Barriers and tipping points to cycling among low income target groups 11096a

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Background

- Cycling in London has experienced significant growth over the last 10 years. However, the biggest growth in cycling has been among white professionals. Low income groups, such as the hard-pressed families Mosaic segment, as well as BME audiences are typically under-represented in cycling.

- In addition to TfL's commitment to social inclusion, TfL have identified a significant strategic requirement to increase cycling amongst these audiences, to meet ambitious Mayoral targets for increasing cycling (by 400% from 2001-2026):
  - They often live in high density urban areas where cycling is ideally suited for short trips
  - They are less likely to move out of London than transient white professionals

- Given the potential for cycling amongst low income groups, it is imperative for TfL to:
  - Try to address the barriers that currently prevent these groups from cycling
  - Develop suitable initiatives to overcome barriers and increase participation

- This research has been carried out to inform future strategies aimed at this audience

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Research objectives

To explore and understand the following areas:

- The importance and interplay of barriers for hard pressed families and young couples and families (including BME audiences) to taking up cycling, and differences from 'the near market', including:
  - Broader lifestyle factors, transport attitudes and behaviours, influence of peers and family (including the role of dads), cultural influences

- Motivations and tipping points to cycling for these audiences

- Response to current and potential cycling initiatives (including advertising and infrastructure) in terms of:
  - Impact; appeal; triggers/barriers to participation, including opportunities to leverage/overcome these

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Methodology and Sample – mini-group discussions

- All research conducted by 2CV in March 2012

- 6 x 1 ½ hour mini-group discussions with potential cyclists from key low income opportunity groups, to explore barriers and motivations for taking up cycling:

Group	Cycling Behaviour	Mosaic Segment	Gender	Life stage	SEG	Location
1	Considerer	Hard pressed family	Female	Family	C2DE	Outer
2	Considerer	Hard pressed family	Male	Family	C2DE	Inner
3	Considerer	Hard pressed family	Female	Family	C2DE	Inner
4	Considerer	Hard pressed family	Male	Family	C2DE	Outer
5	Considerer	Young couple	Mixed	Pre-family	C1C2	Inner
6	Considerer	Young family	Mixed	Family	C1C2	Outer

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Methodology and Sample – in-home depth interviews

- 8 x 1 ½ hour depth and paired depth interviews with recent adopters of cycling from the 'hard pressed families' and 'young couples and families' segments, to understand tipping points into cycling:

Interview	Methodology	Cycling behaviour	Segment	Life stage	SEG	Location
1	Family/friendship paired depth	Recent adopter	Hard pressed family	Family	C2DE	Inner
2	Family/friendship paired depth	Recent adopter	Hard pressed family	Family	C2DE	Inner
3	Family/friendship paired depth	Recent adopter	Young Family	Family	C1C2	Inner
4	Family/friendship paired depth	Recent adopter	Young couple	Pre- Family	C1C2	Outer
5	Family/friendship paired depth	Recent adopter	Hard pressed family	Family	C2DE	Outer
6	Family/friendship paired depth	Recent adopter	Young Family	Family	C1C2	Outer
7	Depth	Recent adopter	Young couple	Pre- Family	C1C2	Inner
8	Depth	Recent adopter	Hard pressed family	Family	C2DE	Outer

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Executive summary

Research headlines

- **Environmental changes have played a key role in priming hard-pressed families** to cycle. However, **a lack of social identification** is the principal barrier to cycling for considerers; whilst **strong social encouragement/pressure from others close to them (family, friends, colleagues) is the main thing pushing recent adopters into cycling**

  - ➢ *A strong need to dial up opportunities for social identification/support*

- Linked to this, **most considerers are quite far from the tipping point because of a lack of confidence,** particularly fear of failure (incurring significant social, personal and financial risks)

  - ➢ *A need to reduce the risks attached to attempting behaviour change, eg opportunities to trial cycling; building up confidence in a 'safe' environment where there is no fear of humiliation*

- Once considerers are past the tipping point, **a range of lifestyle factors make it harder for this hard-pressed audience to get started**

  - ➢ *An opportunity for practical initiatives to ease the transition and 'shrink' the change*

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Research headlines

- A lack of awareness of most initiatives (with the exception of Barclay's Cycle Hire) but increasing awareness of initiatives leads to further priming
  - ➢ *A need to further communicate initiatives to this audience*

- Many initiatives **go some way to tackling the salient barriers for Hard Pressed considerers**, and **provide tools and support for recent adopters** to move their cycling forward
  - ➢ *Barclays Cycle Hire helps to increase trial and accessibility*
  - ➢ *Leisure and family focused initiatives, such as school organised events and Greenways, make cycling appear more accessible*
  - ➢ *Opportunity for targeted cycle training to build confidence in a 'safe' environment*
  - ➢ *Targeting recent Hard Pressed cycling adopters (through maps, Superhighways and offers to get them started) will help increase their value as cycling ambassadors which will increase social identification*

- However, **engagement will be reliant on where/how initiatives are delivered – potential to both overcome or further exacerbate key barriers** (especially lack of social identification)

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Hard Pressed Families and Cycling Context

