



## C&S Symposium 2014 in Newcastle - Abstracts

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## **Where cycling is increasing, is it becoming more equal?**

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In low-cycling countries, cycling is not evenly distributed across genders and age groups. In the UK, men are around twice as likely as women to cycle to work. Cycling also tends to be comparatively dominated by younger adults, despite the fact the health benefits of cycling are largest at older ages.

By contrast, in higher-cycling countries and cities, gender differences are low, absent, or in the opposite direction. Such places also lack the UK's steady decline in cycling among those older than 35. However, over the past ten years some local areas within the UK have seen increases in cycling. This presentation analyses data from the Census 2001 and 2011 to examine whether such increases in cycling are associated with greater diversity among those cycling. We find that more cycling does not necessarily mean more equal cycling: in areas where cycling has increased, there has been no increase in the representation of females among cyclists, and there has in fact been a decrease in the representation of older adults.

We discuss potential causes of these findings and implications for policy. This includes the important implication that simply increasing cycling modal share is not necessarily enough to create an inclusive cycling culture. The UK's culturally specific factors limiting female take-up of cycling seem to remain in place, even where cycling has gone up. Creating a genuine mass cycling culture may require deliberately targeting infrastructure and policies towards a broad range of potential cyclists, particularly those in under-represented groups.

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**2<sup>nd</sup> year of EnGD**

**How do demographics affect active travel choices? Association with ethnic backgrounds and creative industries.**

## **ABSTRACT**

### **BACKGROUND**

In recent years, promotion of walking and cycling ('active travel') *'has moved up multiple policy agendas, including in relation to health, transport and climate change'* (Goodman, 2013). Due to increasing social awareness in regards to health and environment, combined with a variety of promotional campaigns more and more people are finding active travel to be an attractive alternative for transport and leisure. Active travel has huge potential due to its low cost and contribution to a healthy lifestyle. It is also a key to creating sustainable and resilient communities.

### **OBJECTIVE**

The purpose of the research is to establish the potential associations between the characteristics of residents and levels of walking and cycling, in order to further explore the motivations between modal choices.

### **METHOD**

The research relies on triangulation methods and combined quantitative data available from a variety of sources with qualitative participant observation. The research focused on exploring six, smaller-scale case study areas (Camden, Wandsworth and Richmond upon Thames, Barking and Dagenham, Croydon and Tower Hamlets) in London.

### **FINDINGS**

It transpires that boroughs with predominantly white residents tend to have high levels of walking and cycling, while the boroughs with bigger proportion of ethnic minorities have significantly lower levels of active travel. The potential reasons behind it include: cultural conditioning, as well as perception of status.

The research establishes that boroughs with higher levels of residents in creative industries, regardless of the level of qualification, are more likely to have higher levels of active travel for both commuting and leisure. The possible explanations are: care for environment; more relaxed lifestyle; awareness of health benefits; following the trends.

### **CONCLUSION**

The research provides a good background for further research in order to better understand the modal choice and popularity of walking and cycling, as well as to produce a set of guidelines to promote active travel among the variety of residents contributing to local sustainability and resilience.

## **“An insight into cyclist and pedestrian interactions on shared use paths”**

Central to this paper is the relations between cyclists and pedestrians on shared use paths and the consequential impact of these on journey experiences. Government shared use path design guidelines have been informed by research that concluded that there is little difference in the levels of conflict on segregated and non-segregated shared use paths. Any interactions that were observed that did not result in visible conflict or collisions were seen as relatively inconsequential.

This paper argues that it is necessary to investigate shared path interactions in more depth and not only focus on the outward visible signs of conflict but also to examine the non-visible experiential interactions. To explore these interactions this paper draws upon results from Phase I of an on-going PhD project; 600 intercept surveys carried out with shared path users along the Bristol and Bath Railway Path, UK.

The results presented will outline the kinds of interactions that take place on shared use paths by exploring how different mobile processes can impact on these interactions. In this context a number of specific themes from the mobilities literature will be discussed; the fluidity and rhythms of movement, social perceptions and communication in motion. Furthermore this paper will draw conclusions by examining how current Government shared use path design guidelines reflect the journey experiences uncovered in this research.

