

"They had a race the other day where cyclists and the motorists started off at the same destination, and the cyclists beat the motorists by 15 minutes, in the city centre, they come from outside the city centre and the bike won." (Female, 45-64, Non Regular Cyclist)

Cycling Information/Marketing

Beside the media coverage for the above events, participants' awareness of marketing was variable, partly linked to where they lived. Those living near improvements had noticed the signs advertising what was going to happen. Five people had seen reports in local media, which included radio, television and press coverage. A couple of participants mentioned banners along the road firstly promoting cycling and then promoting walking. Maps and leaflets were also mentioned by a couple of participants as a source of information with schools being the source of these.

1.2.4 Perceived Changes in Cycling/Walking in Greater Bristol in last 2 years

Number of Cyclists

Eight participants thought there were more people cycling in Bristol, and this was noted by bike racks being full up, or generally seeing people out in the local area or on particular routes at the weekends. One participant felt unable to judge any change.

Walking and Cycling

It was difficult for participants to gauge whether walking levels had changed across Bristol. One participant believed there were more people walking for leisure on the Downs.

"I mean I've noticed a fair few people out and about walking in the last couple of years but its only been in the last couple of years that I've been out and about in the day so it might just be that its always things like that so I've never noticed it because I've been at work."
(Female, 25-44, Continuing Regular Cyclist)

Many of the participants (whether they were regular cyclists or not) commented on cyclists going through red lights and said this gave all cyclists a bad name. Conflicts between cyclists and pedestrians were occasionally mentioned. Two participants mentioned that pedestrians do not always use the space allocated to them on shared use paths. One continuing regular cyclist noted that a new dedicated cycle path had meant there was no longer a conflict with pedestrians on part of his commute journey. An continuing regular cyclist also thought that pedestrian crossings had been improved in the city centre in recent years.

1.2.5 Overall Views regarding Cycling in Greater Bristol

Considered to be Good about Cycling in Greater Bristol

The two key issues participants mentioned were the cycle paths and lanes (including specific facilities local to the participant), and the positive effect of seeing other cyclists around.

One participant described how the route of a utility journey was a pleasurable experience, passing a pond where she and her child could feed the ducks, and another mentioned accessing leisure spaces along cycle paths.

Considered to be Bad about Cycling in Greater Bristol

The level and speed of traffic, especially in central areas, but also on specific local routes was raised as a problem for safe and enjoyable cycling. Somewhere safe to park a bicycle in the centre was also mentioned.

"What are the bad things about cycling in Bristol?"

"Traffic. Definitely traffic. That's my biggest bugbear. I'd quite like to get all the way to the city centre without hitting a road as much as possible that would be quite nice, to be able to do that easily, and in the city centre, having somewhere really safe to leave my bike. I do worry about it and I've always been quite lucky but a few of my friends and my brother when he lived here, were forever getting their bikes nicked or bits of their bike nicked. I never lock my trailer up in the centre. I always take it with me. That's why I've got one with the pushchair on it, and I use about six locks on my bike because I do worry about it." (Female, 25-44, Continuing Regular Cyclist)

One participant complained about people deliberately smashing glass bottles on the cycle path, and indicated some discomfort about youth behaviour. Cycle safety was important, with one participant having experienced two attempts of bike theft, which incurred some vandalism to the bike. A couple of participants mentioned that Bristol was very hilly, although this was not necessarily a barrier to cycling.

Participant Recommendations

Summary of Participants' Key Recommendations for Greater Bristol

Two participants recommended more publicity for cycling.

"Just to advertise, you know, advertise it more, more leaflets, places like the doctors and stuff, they should have things and probably about cycling cos obviously the health factor is good for you, cos they always put things like smoking out, yeah places like that." (Female, 25-44, Continuing Regular Cyclist)

Eight of the participants' recommendations related to cycle infrastructures. Two participants had specific recommendations to their local area, but essentially raised the need for cycle infrastructures to be continuous and well signed, especially through busy road junctions. Another focused on making cycle infrastructures family friendly, so that parents cycling with a trailer or tag-a-long feel safer. This participant suggested either designating pavements as shared use, or new cycle paths. The remaining participants stated a desire for more dedicated cycling infrastructure in terms of new paths and cycle lanes.

"More cycle lanes. Cycle lanes, not the white lines on the road, paths. A cycle path, more cycle paths." (Male, 25-44, New Regular Cyclist)

"Area for the cyclists to ride along on the road. That's what I'd like to see a bit more round here, especially on the main roads, cos I find I keep getting pushed to the kerb all the time." (Male, 45-64, Continuing Regular Cyclist)

Another participant emphasised a need for improved lighting.

The remaining participant recommended that cyclists had some form of compulsory training, and law enforcement for cyclists who break the rules.

1.3 Cambridge

Fact File

Background and Topography: Located 44 miles to the north of London, Cambridge is a prosperous area experiencing rapid suburban population growth (currently 180,000). The city is best known for its university, with a large resident student population. Cambridge is also the location for a large community of high-tech businesses which provide a major source of local employment. Cambridge has benefited from a strong cycling culture amongst its students and residents. Supported by flat terrain, cycling has become a mainstream activity for many.

Existing Cycling Behaviours: Cambridge had the highest cycling levels of any CCT in the 2009 baseline survey, which identified that 59% of adults had cycled during the previous year. It is also notable that 23% of adults from Cambridge who had not cycled in the previous 12 months nevertheless had a bike available, compared with 14% on average across all CCTs.

Cycling Strategy: The main focus of the Cycle Cambridge strategy was to spread the existing cycling culture into villages and new developments, driven by continued rapid population growth on the city's outskirts. A key objective of the programme was to target suppressed demand for cycling, as a result of perceived and actual barriers to cycle usage, with considerable investment made to improve cycle route provision between the city centre and outlying villages. Alongside these infrastructure improvements an extensive marketing and events programme was delivered, to engage those living in the city's periphery.

1.3.1 Awareness and Views of Cycling Infrastructure in Cambridge

Some participants were not aware that Cambridge was a Cycling Town and had received specific funding as a result. When asked about this there was some confusion as participants appeared to find it difficult to distinguish CCT activities from what they considered to be normal ongoing investment regarding cycling in Cambridge and their perception was that it had always been a 'cycling town'.

"Yes, but it always has been a cycling City. If you go into Cambridge you will see that there are too many bikes and not enough places to put them." (Female, 16-19, New Regular Cyclist)

1.3.2 Awareness and Views of Cycling Infrastructure in Cambridge

Most of the regular cyclists interviewed were using a mixture of on-road and off-road cycle for their daily journeys and there was general awareness of improvements to cycle infrastructure even though their particular route may not have benefitted. Improved infrastructures mentioned were contraflows in the centre, Riverside Bridge (opened 2008), Milton Road and Route 11 over the A14, Route 31 to Ely, Hills Road, Gilbert Road, Cherry Hinton Lane and Cherry Hinton Hall park cycle paths, cycle path along the guided busway and the Rainbow Route to Great Shelford.

"There is a fairly good set of cycle paths and we are lucky having Cherry Hinton Hall just over the road, that's parkland, it's not huge but they do have cycle paths through it where (young son) likes practicing riding his bike. We are quite lucky that and we have another park just the other side of the high street five minutes away which again he can practice and the side streets round here are pretty quiet." (Male, 25-44, New Regular Cyclist)

"Wherever you go they have put in cycle ways in Cambridge and some of it is good because on Hills Road you have a nice run all the way down till you get to the bridge. Then things begin to get a little difficult till you get to the other side and it is little things like that. The structure is there but there are big chunks of it that don't actually work when you are out riding." (Male, 65+, Continuing Regular Cyclist)

"The biggest one I think that may or may not help is the work they are doing on the bridge between Cherry Hinton Lane and the Station where they are putting in the cycle lane and I still have a hard time visualizing exactly what they are doing there because the cycle lane is going down the centre of the road. I can see the problem they are trying to solve because it was originally on the left hand side of the road as you would expect, but for cars turning left they were cutting straight across traffic and that caused conflict, so by moving it across to the centre of the road because most cyclists do go straight on realistically, they are changing it, but I think it is still going to be a brave cyclist to try it the first couple of times." (Male, 25-44, New Regular Cyclist)

Two participants mentioned Gilbert Road and that it was a contentious scheme where the on-road cycle lane is constantly blocked by residents parking on the road.

"Bicycle lanes are a good thing but they become dangerous when you get a lot of cars parked in them and that happens regularly, so you've suddenly got to join the flow of traffic to pass parked cars in the cycle lane." (Male, 65+, Continuing Regular Cyclist)

"I tell you what they were trying to do on this main Gilbert Road here, they were trying to put in no parking on the road at all, it would be a designated cycle path on the road and the residents were up in arms about the fact that we should be able to park our cars and what about visitors cars.... That would be really good to have that because you have got this school, Milton Road, the big Secondary School all coming out at the same time, parents parking their cars, you've got kids on their bikes" it is mayhem." (Female, 25-44, Continuing Regular Cyclist)

To some extent the awareness was dependent on the participant's need to find a particular route. One young participant had become a regular cyclist enabled by the Rainbow Route linking the village of Great Shelford to the city which allowed her to reach her college near Addenbrooks hospital mostly off road.

"I see a lot of people cycling from my college down that route every day, but before that, you had to cycle over Granhams Hill. That is quite a big hill and it's a long slow climb to cycle up and it's a heavy sort of climb so people didn't cycle that way. Less people cycled, because otherwise you would have to go through Trumpington which is a long way round. So everyone has found it is a better route and so much quicker because they would have taken the bus before." (Female 45-64 New Regular Cyclist)

Cycle Storage

Several participants mentioned the difficulty of finding a parking place in the many cycle racks available in the city centre particularly in academic term time. Many participants also mentioned having a bicycle stolen and the issue of theft. One continuing cyclist was aware of the new indoor cycle parking facility at Grand Arcade.

Route Signage

There were some negative remarks about signage that had been introduced in the past.

"Cambridge City Council in terms of road signage in general are somewhere between poor and awful, half of the signs on the shared paths could be cut down because they are useless no use to anyone. They just seem to have an obsession with putting up signs that just aren't clear." (Male, 25-44, New Regular Cyclist)

"Well, classic example is here in Cambridge they removed a large number of signs indicating how to get to different regions of the city because 50% of people who live here knew how to get there anyway and for the other 50% they didn't have a clue what the regions meant. I have lived here for four years but I couldn't tell you which region Kite is in for instance yet that was one of the signs. They simply decided eventually to be green, recycle the signs and save some hassle because no one could use them." (Male, 25-44, New Regular Cyclist)

1.3.3 Awareness and Views of Cycling Softer Measures

Cycling Events

Few participants had participated or heard of any events, though a stand promoting cycling was mentioned at a 'Music in the Park' event and others were aware of cycling club activities but did not take part. One participant had been involved in 'Ride for Joy', an event organised for the community by a neighbour in an outlying village

"Everyone gets together, she is trying to get people to cycle and not be self-conscious because cycling isn't considered cool and people don't like to wear high vis clothes and helmets. She has done this thing where everyone dresses up (not fancy dress) but just wear fashionable clothes and go out for a bike ride altogether and she is designing cycle wear that looks nice, she's getting publicity." (Female, 45-64, New Regular Cyclist)

Cycling Information/Marketing

None of the participants mentioned using the website, although several had seen maps in the past or had maps which they had either requested from the Council, obtained in the tourist office or had had delivered to their door.

"We got a map through the door, I think that the Council do try and make us aware and plug cycling.... my daughter was doing a cycle between two parts of her school, so we would look at the cycle map and see if she was going the best route and when my other daughter's cycle route to Comberton, there is a route on the map that I wasn't aware of but you can see it on the map and I thought I could do that." (Female, 45-64, Continuing Regular Cyclist)

Few were aware of any publicity about Cycling Town specifically other than what they perceived to be normal information about issues around the implementation of new infrastructure theft. One regular cyclist had noticed an advertisement for adult cycle training but felt it was not for them and another had paid for cycle training for their child independent of any council initiative. Others had either had children who had taken part in some sort of cycle training at school or seen information brought home in their school bags.

1.3.4 Perceived Changes in Cycling/Walking in Cambridge in last 2 years

Number and behaviour of Cyclists

The general perception of Cambridge is that Cambridge is a cycling friendly place and even one participant suggested that 'cyclists ruled'. This perception is borne out by conflicts between cyclists and between cyclists and pedestrians being more relevant than between motorists and cyclists. This is taking place in a context where many residents of Cambridge are regular drivers, cyclists and pedestrians.

"it depends which hat I have on. When I am a driver and I am trying to get somewhere, I get very frustrated, but I can see that they are trying to get to where they are getting to as well. I do get frustrated when it is as if they seem to think that there is one rule for them and one rule for car drivers, but we both should be using the same Highway Code, so they do things like jump lights with little thought. But in the main I think that people are OK, they tend to stick to the cycle paths and lanes on the roads and not weave, but there are a few particularly in the city centre that do their own thing." (Male, 45-64, Non Regular Cyclist).

This fact also perhaps changes the attitude towards cyclists which can make for a more positive experience as perceived by the participant below.

"In Cambridge what is quite interesting is that people are aware that there are cyclists, they are pre-empting the fact that there is a cyclist or they cycle themselves or they have children that they cycle with. Even lorry drivers do it, they stop and wait for you to pass, it is the totally different way of mind-set that they have in Cambridge."(Female, 25-44, Continuing Regular Cyclist)

Several participants mentioned that other cyclists were a hazard, particularly those who didn't use lights.

"They do big sweeps in Cambridge and you will be stopped and fined instantly £80 for lack of lights and that does annoy me because you can't see people and they just ride on the main roads and as a cyclist and as a person who uses the car that is what I find incredible why people do that. Riding up the wrong way in Cambridge they think because they have a bike they can go up any pedestrian street in any direction." (Female, 25-44, Continuing Regular Cyclist)

There are many different types of infrastructure in Cambridge and perhaps this causes confusion as to what the rules are in terms of cyclist, pedestrian or motorist behaviour.

One participant described an incident where a cyclist stopped in front of her on a shared path making the point that it was for cyclists even though there was space to go around her. Pedestrians and cyclists coexist on many of the shared facilities but two participants mentioned accidents they had witnessed between cyclists and pedestrians. The volume of cyclists and other road users brings its own problems and as one participant said:

"I am getting more thoughtful about the number of cyclists using cycle paths and pedestrians and whether I think it is going to slow down or whether it's going to be like the roads, we are going to have to presume that we aren't going to be able to zoom places you have got to allow for others." (Female, 45-64, Continuing Regular Cyclist)

The perception of most participants referring to the city centre was that the numbers of cyclists and their composition changes during the year and this is more noticeable than any general growth in cycling.