Clear commonalities across Hard Pressed and Young Couples and Families Audience

- As name suggests, very *family-oriented*

- Have *lived in certain areas/part of communities for a long time (all their life)*
  - With support networks/families/friends quite near by

- Often *working in manual/blue collar jobs*

- Recession hitting home for all… *purse strings tightened*

> 'The kids are our life. That's how it should be. I wouldn't want to be one of these mums that gets home at 7'O'Clock and only sees their kids at the weekend'

> 'We had to sell the car… I was gutted as a loved my car but we just didn't have any other choice…'

Money is very tight and this can drive perceptions/drivers/barriers around cycling

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Lots of positivity on an <u>environmental</u> level… Cycling popularity and accessibility is noticeably growing

- Hard pressed target clearly noticing growth of cycling in London
  - Greater numbers and diversification of cyclists (eg tourists, business men)
  - More cycling comms (mostly unable to recall specific examples)
  - Picking up more prominently on (often negative) cycling news stories

- Also noticing growth in cycling accessibility and cycling infrastructure
  - BCH a top of mind association for many
  - Cycle superhighways increasing in awareness (those living nearby)
  - More cycling shops
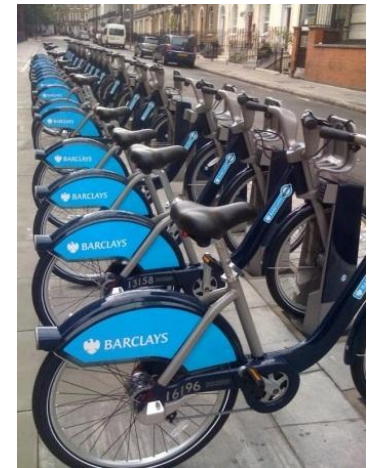
A cycling 'movement' is top of mind

Transport for London

Many have strong positive associations of cycling from own childhood/children

- Nostalgic warm feelings often top of mind for cycling considerers

  - Fun/freedom, speed, scenery, BMX

- Positive associations driven by own experiences cycling in childhood for majority, and reinforced for many by their own children now riding bikes

- However, associations with childhood can also make cycling seem childish/for kids, 'not for me' as an adult

'I remember cycling all the time as a kid and then it became uncool, around college time …that's when you become image conscious**'**

Current association with childhood/children acting as both a positive and negative prime 'Family-bonding' is an opportunity for this audience

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<u>Personal</u> benefits of cycling are also consistent

'The Tube price keeps going up and I need a cheaper option'

1. Saving money (vs. other forms of transport)! – especially important

2. Family bonding

3. Control over travel time
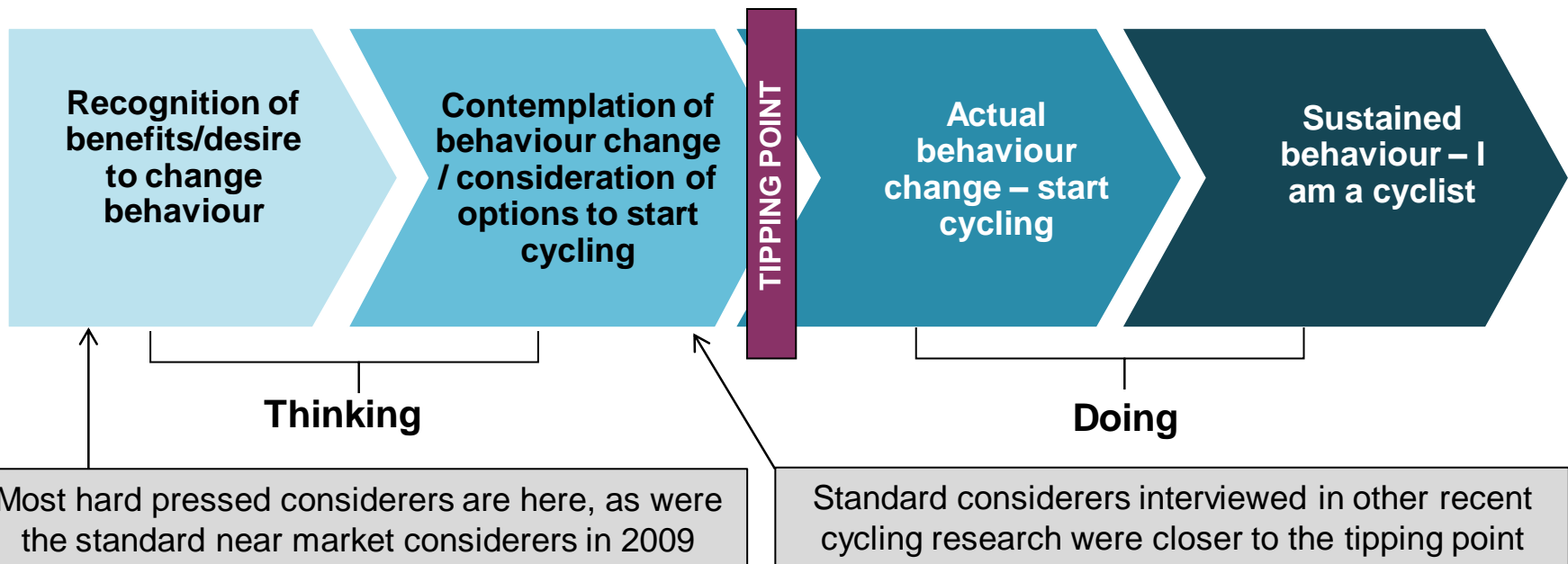
4. Losing weight – for women

'When the kids started on their two wheels they could go further and it seemed like cycling could be a fun thing we could all do together'