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Title: Cycling seasons: Negotiating and experiencing climatic conditions through habit

Abstract:

The weather is often identified as a 'barrier' which prevents people from travelling to work by active modes of transport and used to explain daily and seasonal variations in walking and cycling in transport and health studies. While alerting us to the fact climatic conditions play an important role in travel patterns such studies say little about how people adjust to, cope with and make sense of these changing conditions. In this paper I examine how cyclists experience and negotiate changing weather and seasonal conditions in the course of their everyday journeys to and from work. Drawing on the work of Felix Ravaisson and John Dewey I seek to shift away from accounts that view habit as simply unreflexive and automatic responses to environmental cues such as 'the weather'. Instead my argument is that the weather and seasons are part of the social, cultural and physical milieu in which a range of habits emerge. Developing this account I draw on interview, go-along, and ethnographic materials generated as part of research into workers' commutes in London, UK and Auckland, New Zealand. I illustrate how responses to weather and seasonal conditions are consciously and unconsciously folded into a range of habits over time including getting dressed, commuting and arriving at work. Additionally, I highlight how habits intersect and emerge with existing customs through a focus on workplace facilities, dress codes and cultures. In concluding I briefly reflect on the implications of these findings for policy-makers attempting to facilitate transitions to low-carbon transport systems.

## **MAMILs, eco-warriors and fitness freaks: How the social meanings around transport influence everyday cycling practices**

*Helen Fitt*

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'MAMILs' (Middle Aged Men In Lycra), 'eco-warriors' and 'fitness freaks' are all terms used by research participants when asked to describe stereotypes of cyclists in Christchurch, New Zealand. The stereotyping exercise was part of a research project seeking to explore the social meanings that link different kinds of people and different modes of transport. The ultimate goal was to investigate whether people's daily transport practices are influenced by the stereotypes and other meanings commonly associated with different ways of travelling. The study draws on focus groups, daily travel diaries, and interviews. Participants describe how social meanings influence the travel modes they choose (bike, car, bus etc.), the different vehicles they buy, the ways they consciously moderate their travel behaviour to counteract stereotypes, the ways other people treat them differently when their travel associates them with different social groups, and the strategies they employ to reduce their conspicuousness when they might be associated with undesirable meanings. Results demonstrate that the social meanings associated with transport do influence decisions to cycle, and also behaviours while cycling. In this presentation I will talk about some of the social meanings associated with cycling in Christchurch and will describe some of the influences that these meanings have on cycling practices.

## **Bremen - Cycling City or Car City?**

### Objective and Subjective Safety in Contested Spaces

Richard Grassick & Dr. Beatrix Wupperman

Following the production of our film and book “Beauty and the Bike”, we are now researching more deeply Bremen’s status as a cycling city. Whilst a key area of our work is the development of a historical explanation of Bremen’s current modal share of 25% for cycling - few transport policy-makers in Bremen seem to be aware of this history - the focus of this presentation combines a written paper with video material to explore the way in which contemporary political discourse interacts with the legacies of this history.

Bremen’s cycling infrastructure of 700 kms length – twice that of Copenhagen - dates back to 1897 when the first cycle path was constructed. Later a series of waves of cycling advocacy and infrastructure development shaped what Bremen has today: post-WW2, when most city dwellers needed access to the surrounding countryside to feed themselves, the German Cycle Path Movement of the 1950s. Although, like much of western Europe, Bremen’s cycling modal share fell in the 1960s and 1970s, a resilient cycling culture withstood the onslaught of motorised urban mobility planning, a decisive turning point coming in 1973 when a planned urban dual carriageway was blocked by the so-called Mozartstrasse Campaign. A period of relative traffic policy enlightenment followed, with further infrastructure, crucial traffic law changes, and a growth in cycling’s modal share into the 20’s.

It was in Bremen that the German national cycling organisation, ADFC, was founded in 1979. Bremen hosted the first Velo-City Conference in 1980. The city is recognised as having the highest cycling modal share of all Germany’s large conurbations. Today urban planning in Bremen evolves in the shadow of this cultural legacy - tangible as a comprehensive network of cycle paths, becalmed residential streets, substantial cycle parking facilities, and institutionalised advocacy organisations; intangible as a range of “ways of cycling”, reflecting the diverse and comprehensive array of everyday bicycle users.