"They (the students) start almost into October and go straight through to Christmas and so they have three terms but once they go in the Summer it is anyone's game. Then you get the funny Japanese or Italian tourists who hire the bikes and well quite frankly they have

absolutely no idea what is going on but they will cycle anyway. It's very sweet that they are using that but it all changes." (Female, 25-44, Continuing Regular Cyclist)

The two participants in the village of Great Shelford mentioned the large amount of development at the edges of Cambridge that was resulting in more and more traffic and the perception of one was that more cyclists were using the Rainbow Cycle Route to avoid traffic congestion.

1.3.5 Overall Views regarding Cycling in Cambridge

Considered to be Good about Cycling in Cambridge

The established cycling culture in Cambridge was regarded as good by most of the participants. The terrain was also noted as supporting cycling in the city and beyond. There were considered to be plenty of facilities for cyclists, and it is often quicker to cycle than travel by car.

"There is nowhere that I think "I am not going to cycle there because it is too difficult". Cambridge is a really cycle friendly place because most people cycle because it is so flat and there are so many students. I don't very often cycle into town because it is quite a long way and I don't like cycling through a lot of traffic. I can't really think of anywhere where I would say 'I'm not going to cycle there' ". (Female, 16-19, New Regular Cyclist)

"Well it's flat, and that's a good thing for someone who doesn't do a great deal of exercise. The scenery is quite nice, there are a lot of cycle routes so you can get off away from the traffic. I think it is a nice area to be in, to cycle in." (Male, 45-64, Non Regular Cyclist)

Considered to be Bad about Cycling in Cambridge

There were few issues raised about what was bad about cycling in Cambridge, although there were a couple of comments about cars not seeing cyclists, or cyclists not taking notice of pedestrians. One older participant in the village of Shelford found that cycling in his village was much more difficult since commuters started parking in the village, and a non regular cyclist in a village to the north of Cambridge considered the traffic in the area too dangerous.

Participant Recommendations

Summary of Participants' Key Recommendations for Cambridge

"I suppose it wouldn't appeal to everyone, like the people I mentioned before who don't think it's cool, I would like there to be some sort of campaign that would appeal to everyone. It sounds weird and silly but if there was an event that you really wanted to go to and maybe you got free entry if you cycled or something like that. That could give people the incentive to travel by bike rather than taking the easy option of the car." (Female, 16-19, New Regular Cyclist)

- Clearer signage to make clear which paths are shared use and enforce where it is not permitted to protect vulnerable pedestrians

"I think when they designate a cycle route then it needs to be safe. It is no good having a cycle route and all of a sudden it stops and you have a main road you have to cross, with no way of crossing safely. I am thinking specifically about the route that my daughter takes to school, if they put a proper crossing there with lights, it would be a safe route. At the moment it is not a safe route, there are lights that flash up saying "cyclists beware" but by that time you are on the top of the junction any way. These were put up after the accidents, but it is to make sure that the routes you designate are actually safe and that you are separated." (Male, 45-64, Non Regular Cyclist)

- Make cycling safer

"To make the city centre more cycle friendly because the way that Cambridge is structured, it's really old, it is really medieval and trying to get roads through there it just isn't going to work". (Male, 16-19, Continuing Regular Cyclist)

"To see a clamp down on Histon Road and Gilbert Road of cycling on the pavement. You have got to study other people, pedestrians and old age pensioners round this area." (Male, 65+, Continuing Regular Cyclist)

- Enforce law for bicycle lights
- Introduce bike-buddying
- Education and training to help pedestrians and cyclists coexist and have bicycles registered so that those exhibiting anti-social cycling behaviour on shared use paths can be reprimanded
- Only allow buses in the city centre not cars.

1.4 Chester

Fact File

Background and Topography: Chester is situated on the Wales-England border at the southern tip of England's North West region. The area for Cycling City and Towns investment was home to 120,000 people, making Chester the seventh largest area in the programme. Prior to 2008, investment in cycling was targeted to the National Cycle Network, cycle routes and the promotion of cycling as a mode of travel to school through the Safe Routes to School programme.

Existing Cycling Behaviours: Sixty-seven percent of adults were classified as non-cyclists in the 2009 baseline survey.

Cycling Strategy: Barriers to cycling which were highlighted in the Cycle Chester Strategy included severance caused by the River Dee and Chester's ring road. The strategy aimed to remove these as barriers to cycle use through improving route infrastructure, parking at workplaces and signage provision. Chester has also targeted commuter journeys with the aim to reduce car use for short distance trips.

1.1.1 Awareness of Chester as a CCT

Most participants were aware of the investment in cycling in Chester even if they did not know it was through being a CCT. In particular levels of awareness of the improvements in off-road cycle paths was high, with participants reporting that this had increased leisure cycling.

A number of participants were also aware of the investment through marketing activities, such as cycle displays in the City centre.

All participants recognised that cycling was being encouraged in Chester and thought that this was a good thing.

1.1.2 Awareness and Views of Cycling Infrastructure in Chester

Improvements in off-road cycle paths were most often noted by participants. Routes separate from road traffic were preferred for safety reasons as well as the more enjoyable surroundings for leisure trips. There was however less reported use of off-road paths for utility journeys due to the need to avoid slower cyclists and pedestrians as well as less direct routes to key locations.

Some participants also reported an increase in cycle lanes, both on-road and on-pavement. The on-road lanes were generally perceived as being too narrow and not continuous. There was a preference for on-pavement lanes as long as they were well signed. However there were some concerns about the continuity of current signage on shared pavements.

Cycle Storage

Most participants were aware of the increase in the number of bike racks in the City centre and also the provision of cycles for rent (at Wrexham Road Park and Ride and on Princess Street). However, for some security was still a barrier to increasing cycling journeys, with current cycle racks not thought to be secure enough. The use of staff cycle parks was mentioned by a number of participants as a solution.

Route Signage

Most participants were aware of improvements in route signage: some mentioned the signs showing distance to key destinations and other the colour-coded route signs. Signs were thought to be useful for new cyclists in particular and also existing cyclists for new leisure routes.

1.1.3 Awareness and Views of Cycling Softer Measures

Cycling Events

Awareness of cycling events was low and no participants reported attending any events. However, they did think that running cycling events was a good idea and a good way of both promoting cycling in Chester to increase motorists' awareness of cyclists as well as encouraging cycling.

There was also low awareness of cycle training; however, training was thought to be important for children and also a good idea for adults with low levels of confidence/ability.

Cycling Information/Marketing

Most participants had seen some information about the cycling improvements, either in the local paper or a display in the City centre.

About half of participants were aware of or had used the cycle route maps provided by the CCT. Generally views on the maps were positive, in particular how they showed interactions between the routes and the simple use of colour coding that was also provided on signage.

A few had used the CCT website and one had signed up for email updates.

There was some awareness of specific activities to encourage cycling in Blacon and this was thought to be a good idea as it included pockets of high deprivation and had good access to cycle paths.

1.1.4 Perceived Changes in Cycling/Walking in Chester in last 2 years

Number of Cyclists

Participants reported an increase in the number of cyclists using off-road cycle paths for leisure trips. Some also thought that the number of people cycling on-road had also increased however others thought that there had been no change.

Walking and Cycling

Participants also thought that there was an increase in the number of pedestrians using the off-road cycle paths, particularly the Greenway, for leisure (e.g. keeping fit, dog walking, enjoying fresh air/countryside).

Most participants thought that the cycling infrastructure in Chester was good for leisure cycling but not for utility cycling, mainly due to lack of direct access to key locations. It was thought that barriers still existed for cyclists wanting direct access to the City centre (e.g. Grosvenor Bridge).

1.1.5 Overall Views regarding Cycling in Chester

Considered to be Good about Cycling in Chester

Participants talked about the scenic off-road cycle paths being one of the best things about cycling in Chester.

They also thought that the promotion of cycling was a good thing as well as the improvements in cycle parking provision.

Considered to be Bad about Cycling in Chester

Even though the introduction of cycling parking was recognised, some participants still had concerns about cycle security, in particular in the City centre. One participant mentioned his families cycles being stolen both from the City centre and his storage shed. These participants did not think that the current storage provided adequate security as cycle locks were just cut, and thought that more secure parking needed to be provided.

Road surfaces (e.g. potholes) in some areas of the City were thought to be dangerous for cyclists. In addition, traffic levels, in particular in the City centre, were thought to make cycling less safe and enjoyable.

A lack of on-road cycle lanes and the fact that those provided were perceived to be too narrow and not continuous were also considered to discourage cycling. However participants did recognise that the age of the City limited what improvements could be made.

Participant Recommendations

Summary of Participants' Key Recommendations for Chester

- Participants suggested that there were more joined-up cycle routes, both circular routes for leisure trips and radial routes into the City centre for utility trips. In particular the need for safe routes into the City centre from the suburbs was highlighted.
- It was suggested that the use of cycle lanes on pavements was increased as this kept cyclists away from road traffic and also provided direct access to key facilities. However participants did highlight the need for clear signage on shared routes.
- Secure cycling parking was still a concern for some participants and they suggested either cycle lockers for ad-hoc usage or staff bike parks.
- Participants thought that awareness campaigns and events should be continued as they would help increase the visibility of cycling, making motorists and pedestrians more aware.
- The need to continue or increase Bikeability and Bike It in schools was also mentioned.

1.5 Colchester

Fact File

Background and Topography: Colchester is located 50 miles to the northeast of London in the County of Essex in one of the driest regions in England. The town's topography was generally considered to be favourable for cycling, though there are some moderately steep radial approaches. In 2008 there was little existing 'culture' of cycling in the town, with disjointed infrastructure identified as a key barrier to new cyclists. There was considerable out-commuting to London via the town's main rail station, Colchester North, providing a potential focal point for the promotion of cycling. Other major destinations within the town included the hospital and the University of Essex's Wivenhoe campus.

Existing Cycling Behaviours: A third of adults had cycled in the preceding 12 months according to the 2009 baseline survey. Additionally, just over 1 in 5 adults (22%) had not cycled in the previous 12 months but had reported having a bicycle available to them. This was higher than the average of 14% across the CCT programme.

Cycling Strategy: Cycle Colchester's strategy aimed to increase the number of people making regular cycle trips, with a particular focus on children cycling to selected schools and people cycling to workplaces. The Cycle Colchester programme has sought to deliver a range of school-based interventions relevant to particular local needs, including: Bikeability training; events; cycle parking and other infrastructure; and activities delivered by Bike It and Bike Club officers. Another focus for the Cycle Colchester investment was increasing cycling to rail stations, where investment has been made to improve cycle routes, parking provision and to promote cycle-rail interchange with commuters. Furthermore, Personalised Travel Planning has been delivered to residents from the area of Highwoods alongside investment to improve the route infrastructure to major local destinations, including the hospital.

1.5.1 Awareness of Colchester as a CCT

The majority of participants were aware that there were activities going on in Colchester around cycling, infrastructure, signage, etc., but there was not always appreciation of Colchester's Cycling Town status.

1.5.2 Awareness and Views of Cycling Infrastructure in Colchester

Amongst the participants there was general awareness of the new cycling infrastructure in Colchester, particularly in the Highwoods area (northeast of the town centre) where there has been considerable development.

"So there's a lot of cycle paths around there now (Highwoods), which is really good, it's improved dramatically in the last couple of years." (Female, 45-64, Continuing Regular Cyclist)

"Yes, it's tarmaced under with sort of gravel, which seems to be stuck onto it, but they've also, we've noticed that they've got some little solar lights inset along the sides as well, so it's good for cycling on without being a road, you still feel as if you're in the park, which is lovely and I would prefer to do that than just ride on the road. I mean High Woods they're all sorts of little pockets of greenery around here and these cycle routes are very nice as well." (Female, 25-44, Non Regular Cyclist)

Other areas were also thought to be well served by cycling infrastructure with awareness of recent improvements.

"South West area we're very well serviced by cycle paths here, so we have to go by road for about half a mile, but then the rest of the route is on footpaths and cycle paths." (Male, 25-44, Continuing Regular Cyclist)

"There's quite a few, like if you go down St. Andrew's Avenue and Cowdray Avenue, that's all got a cycle lane on the pavements, so you've not got to go on the road, which is quite nice, because that's quite a busy stretch of road...I think there's been a lot more, like in terms of cycle lanes, like the one going down the main road here, Avon Way, that's fairly new, that wasn't there maybe a year or so ago." (Female, 25-44, New Regular Cyclist)

Not all participants were aware of the infrastructure and some felt it was not necessarily in the right place or serving a useful purpose. Both continuing regular cyclists and non regular cyclists emphasised that the cycle lanes and advanced stop lines did not reduce the feeling of vulnerability or appear to impact on driver behaviour.

"No, I mean they're not new, that cut through there that's not new at all, that's been there forever, the same as that, it's been there forever. All they did add was sort of like a little bit at the front of the traffic lights, the side bits, there's the four way set of traffic lights over there, they've sanded that in the past couple of months, but it doesn't really make any difference, people will still park right next to you, so it doesn't really matter." (Male, 16-19, Continuing Regular Cyclist)

"You see the cycle paths on there, obviously they've given a good emphasis on bikes, but in practice cars park all along, so they park on the cycle path, so what's a cyclist supposed to do then? And actually the road is only wide enough to have one car in between the cycle paths and it's a key school route, so you know in practice you see the cars going along and it's just as if the cycle paths aren't there, but the council can probably say, well, we've put them down. But to me, it doesn't work, you know." (Male, 45-64, Non Regular Cyclist)

Cycle Storage

Finding a place to park your bicycle around Colchester did not come up as a problem and several locations for cycling parking were mentioned.

"There's a lot of the spaces where you've got the big black poles that you can just lock your bikes to, there's some where you've got the little gaps that you can leave them to." (Female, 45-64, Continuing Regular Cyclist)

However, cycle security was a concern for some participants and constituted a barrier for cycling to some locations. Two participants had experienced theft in the centre (bicycle and bicycle parts).

Route Signage

Recognition was given of cycle route signage by a non regular cyclist and this is discussed further under the heading of 'Cycling Information/Marketing'.

"You see a lot of signs, like in Prettygate, you can go up Prettygate Road and there's a sign to town, which takes you in between everywhere, it doesn't take you on the roads at all." (Male, 45-64, Non Regular Cyclist)

1.5.3 Awareness and Views of Cycling Softer Measures

Cycling Events

The 2010 Tour of Britain (professional cycle race) went through Colchester, and this event had an impact on participants' awareness of cycling.

"They did have a little event again to do with the Tour of Britain cycle race, they had a lot of the schools came into the town, they had lots of events in the Castle Park for the school kids, my children's school didn't do anything particular. They did in the school themselves, but they didn't go into the town. So they do have events, they would have, I forget what it's called, not walk to school week." (Male, 25-44, Continuing Regular Cyclist)

"There was a lot of discussion about it, because some people said it was wonderful and some people said the high street, it was bad for the shops and there was quite a lot of conflict about it." (Female, 65+, Non Regular Cyclist)

Another participant had gone on a cycle ride called the 'Tour of Tendring' and another was aware of a company charity cycle ride, although he was not allowed to participate as he was a temporary staff member.