- ('Health' per se, and being 'green', more of post-rationalised benefits than motivators)

Primary benefits are <u>saving money</u> and <u>family bonding</u>

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However, many considerers still far from the tipping point…

- As we saw in the 'near market' study, 'thinking' and 'doing' are very different things!
- While considerers recognise the benefits of cycling and are clearly noticing a cycling movement, few have actually taken any steps to start cycling themselves…

Recognition of benefits/desire to change behaviour	Contemplation of behaviour change / consideration of options to start cycling	TIPPING POINT	Actual behaviour change – start cycling	Sustained behaviour – I am a cyclist

Thinking　　　　　　　　　　　**Doing**

Most hard pressed considerers are here, as were the standard near market considerers in 2009

Standard considerers interviewed in other recent cycling research were closer to the tipping point

This hard pressed considerer audience appears to be a step further back from the 'tipping point' (and needs more help) than general considerer population

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A number of ingrained barriers for this audience

ENVIRONMENTAL

PERSONAL

Safety/fear of traffic
- Fear of interaction with other vehicles
- Concern about safe route to take

Security/space for bike
- Lack of storage space at home
- Lack of parking facilities in community
- Fear bike will get stolen if left outside

Inertia
- Resistance to change
- Hard to change ingrained journeys on other forms of transport (especially car drivers)

Lack of confidence
- Not knowing where to start (ie what bike and gear to buy and where to get it from)
- Cycling skills not being up to scratch or knowing cycling etiquette
- Fear of personal and social failure (with financial implications)
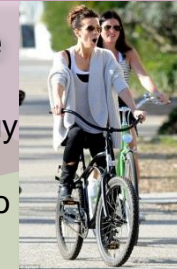
SOCIAL

Identification
- Not identifying with cycling or cyclists
- Don't know anyone else who cycles
- Worry about what taking up cycling says about them

Although overall there are less barriers (or excuses) than we saw amongst the near market in 2009 study, still some real and very ingrained barriers to overcome

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The strongest barrier (and most distinct from regular near market) is a lack of <u>social identification</u>

- Most **don't know anyone** in their family/friendship/work circles **who cycles**
- Cycling movement is driven by 'others' unlike them… Making it easy to dissociate from

Aggressive, businessmen and couriers

Geeky - lycra clad serious 'cyclists'

Trendy hipsters – Fixie and Pashley bikes

Outdoor/sporty men

Tourists (using Barclays Cycle Hire)

Professional riders – racers

School kids/teens

'Some cyclists…especially couriers, have a personal vendetta against us drivers!'

'I don't know any adults who cycle…It's for kids'

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The strongest barrier (and most distinct from regular near market) is a lack of <u>social identification</u>

What type of people use this mode of transport? What do they like about it?

Children, teenagers. A lot of couriers use this kind of transport as it avoids a lot of traffic

How do you feel about using this mode of transport? What are the...

What type of people use this mode of transport? What do they like about it?
fit people — gives them good exercise — people who care about the environment

FAT BLOKE ON BIKE!
NEED A WIDE LOAD SIGN!

MOST PEOPLE WOULD THINK ITS A FAD
FEW WOULD ENCOURAGE

FAMILY MAY BE CONCERNED ABOUT SAFETY.

Different people. I think bicycle riders feel good about themselves because they think they are helping the environment with the non exhaust...

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Strong social stigma around cycling amongst BMEs

- **Strong *'white middle class'* image** of cyclists/cycling is particularly alienating for hard pressed BME audience

- For them to take up cycling would give **a very negative social impression and generate embarrassment**
  - *'Not good for my image'* (physical appearance/or street cred)
  - *'Shows I'm broke'* – especially for younger people

- (NB contrasts with BC1C2 inner London leisure cyclists for whom taking up utility/commuting cycling is aspirational in their social group; associated with creative '*go getters*' with money)

'Taking up cycling would be like me broadcasting I'm broke'

'*If I took up cycling people would think, maybe he's having a cash flow problem***'**

'All the cyclists I see are business types in all the fancy kit… I mean it's nothing like me!'

'People would think I look like an idiot if they saw me on a bike looking a mess'

The largest challenge for low income BMEs is strong social stigma attached to 'someone like them' cycling

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Other family members are often a strong barrier to cycling

- Family members (esp. spouse) can act as a strong barriers on three levels:

  1. Compounds social stigma - believe partner/kids will laugh!

  2. Strongly oppose their partner/spouse engaging in dangerous activity

  3. Throw up practical/household barriers – ie not keeping bike in home, initial expense

- Conflicts within the family may inhibit moving along the behaviour journey:

  - A number of women in our sample actually stopping their partners from taking up cycling!

