

# Getting More People Cycling

## How do we achieve behavioural change?

There are two key questions that need to be considered to when you are trying to get more people cycling:

- How can I get people who do not currently cycle to start cycling?
- How can I get people who cycle recreationally to start cycling for transport?

To answer these questions we can ask a few more:

1. What's the best way to change people's perceptions about cycling?
2. How can I get people to take the first step to becoming a cyclist?
3. How can I identify those people in my area who are interested in taking up cycling, and those people who already cycling but who are not yet cycling to work? How can I set up a database of all these people?
4. How can I segment them into groups of people (e.g. Non-cyclists, returning cyclists, recreational cyclists, etc) so I can target each group with relevant messages and interventions to encourage them to cycle more.
5. How can I conduct research with each individual to find out what would encourage them to cycle more?
6. What interventions can I run to address the barriers identified in the research to encourage these individuals to cycle more?
7. How can I measure the success of my programme so I can demonstrate that it is good value for money?
8. How can I do this cost-effectively for £5-15 per person?

### 1) What's the best way to change people's perceptions about cycling?

Instead of marketing cycling through traditional methods, such as advertising, a significantly more effective form of marketing is to get people to actually experience what it is like to bike.

This is a great way to quickly breakdown people's negative perceptions towards biking and create some new positive perceptions towards it.

When people experience what it's actually like to cycle (as opposed to what they 'perceive' it's like to cycle) they find themselves saying, "Hey, this isn't so bad after all. Cycling isn't as scary or as hard as I thought. It's actually quite easy to ride a bike, and it's fun! I could do this more in future".

This is a great first step to encouraging people to take up cycling.

The main objective of a workplace cycle challenge is to encourage non-cyclists to have a positive experience riding a bike. A short ten minute ride somewhere quiet and safe is all it takes for people to drastically change their perceptions and attitudes towards cycling and put them on the path to becoming a regular cyclist.

## **2) How can I get people to take the first step to becoming a cyclist?**

A workplace cycle challenge is a great way to:

- encourage people, who don't currently cycle, to have fun giving cycling a go.
- give people a positive cycling experience which quickly change their perceptions and attitudes towards cycling
- get people to take the first step to becoming a cyclists

A workplace challenge essential involves organisations in your town or district competing against one other to see who can get the most employees to ride a bike. The organisations and workplaces that get the highest percentage of employees on a bike (for their organisations size category) win the 'Participation Award'.

What you get is people encouraging their colleagues to have a go riding a bike. There are prizes, awards and incentives for people to ride a bike for the Challenge, and for people to encourage their colleagues to do likewise.

The initial workplace Challenge runs for two weeks, but the entire behaviour change programme runs can run for a year or more.

## **3) How can I identify those people in my area who are interested in taking up cycling, and those people who already cycling but who are not yet cycling to work? How can I set up a database of all these people?**

Everyone who takes part in the Challenge registers their participation on the Challenge website. Name, contact details, a postal code, as well as other information is collected at registration automatically put into a database.

We also ask two key questions at registration:

1. How often do you currently cycle? (4+ times per week, 1-3 times per week, 1-3 times per month, a few times a year, never)
2. How do you currently get to work? (car, bike, bus, train, walk, motorbike, other)

**4) How can I segment them into groups of people (e.g. Non-cyclists, returning cyclists, recreational cyclists, etc) so I can target each group with relevant messages and interventions to encourage them to cycle more.**

The database allows you to create groups of people (segments) who have similar characteristics.

For example:

- **Segment 1:** People do not currently cycle
- **Segment 2:** People who cycle a few times a month or a couple of times a week but do not yet cycle to work.
- **Segment 3:** People who cycle a few times a year but are not confident at riding on the road.

Each of these segments can then be targeted with a tailored intervention/s to encourage them to start cycling, to cycle more often, or to cycle for transport.

**5) How can I conduct research with each individual to find out what would encourage them to cycle more?**

Using the database of participants and an online survey tool you'll be able to conduct research with each individual. We've designed a range of questionnaires aimed at each segment.

Each segment needs a unique survey to discover the specific barriers and benefits they perceive to cycling more.

You can then use the research findings to:

1. Further segment participants and identify target audiences.
2. Design specific interventions aimed at each target audience that address the barriers and benefits people perceive.

For example:

**Target Audience 1** - People who cycle a few times a week, who live within 3 miles of work, but who currently drive to work.

These people are an ideal target audience: they own a bike, they know how to ride and it's less than a 3 mile cycle to work. It's our job to find out why they aren't cycling to work yet (what their perceived barriers are), and then design interventions that will be effective at getting them to start cycling to work.

**6) What interventions can I run to address the barriers and benefits identified in the research to encourage these individuals to cycle more?**

A couple of examples of follow-up interventions include:

- **Additional 'Challenges':** e.g. A “Rookie Challenge” - encourage experienced cyclists to buddy up with a 'rookie' cyclist (someone who is new to cycling). The experienced cyclist shows their buddy how to ride a bike safely. In doing so they both go into the draw to win prizes. A “Commuter Challenge” - encourage and provide incentives for recreational cyclists to see how many work commutes they can do by bike in one month.
- **Provide special offers:** e.g. Discount cycle maintenance checks (targeted at people who've got old bikes that they haven't ridden in a while) and special bike deals from your local bike shop (for people who do not yet own a bike).
- **Personal Travel Planning:** Use the database to identify people who would benefit from some personal contact and support in order to encourage them to cycle more often.
- **Cycle skills training:** encourage people new to cycling to take a cycle skills course
- **Maps and information:** If you have cycle maps and information on cycling in your area you can distribute these directly to the people they are intended for using the database.

**7) How can I measure the success of my programme so I can demonstrate it is good value for money?**

Three surveys are conducted:

1. Baseline data is gathered when participants register into the Workplace Challenge.
2. A follow-up survey is done two weeks after the initial Workplace Challenge. This measures an initial change in behaviour and gathers information that can then be used to target individuals with specific interventions to encourage them to cycle more.
3. A second follow-up survey is conducted 5-6 months after the initial Challenge to measure the level of behaviour change you've achieved.

More surveys can be conducted at other times, with specific audiences, and on an ongoing basis beyond the first 6 months.

## 8) How can I do this for £5-15 per person?

A workplace cycle challenge programme is a very cost effective programme to run. The amount of budget required to run this behaviour change programme varies between each town/city/county. The total cost depends on whether you have staff available in-house who can project manage it, how big your town is, what follow-up interventions you run, etc. This programme can be run from as little as £11,000 per year.

## More Information

For more information on this behaviour change programme please contact:

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