One experienced and two non regular cyclists were aware of local events promoting cycling, but generally there was a low awareness of specific events linked to Cycle Colchester.

In fact at the town hall they're actually doing, I think it's 1st March I'm booked in for a cycling event where you can have an MOT on your bike and they'll give you some lights and a padlock and all that sort of thing as well." (Male, 25-44, Continuing Regular Cyclist)

"I was down at Castle Park, they have, there's always something on most weekends of something going on and there was a whole thing about cycling in Colchester, so they're quite pushing and encouraging you to stop cycling." (Female, 25-44, New Regular Cyclist)

Cycling Information/Marketing

At least six participants mentioned that they had a cycle map obtained from different sources: the tourist office, through the post, local library or googled it. One participant described that she had used the map to try different routes and that it had had an impact on her cycling. Others mentioned receiving leaflets through their door or had picked them up at a Cycle Colchester stand at an event.

"I don't know, I think it was mainly because I needed some exercise and I like cycling and secondly because I'd seen all these new signs popping up, so I thought there's obviously quite a good network of cycle paths now, I knew they were cycle paths anyway, so I just thought I'd try them out." (Male, 25-44, Non Regular Cyclist)

1.5.4 Perceived Changes in Cycling/Walking in Colchester in last 2 years

Number of Cyclists

Some participants felt there had been an increase in cycling, whereas others were less aware. It was to some extent dependent on the area or when they were cycling. The cycle parking at the railway station had particularly impacted on people's awareness of other cyclists.

"I don't [notice cyclists when I go into town], but on Sundays I do particularly, there often are, you know, rallies or races or something. Like at the station I noticed loads of bikes parked up at the station, but I don't, if I'm in town I'm in the middle." (Female, 65+, Non Regular Cyclist)

"There's loads of bikes at Colchester, they put the double height things in at Colchester station, they ran out of space at Colchester station for people who were cycling there." (Male, 25-44, Non Regular Cyclist)

"Yes, I do see more people cycling, especially with the like cost of fuel and whatnot, people, I do see a lot more people regularly, when I cycle to work, you seem to see the same people every morning. I probably see a good fifteen to twenty people cycling in the mornings, which is more than I did sort of a year ago." (Male, 16-19, Continuing Regular Cyclist)

I don't know, I really haven't paid much attention, I just pay attention to what I'm doing, I don't really care what anyone else is doing. I don't pay attention to who else is on a bike and who isn't." (Male, 25-44, New Regular Cyclist)

Walking and Cycling

Off road cycle routes through open spaces (e.g. Highwoods and Friday Woods), and along the river to Wivenhoe were popular for both leisure cycling and walking, especially for families. Most of the participants also said that they walked into the town centre.

The walking and cycling environment had both been helped and aggravated by extensive new-build housing around the town. New cycle routes were mentioned as part of some new housing associated with a new garrison, but increased traffic was attributed to the increased housing.

1.5.5 Overall Views regarding Cycling in Colchester

Considered to be Good about Cycling in Colchester

Off road routes were unanimously articulated as enjoyable and pleasant places to cycle and walk for leisure. Particularly, participants articulated that these spaces enabled them to come closer to nature. For one family having off road routes through the woods enabled the children to have a sense of independence and freedom in a safe environment was important.

"We are lucky where we live here because of the cycle routes, they are completely off road, the cycle routes that we have got. If we didn't have those I don't think I would do it, because I don't like cycling very much on the road, I will do it, because I've got to get from A to B, but it's not a pleasant experience, but it certainly makes it more pleasurable having the off road cycle routes that we've got here." (Male, 25-44, Continuing Regular Cyclist)

"I mean the Withenhoe Trail here is absolutely lovely. I mean we've driven sort of to the Hythe area with the bikes in the car and then taken the bikes off and cycled along here, because you're right along the river and it goes to Withenhoe which is an absolutely lovely, I don't know if you've been there." (Male, 25-44, Continuing Regular Cyclist)

Considered to be Bad about Cycling in Colchester

The city centre itself was considered a problem due to the road layout and one way system. Cycling is banned through the central shopping core, and this is therefore seen as a barrier.

"I mean it's not really that bad, biking around here, it's only Colchester town centre that can be annoying to cycle around because of the whole one way system, but that's just the way that I approach it from, I end up hitting a one way system." (Male, 16-19, Continuing Regular Cyclist)

There is a particular barrier for those entering the City Centre from the South and South West, with busy roads and a large roundabout. Cyclists are expected to dismount and push their bicycle along Crouch Street but there is a consultation on a scheme to alleviate this barrier.

"What I have done in the past is cycle actually along Southway, which is horrendous, especially going round the main roundabouts. What you are supposed to do is you get off your bike here and push it up Crouch Street, because Crouch Street's a one way system coming towards you, so you get off your bike and you push it along Crouch Street until you get into Head Street there and then come up Head Street, High Street town hall." (Male, 25-44, Continuing Regular Cyclist)

Also participants raised the issue of feeling hemmed in between the city wall and heavy traffic on a narrow road.

Participant Recommendations

Summary of Participants' Key Recommendations for Colchester

In Colchester the majority of recommendations were around making more and wider cycle paths, acknowledging the difficulties of space and finance. Others either didn't respond or had no ideas.

"I think most cyclists seem to want more paths and more safe paths, not just a little two foot on the edge of the main road, but it's kind of hard to do that. I don't really know if cyclists are increasing, obviously they would be more likely to increase if there were safer, easier paths." (Female, 65+, Non Regular Cyclist)

"What I don't like is when I'm cycling along and you've got the cycle route comes to an end and it says end of cycle route and you can see that the path actually continues just the same width and you could carry on in just the same way and I will do and I'll stay on the path and that's annoying." (Female, 25-44, Non Regular Cyclist)

"Possibly some sort of way that you could get local businesses to have a cycle route and have like a start and a finish on the route where you can get cycle bits and snacks, so you've got, oh, we'll park our car here, we'll cycle from here, oh look, you can buy a drink and a snack here and we'll cycle up to this place, we'll stop for a sandwich and then cycle back, just to encourage it a bit more." (Female, 45-64, Continuing Regular Cyclist)

1.6 Leighton - Linsdale

Fact File

Background and Topography: The adjoining settlements of Leighton Buzzard and Linslade are 30 miles to the northwest of London. With a population of just 38,000 it was the smallest area in the Cycling City and Towns programme. Prior to 2008, cycling investment focused on strategic route provision and maintenance, alongside the provision of training for young people. Leighton Buzzard rail station has also been included in the national Station Travel Plan pilot scheme.* Private sector funding linked to the South Leighton Urban Extension has also contributed to sustainable transport provision with an aim of transforming Leighton-Linslade into a 'sustainable travel town'.

Existing Cycling Behaviours: The 2009 baseline survey found that 1 in 5 adults (21%) had cycled in the previous 12 months.

Cycling Strategy: The Leighton-Linslade GoCycle team focused their interventions specifically to encourage people cycling to the town centre; children regularly cycling to school; and rail commuters regularly cycling to the rail station.

* http://www.dft.gov.uk/pgr/sustainable/ltp3planning/travelguide/bestpractice/rail/stationtravelplans/

1.6.1 Awareness of Leighton-Linslade as a CCT

All of the participants were aware of cycling promotion in Leighton-Linslade, although this varied from a high awareness of a range of activities to noticing small changes to the local infrastructure such as new cycle lanes or signposts.

"I know Leighton Buzzard as a town are very much trying to encourage it, there's lots of schemes and they try and advertise the routes they've got, I've seen that advertised, it's come through the door and I've seen it at events that I've been to in the village, in the town, like at the fetes and stuff, so they're out there advertising it, so I know that it's a popular thing and I have looked into it." (Male, 25-44, Non Regular Cyclist)

Leighton-Linslade was also considered to have a congested town centre, especially at weekends, and this made cycling attractive as it was perceived to be a quicker mode.

1.6.2 Awareness and Views of Cycling Infrastructure in Leighton-Linslade

Cycle paths and lanes

"I've certainly been aware that there are more cycle lanes, not that I've particularly used them as yet, but I've noticed it as I've been driving around." (Male, 25-44, Non Regular Cyclist)

Participants had greatest awareness of on-road cycle lanes, either as a cyclist or when driving. It was perceived that the cycle investment in many instances was improving existing infrastructures, including a leisure route with a new bridge along the canal and a link to a BMX park on the west side of the town.

"Have there been many new cycle paths in the last few years?"

"No, I don't think so."

"So most of them are already there?"

"They're already there, they've just modified them." (Male, 65+, Continuing Regular Cyclist)

One participant reported on a new 'quick' link behind Morrison's supermarket into the town. Two mentioned a new cycle contraflow route (one positively and one negatively).

Improvements to infrastructures were perceived as positive within the town area, although with room for more highlighted. There were three instances of participants saying that they cycled on pavements due to the lack of cycling infrastructures. However, one participant having just suggested that more cycle lanes could be beneficial, also indicated the attractiveness of ordinary roads.

"Because of where Leighton Buzzard is situated, there's some really very nice pleasant rides outside of the town that are unspoilt, there's no cycle lanes and there's no sort of humps and bumps to negotiate and there's no mini roundabouts or anything like that. It's totally unspoilt by town planners." (Male, 45-64, Non Regular Cyclist)

Cycle Signage

New cycle route signage particularly raised awareness of cycling in Leighton-Linslade and produced a positive response from those who had noticed it.

"There's been a lot of signs, because we've had that Go Cycle scheme come into Leighton Buzzard and there's a lot of signs coming up, so many minutes to the town centre, so many minutes to Brooklyn school and Van Dyke schools and there's a lot of signs around." (Female, 25-44, Continuing Regular Cyclist)

Distances to destinations have been indicated in minutes, and one participant queried how this was calculated and suggested it could be off-putting.

Cycle Parking

Only one continuing regular cyclist and three non regular cyclist participants mentioned cycle parking in the town centre – indicating both awareness and uncertainty of where to park a bike, whereas there appeared greater awareness of improvements to cycle parking at the railway station including an indoor space with cycle servicing available. One non regular cyclist raised a security issue of cycle parking in the town centre, and saw it as a target for local vandals, whereas a new regular cyclist felt the cycle parking in the centre was secure. A non regular cyclist also indicated a lack of cycle parking at the leisure centre.

"Yes, I have, I have cycled to the gym, the trouble is there's not many places to lock your bicycles up there, it's more car parking than it is bicycles." (Male, 45-64, Continuing Regular Cyclist)

School links and facilities

Participants with school age children indicated that schools in the area were actively promoting cycling to school (see cycle training below), with routes linking to schools and increased facilities at schools (cycle parking and lockers).

1.6.3 Awareness and Views of Cycling Softer Measures

Cycling Events

Participants noted the presence of the Go Cycle tent or stall at many of Leighton-Linslade's events, as well as specific Go Cycle 'Dr Bike' & cycle advice events occurring on routes into the town centre and a regular presence at the railway station. Group cycle rides were also mentioned

"Oh yes, I mean they take every opportunity and there'll be sort of a stall in the market, we have a canal festival every year, they have a bit stall at the canal, so they're very clearly, if there's something going on in town, there'll often be a sort of cycling thing happening." (Female, 45-64, Continuing Regular Cyclist)

I know there's a Tuesday cycling [club] (Male 45-64 Non Regular Cyclist)

Cycle Training

One participant has undertaken adult cycle training which had enabled her to return to cycling. Those with children were aware of cycle training for children at schools, or other marketing.

"They have that Go Cycle come into the school." (Female 25-44 Continuing Regular Cyclist)

"The only information that I've really sort of been particularly aware of is that the Go Cycling has been advertised at, I think, most of the schools, not just my son's school, so they're certainly pushing that and I think that's just as much from, to sort of combat child obesity, I would imagine and getting them fit and healthy." (Male, 45-64, Continuing Regular Cyclist)

Cycling Information/Marketing

While the physical presence of the Go Cycle team promotes cycling, awareness from other media was mixed amongst the 12 participants. Some participants had read local press coverage and/or council information leaflets, while conversly others did not think they had seen any press coverage or other marketing.

"Certainly in the local newspaper, I'm sure I've seen it and again at the railway station they often have people out there, Go Cycle, in fact I've got one of those steel coffee mugs, which I'm sure has got Leighton Buzzard Cycling on it." (Male, 45-64, Continuing Regular Cyclist)

Some participants had obtained and used the Go Cycle paper maps. One participant had looked at the online maps on the Go Cycle website. Other participants felt that they had enough local knowledge not to need cycling maps, or routes were self evident.

"People have mentioned it to me that there is actually maps on the internet and everything, I've never looked, because I saw it [cycle path] in front of me as in coming out of Meadow Way, you can more or less see, follow the sort of in between it's signposted." (Female, 45-64, New Regular Cyclist)

1.6.4 Perceived Changes in Cycling/Walking in Leighton-Linslade in last 2 years

Number of Cyclists

Five participants indicated they perceived an increase in the numbers of cyclists with cycling to the station particularly evident. One participant thought there was an increase in weekend leisure cycling.

"Yes, I suppose I've been looking for it, because of the cycling initiative, but there certainly seemed to be, I mean at the station, they put in all this parking and it's full, you know, I don't know what it was like today on such a cold day, but I don't know if that's because more people are cycling, but I suspect it is." (Female, 45-64, New Regular Cyclist)

There is a perception that the numbers of cyclists and pedestrians have increased along the canal path on Sundays.

Walking and Cycling

A number of the cyclists mentioned cycling on the pavement at points in their journeys but conflicts with pedestrians were not noted as a problem by either cyclists or pedestrians.

A parent's experience of children travelling to her son's school was that walking was the predominant mode, with only a few children cycling despite the promotion at the school.

1.6.5 Overall Views regarding Cycling in Leighton-Linslade

Considered to be Good about Cycling in Leighton-Linslade

As Leighton-Linslade is a small town, cycling distances are relatively short, which often makes cycling convenient. Its location within a network of country roads and villages, and the canal tow path route, also provide cyclists with leisure routes in the surrounding area.

Participants generally perceived the cycling infrastructure as enabling safer cycling around Leighton-Linslade. Traffic calming in the centre was also considered to make cycling safer.

"I just think, oh, I'll jump on my bike, sometimes it's easier, because getting to the town, sometimes it's quicker to go on a bike than actually go in a car and then you've got to find somewhere to park and then there's restrictions and sometimes you have to pay. Sometimes you cycle straight into town and you just park up." (Female, 25-44, Continuing Regular Cyclist)

Cycling was often considered a quicker option than driving because of the levels of congestion in the town centre, especially at weekends.

Considered to be Bad about Cycling in Leighton-Linslade

The level of traffic, especially lorries, was consistently raised in the interviews, and the problem of narrow roads accommodating cyclists and the traffic.