  - Or, some people just purchasing a bike without telling their partners at all…

'If it hadn't been for my partner I think I would have got cycling a year or so before I did'

'My wife hates me cycling…there were a few arguments about it when I first started cycling'

'My wife categorically refused to let me get a bike'

A need to convince the whole family that cycling is safe.
Increasing social identification likely to have a positive effect on influencers (partners/kids) too

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Lack of identification makes it much <u>harder to get started</u>

- Making the first move/enquiry into cycling is felt to require a huge amount of 'individual motivation' – esp. when there is a lack of social reinforcement or closeness

On a practical level →
Don't know where to turn to

- A real lack of knowledge of where to find information
  - No one close to them to ask about cycling
- Don't even know what information to look for/questions to ask
- Would require a huge amount of effort to do

'I think people would laugh at me because I'd probably wobble a lot'

On an emotional level →
Fear of failure

- **Fear of failure** on a number of levels:
  - ***Financial*** - Concerned they will not get value for money from bike
  - ***Personal*** - Fear they won't remember how to cycle – perpetuated by implicit cultural understanding that it is 'as easy as riding a bike'
  - ***Social*** - Fear of ridicule by family and friends
- Leads to inertia and *risk aversion*

Cycling uptake is a bigger step for this audience than the standard near market; require practical and emotional help to get started

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Lack of identification makes it much <u>harder to get started</u>

'*I haven't had a bike since school, I wouldn't know where to start*'

'*I've seen the Boris bikes near where I work but I've never been on one – I'm not really sure what to do and I don't have a helmet*'

'*I've not cycled for 8 years, it's quite daunting thinking about getting back on a bike*'

'*I think my friends would think it strange for me to not use my car*'

'*I definitely don't look good on a bike with my big belly*'

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In summary, the *environmental* momentum is diluted by significant *social* and *personal* barriers…

ENVIRONMENTAL FACTORS

SOCIAL FACTORS

✗ Lack identification - cyclists aren't like me

✗ Don't know others who cycle

✓ Noticing more people cycling

✓ Noticing better infra-structure

PERSONAL FACTORS

✓ Recognise personal benefits (esp. money saving and family bonding)

✗ Lack of knowledge of how/where to start

✗ Inertia – other travel habits are ingrained

✗ Traffic is a concern

✗ Lack confidence and fear failure

✗ Fear of how they will be seen

Even though cycling is perceived to be getting more popular, uptake is hard when there is <u>social stigma</u> or when they don't even know anyone who cycles and that can show them how

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Key target audience factors affecting motivations and barriers for cycling

Five key factors affect motivations and barriers for cycling amongst the low income target groups

Demographic Factors

1) GENDER

2) AGE OF KIDS

3) ETHNICITY

Lifestyle Factors

4) 'REGULAR' VS. 'NON' DRIVERS

5) INNER VS. OUTER LONDON

A need to consider a range of factors in future campaign and initiative development

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1) Gender

'I haven't ridden a bike for years…I don't know if I'd remember how… I'd worry I'd look silly too'

Women

- **Motivations** = weight loss - relatively easy and accessible way to exercise; slots into existing family time
- **Barriers** = confidence and identification: body image/issues; not looking 'right' on a bike; fear of failure

'My mates would completely laugh at me if I turned up to work with a bike… It's not the done thing'

Men

- **Motivators** = frustration with PT and traffic (fares and lack of control)
- **Key barrier** = Identification: aspirational status of the car; riding a bike not macho and potentially a source of ridicule
- Often working in manual/physical jobs – cycling is hard at the end of a hard day and impractical (ie equipment)

Important image barriers for men and women

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2) Age of children

'At the moment I go everywhere with the buggy so I can't see how it would work'

Younger; below age of two

- **Barrier** = Lack of time; prams and buggies make cycling impractical

2/3 to 11/12 year olds = biggest opportunity

- **Motivation** = Activity is part of an aspirational *family* lifestyle (if not for adults)
  - Pester power plays an important role
  - Leisure and utility (cycling kids to/from school)

Teens

'My son wouldn't be seen dead with me on a bike next to him'

- **Barrier** = Social identification barriers come into play as children enter teens and become embarrassed to be seen cycling with parents

An opportunity for TfL to tap into family motivations around cycling, esp. leisure. The one occasion where social stigma isn't evident - instead, shows you are a good parent!

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3) Ethnicity

Ethnicity strengthens a number of social image-related barriers

- Greater <u>identification</u> and <u>confidence</u> **barriers** exist for urban BME communities (Afro-Caribbean especially):

  - Afro Caribbean female body shape ('booty', curves); 'don't look good' on a bike

  - Importance of hair to overall personal image confidence (ie wearing helmet, weather, wind, sweat, etc.)

  - Greater aspirational status of the car can make cycling humiliating (ie suggesting that they can't afford a car)

- Some indications that audiences appear to have less social stigma around cycling

  - Note; this was a small sample

'Let me tell you… Black girls just don't look good on bikes'

'If my friends saw me on a bike with my hair they'd think I'm a mess…'

Low income BME (esp. Afro-Caribbean, women) furthest away from the *white middle class* image of cycling

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4) Regular drivers vs. non drivers

Regular drivers

- **Barriers** = <u>Fear of traffic and identification</u>; Higher awareness of negative behaviour of cyclists on the road eg breaking rules, aggression

  - Awareness of danger of roads through personal experience – near misses, witnessing accidents, etc.

