

# RESEARCH SUMMARY

<b>Title</b>	<b>Moving leisure cyclists into commuting by bicycle/utility cycling</b>		
<b>Objective</b>	To explore and understand leisure cyclists' barriers to commuting by bicycle and/or making utility trips by bicycle; and identify opportunities for tipping leisure cyclists into commuting by bicycle and utility cycling.		
<b>Date</b>	16/05/2012	<b>Agency</b>	2CV
<b>Methodology</b>	Four mixed gender mini-groups with leisure cyclists, including a pre task to uncover motivators and barriers to different types of cycling. A spread of SEG (BC1C2), Inner and Outer London, Pre-family and Family life stages.		

## Abstract

**There is a need to understand the opportunity for tipping leisure cyclists into utility cycling; considerably more cyclists that never cycle to work (46%) than never cycle for leisure (6%) (TfL's Cycling Behaviour Survey, 2010). The research finds that the emotional 'feel good' motivations for leisure cycling do not apply to, and are even reversed for, commuting by bicycle among existing purely leisure cyclists. Utility cycling throws up fewer barriers and is an easier progression for leisure cyclists, with a few practical steps to get over. There is a strong opportunity to encourage leisure cyclists to cycle more frequently in general, which will help prime for commuting and utility cycling. Targeting commuting specifically is likely to require a longer period of practical and emotional priming and support for those who currently only cycle leisure trips.**

## Key findings

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Cycling fits into specific moments in leisure cyclists' lives, e.g. as a social activity at the weekend; in good weather. Leisure cycling inspires positive associations but few have a powerful personal connection to cycling; many starting to cycle because of its sociability. However, leisure cyclists are very attuned to the growing cycling momentum in London, making them a captive and engaged group for cycling communications and initiatives.

Commuting by bicycle has opposing associations with leisure cycling: very individual; inflexible (restricted to a specific time); purposeful; stressful; and more hassle. Commuting is often aspirational, with clear practical and

emotional benefits, but often unappealing in practice. There are multiple ingrained barriers to commuting, including breaking some very strong travel habits and heuristics around both current commuting and cycling behaviours. Whilst utility cycling can share some practical barriers with commuting (e.g. around not owning the correct equipment; traffic fears), it can also share many similarities with existing (leisure) cycling trips. For example, it can enjoy a similar weekend mindset and fit-in with other active leisure activities, making it less of a radical change.

Leisure cyclists show a lot of interest in tools and support to help them move their cycling forward. Encouraging cyclists to increase cycling frequency (for any type of trip) may help to strengthen the cycling habit and build confidence for cycling for a greater range of trips. For example, Barclay's Cycle Hire and Cycle Events inspiring new leisure-minded occasions; promoting the family-bonding aspects of cycling, such as cycling to school.

Targeting commuting specifically requires new priming for a different 'type' of cycling and is likely to require a lot more support. Practical and emotional support at the preparation phase is appealing to some who do not own the correct equipment for commuting (e.g. lock, lights) or who lack confidence. For example, offers to get you started; bike makeovers; secure bike parking; guided cycle to work. Workplace initiatives have an important role to play in creating social momentum and advocacy around commuting, e.g. cycling talks/advice in the workplace; Ride2Work scheme.

There is also an opportunity to help leisure cyclists to fit commuting and utility trips into their broader travel repertoire more easily, e.g. using Oyster for Barclay's Cycle Hire; improved parking facilities for bicycles at stations.

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