"Well, it's just the volume traffic that's on the road, we've got gravel pits and sandpits round here, so we've got some extremely large commercial trucks, although they don't come through any more, because they've narrowed the road there and so the trucks can't get into the town that way, so they've got to use the main roads, but nevertheless, if you've got to use the main roads again it can be a bit sort of scary." (Male, 45-64, Non Regular Cyclist)

Three people discussed the effect of new housing estates on increasing traffic levels in the town. One participant raised the level of parking in the housing areas near to the station and the consequence this has on reducing road space for cyclists.

One participant who wanted to take her bike on the train to work in Milton Keynes raised the issue that there is no lift, and it is therefore difficult to access platforms.

Participant Recommendations

Summary of Participants' Key Recommendations for Leighton-Linslade

- Cycle routes. Five participants raised cycling infrastructure related issues and in general wanted more paths or lanes and also mentioned a need to focus on 'trouble spots', cycle only paths (not shared use), and dedicated cycle lanes for family oriented routes.

"One of my friend's who cycles said she doesn't cycle up that hill, because she hates that experience of having the traffic stacking up behind her, she gets of her bike and pushes it up the hill, so a focus on the trouble spots." (Female, 45-64, New Regular Cyclist)

- One participant mentioned fewer parked cars on the road.
- Three participants raised issues connected to education & information - educating drivers to be more aware of cyclists; promoting the benefits of cycling; &, information about cycle purchase.

"It was brilliant and free and you could go and try all different bikes, and they were all really wonderful shapes and sizes and ones that they could sit on, like a trike bike on and things like that." (Male. 25-44. Non Regular Cyclist)

- Related to information about cycle purchasing, another participant suggested that there were few cycling retail outlets in the town and that more options would be helpful.

1.7 Shrewsbury

Fact File

Background and Topography: Shrewsbury is situated around 30 miles northwest of Birmingham and is the County town of Shropshire, with a population of 75,000. Whilst Shrewsbury is relatively flat and compact, barriers to cycling in the town centre were considered to include short sections of steep hills and several one-way traffic routes.

Existing Cycling Behaviours: The baseline cycling level in Shrewsbury was above the average for the CCT programme, with a third of adults cycling in the previous 12 months. In 2008, the Cycle Shrewsbury team identified that 62% of journey to work were under about 3 miles.*

Cycling Strategy: The Cycle Shrewsbury strategy aimed to deliver an increase in children cycling to school, people cycling to work and recreational cycling trips. To address these objectives, the team invested in school cycle parking, a Bike It Officer and Bikeability training. After-schools clubs were also promoted to increase recreational cycling amongst children. In regard to cycle commuting there was intensive engagement with a number of large employers; interventions included bike breakfasts, cycle infrastructure grants, bike maintenance (Dr Bike) and cycle skills sessions.

*Source: Shrewsbury Cycling Town Strategy

1.7.1 Awareness of Shrewsbury as a CCT

Awareness of Shrewsbury as a CCT was quite mixed amongst participants.

"I know there was talk about it becoming one or they were trying to make the roads more cycle friendly." (Female, 25-44, New Regular Cyclist)

Five participants had a strong awareness and had sought out information. Three had come across press coverage or publicity material, and a further three appeared unaware of the cycling town investment.

1.7.2 Awareness and Views of Cycling Infrastructure in Shrewsbury

All participants were aware of cycling and walking routes in and around the town. The riverside route to Quarry Park was mentioned the most.

One participant had been involved with one new route in a professional capacity but not personally used it. Others noted new or improvements made to cycle infrastructure including, paths/lanes, junction facilities and signage.

"What about physical changes?"

"I've noticed more signage and I've certainly noticed much more in the way of the area, safer areas for cyclists to go at the traffic lights, I can't remember what they're called, they've got a name."

"Oh yes, the stop lines"

"Yes, those sorts of things and far more cycle lanes on roads and that sort of thing down the sides." (Female, 45-64, Non Regular Cyclist)

"Yes, they seem to have done a lot of work with the one, this one here, along the side of Shelton Road. It's got actually a dedicated, there's an actual cycle lane and path and they've only done that, I'd say they've only done that in the last three or four years, so before there was just a line on the road, but now they've actually made a proper pavement for it." (Male, 25-44, Non Regular Cyclist)

Although those who cycled into the centre knew where there was cycle parking, some preferred to lock their bikes next to the shop/service being visited. Cycle security was only raised as an issue by one participant.

Two participants who did not cycle regularly used many of the shared paths for leisure walks, especially for family trips (sometimes parents walked with children on bikes). Haughmond Hill was noted as a walking and cycling destination.

1.7.3 Awareness and Views of Cycling Softer Measures

Cycling Events& Training

One participant had taken part in cycle training, but others were unaware of adult training. One parent who had children of an appropriate age noted training within schools.

"Yes, yes, there's quite a good amount of kids that cycle to school. He's just done his cycling proficiency, he got his level two, but I'm really scared about him going out on the bike. I mean as soon as he came out, he went out, 'I can do it, mummy.'"

"So did you teach him before he did cycling …"

"Yes, but he did his cycling proficiency the year before and only got level one, which isn't enough to go out on the roads." (Female, 25-44, New Regular Cyclist)

A non regular cyclist participant mentioned an event in Quarry Park where cycles were on display, but she did not connect it directly with CycleShrewsbury.

Cycling Information/Marketing

Participants who were aware of cycling information leaflets and maps indicated they had picked them up in central locations such as Shrewsbury railway station. Three participants indicated they had looked at the CycleShrewsbury website for information. However, awareness did not necessarily indicate participants had looked at the information. Two participants were not aware of any information or marketing.

1.7.4 Perceived Changes in Cycling/Walking in Shrewsbury in last 2 years

Number of Cyclists

One participant highlighted that awareness of other cyclists happens when you are cycling. Others noted seeing cyclists in particular areas (e.g. Quarry Park, specific cycle paths) and at specific times (e.g. commuter cyclists, weekend leisure or sport), but were not always able to judge any changes. Clearly as these two quotes demonstrate there is conflicting opinion about the level of cyclists generally.

"Do you think cycling's increased in Shrewsbury in the last couple of years?"

"I think so, I've certainly noticed more cycles going up and down this road in the mornings, it's proper numbers of them now. When I reverse out of the drive in the morning there's a fair chance there'll be a cyclist come one way or another." (Female, 45-64, Non Regular Cyclist)

"There's not a lot of cyclists in Shrewsbury, partly because there are no facilities for them and partly because it's on a hill, so it's not an ideal place for them and on the whole I think they are seen as a bit of a nuisance because of that." (Male, 45-64, Continuing Regular Cyclist)

Walking and Cycling

Shared use cycle paths were commented on by a number of participants. One participant thought that cycle and pedestrian ways had become more clearly demarcated but that public education was required on how to use them. Two participants had strong opinions that cycling on pavements had increased and was creating a hazard for pedestrians.

"She's had cyclists crash into her walking down to the gateway, you'll get a young lad whizzing along on the pavement, turning round a blind corner and just crashing into pedestrians, I have seen that happening, there are cyclists all the time going the wrong way down a one way street or on a pavement on the route." (Male, 45-64, Continuing Regular Cyclist)

1.7.5 Overall Views regarding Cycling in Shrewsbury

The outskirts of Shrewsbury, and surrounding countryside, were considered a better cycling environment than the city centre. Non-cycling participants did walk for leisure and utility trips (e.g. local shops, school, etc.), and one walked to work because it was the quickest option over cycling

Considered to be Good about Cycling in Shrewsbury

Participants expressed positive experiences about cycling along particular leisure routes and out into the Shropshire countryside. Few people talked about Shrewsbury town centre as a good place to cycle, other than around the riverside to Quarry Park.

"Yes, there seems to be like quite a nice cycling area really in Shrewsbury, I mean whether it's everywhere I don't know, but we seem to be quite lucky really living right next to it and I suppose because we live right next to the cycle path." (Female, 25-44, Non Regular Cyclist)

Considered to be Bad about Cycling in Shrewsbury

Discussions about cycling into Shrewsbury town centre raised two key problems. Firstly, the hilly terrain was considered a barrier for some cyclists (not necessarily the interviewees themselves). The participant who walked to work stated the route was only viable by foot because it involved a flight of steps by the Castle, and to cycle would involve a longer ride. Secondly, the narrow one-way streets caused concerns about personal safety while cycling, and made cyclists have lengthy routes to destinations. As the following quote indicates, several participants raised the issue of other cyclists cycling on the pavement because of the one way system.

"If you go into town, the whole of town's a one way system too, which does annoy cyclists, because I lived here and I know the town like the back of my hand, I know which way we're going, so it doesn't consciously annoy me, but you sometimes have to go right out of your way to cycle legally and you often see people cycling the wrong way down a one way street."

"So this is a big issue then in Shrewsbury?"

"I think it's a huge barrier to cyclists cycling in town, yes and the one way system does force them to cycle a long way round." (Male, 45-64, Continuing Regular Cyclist)

Three participants described cycling under the railway bridges near the station as problematic.

Participant Recommendations

Summary of Participants' Key Recommendations for Shrewsbury

- Cycle routes. While two participants indicated there were good paths/lanes, another viewed the actual city centre needing to be *'more friendly for cyclists'.* Five participants suggested more cycle lanes on roads or dividing wide pavements, and one participant noted more effective links between routes, including improved pedestrian crossings. A further comment noted the challenge - *"in terms of the nature of the layout of the roads I think it's really limited in town what you could do".* Poor lighting of routes outside of the centre was also raised.
- Security & cycle parking. Two participants indicated that cycle theft or vandalism was a concern. The former was linked to the cycle as a status object and affordability, and the latter to secure and visible cycle parking.
- Access to cycles. Using experience of another town, one person suggested the potential for making recycled bikes available for those who could not afford new ones.
- Information. One participant suggested focused on selling (reassuring & encouraging) the positive aspects of cycling. Another was keen to have local events, e.g. at schools, where family cycles and trailers could be tried out, and official guides (like Which?).

1.8 Southend

Fact File

Background and Topography: Southend is located within the County of Essex, roughly 35 miles to the east of London. With a population of over 160,000 it was the fifth largest area in the programme. Southend has a flat terrain, a favourable climate and pre-existing cycle routes (including the National Cycling Network 16 Seafront Route).

Existing Cycling Behaviours: Twenty-eight per cent of adults in 2009 had cycled in the previous 12 months, which was in line with the average level across the CCT programme.

Cycling Strategy: The strategy targeted an increase in cycling across the investment area as a whole and, in particular, an increase in the number of children cycling to school and people cycling to work. In order to increase cycling to school, the Cycle Southend team focused on delivering a programme of Bikeability training and employing a dedicated Bike It officer to work with schools to deliver cycling events. Cycling to work was promoted via a pre-existing business network called MoveEasy. The team engaged with 12 businesses to promote cycling to their employees, with grants provided for cycle infrastructure. All cycle routes being delivered under the Cycle Southend programme have been designed to lead to the town centre to facilitate both cycle commuting and cycling to local facilities.

1.8.1 Awareness of Southend as a CCT

Participants in Southend were generally aware of an investment in Cycling despite not being aware of Southend's designated CCT status. Improvements to existing off-road cycle paths, such as the Seafront Route were often attributed to the wider regeneration of Southend with cycling being a pivotal factor.

"They are investing money in the town as far as cycle tracks are concerned" (Male, 45+, New Cyclist, Southend)

Most participants were aware that cycling was being encouraged in Southend through physical changes to infrastructure, guided rides and cycling events.

1.8.2 Awareness and Views of Cycling Infrastructure in Southend

The Seafront route was positively perceived by all participants. All participants were aware of the route and nearly all had actually witnessed the improvements being implemented as part of the wider regeneration of the Esplanade. Participants, including those who had not used the Seafront cycle route, thought having raised kerbs were a good idea as they separated cyclists from both pedestrians and vehicles, thus increasing perceptions of safety.

Whilst perceptions of the Seafront route were generally positive, a few participants had experienced non-cyclists using the cycle paths, such as pedestrians (who don't realise it's a cycle path) and young people on skateboards/roller skates etc. One participant had witnessed pedestrians walking across the cycle path without looking, resulting in a 'near miss' with a cyclist.

Nearly all participants mentioned a lack of on-road cycle lanes and/or narrow disjointed cycle lanes. There were some experiences of parked cars causing hazards for cyclists.

The perceived lack of on-road cycle lanes resulted in two participants transporting their bikes to the Esplanade via car.

Cycle Storage

During the past three years, a few participants had noticed an increase in cycle racks in the town centre, some supermarkets and the rail station.

Participants who worked in the public sector (for example at the hospital, council building etc) mentioned an improvement in cycling facilities at work (for example showers, cycle parking/shelter etc). One participant stated that the improved facilities had contributed to his decision to cycle to work.

1.8.3 Awareness and Views of Cycling Softer Measures

Cycling Events

Organised/guided rides were highly visible (mainly due to the use of high visibility vests emblazoned with 'Cycle Training') and had been seen by many participants and most thought they were a good idea.

A few participants were aware of cycle proficiency training for adults through advertisements in the local media and Bikeability was specifically mentioned by parents.

There was a perceived increase in charity cycle events amongst some participants, such as the Southend to London and the Shoebury bike ride and these had been publicised in the local media and via the Cycle Southend website.

Cycling Information/Marketing

Cycle Southend was specifically mentioned by a few participants whilst others referred to the councils' *"cycling website".* Participants had visited the websites initially to find out about cycling events and/or routes and had consequently found out about bike recycling, guided rides and other cycling information.

Cycling was also publicised in the local press (Evening Echo and Advertiser) and a few participants recalled seeing leaflets promoting cycling in local supermarkets.

Those working in or visiting council buildings had seen or picked up cycling maps.

1.8.4 Perceived Changes in Cycling/Walking in Southend in last 2 years

Number of Cyclists

Participants generally thought that there had been an increase in cycling in Southend, particularly with group cycling and cycling clubs. The Seafront route was cited as being the most popular area for cyclists and use of this facility had increased in recent years with leisure cyclists. A few participants mentioned that the Seafront route is often used by cyclists for speed training (due to its flat, linear route) and this had caused some problems for leisure cyclists.

There was a small perceived increase in utility cycling on local roads and this was attributed to commuters and student cycling to the university

Nearly all participants thought that an increase in cycling would have a positive impact on Southend and would contribute to cycling become socially acceptable and a fitter, healthier population.

Walking and Cycling

In addition to issues with pedestrians along the Seafront route, some participants shared experiences of pedestrians 'straddling' the narrow shared cycle/footpaths.

Parked cars had caused issues for some cyclists as they would rather cycle on the pavement than overtake the parked car (due to safety concerns) and this was often criticised by pedestrians.

Due to the pedestrianisation of Southend town centre, many participants (including cyclists) recalled community support officers reprimanding cyclists who had not dismounted.

However, overall, most participants thought that there had been a change in attitudes towards cycling and cyclists over the past 5-10 years with cyclists becoming more accepted and tolerated by both drivers and pedestrians.

1.8.5 Overall Views regarding Cycling in Southend

Considered to be Good about Cycling in Southend

Participants were generally positive about the number of miles devoted to cycling in Southend with the Seafront cycle route and on-road cycle lane to Victoria Circus frequently mentioned.