'Cyclists are mental! They run reds, weave all over the place… I've lost count of the times I've almost hit one when driving'

Non drivers

- **Barrier** = Reduced understanding of road rules leads to a greater <u>lack of confidence</u> and fear of failure

'I don't drive myself, so I just wouldn't have a clue what the road rules are for cyclists'

Drivers tend to have more 'identity' barriers to utility and commuter cycling than non-drivers

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5) Inner versus Outer London

Inner London

- **Motivations** = Utility cycling is easier: living within a commutable distance; more facilities (ie BCH)

- **Barrier** = fear of traffic; ubiquitous nature of cycling means they encounter more negative experiences/stories, ghost bikes

- Less likely to associate cycling with leisure, which appears to be an easier route in for this audience

Outer London

'There's no way I could cycle into London from here, it's too far. I guess I could cycle to the train station…'

- More lifestyle/practical **barriers for utility cycling** = often too far to commute by bike; more regular use/attachment of the car – harder to replace = inertia

- **Motivations** = more access to leisure spaces – strongest motivations are around leisure cycling

An opportunity to promote/encourage leisure cycling among Inner and Outer London considerers

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Overall, leisure is a more viable entry point into cycling (with fewer barriers) for this audience

Less barriers ← **LEISURE** — **UTILITY** — **COMMUTING** → **More and stronger barriers**

LEISURE
- ✓ More **accessible/safe** locations away from public = less visibility/social stigma
- ✓ More family-focused/bonding **aspirational image**
- ✓ More social = **positive influence/pester power of others**

UTILITY
- ✓ **More accessible/shorter journeys**
- ✓ Can **tie with family/social circumstances** (going to school/friend's house)

COMMUTING
- ✓ **Cheaper and more control than Public Transport/car**
- ✗ Can **conflict with work image and practicalities**
- ✗ Requires **breaking more ingrained routines and heuristics**

← ✗ More **fear of traffic** →
← ✗ More **need for gear/helmet** →
← ✗ Requires **safe parking** for bike →

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Journey into cycling
for recent adopters

MAYOR OF LONDON

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Recapping on the behaviour change model

Prime	**Trigger**	**Preparation**	**Start Cycling**	**Sustained Change**	**Normalisation**
Gradual recognition of a need or desire to cycle, accumulation of arguments or reasons to cycle	The specific factor which makes you decide to cycle	Getting ready for cycling	The actual moment you start cycling	Continuing with cycling behaviour, letting it become more and more a part of life	Cycling becomes a fact of life or a part of your identity

Considerers

Regular/Occasional cyclists

Audiences are at different places along the behaviour change journey

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Triggers are often prompted by social pressure

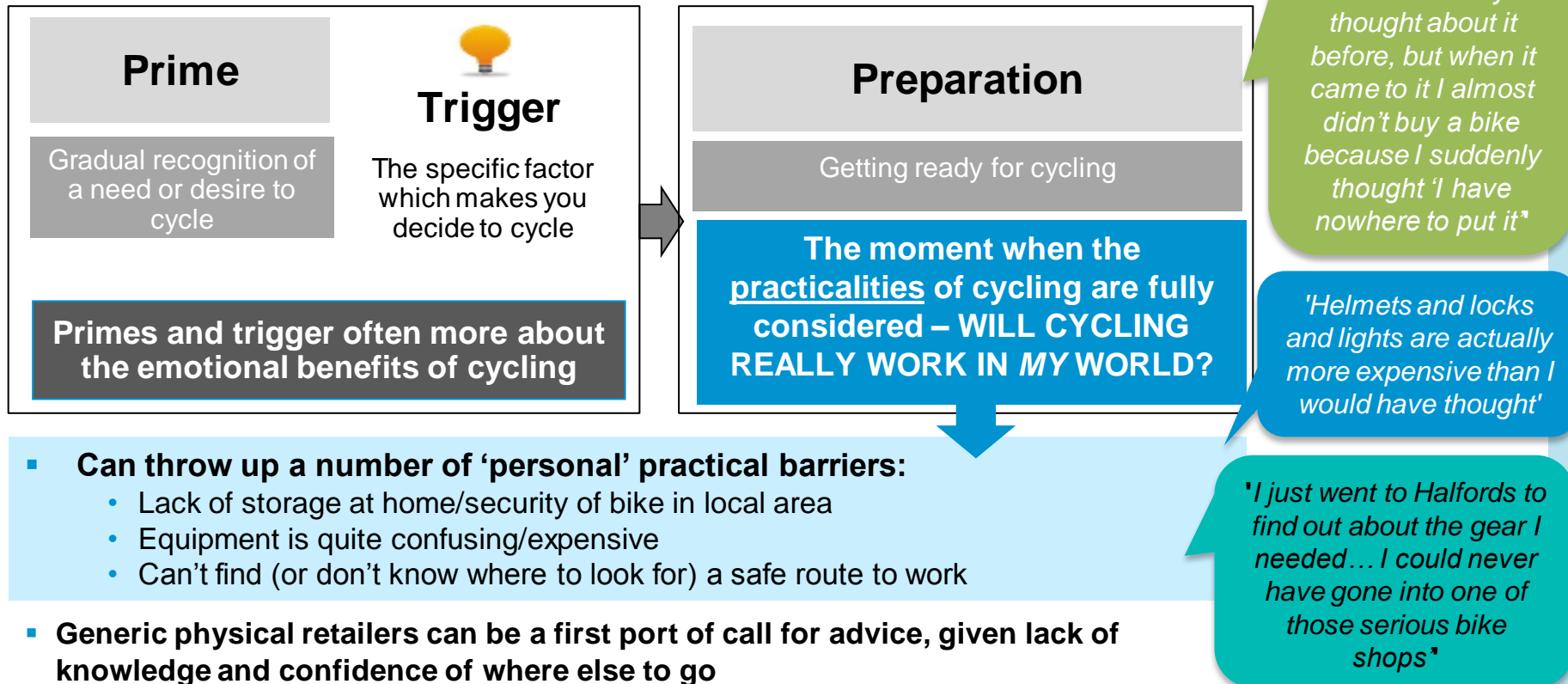| Respondent	Trigger
Nick	Son pestering him to buy bike
Kerry (Nick's wife)	Husband buying her a bike for Christmas
Katerina and Nick	Being given bikes by Katerina's parents
Bill	Work colleague making him try a pool bike
Caroline (Bill's partner)	Husband buying her a bike
Vivien	Good friend selling her a bike
Joy	Seeing her female friend on a pretty bike
Sharon	Finding out that female colleague at work cycled
Raquel and Cassy	A cheap way to lose weight for holiday
Justin	Wanting to get fit after his divorce
Sunil	Changing job and needing to save money