Today, in many parts of Bremen, the old cycle paths are starting to look both neglected and inadequate. Cycling’s modal share has hovered around 23%-26% for two decades. The latest municipal response is embodied in the ongoing discussions around a new Transport Plan (VEP). It is in this context that substantial debate around objective and subjective safety has appeared, influencing both transport policy debate and recent infrastructure changes. Our presentation critically examines how Bremen’s cycling legacies are interpreted by cycling advocacy organisations, and through the example of a small set of streets in the central “Viertel” area of Bremen, how these have come to bear on practical urban mobility problems.

## Abstract for Cycling and Society Symposium 2014

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Title: Do we need cycling behaviour change for planners, advocates and policy-makers?

'Behaviour change' has been at the forefront of cycling policy for some years now, under the influence of approaches such as Thaler and Sunstein's 'Nudge'. Behaviour change implies the need for soft measures (often seen as complementary to hard measures) to change the public's perceptions of cycling, addressing what may be deep-seated prejudices or misconceptions. But is there a parallel need to intervene to shift planners, advocates and policy-makers' perceptions of cycling?

This presentation analyses publications from the All Party Parliamentary Cycling Group<sup>2</sup>, British Cycling<sup>3</sup>, CTC<sup>4</sup>, GLA<sup>5</sup>, Sustrans<sup>6</sup> and TfL<sup>7</sup> to critique the assumptions about cycling that are contained within each (for example, around what kind of people are expected to cycle, and how). It argues that there is indeed a need to educate the educators, not just the public.

<sup>1</sup> <http://www.wheelsforwellbeing.org.uk>

<sup>2</sup> Get Britain Cycling Report, All Party Parliamentary Cycling Group, April 2013

<sup>3</sup> Choose Cycling, British Cycling, February 2014

<sup>4</sup> Cycletopia, CTC, September 2012

<sup>5</sup> The Mayor's Vision for Cycling in London, Greater London Authority, March 2013

<sup>6</sup> Handbook for cycle-friendly design, Sustrans, April 2014

<sup>7</sup> London Cycling Design Standards, June 2014



## **Super cycle tracks, commuting cyclists and changing cycle cultures**

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Cycling & Society 2014, Northumbria University, UK

Presently, attention for cycling is experiencing a renewal in many cities. This change takes place in different contexts where the political, social and cultural position of cycling varies in different countries. Moreover, some urban areas show an increase in cycling over the past decades while in others, the share of cycling is decreasing. Meanwhile, there is a rapidly growing recognition among urban policy makers – not only those trying to manage urban transport with least costs but also those designing urban spaces and future urban growth strategies – that cities benefit from granting cycling a more prominent position and by increasing the share of cycle mobility, pushing ideas of super cycle tracks in e.g. London and Copenhagen and cycling as everyday transport mode rather than e.g. for sports. In this paper, we scrutinize questions related to promotion of cycling through special designs of cycle tracks that encouraging medium distance commuting, among cyclist who are embedded in specific cycle cultures. We thus ask how super cycle tracks promote cycling and why do they prompt more people to cycle, i.e. why do they potentially increase cycling's share of urban transport in an already cycle friendly city? In examining this, we further relate to questions such as why super cycle tracks are perceived as acceptable and legitimate in urban transport policy, given that tensions among different transport users arise around cycling? Which cycle cultures are they embedded in? How do they influence the mobility habits and mobility perceptions of urban transport users?

The conceptual framework of the paper is based on theories of mobility experience, including emotional and sensuous dimensions (Adey 2010), (Jensen 2013) (Degen and Rose 2012) (Spinney 2011), and of cycle culture (Aldred and Jungnickel 2014), (Jensen 2009) (Vannini 2010), including cycle habits (Schwanen, Banister et al. 2012). The empirical study examines cycle mobility related to the first super cycle track established in Copenhagen, opened in spring 2013, and data was collected using in-depth qualitative interviews and ethnographic filming of cycle behaviours. (314 words)

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## Space for oldies? Ageing society, older people and the UK 'cycle boom'.

The UK population is ageing and this poses major concerns as to whether our communities are equipped to offer quality of life for older people in terms of housing, mobility and other services. This paper starts from the premise that cycling could play a more significant role among older people in fostering independent mobility and social engagement and therefore promote health and wellbeing and better quality of life.