Despite some reservations regarding the use of on-road cycle lanes, most acknowledged that there was a genuine attempt to connect leisure facilities, such as parks, woods and the esplanade and to make cycling safer.

Organised rides and the bike recycling facility were well received and despite low take up amongst participants, nearly all participants were aware of these measures.

Considered to be Bad about Cycling in Southend

Participants generally thought that improvements to cycling infrastructure were focused predominantly around the Seafront at the expense of other, in-land areas of Southend. The on-road cycle lanes were seen as discontinuous by others and that by linking on-road cycle lanes to the Seafront would further encourage cycling.

Participant Recommendations

Summary of Participants' Key Recommendations for Southend

Having split/raised kerbs on all cycle lanes/paths would increase feelings of safety and could further encourage cycling.

Cycle lanes should be connected to cycle paths/key leisure destinations to ensure cyclists do not have to cycle on busy route.

'Safer routes' should be actively promoted.

1.9 Southport

Fact File

Background and Topography: Southport is located 15 miles north of Liverpool. The Cycling Town includes the population of Ainsdale to the south of Southport, resulting in a total population in the investment area of over 90,000. With 4.5 million visitors per year, tourism is an important element of Southport's economy. The area has a flat terrain with relatively low traffic flows.

Existing Cycling Behaviours: The town had average cycling levels at baseline in 2009, with 27% of adults having cycled in the previous 12 months.

Cycling Strategy: The long-term vision was one where a cycling culture supported and enhanced the town's regeneration. The strategy defined by the Southport Cycling Town team targeted an increase in the number of children cycling to school and in the number of recreational cycling trips. Although primary schools were targeted across Southport, there was specific emphasis towards engagement with the town's five secondary schools. Interventions included Level 3 Bikeability training, Bike It, Bike Club and inter-school races as part of a Go Ride programme. Southport also focused on recreational cycling and this was promoted to both residents and tourists. Interventions included: cycle routes to and along the seafront; a public cycle hire scheme; organised summer rides including those specifically for women; and events including the Tour Series.

1.9.1 Awareness of Southport as a CCT

Awareness of improvements to cycling facilities in Southport was high amongst all types of cyclists, with most participants mentioning the coastal path, cycle hire scheme, and cycle parking unprompted.

"You can see the place is more cycle friendly. Because you'll see that there'll be places, proper poles put up, where you can park your bikes, rather than people having to find, you know, the odd lamp post. So, yes, you can see there's been an awareness and an encouragement, you know and Bike It and there's cycle to school breakfasts and the fact that the traffic lights have the cordoned off area, you're aware that this is obviously being promoted."

Not all linked the investment to Southport being a CCT, however some participants remembered seeing something in their local paper announcing that Southport was one of twelve places chosen to receive funding to improve cycling and what was going to be done in Southport and others had seen more recent information either in their local paper or on the Local Authority's website.

1.9.2 Awareness and Views of Cycling Infrastructure in Southport

The majority of participants had either cycled or walked along the coastal cycle path and thought that it was a good addition taking advantage of the wide footpath and enjoyable views. However, one participant highlighted a safety concern he had while cycling with his wife along the path on a sunny weekend. There were a large number of people sitting on the low wall between the cycle lane and road, this meant that they were obstructing the cycle lane which the participant thought was dangerous particularly with children playing. He suggested that the cycle lane was moved to the road side of the wall as people were more likely to sit on the other side as it faced the beach.

Awareness of off-road routes through the sand dunes was also high and again thought to take advantage of a good area for leisure cycling.

There was less awareness of on-road cycle lanes and participants felt that this was an area that needed further investment. In particular they highlighted the need for on-road cycle lanes on busy routes into the Town centre. A number of dangerous places to cycle on-road were mentioned with participants reporting that they either got off their cycle to cross busy junctions or cycled on the pavement on busy roads.

Cycle Parking

Most participants noted an increase in cycle parking both outside local amenities and in the Town centre. However, some still thought that provision in the Town centre was inadequate.

"It's pretty good now, better than it was. Most places have either a shelter or at least a metal hoop to chain your bike to. It's good that the Council's putting them in, encouraging people to think about cycling."

Route Signage

Participants were unlikely to mention cycle signage unless prompted. When asked they thought that the signage available was good, highlighting cycle time to key destinations. However, they thought that there should be more signage to off-road routes for leisure cycling in particular routes suitable for families. The themed leisure routes being introduced may improve this.

Cycle Hire Scheme

Most participants were aware of and supportive of the cycle hire scheme. Some had seen information on the scheme in the local paper, others had seen the scheme at Southport Railway Station, the Clifton Hotel or the Eco Centre.

"I think its brilliant, because people who haven't got a bike or people that come to Southport for like a holiday then they could use that just to get around really."

Participants talked about the cycle hire scheme providing an additional option for visitors to Southport and also improving how Southport was perceived by potential residents and visitors. Participants highlighted the need for Southport to attract visitors as so many of its businesses were either tourism related or benefited from tourism and they saw the cycle hire scheme as having a role.

"Yes, as I said there are more cycle lanes and paths, it's quite cycle friendly. They've got this cycle hire scheme at the station, so if you're a visitor coming in for the day you can hire a bike for an hour or two hours or something to get around and see more."

However, none of the participants had used the scheme themselves and were not sure how it operated.

1.9.3 Awareness and Views of Cycling Softer Measures

Cycling Events

There was low awareness of cycling events in Southport, with one participant mentioning the Milk Race and another a cycle club in Victoria Park.

However, there was strong support for cycling events particularly those aimed at families. It was thought that if they were well organised they would encourage visitors as well as being of interest to residents. Setting up informal cycle clubs with people of similar ages and backgrounds was also thought to be a good idea, indicating that awareness of led leisure rides is low.

"I think it will be good, I think if people come together and do cycle, I think it will build sort of relationships and confidence in people."

Cycling Information/Marketing

Some participants remembered seeing a spread in their local newspaper when Southport CCT was first announced and could also reading about a consultation regarding closing access to car at one end of a road to improve safety for cyclists and pedestrians, however recall of any other marketing information was low.

A couple of participants mentioned the Southport Cycling Town website and how this included useful information on CCT activities.

However, participants thought that raising awareness of Southport being a CCT and the activities being conducted was a good idea to remind people of the benefits of cycling and encourage them to have a go.

A number of participants reported having cycle route maps they had obtained from a cycling exhibition tent outside the art centre, the library and the travel centre. All thought that information on routes, particularly leisure routes, was a good idea.

1.9.4 Perceived Changes in Cycling/Walking in Southport in last 2 years

Number of Cyclists

Most participants thought that there had been an increase in the number of people cycling in Southport especially for leisure trips in the nice weather but also for short trips such as shopping trips.

Walking

Participants did not think that the number of people walking in Southport had change or that any changes in the physical environment had improved facilities for pedestrians.

1.9.5 Overall Views regarding Cycling in Southport

Considered to be Good about Cycling in Southport

Southport was considered to be a good place to cycle due to the flat terrain, views, sea air, and places of interest to visit.

In addition, it was thought that many parts had wide quiet roads that were safe to cycle.

"I think it's wide, the roads they are wide roads so it's safe to cycle in this area, very safe."

The coastal cycle path, promenade, and cycle routes through the sand dunes were particularly mentioned as places where people can cycle and *"enjoy a good day out".*

Considered to be Bad about Cycling in Southport

Participants could think of very few bad things about cycling in Southport. The only issues highlighted were the condition of some roads (i.e. potholes) and some dangerous/busy junctions.

"Nothing really, its probably better than most places. Maybe some of the junctions are a bit dangerous for cyclists but you can always chose to go another way and avoid busy areas, so no nothing really."

Participant Recommendations

Summary of Participants' Key Recommendations for Southport

- Although participants felt that provision of off-road cycle paths had improved and led to an increase in leisure cycling, they thought that further improvements needed to be made to on-road cycle lanes in order to increase utility cycling. In particular on-road cycle routes into the Town centre from the three main access routes.
- Continued training in schools was supported along with the provision of safe cycle routes to schools.
- Some participants felt that there was still a need for additional secure cycle parking, in particular in the Town centre.
- The bike hire scheme was generally well received, but participants felt that it needed to be more widely publicised including information on how to use the scheme. It was also suggested that bike hire could be free for residents for their first use to encourage people to try it.
- Some participants felt that additional signage for cyclists would be useful, in particular signage to off-road routes that could be used by cyclists even if they were not designated cycle paths.
- Participants thought that cycling events in the summer for residents and visitors would help encourage new cyclists along with road shows demonstrating the advantages of cycling.
- It was felt that more information needed to be provided, in particular on routes available and how to use the cycle hire scheme.
- Some participants suggested setting up informal cycle groups, where people could enjoy social rides and be shown off-road routes.

1.10 Stoke On Trent

Fact File

Background and Topography: Stoke-on-Trent was the second largest settlement in the Cycling City and Towns programme with a population of over 240,000 people. Located in the West Midlands, the city is 30 miles south of Manchester and 30 miles north of Birmingham.

Existing Cycling Behaviours: In 2009 Stoke-on-Trent had the lowest cycling levels of any of the CCTs (10% of adults had cycled in the previous 12 months).

Cycling Strategy: The Cycle Stoke strategy noted that no discernible cycling 'culture' existed before 2008. In addition, the strategy noted that the existing network of cycle paths was in need of enhancement and promotion, and parking facilities for cycles were considered to be inadequate.

> *"Cycle flows in the area are low which may be attributed to the lack of cycle facilities and cyclists having to share the same road space with heavy and fast traffic flows" Stoke-on-Trent Programme Manager.*

The focus of the Cycle Stoke team was to increase cycling across the investment area in general and children cycling to school in particular. In order to achieve this, the team invested resources in improving access for cyclists by means of route infrastructure and enhanced wayfinding to primary destinations within the town centre. Specific interventions included contraflow cycle lanes, road crossings and radial routes to the centre of Stoke. Cycling to schools in Stoke-on-Trent was promoted through a range of infrastructure and promotional measures. These included: cycle parking at schools; Bikeability training; Bike It officer engagement; organised after-school rides; and the involvement of school children in Tour Series race events.

1.10.1 Awareness of Stoke-on-Trent as a CCT

Few participants had any knowledge of Stoke being designated a CCT. However, a few participants stated that they thought that the local council has been granted money for cycling.

1.10.2 Awareness and Views of Cycling Infrastructure in Stoke-on-Trent

Awareness of cycling infrastructure was generally low amongst participants. This was mainly due to investment being focused on off-road cycle paths (such as improving canal tow paths) and greenways, which were often unnoticed by non-users who would rely on promotional activity and word of mouth.

Greenways and canal tow paths were positively received by those who had used them. In most cases these participants had used the off-road paths as either a cyclist or walker and their experience had improved. A few participants had begun cycling (instead of walking) due to improvements to the surfaces (for example tarmac instead of ash, gravel etc).

Despite improvements to greenways and cycle paths being well received, some sub-groups, such as female and older participants had safety concerns when using them alone or at night.

Participants were generally negative of Stoke as a place to cycle (with greenways and canal tow paths an exception). Cycle lanes were described as discontinuous, traffic levels dangerous, the terrain 'hilly' and due to the low level of cycling, 'not the done thing'.

One respondent mentioned the Velodrome at Truria Park.

Cycle Storage

There were mixed views of cycle storage/parking facilities in Stoke. Some participants thought the facilities in parks and other leisure areas were good, whilst most thought the city centre had poor cycle facilities, very few cycle racks and had concerns about cycle security.

1.10.3 Awareness and Views of Cycling Softer Measures

Cycling Events

Most participants were aware of the Tour of Britain series through Stoke. The event was advertised in the local media and was highly visible within the city centre due to signage and road closures. Awareness of "Cycle Stoke" was increased due to event staff wearing branded clothing.

A few participants recalled reading about organised meetings/guided rides in the local press and thought they would be useful for less confident cyclists. A couple of participants had seen advertisements for cycle proficiency for adults in the local paper (the Sentinel) and at leisure centres.

Cycling Information/Marketing

Nearly all participants recalled promotional material relating to the Tour of Britain. A few participants had received information through their door relating to guided rides and activities.

A few participants were aware of the Cycle Stoke website and had used the website for route maps and information about the Tour of Britain.

1.10.4 Perceived Changes in Cycling/Walking in Stoke-on-Trent in last 2 years

Number of Cyclists

There was a perceived increase in leisure cycling on greenways and canals, particularly amongst families and those keeping fit. Few participants thought that the level of cycling had changed.

Walking and Cycling

Greenways and canal tow paths were seen as mixed use facilities for cycling, walkers, dog walkers and joggers for leisure and fitness purposes amongst all sub-groups (families, couples, lone users, young/old people etc).

There were some issues sharing canal tow paths with those using the canals for fishing. Due to the use of long fishing rods and a reluctance to make way for cyclists, many participants had to lift their bikes over the fishing rods.

1.10.5 Overall Views regarding Cycling in Stoke-on-Trent

Considered to be Good about Cycling in Stoke-on-Trent
Stoke was perceived as having good off-road cycling facilities that had been 'vastly' improved in recent years. Continuing regular cyclists noted improvements to their cycling experiences.

Considered to be Bad about Cycling in Stoke-on-Trent
Despite the improvements to the canal tow paths, they were narrow and often overcrowded in the summer.

Non-cyclists tended to have a poor view of Stoke as a place to live, mainly due to the perceived lack of investment in leisure facilities and places of interest. These participants did not consider cycling as the norm, particularly on-road.

"Stoke on Trent doesn't [have many facilities] for cycling and I've lived here all my life, it's quite a boring place really, how far you'd have to go to places [that] would be interesting might be a bit too far at the moment" (Female, 20-24, Non Cyclist)

"There are not many places in Stoke where you can go. I mean sometimes we go down [to] Longton Park or Fenton Park, but there are not as many nice places around Stoke on Trent to do [cycling]" (Female, 20-24, Non Cyclist)

Participant Recommendations

Summary of Participants' Key Recommendations for Stoke-on-Trent

Those participants who were aware of off-road cycle paths thought that despite the improvements in recent years, the cycle paths could be linked together to encourage safer, traffic free cycling.

An increase in promotional activity was suggested to raise awareness of the greenways and canal tow paths.

A few participants suggested that cycling information should be 'pushed' to residents rather than relying on residents to find the information for themselves.

One participant suggested that a cycle hire scheme should be implemented in the local parks.

Improvements to cycle parking in the city centre was suggested to encourage utility cycling.

1.11 Woking

Fact File

Background and Topography: Woking is part of the Greater London commuter belt and is located outside the M25 to the south-west of the city of London. The population of Woking Borough was just over 91,000 in 2008 and the town is compact with few hills. The Basingstoke Canal towpath provided an east-west artery for cycle journeys and the Cycle Woking Strategy noted that the majority of people in the borough lived within two miles of it.