Social Triggers

Personal Triggers

Change in circum-stance

- **Most recent hard pressed adopters were 'pushed into' cycling by others**
  - Much more so than we have seen with past near market research

- However, **change in circumstances is less of a trigger than in past tipping point research**
  - Possibly because this audience is less likely to change circumstances as regularly (ie changing house, job, etc.)

Social pressure acts as the strongest 'push' into cycling (actively jolting people out of their inertia)

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The preparation phase often throws up a number of practical issues/barriers

Prime

Gradual recognition of a need or desire to cycle

Trigger

The specific factor which makes you decide to cycle

Primes and trigger often more about the emotional benefits of cycling

Preparation

Getting ready for cycling

The moment when the practicalities of cycling are fully considered – WILL CYCLING REALLY WORK IN *MY* WORLD?

'*I hadn't really thought about it before, but when it came to it I almost didn't buy a bike because I suddenly thought 'I have nowhere to put it*'

'Helmets and locks and lights are actually more expensive than I would have thought'

'*I just went to Halfords to find out about the gear I needed… I could never have gone into one of those serious bike shops*'

- **Can throw up a number of 'personal' practical barriers:**
  - Lack of storage at home/security of bike in local area
  - Equipment is quite confusing/expensive
  - Can't find (or don't know where to look for) a safe route to work

- **Generic physical retailers can be a first port of call for advice, given lack of knowledge and confidence of where else to go**

A strong need for a trusted source of support and advice at this stage

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New cyclists find their own ways to deal with the barriers (esp. when they first start)

- **Dealing with 'Social identification'**
  - Seeking approval from kids/partners first
  - Cycling with family is more acceptable
  - Practicing journeys when others aren't around
  - Some keeping it secret/hidden from friends and local areas
  - Fluorescent clothing is avoided

- **Dealing with 'fear of traffic'**
  - Cycling for leisure first (in the park or on way to leisure pursuit)
  - Trying out a journey when roads are quieter

- **Dealing with 'lack of confidence'**
  - Try cycling in local area and park first
  - Cycling with others (the first few times)
  - Trialling Cycle Hire with a friend first

- **Dealing with 'bike safety/security'**
  - Cycle to/from park
  - A reason to avoid utility cycling

Motivations and positivity towards cycling increase as barriers are dealt with; barriers rarely disappear completely but are played down*

*An example of the 'affect heuristic' (as detailed in Kahneman, Thinking Fast and Slow, p139-140)

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Sustaining and normalising cycling

- Cycling is relatively easy to sustain as benefits become increasingly evident the more they cycle:

Growing functional benefits	**Growing emotional benefits**
• Noticing body changes (weight loss) • Noticing more energy/endorphins • More quality time with kids • Faster than other means of transport • Money saved vs. public transport or car	• Doing *my bit* for environment • Feeling part of a club – one upmanship over other forms of transport • Sense of achievement • Enjoy having a *new gadget*

'It was amazing how much weight I lost cycling every day… I only realised when I had a 2 week break at Christmas and the pounds piled back on'

'There is a knowing smile between us using the cycle hire bike'

Important to prove to themselves and others that cycling has been a good investment (in terms of time, effort and cost)

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Advocacy is very important and powerful for this audience

- Many strongly encouraging others to cycle as part of seeking support/approval to help them maintain their own behaviour

  - Purchasing bikes for other family members

  - Start harassing friends/colleagues to take up cycling

  - Becoming cycling ambassador/advisor to other considerer friends and workmates

- Several examples of friends/family taking up cycling as a result

'*It seemed silly me and the kids going cycling at the weekends and leaving Kerry (his wife) behind. So I bought her a bike for Christmas*'

'*I really enjoyed it so I bought the kids bikes too so that we could all go together*'

'*I didn't want to do it on my own so I made Cassy come with me!*'

Advocacy (and social norming) important to maintaining and recruiting new cyclists

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Recent adopter case-studies

Case-study: Sharon (and daughter Jessica)

Who is she?

