



British Cycling Research and Insight – Oct 2018




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**TOGETHER WE ARE
TRANSFORMING BRITAIN
INTO A GREAT
CYCLING NATION.**



Overall aims



-  To produce **sustainable long-term increases** in the number of **people cycling**
-  To produce **sustainable long-term increases** in the number of **cycling journeys** (for transport or for leisure) across the United Kingdom
-  To provide causal **evidence** of the **extent to which sustained increases in cycling improves health, well-being and productivity outcomes**



“Why this research project and why now?”

Why increasing the number of people cycling is complex?

Public Policy national, state, local laws and regulations

Community relationships between organizations

Organizational organizations, social institutions

Interpersonal families, friends, social networks

Individual knowledge, attitudes, skills



What else are we doing?



🚲 Glasgow and Edinburgh University

- A full synthesis and aggregation of all available evidence into one body of knowledge that illustrates the benefits of cycling to society
- Peer-reviewed scientific / research paper with a set of academically robust 'theories of change' for mass market cycling
- Cycling interventions for sustainable mass participation changes - Pilots 2019

🚲 Behavioural change - Ethnographic research to understand the mass cycling market behaviours. What is it really like out there?

🚲 Outcomes Projects – Measuring and understanding the relationship with riding a bike and mental and physical wellbeing.

🚲 Market Research – 5,000 survey every 3 months to understand the cycling market in detail (including; bike ownership, barriers, motivations etc.)

🚲 Series of agile pilots – To understand what combinations are required to establish the optimum participation

🚲 See.Sense Partnership - Understanding actual cycling data working with See.Sense

🚲 Programme Review and Revision – Review and continuous improvements on all our intervention activities

Test, Learn, Revise, Repeat