Existing Cycling Behaviours: The town had a higher than average baseline level of cycling in 2009, with 34% of adults having cycled in the previous year.

Cycling Strategy: At the beginning of the programme the decision was taken to focus on cycling trips across the town, children cycling to school and commuter journeys to rail stations. The Cycle Woking investment strategy therefore involved a mix of wide-reaching interventions to increase the viability of cycling throughout the borough, alongside interventions focused towards specific areas and target groups. The Basingstoke Canal and the towpath acts as a spine providing access to many residential areas and specific destinations. Enhancement of this asset was therefore a key feature of the Cycle Woking investment, with new links to adjacent developments, improved signage, and installation of crossing facilities.

The programme aimed to increase cycling to schools through investment in cycle parking at schools, Bikeability training, Bike Clubs and Go-Ride officer engagement. These were supported by the construction of mountain bike tracks and a range of events. Together these interventions not only encouraged cycling to schools but also promoted cycling as a mainstream activity amongst children.

1.11.1 Awareness of Woking as a CCT

There was low awareness of Woking being a CCT, with no one mentioning it unprompted. Improvements to the canal tow path, route signage and cycle parking at Woking Station had been noticed by most participants, but the improvements were not recognised as part of joined-up campaign to encourage cycling.

1.11.2 Awareness and Views of Cycling Infrastructure in Woking

A few participants mentioned that more on-road cycle lanes had been introduced in Woking, however views of on-road lanes were generally negative as they were not thought to be too narrow causing the cyclists to be close to other road traffic.

Almost all participants commented on the improvements to the surface of the canal tow path and some said that the improvements had encouraged them to either walk or cycle more along the canal. This cycle path was mainly thought to be suitable for leisure rides as it's shared with pedestrians including children and dog walkers.

"They've made the canal tow path much more cycle friendly, it used to be a horrible little muddy track overgrown with weeds and huge big muddy puddles, and it's really nice now."

Cycle Storage

Most participants had noticed an increase in the provision of bike racks in the Town centre and Woking Train Station and thought this was an improvement. However, a few thought that there were too many racks and that they weren't fully used.

"The facilities for bikes in the middle of town in terms of parking, secure parking and things are excellent … there clearly is a department in the county council that takes biking really seriously."

Whilst appreciated by many, the provision of cycle parking did not appear to be a key motivator for cycling. In addition, there were still some concerns about security with participants noting that they had seen other people's cycles with wheels missing and one participant reported that his partner's bike had been stolen from the train station recently.

Route Signage

A few participants mentioned the new route signage unprompted. When prompted, they had noticed them but could not remember much or any details. Some remembered *"the Saturn sign"* but didn't know what it was or where it went to. The inclusion of time to key destinations was thought to be useful. However, most participants felt that as they lived in the area and knew where they were going they took no notice of the signs. They do not therefore appear to have had a great impact on cycling behaviour but have perhaps been beneficial in raising awareness.

"Saturn trail, so….so what? It doesn't tell you where it goes to…it doesn't say Saturn trail to St Peters Hospital....that might be useful but they're just called names and different colours, you obviously need the map…wherever that is!"

1.11.3 Awareness and Views of Cycling Softer Measures

Cycling Events

A number of participants, particularly those with children, mentioned the Tour Series where the Town centre is closed for the day, with some saying that it was a good event, was great for the children, and encouraged them and their families to cycle.

"Tour series...it certainly helped to encourage my children to cycle, to view cycling favourably."

Participants also mentioned the night ride, the Woking Bike-athon and guided cycle rides at the weekend. Most thought they were good ideas that encouraged cycling, but very few had actually taken part.

"I did do the clumsily named 'Woking Bike-athon' in May and that was impressively democratic in its turn out. There was a real cross-section. And there were far more people doing that than I would have said normally cycle around here, definitely."

Training

There was low awareness of training with a few participants mentioning that their children had received safe cycle training. However, most were still not confident about their children cycling in Woking unattended due to levels of traffic and the lack of continuous cycle lanes.

Cycling Information/Marketing

There was low recall of marketing materials with some participants saying that they could vaguely remember articles in the local paper/magazine but not any of the details.

Two participants had subscribed to the Cycle Woking email alerts and were therefore aware of the free breakfasts, with one taking advantage.

1.11.4 Perceived Changes in Cycling/Walking in Woking in last 2 years

Number of Cyclists

Most of the regular cyclists felt that cycling had increased in Woking over the last few years, but others were unsure.

1.11.5 Overall Views regarding Cycling in Woking

Considered to be Good about Cycling in Woking

The availability of a range of areas for safe cycling, such as common land (e.g. near Horsell), the South Down hills and the canal towpath were the main things highlighted that were good about cycling in Woking. In addition the flat terrain and the provision of cycle routes across Woking, and cycle parking were also mentioned.

Considered to be Bad about Cycling in Woking

Levels of traffic and road surfaces (i.e. potholes) were thought to discourage cycling. In addition, the lack of cycle paths separate from road traffic and lack of continuous cycle lanes were also highlighted.

"The cycle lanes are a bit weird…you can be cycling along and there's no cycle lane, then all of a sudden there's a little line painted on the road and it's like they've just squeezed in these odd 200yards worth of cycle lane which isn't really a cycle lane….so you don't feel like you've got any extra space than if the line wasn't there and I don't think cars pay any attention to them at all, and it will only go for a few hundred yards and then it will stop. So it's a non consistent cycle route."

A few participants also mentioned bike theft as an issue in Woking and one participant highlighted the need those travelling with cycle trailers to be considered both in terms of access to cycle routes and parking. This participant was not able to cycle into the park as her trailer was too wide to fit through the gates and so she had to either cycle on the pavement or a busy road.

Participant Recommendations

Summary of Participants' Key Recommendations for Woking

- The main recommendation was for more cycle routes separate from road traffic
- Many participants suggested that they would cycle (and some said they would walk) more f there were paths separated from traffic (not cycle lanes that are part of the existing road).
- However participants recognised that this was not always realistic/possible.
- Better marking to clearly differentiate between areas for cars/cyclist/pedestrian
- Improvements to road surfaces to make cycling on-road safer and more comfortable.
- More accessible information and improved marketing regarding cycle routes. A number of participants said that they would find a map of the cycle trails useful.
- Improvements to driver education so that roads would be safer for cyclists.

1.12 York

Fact File

Background and Topography: York is situated 15 miles to the northeast of Leeds, within England's Yorkshire and the Humber region. With a population of over 184,000 in 2008 the area was the third largest in the Cycling City and Towns programme. The urban environment of York has a largely flat topography and an historic street layout which has led to restrictions on motor vehicle movements.

Existing Cycling Behaviours: A third of adults in York had cycled in the previous 12 months which was higher than the average for the programme.

Cycling Strategy: The focus for the investment has been to encourage new cyclists. Investment was directed towards increasing the number and frequency of children cycling to school, through a range of interventions including after school clubs, cycle training, and maintenance courses (including bespoke courses for girls). People were also encouraged to cycle to work, and interventions included cycle parking provision and events. Large employers were prioritised in order to engage the greatest number of commuters through the investment period. There was also a specific focus, via targeted marketing and events, on women cycling and those living in relatively deprived areas. In order to create a more coherent cycling network, supporting new and existing cyclists, investment has focused on improving access to the centre of York and between key suburban destinations.

1.12.1 Awareness of York as a CCT

Participants thought that York was a good place to cycle, where cycling was socially acceptable and had been for a number of years. However, few participants had noticed any major changes to York in terms of cycling infrastructure, facilities and softer measures, although some had noticed slight improvements.

A few participants linked recent cycling promotions and events to central government funding while only a couple were aware of York's CCT status and had read about it in the local paper.

1.12.2 Awareness and Views of Cycling Infrastructure in York

Few participants noted new cycling infrastructure in and around York. However, many mentioned changes to existing off-road cycle paths (for example along the river and old railway lines) in terms of improved lighting and maintenance.

These off-roads paths were liked by participants and used mainly for leisure/fitness cycling.

One participant thought that the number of cycle hire shops had increased in recent years, particularly those that offer cycle hire to tourists.

Cycling was seen as normal on roads and cycle lanes had been around for several years. However, a few cyclists noted that the number of cycle lanes had increased in recent years and were often narrow and discontinuous, often ending abruptly.

Advanced Stop Lines were singled out by non-cyclists as being frustrating due to cyclists being able to get in front of motorists at traffic lights, thus causing delays.

Cycle Storage

Cycle parking was perceived as being available in York city centre for numerous years. Many participants thought that the number of cycle racks had increased but there were serious concerns over cycle security as some participants' bikes had been stolen or vandalised.

Other participants recalled cycle racks being full (30/40 bikes at a time) and either seeing people lock their bikes to lampposts etc or doing it themselves.

Route Signage

There was some recall of route signage and participants generally thought they were a good idea. However no participants had used the signs and most thought they were aimed at tourists, and thus ignored by residents.

1.12.3 Awareness and Views of Cycling Softer Measures

Cycling Events

No participants had taken part in a guided ride but a few had noticed them due to their high visual presence.

One participant had taken part in a 'Cycling Breakfast' where a cup of coffee and bacon sandwich were offered to incentivise cycling to work. The event was successful in encouraging cycling as the number of cyclists increased on that day.

A number of parents reported an increase in cycling activity at their children's school in the last few years. Numerous letters had been sent to parents, encouraging the take up of cycle proficiency training. This increase in activity was well received by parents as encouraging their children to be more healthy/active and sociable, whilst improving road safety awareness.

Cycling Information/Marketing

Websites such as 'Cycle York' and 'YORtime' had been used by several participants. One participant had accessed the Cycle York Twitter feed via another company's website.

Advertising campaigns in the local press relating to cycling and car free days were mentioned by some participants.

Parents stated that their children had brought home an increasing amount of information aimed at encouraging cycling by promoting the environmental and health benefits.

Other participants had picked up leaflets and cycle route maps from the tourist office.

Information accessed by participants tended to relate to:

- Cycle routes
- Cycle proficiency training for adults
- Group rides/training for older people
- Bike rides from the refuse centre (the green eco building)
- Bike maintenance workshops

1.12.4 Perceived Changes in Cycling/Walking in York in last 2 years

Number of Cyclists

The level of cycling has always been high in York; therefore few participants thought that the level of cycling had changed.

There were some negative views from non-cyclists who thought that there were too many cyclists or had seen cyclists riding on pavements, not using lights and thought that some cyclist required training. This behaviour was attributed to students and young people in the city using bikes as a mode of transport (for example for utility cycling).

Walking and Cycling

Off-road cycle paths were seen as shared use facilities amongst cyclists and pedestrians. Large parts of the city had been pedestrianised, and cyclists were required to travel around the one-way system. A few participants viewed this as an example of tourists (who are likely to be pedestrians) being more of priority than residents.

In areas where cycle lanes appear alongside footpaths some participants had experienced pedestrians using the cycle lanes despite the 'cycling only' signs.

1.12.5 Overall Views regarding Cycling in York

Considered to be Good about Cycling in York

York was seen as accessible by bike due to its relatively small size and good off-road links to parts of the outskirts of the city.

Participants thought that cycling was very much a social norm and had been for several years. Being a university town was thought to contribute to this with comparisons between Oxford, Cambridge and York mooted.

Considered to be Bad about Cycling in York

Participants who were cyclists were critical of the restrictions in place within the city centre as they were often confusing and frustrating as cyclists have to dismount and walk. A few participants recalled seeing the Police reprimanding cyclists.

Requiring cyclists to go around the one-way system often led to frustration amongst participants who were cyclists and a few participants had experienced cyclists travelling in the wrong direction.

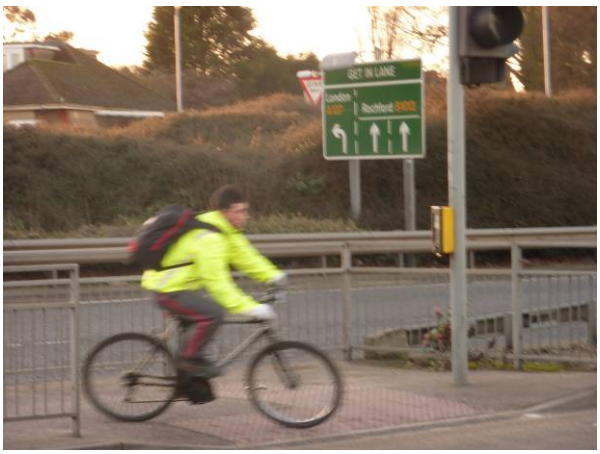
York was also seen as being very busy with traffic, particularly in the summer months, cycling was therefore seen as dangerous, despite it being the norm.

Participant Recommendations

Summary of Participants' Key Recommendations for York

- Increase awareness of cycling benefits and infrastructure etc.
- Promote/publicise safer cycling routes
- Secure cycle parking in the town centre – encourage cycling (safety concerns)
- Integrate cycle lanes/parking etc with supermarkets on the outskirts
- Continuous cycle paths – plan safe routes (to supermarkets) to avoid roads. Some participants complained that new retail developments were not accessible by bike.
- More charity events to encourage cycling
- More separate cycle lanes (away from traffic) to allay safety concerns

Appendix & – Fieldwork Materials



Capabilities on project:
Design & Planning
Environment
Transportation

Appendix & – Fieldwork Materials

Introduction

Telephone interviews were used to recruit participants for the face to face in-depth interviews.

Individual face-to-face interviews enabled detailed exploration of individual behaviour, and thoughts and feelings about behaviour. Within a framework the interviewer had scope to adapt questions to specific individuals interviewed in order to probe key issues. Carrying out interviews in the homes of participants allowed the researcher to observe and discuss environmental factors (within the house – e.g. space to store bicycles and outside the house e.g. nearby cycle facilities, infrastructure).

The face-to-face interviews took place at the home of the participant or at a public venue suggested by the participant. Interviews lasted between 45 and 80 minutes, with additional time (up to 60 minutes) for accompanied journeys where applicable.

Before each interviewer visited a CCT they were briefed by a member of the evaluation team regarding the infrastructure and cycling provision in the area and issued with maps and detailed notes to inform their understanding and knowledge of each area.

Before taking part in the interview, interviewers explained the purpose of the research to participants and answered any of their questions. Participants then completed a consent form.

The following fieldwork materials are presented in this Appendix.

- Telephone Recruitment Questionnaire;
- Interview Confirmation Letter;
- Face-to-Face Interview Topic Guide;
- Participant Consent Form; and
- Accompanied Journey Pro Forma.

Project:	**Evaluation of Investment in Cycling**	Job No:	**60097145/M003.320**
Subject:	**Qualitative Research – Recruitment Questionnaire (Final v2.0)**		
Prepared by:	**Kiron Chatterjee/Steven Marsh**	Date:	**30.09.2010**
Approved by:	**Jeremy Hardin/Jo Christensen**	Date:	**30.09.2010**

[Make sure you have the Respondent Details Spreadsheet in front of you for reference when making the call].