- Sharon lives in West Hampstead with partner Pete and their two daughters – Jessica 9 and Zora 13

- Money is really tight; Pete is self-employed (designs and prints T-shirts) and Sharon is a volunteer at the CAB in Ladbroke Grove

- Sharon used to 'live' in her car, until a couple of years ago when they couldn't afford it anymore. After this, Sharon was reluctantly using PT (mostly the Bus), to make a range of journeys: taking Jessica to school in Hampstead; to/from work etc

When and where she cycles

- Cycling has replaced PT, and she has persuaded both her daughters and two friends (local mums) to take up cycling too

- She was scared of taking up cycling at first, but quickly overcame this after a few trials on partner Pete's bike

- She considers herself 'a biker' but a different type to the fast men with racer bikes; she is the female basket bike type

- She would never buy specific gear, although has appropriated some of her own cycling accessories (see shoes on the left)

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Case-study: Sharon

Primes
- Having to give up the car two years ago
- Husband Pete getting a bike in May 2011 and nagging her to get a bike/have a go on his
- Daughter Jessica moving to school in Hampstead and having to take three buses everyday to take her/to from school
- Cost of PT and fed up of waiting for buses all the time
- Seeing RBKC's Bikeminded campaign posters in Portobello market and recognising some of the people
- Local residents campaigning for bicycles to be allowed both ways down a one-way street
- Seeing the bike stands at her work

Trigger
- Finding out that friend at work was riding daily with a two year old on the back
  - Realised it might make taking Jessica to school much easier

Preparation
- Had a go on husband Pete's bike along a quiet road
- Pete took her to the shop where he got his bike and they chose a woman's bike with a basket for her together in November

Change
- Started cycling Jessica to a place where she could meet her school friends
- Then started cycling to shops

Sustained Change
- Immediately made the mornings much less stressful
- Cycling gave her more energy
- Bought new shoes for cycling (nb not specialist gear)

Normalisation and Advocacy
- Got daughters bikes for Christmas
- Persuaded two friends - mums who live on the same street - to start cycling and is actively supporting them to keep going, eg advising them on what clothes to wear – all have now bought the same shoes as her for cycling

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Recommendations; Towards increasing cycling amongst Hard Pressed audiences

Recap on stimulus presented

- Initiatives were presented quickly as basic descriptions, as follows:

- The following initiatives were also looked at (incl. short descriptions):

Cycle Training

Adult cycle training is offered by most London Boroughs. A range of training is available, from getting people started in cycling for the first time, to refresher training if you haven't cycled for a long time. You can even arrange for an experienced cyclist to come to you for a one to one training session.

Offers to get you started

Get your old bike checked out and serviced

TfL.gov.uk

Guided Cycle rides (to work)

Barclays Cycle Hire

Pool bike schemes

Cycle Superhighways

Events (eg Skyride)

Greenways

Boroughs promoting cycling

Cycle guides

School organised events for pupils and their families

Transport for London

Summary of feedback to initiatives

✓ **Increase accessibility**

✓ **Tap into motivations (money saving, family, etc)**

✗ **More of a serious cyclist focus**

✗ **Relate to commuting**

Pool bike schemes

Get your old bike checked out and serviced

Greenways
Discover family-friendly routes that take in parks, [...] and waterways

Cycle superhighways

Greenways

School organised events

Cycling events

Cycle guides

Barclays cycle hire

Cycle training

Maps

Offers to get you started

Boroughs promoting cycling

Guided cycle rides (to work)

TFL.GOV.UK

Most Engaging and Relevant ➜ **Least Engaging and Relevant**

Less engaging initiatives relate to those which play more of a role once triggered

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Four key areas to increase cycling amongst Hard Pressed Audiences

1. **Tackle lack of social identification/support**

2. **Bring cycling to them and encourage trial**

3. **Support people in getting started**

4. **Offer targeted support to current cyclists to sustain, normalise and increase advocacy**

Transport for London

1: Comms are key to increasing social identification

- Lots of **positivity around comms that raise awareness of initiatives** (especially if encountered in places where they might consider cycling, eg in/next to park)

- Presenting an **aspirational but accessible image of cycling** increases engagement, ie:
  - Cycling as part of an aspirational family lifestyle
  - Leisure cycling – especially in parks
  - Breaking down negative/irrelevant image of cyclists – eg image of woman wearing a skirt, but watch-out for appearing too white and middle-class

- An opportunity to **communicate with BME audience through celebrities, local community ambassadors**, etc
  - Bikeminded increasing interest and relevance of cycling in Kensington through usage of local heroes for recent adopters

Transport for London
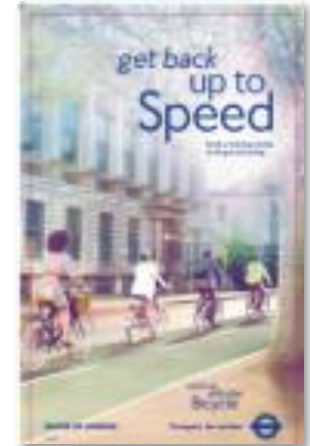
1: Comms are key to increasing social identification

'Seeing the way she's just wearing a skirt and has her hair down, it makes me think that it's [cycling] not such a big deal, you know, that maybe I can do it'

'They should show happy families all out cycling together'

'(Bikeminded) is really good 'cos you recognise the local people in the ads, and they're all different…'

'They need to advertise what's out there for new cyclists, like the free training…'

'They look like white middle class people from the countryside - too polished. They've not got nothing to do with me!'