Research and policy has traditionally focused on supporting younger cycling (and more recently, women and ethnic minority cycling) but little attention has been given to older people. Moreover, policy discourse and guidance on older people's mobility, within the realms of transport, tends to focus on community/public transport and walking. Perhaps it is not surprising therefore that only 1 per cent of all journeys by over 65 year olds in the UK are made by cycle compared to 9 per cent in Germany, 15 per cent in Denmark and a 23 per cent in The Netherlands (Pucher & Buehler, 2012). We argue that more attention needs to be given to designing the physical and social conditions that provide opportunities for older cycling and also technology.

The presentation will provide an overview of the EPSRC funded\* 3-year **cycle BOOM** study (commenced October 2013) that aims to develop a deep understanding of cycling amongst the older population. It will explain and reflect on the variety of novel methods that are being implemented in four UK case areas (Oxford, Reading, Bristol and Cardiff). Preliminary findings from the first wave of fieldwork carried out in summer 2014 will be discussed. This will provide insight into cycling episodes across the whole life-course; how cycling journeys are practiced and performed by older people; and novel ways in which the (dis)benefits of cycling to older people's wellbeing can be represented. The paper concludes with some commentary on our ambition to convey evidence to key actors in new ways so that the right conditions for cycling within a rapidly ageing society are understood and accomplished.

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<sup>1</sup> *cycle BOOM* is led by Dr. Tim Jones, Senior Research Fellow, at Oxford Brookes University supported by Dr. Ben Spencer and Nick Beale and working in collaboration with Prof. Carien van Reekum, Dr. Emma Street, Dr. Philip Black and Dr. Louise Leyland at the University of Reading, Dr. Justin Spinney and Dr. Nick Humes at Cardiff University and Dr. Kiron Chatterjee and Dr. Heather Jones at the University of West of England.

\**cycle BOOM* is funded under the UK Research Council's Life-Long Health and Wellbeing programme (Grant No. EP/K037242/1). More details about the study are available at [www.cycleboom.org](http://www.cycleboom.org) and by following our blog and regular tweets @cycle\_BOOM

## Abstract for the Cycling & Society Annual Symposium 2014

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Presentation of the ongoing Ph.D. Project

### **“Mobility Stories of Pedelec Owners: Adaption and Use of Electric Bicycles.**

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Pedelec (electric bicycles) owners within the Metropolitan Region of Munich and their “mobility stories” are at the centre of this Ph.D. project. The central questions guiding the research are:

1. What factors influence the buying decision and the adaption process of electric bicycles?
2. What impact does the pedelec have (“What does the pedelec do with their owners”)?
3. And finally, which perspectives on sustainability does it open?

In order to obtain an in-depth understanding of relevant factors and influences that form an individual “pedelec biography” or “pedelec story” a qualitative approach has been chosen based on Grounded Theory. Theoretical perspectives from social science mobility/-ies research as well as approaches from innovation, technology, and society studies have shaped the research process.

More than 30 interviews have been conducted following the method of theoretical sampling. In the end, the analytical work aims to develop a typology of pedelec owners with their different mobility story characteristics.

The first analyses show that the “innovation pedelec” has not only had an impact on the mobility behaviours and practices of their owners but as well on their daily lives in general. In fact, the artefact pedelec opens new perspectives on all three different fields of sustainability: ecologically, economically, and socially.

At the Cycling & Society Annual Symposium Conference the Ph.D. project will be presented. By that time the research process will be in its final state. Hence, a majority of the analytical work will be finished by September and outcomes and results will be presented.

*Robin Lovelace, Leeds University*

## **The shifting geographical distribution of cycling to work in England**

This paper uses data from the UK Census to identify the geographical distribution of change in the proportion of commuters cycling as their primary means of travel to work. It was found that there is a clear geographical pattern to recent shift, with cycle commuting falling in most areas but growing in large cities. It is notable that, outside London, the cycle commuting has declined nationwide. To try to explain this trend a geographically weighted regression model will be used. Data on average income, quality and quantity of cycle paths, road traffic casualties and proxies of investment in cycling and driving will be tested as explanatory variables. It is hoped that the findings will be of use to policy makers looking for an evidence base on which to allocate future cycling investments.

Keywords: cycling, bicycle commuting, geographic variation.