SECTION A: INTRODUCTION

Good Morning/Afternoon, my name is [INSERT NAME] I'm calling from AECOM an independent Social Research organisation on behalf of the Department for Transport, Cycling England and the Department of Health.

In [MONTH] last year you completed a questionnaire about your experiences and thoughts on cycling. At the end of the questionnaire you said you would be willing to be re-contacted in relation to this research by the Department for Transport or their representatives.

[If the respondent would like to know more about this research please ask them to call Steven Marsh at AECOM on 0161 927 8449] if they wish to ensure that the research is bona fide they can contact Jenny Buckland at the Department for Transport on 0207 944 5732

Do you remember completing the questionnaire? *[Even if they do not remember, please continue]*

I am calling to ask you some questions about any cycling that you may currently do, and to find out whether you would be willing to take part in a depth interview. This telephone interview should only take 5-10 minutes to complete, is voluntary and you may withdraw from the interview at any stage.

The research is being conducted under the Code of Conduct of the Market Research Society (MRS) and the Data Protection Act. The information you provide is being collected solely for the purposes of research. Your personal details will be held securely, accessed only by the research team, and permanently deleted at the end of this study. The answers you provide will be reported anonymously, and may be archived for further research.

Yes ☐1 **CONTINUE**

No ☐2 ⟶

Is another time/date more convenient for you? [Write in date/time] (IF NO: Please record why)?

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SECTION B: CYCLING BEHAVIOUR (A)

The questionnaire you completed contained questions asking about owning and using a bicycle.

Look up answer from [SQ-B11 and/or B6-B8] using the Respondent Details Spreadsheet to check cycling behaviour.

- IF SQ-B11 and/or B6-B8 = MISSING ETC: **GO TO SECTION C.**

When you completed the questionnaire you stated that [REPEAT ANSWER TO SQ-B11].

- IF SQ-B11/B6-B8 = ALREADY REGULAR CYCLIST: **GO TO B1a**
- IF SQ-B11/B6-B8 = POSSIBILITY/PLANNED TO BE A REGULAR CYCLIST / OCCASIONAL CYCLIST: **GO TO B2a**
- IF SQ-B11/B6-B8 = NO CHANCE OF BECOMING A REGULAR CYCLIST: **GO TO B3a**

IF SQ-B11/B6-B8 = ALREADY REGULAR CYCLIST:

B1a: Have you continued to cycle regularly since you completed the questionnaire (to note this was around 12 months ago)?

I have continued to cycle regularly since completing the questionnaire .....☐1 **GO TO B1b**
I no longer cycle regularly .....☐2 **GO TO B1c**

B1b: Do you cycle more, less or the about the same since you completed the questionnaire?

More ..... ☐1
Less ..... ☐2
About the Same..... ☐3

B1c: Why is that (probe fully)?

Please write in
PROBE FOR REASONS FOR CHANGE/NO CHANGE IN BEHAVIOUR/ATTITUDES

GO TO SECTION D

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IF SQ-B11/B6-B8 = POSSIBLE/PLANNED TO BE A REGULAR CYCLIST / OCCASIONAL CYCLIST:

B2a: Have you started cycling regularly since you completed the questionnaire?

Yes, I have started cycling regularly ..... ☐1 **GO TO B2c**

No, I have not started cycling regularly

but cycle occasionally ..... ☐2 **GO TO B2b**

but plan to become a regular cyclist ..... ☐3 **GO TO B2b**

and have no intention of becoming a regular cyclist at all ..... ☐4 **GO TO B2c**

B2b: Do you cycle more, less or the about the same since you completed the questionnaire?

More ..... ☐1

Less ..... ☐2

About the Same..... ☐3

B2c: Why is that (probe fully)?

Please write in

PROBE HOW & WHY BEHAVIOUR/ATTITUDES HAVE CHANGED, IF NO CHANGE – PROBE WHY.

GO TO SECTION D

IF SQ-B11/B6-B8 = NO CHANCE OF BECOMING A REGULAR CYCLIST:

B3a: Do you still have no intention of becoming a regular cyclist?

I still have no intention of becoming a regular cyclist .... ☐1

I plan to become a regular cyclist ..... ☐2

I now cycle occasionally ..... ☐3

I am now a regular cyclist ..... ☐4

B3b: Why is that (probe fully)?

Please write in

PROBE HOW & WHY BEHAVIOUR/ATTITUDES HAVE CHANGED, IF NO CHANGE – PROBE WHY.

GO TO SECTION D

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SECTION C: CYCLING BEHAVIOUR (B)

IF SQ-B11 and/or B6-B8 = MISSING

C1: Thinking about how you cycle now, compared to 18 months ago, which of the following statements best describes you…? [THIS QUESTION MAY BE ASKED CONVERSATIONALLY]

I have regularly cycled for more than 18 months…
- but now cycle more frequently ..... ☐1 [3-Y (more regularly since baseline)]
- and have continued to cycle regularly ..... ☐2 [4-Y (expert)]

I started cycling regularly 12-18 months ago…
- and have continued to cycle regularly ..... ☐3 [1-Y (post-investment, >1 year)]
- but now cycle more frequently ..... ☐4 [3-Y (more regularly since baseline)]
- but now cycle less frequently/do not cycle any longer…. ☐5

I cycled occasionally 18 months ago …
- and have now started cycling regularly ..... ☐6 [2-Y (post-investment, < 1 year)]
- and have continued to cycle occasionally ..... ☐7 [5-Y (lapsed/occasional)]
- but now cycle less frequently/do not cycle any longer… ☐8

I planned to become a regular cyclist 18 months ago …
- and have now started cycling regularly ..... ☐9 [2-Y (post-investment, < 1 year)]
- and now cycle from time to time ..... ☐10 [5-Y (lapsed/occasional)]

There was a possibility of becoming a regular cyclist 18 months ago …
- and I have now started cycling or plan to cycle regularly ☐11 [6-Y/N]
- but I have not started/do not plan to be a regular cyclist ☐12 [7-N]

I had no intention of becoming a regular cyclist 18 months ago …
- but I have now started cycling or plan to cycle regularly ☐13 [6-Y/N]
- and nothing has changed ..... ☐14 [7- N]

C2: Why is that (probe fully)?

Please write in
PROBE HOW & WHY BEHAVIOUR/ATTITUDES HAVE CHANGED, IF NO CHANGE – PROBE WHY.

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SECTION D: CHANGES TO OTHER TRAVEL BEHAVIOUR

D1: Are there any modes of transport that you use more or less often since this time two years ago (when you completed the questionnaire)? [For example, now get the bus/train, now have an extra car, now walk more or less etc]

Yes ☐1 ⟶
No ☐2 **CONTINUE**

Please record details (including routes, purposes, and reasons for change)

SECTION E: DEPTH INTERVIEW

We would like to invite you to take part in an interview about your thoughts and experiences of cycling. The purpose of the interview is to discuss your views in a level of detail that is not possible over the telephone.

The interview will last about one and a half hours. The interview will be informal and will take place at your home, or at an alternative venue at your convenience. You will receive a gift of £30 in vouchers as a thank you for your participation.

E1: Would you be willing to take part in an interview?

No ☐1 ⟶
Yes ☐2 **CONTINUE**

Please record reasons why.

THANK & CLOSE

Thank respondent and explain that we need cross-section of different people and are currently finding out how many people are interested and that a member of the research team will call them back in a few days to let them know whether they have been selected, and to arrange a time and date for the interview.

E2: On what days/times of the week would you be available for an interview?

Please record respondent availability (daytime/evening, weekday/weekend etc).

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SECTION F: ACCOMPANIED JOURNEY

If possible, the researcher would also like to accompany you on a cycling journey that you regularly make or have made recently. If you are not a regular cyclist we can accompany you to by bicycle or foot on a journey that you could make by bicycle in the future. *Please note that this is voluntary and you do not need to complete an accompanied journey in order to take part in the research.*

At various stages of the accompanied journey the researcher will ask you questions about what you like and dislike about the journey and will provide you with opportunities to illustrate some of the comments you made during the interview. The accompanied journey can be a full or part journey and will last no longer than 30 minutes.

As a gift to thank you for allowing us to accompany you on a cycling journey we will give you an additional £20 in vouchers (total of £50).

F1: Would you be willing to be accompanied on a cycling journey? *(if not a regular cyclist remind respondent that the researcher could accompany them by bicycle or foot on a journey that they could make by bicycle in order to discuss any issues/barriers – CHECK THAT RESPONDENT HAS A FUNCTIONING BICYCLE)*

No ☐1 ⟶

Yes ☐2 **CONTINUE**

Please record reasons why

Confirm what has been agreed with the respondent and thank them for their time.

F2: What types of cycling journeys do you make (could you potentially make)?

Please record details of cycling journeys (such as purpose, time of travel, route, distance, how often make journey etc). Confirm if any of these journeys can be the accompanied journey.

Confirm what has been agreed with the respondent and thank them for their time. Reiterate that we need a cross-section of different people and cycling journeys and are currently finding out how many people are interested. A researcher will call them back in a few days to let them know whether they have been selected for an interview or an interview and accompanied journey and will arrange a time and date for the interview and journey. However in the event they are not selected this time they might be asked to participate in further research in the future.

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<DATE>

<RESPONDENT NAME>
<ADDRESS 1>
<ADDRESS 2>
<ADDRESS 3>
<ADDRESS 4>
Our Ref: 60097145 M003.320

Dear <RESPONDENT NAME>

Your Thoughts about Cycling – confirmation of interview arrangements

Thank you for agreeing to take part in this study we are carrying out on behalf of the Department for Transport (Df T), Cycling England and the Department of Health (DH). Your time and help is greatly appreciated. This letter confirms the name of the person who will be coming to see you and the time of your interview. This letter also provides some more informat ion about the study and who to contact if you have any questions.

The person that will be visiting you will be <INSERT RESEARCHER NAME>.

On the <INSERT DATE> & <INSERT TIME>.

AECOM is working in partn ership with the Centre for Transport & So ciety at the University of th e West of England, Bristol and the Tav istock Institute, to conduct research into experiences of cycling and your travel decisions more generally.

Naturally, participation is e ntirely volunta ry and the information collected will be dealt w ith in strictest confidence by the research team. To he lp us e xplore your vie ws, and only with your permis sion, the interview will be recorded. The recording will be kept within the research team, a nd any quote s will be reported anonymously and used purely to inform this study. All recordings will be deleted at the end of the study and your details will not be passed on to any individual or organisation outside of the research team.

This is genuine research that is being c onducted und er the Market Research So ciety's (MRS) Code of Conduct and all members of the research team operate within the Data Protection Act. This ensures that all research is carried out at the highest ethical and professional standards. It also me ans that it is possible to withdraw from the intervie w at any stage . If you would like more information about the MRS Code of Conduct, please telephone 0500 396 999 (please note this number is free to call).

The interview w ill last ap proximately 9 0 minutes <and the accompanied cycling journey w ill tak e approximately 30 minutes>. As a tha nk you for your time, you will receive a gift of £30 in vou chers for participating in the interview <and an additional £20 in vouchers for an accompanied cycling journey>.

If for any reason you can no longer make t his appointment or if you w ould like further information please do not hesitate to call us on <RESEARCHER NUMBER>. Thank you once again for a greeing to take part in the research and I look forward to meeting you.

If you would like to kno w m ore about this research or have any que ries about your interview p lease call Steven Marsh at AECOM o n 0161 602 7547. If you wish to speak to someone at the Department for Transport please call Jenny Buckland on 0207 944 5732.

Yours

<RESEARCHER NAME>, <RESEARCHER TITLE>
D <RESEARCHER NUMBER>
E <RESEARCHER EMAIL>

Project:	**Evaluation of Investment in Cycling**	Job No:	**60097145/M003.320**
Subject:	**Qualitative Research – Topic Guide**		
Prepared by:	**Kiron Chatterjee/Steven Marsh**	Date:	**22.09.2010**
Approved by:	**Jeremy Hardin/Jo Christensen**	Date:	**22.09.2010**

This guide outlines the topic areas and questions which need to be covered during the depth interviews. This guide is intended to act as an aid-memoir for the researcher and as a result the researcher may not necessarily ask all these questions or follow them in the order shown. The guide will be used to check that all relevant issues have been covered.

The key topics to cover are as follows:

- *Explore in depth how people have responded to the cycling investment.*
- *Identify any changes in cycling behaviour.*
- *What has changed?*
    - *Are people cycling more frequently – How and Why?*
    - *Are people walking more frequently – How and Why?*
    - *Are cycling trips replacing other modes of transport or new trips entirely?*
    - *Are people new to cycling or starting again after a break?*
- *Why have changes occurred?*
- *In what context have changes occurred?*
    - *Are there any changes in perceptions and attitudes towards cycling and walking?*

Prior to interview please review the topic guide thoroughly and take along to the interview: respondent details (taken from self completion questionnaire, adult questionnaire and telephone recruitment questionnaire); blank Travel Behaviour Timeline sheet; and relevant cycle city/town fact sheet.

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1 - INTRODUCTION/WARM UP – 5 minutes

- Introduce self.
- Conducting interview on behalf of the Department for Transport, Cycling England and Department of Health.
- Confirm length of interview (approximately 90 minutes) and level of incentive.
- Purpose of interview is to talk about:
  - Attitudes and experiences of cycling
- Emphasise confidentiality – confirm permission to record interview and that recording will not be passed on to anyone else.
- Confirm whether willing to make accompanied journey and length of journey (maximum of 30 minutes).
- Ask respondent to complete consent form (2 copies – respondent to keep 1 copy).

- Ask respondent to introduce themselves – family, work, hobbies, leisure activities etc
- Number of people in household? etc

If not covered above, use information in the *Respondent Details* to prompt (examples below):

- Personal characteristics
  - Participant age (AQ-C1)
  - Participant employment status, workplace (AQ-C7, AQ-B2)
- Household members
  - Other household members (list with age/gender) (SCF)
- Vehicles
  - Driving licence (AQ-C4),
  - no. household cars (AQ-D11)
  - Bicycle available (AQ-B4)

2 – TRAVEL BEHAVIOUR TIMELINE (BEHAVIOURAL CHANGE) – 20 minutes

Explain that you would now like to complete a timeline of travel behaviour over the past three years. In addition, you will also ask some questions about changes in personal circumstances over the three years.

(Some details may have already been covered briefly – the timeline will provide further details and opportunities to probe reasons and impacts of the changes).

Jointly complete *Travel Behaviour Timeline* covering last three years, specifically focussing on cycling. Make notes on the timeline where relevant.

Remind participants of cycling behaviour reported in baseline survey (referring to Respondent Details – specifically SQ-B11, B4-B10)

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If NO cycling reported in last three years

- ask if cycled previously, when and why stopped
- ask if there were occasions when planned to start cycling or briefly started cycling and stopped
- find out the nature of journeys for which this was the case (journey purpose/destination) and probe as to why did not cycle or continue cycling
- ask if walking has changed (increased/decreased) during timeline and why
- what would have to change in cycling history timeline to encourage cycling (then go to Section 4).