Transport for London

2: Initiatives that tap into motivation to cycle for family/leisure help to make cycling more accessible

- Providing **safe and pleasant environments to cycle effectively address safety concerns** and are more conducive to building confidence

  - **School organised events and Greenways meet expectation that they would start cycling for leisure and as a family**

- Mass cycling events, however, not resonant with intimate family-bonding motivation

  - They are for 'cycling enthusiasts', who are white, middle-class; 'geeky'

SCHOOL ORGANISED EVENTS

GREENWAYS
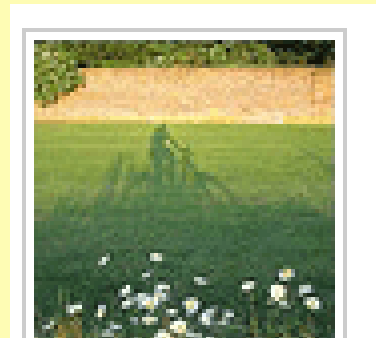
'I think cycling would be a fun thing to do with the kids'

'When my daughter is a little bit older, 7 or 8, I can imagine us cycling though Hampstead Heath right at the top where there's lot of dirt tracks, where it's all 'foresty''

Transport for London

2: BCH already increasing trial and accessibility

- BCH has become a top of mind association around cycling for most and is already contributing to the sense of a 'cycling revolution' in London – **helping to broaden the typical London cyclist image** (tourists, normal people, business men, kids, teenagers, etc)

  - Those using it are very positive about the minimal cost and are proud to be 'part of a club'

  - Others express an interest in having a day out with friends or family on BCH as fun way to explore parts of London

- However, financial barriers to BCH (perceived or actual) persist for some and will need to be broken down in order to widen participation

- **Pool bikes in local community would encourage trial (free, local)**

BARCLAYS CYCLE HIRE

POOL BIKES

'I hear about the Boris bikes all the time and you see people on them all around where I work'

Visibility and accessibility (incl affordability) are key to success

Transport for London

3: Much opportunity for initiatives that offer emotional (and practical) support at the preparation stage

- **Offering ways to build confidence in a 'safe' environment are welcomed** (mostly by women) - to practice/brush up on skills, and overcome fears around 'exposing' yourself to potential humiliation or ridicule

- However, important for initiatives to not exacerbate a lack of social identification with cycling (no lycra!)

- Group training is very appealing, provided it is:

  - Tailored to their level of confidence/skill

  - In places they already go and know, esp. local parks

  - Relaxed: very important that they identify with other people in the group/the cycling instructors

  - Does not require them to already own a bike – could work well in conjunction with local pool bike scheme

CYCLE TRAINING

'I'd imagine it would just be in my local park and for other women like me who are all a bit nervous'

'I wouldn't like to feel like I was in the spotlight. I wouldn't want to have to wear a high vis vest or anything like that'

4: Potential to encourage recent adopters to increase cycling through targeted support

- **Targeting recent Hard Pressed cycling adopters** can be as important as targeting considerers – **to help their cycling progress and because they will act as valuable ambassadors** to increase social identification

  - **Cycle maps/guides and online journey planning tools** appeal to plan new specific cycle trips in advance for recent adopters (eg leisure trips with children; new utility trips)

    – However, none aware they can order these for free from TfL

  - **Superhighways** already supporting some recent adopters

  - **Offers to get them started** can also help increase cycling by helping them get more out of cycling

- Important to target these initiatives as they can exacerbate social distance from cycling for considerers, eg maps allude to the complexity of cycling for considerers

CYCLE GUIDES AND MAPS

OFFERS TO GET YOU STARTED

offers

'I just want to cycle to the park, I don't need a map for that'

SUPERHIGHWAYS

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Appendix

The two low income segments we focused on:

Hard pressed families		
Hard pressed families living in inner city areas		
21% of London population		
Age	Under 35 (56%)	
Ethnicity	BME (58%)	
Location	West (28%), Central (27%) and East London (25%)	
Car ownership	Low (49% no car)	
Cycling Frequency	Males	Above average
	Females	Well below average
Use of other modes	Above average usage of bus Average usage of Tube/rail/walking Below average usage of car	

Young Couples and Families		
Young couples and families, often with financial pressures		
15% of London population		
Age	Under 35 (56%)	
Ethnicity	BME (50%)	
Location	North London (25%)	
Car ownership	Low (39% no car)	
Cycling Frequency	Males	Above average
	Females	Below average
Use of other modes	Above average usage of bus, Tube, rail Below average usage of car Average walking	

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