## **Obsessing on safety: teenage girls attitudes to cycling**

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Girls tend to drop out of sport and organised physical activity (PA) with the onset of puberty. Cycling for transport (CFT) is a major source of unintentional daily PA and makes up the most of girls' daily PA needs in countries like the Netherlands, Germany and Denmark, where CFT participation is high (Pucher & Buehler, 2012). However, levels of cycling among teenage girls in Ireland and the UK are particularly low and international research has found a variety of reasons for this: lack of confidence (Heesch et al., 2012); parental concerns about 'stranger danger' (Garrard et al., 2009); image concerns such as 'helmet hair' and attractiveness (Osborne, 2007; Kirby & Inchley, 2009), and the social stigma of cycling (Underwood & Handy, 2012). There is no Irish research in this area, and none that has explored safety perceptions or the influence of parental perceptions. The overall aim of this research, therefore, was to explore adolescent girls' attitudes to CFT, and specifically perceived barriers to cycling to school, attitudes towards the safety of cycling and the influence of their parents' attitudes on transport decisions.

Two semi structured focus group were held with 12 females aged 15-16, from an all-girls school in Waterford City, Ireland. Discussions mainly centred around eight images of cyclists (adults and children, with and without hi-vis/helmets, cycling for transport and/or recreation). The views expressed were mainly negative. The predominant theme that emerged was the extreme danger of CFT and the absolute need to wear a helmet, hi-vis jacket, tracksuit and sensible shoes; indeed to dress like a sports/fitness cyclist. Not to do so was seen as very reckless and unsafe. Using an umbrella, carrying a child passenger(s), wearing heels while cycling, or being a child cyclist was considered particularly hazardous. Fear of traffic was a consistent presence, and it generally came from parents. Image, distance, weather and topography were hardly mentioned.

Given the lack of 'normal' role models on which to base their perceptions – the greatest growth in cycling outside of Dublin is in sport/fitness cycling on 'racers' – the results are somewhat unsurprising. But that safety concerns are far more central and significant than image concerns is more worrying. Clearly, the message that CFT is dangerous and risky must be reframed. Road safety education campaigns, in particular must place less focus on the risks and dangers of CFT and more on the benefits, which far outweigh the risks.

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## Driver attitudes to cyclists in an Irish city: a positive outlook for the future?

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Levels of cycling for transport in Ireland are starting to increase from a low base (2% DoT, 2009), and the Government has rolled out funding, nationwide, with the aim of increasing to 10% the amount of trips made by bike by 2020. This means Irish drivers having to share the road with an increasing volume of cyclists, something they are not used to doing. However, international research has found that cyclists are viewed as dangerous, hazardous, inconsiderate, lacking in knowledge of and/or frequently breaking the rules of the road, and 'different' to drivers (Stone & Gosling, 2008; Daley and Rissel, 2011; Basford et al., 2002) – for which they have also been derided in the UK press<sup>1</sup>. In addition, cycling for transport has a lower status and is less acceptable than recreational cycling (Daley and Rissel, 2011). What do Irish drivers think?

The overall aim of this research was to explore domestic and professional drivers' attitudes to cyclists in Kilkenny and specifically to gauge their views on sharing the road with cyclists, cycling safety, cycling infrastructure, whether cycling is socially acceptable, and whether cyclists have good cycling skills and knowledge. Kilkenny is an example of a small regional city where many kilometres of on-road cycle lanes have been laid, reducing space for cars and parking. Anecdotal evidence suggested some driver hostility to this and an unwillingness to share the road. One hundred and eighty, randomly selected drivers, who were not cyclists (38% aged 18-40 yrs; 43% female) completed a survey (based on Basford 2002) in their cars, and five of them (3 female, 2 male, aged 45-50) discussed the survey issues further, in a focus group setting, at a later date.

Results show that, overall, and contrary to existing research, drivers in Kilkenny have a very positive attitude to cycling and cyclists. They considered both cyclists and motorists as equally inconsiderate, but cyclists as much more vulnerable. They were in favour of more on-road cycle lanes, saw cyclists as the same sort of people as themselves and most intended to cycle sometime in the future. However, most agreed that it isn't 'normal' to cycle for transport, that such cyclists should undergo training and wear protective gear (hi-vis and helmets), and that sports cyclists are more knowledgeable and safer cyclists.

In general, these attitudes bode well for future investment in cycling and cycling infrastructure in Kilkenny. However, it highlights the 'Catch 22' that without a change in the image of transport cyclists as 'not normal', and needing hi-vis, helmets and training, it will be difficult to get the critical mass of transport cyclists necessary to change this image.