Go to Section 4: Other Cycling Journey/Potential Journey

Transition Points

Prior to the interview - review 'factors that determine transport behaviour' diagram and report from Anable et al (2006).

Identify transition points where travelling behaviour, in particular cycling or walking, changed (increased or decreased) and seek explanations for each of them (or main ones if many).

Ask respondent to explain changes (unprompted – then probe if necessary).

- What has changed?
- Impact on other modes - cycling replacing trips made by other modes / new trips and why (parking charges, fuel/vehicle costs, public transport costs etc)
- Anything else happening at about same time (i.e. were habits broken by life event or incident, this may be indicated from *travel behaviour timeline*)
- A concerted, conscious effort to achieve something (i.e. were habits broken by setting a goal such as to get fitter)
- Dissatisfaction (push-factors) with pre-transition behaviour (i.e. were habits broken by existing behaviour no longer fulfilling needs)
- Attractive aspects (pull-factors) of new behaviour.
- Influence of people around you (family, friends, neighbours, colleagues, wider public, media)
- Influence of surrounding area (cycling facilities, parks etc)

Also ask what had prevented the transition happening any earlier than it did.

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3 – REGULAR CYCLING JOURNEY – 20 minutes

- Identify cycling journey that is/was made most frequently. Confirm that respondent regularly cycles/cycled for this journey.
- Ask them to describe the journey (origin, destination (one-way or return), purpose, frequency, journey time and whether other modes of transport are involved).
- When did you start making this journey? – (replaced other mode of transport etc)?
- Do/did you use a particular route for this cycling journey - why did/do you use it?
    - Probe geography, on/off road, perceptions of personal and road safety etc.
    - What are the alternative routes – why do you not use them?
- What is/was important to you when making this journey (unprompted)?
    - Practical / emotional / financial / health factors etc – what and why?

Social & Contextual Factors

- Why do you cycle for this particular journey? Probe fully (practical / emotional / financial / health reasons – perceptions/attitudes towards cycling (perceived benefits, level of cycling in city/town etc)
- What role do other people (family/friends/colleagues etc) play in cycling for this journey?
    - Did anyone encourage or recommend that you cycle for this journey? Who specifically? – Why/What?
    - Have you recommended cycling (for this journey) to others? Why/What?
    - What do people think of you cycling for this journey?
    - To what extent have you been influenced by others?
    - To what extent have you influenced others?
- Do/did you enjoy cycling for this journey or not? - What aspects?
- Is/was there anything that motivates or discourages you from cycling for this journey (e.g. facilities at destination, feeling more active/being tired/warm etc)?
- What impact has cycling for this journey had? - Probe advantages and disadvantages (practical / emotional / financial / health factors)
- What is/was good/bad about cycling for this journey (unprompted)?

If no longer cycling for the journey

- Why did you stop cycling for this journey?
- What would encourage you to cycle for this journey in the future?

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If still cycling for the journey

Detailed Experiences and Alternatives

- How has the experience of cycling for this journey changed since you started cycling it?
- How have (external) conditions changed? – what are they?
- How have your (internal) abilities changed? – what are they?
- What could improve your experience of cycling for this journey?
- Do you cycle for this journey all year round? If not, why not?
- In what circumstances might you stop cycling for this journey?
- What do you do for this journey when you do not cycle?
    - What is good about travelling in this way for the journey?
    - What is bad about travelling in this way for the journey?

Accompanied journey (with stop-offs) may be used where possible to obtain more insights on above.

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4 - OTHER CYCLING JOURNEY/POTENTIAL JOURNEY – 10 minutes

For those currently cycling, identify another less frequently made cycling journey. For those not cycling or no other cycling journey, identify a potential cycling journey (a new journey or a journey that could replace a current journey by other modes (walking, car etc) and probe fully for barriers.)

- Ask them to describe the journey (origin/destination (one-way or return), purpose, frequency, journey time and whether other modes involved /replaced).
- Is cycling realistic for this journey? If not, why not? Probe internal/external barriers etc.

Ask the following questions as appropriate:

- What is important to you when making this journey (unprompted)?
    - Practical / emotional / financial / health factors etc – what and why?
- Why do you not cycle this journey? Practical / emotional / financial / health factors and/or influence of others etc.
- How do you currently make this journey? – Why? (replacing current trip/new trip)

Social & Contextual Factors

- What would be good/bad about cycling for this journey?
- What would motivate or discourage you from cycling for this journey (e.g. facilities at destination, being tired/warm)?
- What role do other people (family/friends/colleagues etc) play in cycling for this journey?
    - Has anyone encouraged or recommended you cycle for this journey? Who specifically? Why did they recommend it?
    - Has anyone discouraged you from cycling for this journey? Who specifically? Why did they recommend it?
    - What would people think of you cycling for this journey?
    - To what extent have you been influenced by others?
    - To what extent have you influenced others?
- What impact has cycling for this journey had? - Probe advantages and disadvantages (practical / emotional / financial / health factors)
- In what circumstances might you start cycling for this journey? (what needs to happen – changes to personal circumstances or environment/route etc)

Accompanied journey (with stop-offs) may be used where possible to obtain more insights on above for those that are not cycling.

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5 - EXPERIENCES OF CYCLING IN TOWN/CITY – 20 minutes

Ask all respondents

Explain that now going to ask about cycling more generally in respondent's town/city.

Ask the following questions as appropriate:

- What type of people cycle? – Why? (generally versus those living in respondents city/town/area etc)
- What do you think of cyclists?
- What do other people think about cyclists?
- What is good about cycling in your town/city (unprompted)? – Why?
- What is bad about cycling in your town/city (unprompted)? – Why?
- What factors are important to you when cycling?
    - Considerate behaviour by motorists?
    - Separate cycling paths from traffic?
    - Secure cycle parking?
    - More people cycling?
    - What else is important?
- Do your closest family/friends cycle? – Why/why not?
    - What types of journey?
    - What do you think of their cycling behaviour?
    - Are they positive about cycling or not? Why/why not?
    - Do they support/encourage you to cycle? If so, who in particular supports/encourages you to cycle? – Why?
    - Do you support/encourage your closest family/friends cycle? If so, who in particular do you support/encourage to cycle? – Why?
- What factors are important to your friends/family when cycling?
- <u>If not already covered ask about children in family</u> – do they encourage their children to cycle/do their children encourage them? If so, why and for what trips? If not, why not? Do they make any trips unaccompanied (which trips – why/why not?)? Do they have any concerns about their children cycling?

Ask if possible to talk to children in household – could be at this point or at the end of the interview – see list of key topics at the end of the topic guide (section 7).

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- Have you changed your thoughts about cycling in the last two years? – Why/why not?
- Do you think cycling has increased in your town/city in the last couple of years or not? – Why/why not?
    - Have motorists become more considerate to cyclists?
    - Have cyclists become more considerate to motorists?
    - Has the level of cycling in your town/city affected you in any way? – How?
    - Has the level of cycling made the town/city a better place to live, or not?
- Have you changed your thoughts about walking in the last two years? – Why/why not?
- Do you think walking has increased in your town/city in the last couple of years or not? – Why/why not?
- During the last two years, have you noticed any changes or not in the physical environment (streets, etc.) near where you live that would encourage cycling or walking? – What?
- If noticed changes – have these changes improved your area in any way or not – How- Why/Why not? – Which particular areas?

6 – INFORMATION ON CYCLING IN TOWN/CITY – 10 minutes

- Are you aware of any information on cycling in your town/city?
    - Can you think of any examples? (marketing, signs, maps, websites etc)
    - Where have you seen/heard of them (find out yourself – where? Friends/family/colleagues etc)
    - What do you think of the information? – Amount, content, use & usefulness, impact/influence on you and others?
    - Have they had an impact or not? – How?
    - In the last two years, have you noticed any changes in the information about cycling in your town/city? - What?
- Have you heard about any events or training in your town/city (including 'guided rides')? – If so which ones?
    - Where did you hear/learn about them? (find out yourself – where? Friends/family/colleagues etc)
    - Have you participated in any of the events or training (including 'guided rides')? - Which ones? Do you know anyone who has? Have they had an impact or not? – How?

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6 - WRAP UP – 5 minutes
- What (if anything) would motivate/encourage you to increase/sustain your cycling journeys? How – Why? - What (if anything) would motivate/encourage you to increase/sustain your walking journeys? How – Why? - What (if anything) is the main reason for any change in cycling behaviour? – What impact has this had? - In the last few years, has travelling in your town/city improved in any way? How-Why/Why not? Driver, pedestrian, cyclist, public transport user etc? *(if respondent has referred to it being a CCT then can ask directly about the CCT)* - If you could make one recommendation about cycling in your area, what would it be? Thank respondent for their participation

CONDUCT ACCOMPANIED JOURNEY IF AGREED AND COMPLETE OBSERVATION PRO FORMA.

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7 – TOPICS TO ASK CHILDREN

Note – children may not be able to accurately or fluently recall behaviour and attitudes. Please ask the following conversationally and probe to ensure accuracy.

- Do you cycle? - When did you start cycling? How often do you cycle?
- What types of cycling journeys do you make? – Who do you cycle with (parents, friends etc)? Any unaccompanied cycling journeys?
- Why do you cycle?
- What do you like/enjoy about cycling?
- What do you not like about cycling?
- What do your family think about cycling?
- What do your friends think about cycling?
- Have you been to any events or training about cycling – If so, what did you think of them?
- Do you cycle more/less/about the same than this time last year? – Why?
- What do you think about cycling in your area? – Better/worse/same? – Why?
- What would make you continue to cycle?
- What would make you cycle more? What would make you cycle less?

Thank respondent for their participation

7a – PLEASE RECORD DETAILS OF ALL CHILDREN INTERVIEWED (name, age etc.)

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Your Thoughts about Cycling – Depth Interview Consent Form

Thank you for agreeing to take part in this study we are carrying out on behalf of the Department for Transport, Cycling England, and the Department of Health.

Please tick (✓) the boxes below to confirm the following:

I agree to take part in this interview and have been given the opportunity to ask any questions about the project…….. ☐

I consent to the researcher recording the interview and understand that my words may be quoted anonymously in study publications……..... ☐

I understand that all the data I provide will be stored securely for the duration of the study on a password protected website and will be accessible only by the research team.

I understand that all personal data and the interview recording will be erased on study completion..... ☐

I agree for an anonymous transcript of the interview and copy of my travel timeline to be securely archived in case it is required for future research
You will not be identifiable from any archived material……. ☐

I understand that other members of the study team will have access to my data only if they agree to preserve its confidentiality …….. ☐

I understand that I am responsible for my own safety and security on the accompanied journey and am taking part entirely at my own risk …….. ☐

I confirm that my bicycle is roadworthy and that I can ride it safely…….. ☐

I understand that the researcher will not attempt to distract me whilst I am cycling, and that I should proceed safely to the agreed stopping points..…….. ☐

I understand that the interview is voluntary, will be conducted according to the MRS Code of Conduct and that is possible to withdraw from the interview and/or accompanied journey at any stage ……... ☐

OPTIONAL: I consent to the researcher taking photographs of me and give permission for the photographs to be used in reporting for illustrative purposes ….
This will not affect your participation in the interview or accompanied journey. ☐

I have received a gift of a £50 voucher as a thank you for participating in an interview and an accompanied journey …….. ☐

CODE OF CONDUCT

All Market Research Society members abide by a strict Code of Conduct. This ensures that all research is carried out at the highest ethical and professional standards. If you wish to verify that this interview was carried out under the MRS Code of Conduct please telephone 0500 396 999 (please note this is a free telephone number).

DATA PROTECTION ACT

Members of the Market Research Society operate within the Data Protection Act, which means that any personal data supplied will be handled securely in accordance with the requirements of the Act.

NAME:	**SIGNATURE:**

DEPTH INTERVIEW REFERENCE NUMBER (TO BE COMPLETED BY INTERVIEWER):

Project:	**Evaluation of Investment in Cycling**	Job No:	**60097145 M003.320**
Subject:	**Qualitative Research – Accompanied Journey Observational Pro Forma**		
Prepared by:	**Kiron Chatterjee/Steven Marsh/Jeremy Hardin**	Date:	**22.09.2010**
Approved by:	**Richard Redfern/Paul Knight**	Date:	**22.09.2010**

DEPTH INTERVIEW REFERENCE NUMBER (TO BE LINKED TO TRANSCRIPT & TIMELINE)	

<u>GENERAL OBSERVATIONS</u> (COULD BE BEFORE/AFTER INTERVIEW WITH RESPONDENTS)

Note infrastructure, facilities etc near/around house (flat/uphill, cycle lanes/routes/busy traffic/dark at night etc)? Record own observations and respondent comments (where appropriate) – use interview/stop offs to ascertain if own observations match respondent comments etc.

Take photographs as appropriate (seek permission if appropriate).

Nearby cycle facilities (e.g. outside shops etc.)	
Cycling infrastructure in neighbourhood (cycle lanes/routes, on/off road, signage etc.)	
Traffic levels in neighbourhood (note time of day)	
Terrain in neighbourhood (geography, surfaces, gradients etc)	
Potential problems/barriers when cycling	

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ACCOMPANIED JOURNEY DETAILS

Journey Details	
Origin/destination (if looped journey note mid-point/landmark etc):	
Journey purpose:	
Average journey time:	
Frequency of journey:	
How long been doing journey:	
Usual time of travel:	
Route (approximate) [should be agreed prior to interview]:	

Actual Journey	
Time of travel:	
Part/full journey (if part mak e a note of start/end point of part journey):	

ACCOMPANIED JOURNEY OBSERVATIONS

Note infrastructure, facilities etc near house/along route etc (flat/uphill, cycle lanes/routes/busy traffic/dark at night, on-off road etc) where appropriate? Record own observations and respondent comments (where appropriate) – use stop offs to ascertain if own observations match respondent comments. Note differences to general observations.

Take pictures as appropriate (seek permission if appropriate).

Space to store bikes (at house and destination)	
Security for bike storage etc (at house and destination)	
Infrastructure on accompanied journey route	
Traffic levels on accompanied journey route	

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Terrain on accompanied journey route (geography, surfaces, on/off road, gradient etc)	
Problems/barriers encountered on accompanied journey route	
Other general observations/comments	

Interview (at key points agreed in advance, complete as many as appropriate) – make notes of key issues and probe for positive/negative aspects of the journey.
Start What is important when making this journey?
Key Point 1 _____ Positive aspects of route so far (what they like) Negative aspects of route so far (what they dislike) Differences to usual journey?

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Key Point 2 _____

Positive aspects of route so far (what they like)

Negative aspects of route so far (what they dislike)

Differences to usual journey?

End of Journey

Positive aspects of route so far (what they like)

Negative aspects of route so far (what they dislike)

Differences to usual journey?

Has respondent's experience of this journey changed over the last 2 years? If so, how?

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Researchers observations of the journey
Any other comments (e.g. follow up any particular issues from main interview)

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