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**Funding:** Engineering and Physical Sciences Research Council (EPSRC) and Department for Transport (DfT)

**Towards a quantitative representation of cycling journey quality impacts through direct methods**

Modelling by Transport for London (TfL) has shown that the majority of 'frequent' cyclists in the city are within the 25-44 white male cohort and on a higher than average income; this model also showed that there is real potential for additional growth outside this group (TfL, 2010).

Research has shown that the development of safe cycling environments is part of the solution in enabling a wider demographic to cycle (Pucher and Buehler, 2008). There is also evidence of variation in the importance of factors such as journey purpose, perception of risk, personal safety and convenience across the population (Pooley, 2011).

To develop a more inclusive cycle network it is important that these variations are understood. The aim of this research is to develop a multi-criteria framework to be used during the transport scheme appraisal process. This framework will represent the journey quality impacts of changes to a cycling environment by age, sex and journey type providing policy makers with a clearer picture of the effect a scheme could have.

To determine which factors should be included within the framework qualitative research will be supplemented by a literature review. This stage of the study will involve face to face interviews with representative individuals and focus groups with cyclists and non-cyclists.

Building on this the values representing the variation in priorities across population groups will be derived from a large scale online survey. Methods for eliciting preferences through direct methods such as pair wise comparisons and Likert scaling will be explored during survey development.

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## Embedding a bike-share system in a city: understanding emerging processes and effects through a case study of the *dublinbikes* scheme

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This case study of the *dublinbikes* bike-sharing system/scheme (BSS), employing a mixed method approach and guided by the Multi-Level Perspective (MLP) conceptual framework, aims at elucidating the nature of processes associated with embedding the bike-sharing system into the social, cultural and institutional fabric of the city of Dublin. Through an examination of a number of domains – rules, regulations and policy diffusion; user experiences of navigating the city; the emergence of new actors and re-alignments of existing relationships; and traffic management measures – it is revealed that the introduction of the BSS set in motion an array of unpredicted processes and cascade effects which are now playing out. The knowledge generated from this study of the planning and early operational phases of new socio-technical system enhances our understandings of some potential transition pathways towards lower carbon futures. This paper responds to Urry who, in his analysis of climate change and his assessment of a number of future scenarios, argues the crucial need for a “social science analysis of how to move.... to societies comprised of interlocking low carbon systems” (Urry, 2011). This paper discusses the policy implications of the findings and raises new questions to be tackled in future research.

URRY, J. 2011. *Climate Change and Society*, Polity Press.

**University of the West of England, Faculty of Engineering and Technology Public lecture**

**Cycling design guidance: developments and remaining issues**

**Professor John Parkin**

**Cycling and Society Research Group September 2014**

**Abstract**

There has been a plethora of new and revised cycling design guidance emerging both in the UK and internationally in recent times. This has included guidance emanating from Transport for London, but also various guidance from the advocacy community, including Sustrans. The process of development and change continues, with the UK Highways Agency now engaging in a revision process of its Design Manual for Roads and Bridges. Training has been taking place on the guidance available and this is set to continue and intensify in the coming months and years.

Questions remain however about the nature of what the guidance is setting out to achieve, and how the training might be influencing the application of the guidance. On the one hand, the guidance might merely influence the approach to design. On the other, it might influence larger scale planning in connection with cycling. As an ultimate goal perhaps the guidance and any training that goes with it should comprehensively aim to change the mind-set and behaviour of those using the guidance.

This paper reviews the developments in guidance since Local Transport Note 02/08 and the issues in relation to training. It establishes the notion that, historically, guidance has focussed mainly on specific issues of, for example 'measurement' of artefacts for cycling facilities. It makes the point that this approach is of little value in the absence of the prior important steps of transport planning, which would develop the concepts for appropriately shaped networks. It also, however, makes the more fundamental point that the training needs to ensure, as all good education should, that the mental behaviour of those receiving the training changes. Biases exist towards provision for motor traffic and sometimes these are rather obvious, but sometimes they are rather hard to identify. Without wanting to be too authoritarian, the paper will conclude by identifying the ways that the traffic engineering community need to be 're-orientated'.

## **Cycling, togetherness and the creation of meaning**

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The argument of this presentation is that cycling creates meaning through the act of moving together in time. Such instances of cycling together, that are so salient outside the city, for leisure or for sport, are almost invisible in cities. This paper examines why is this happening and how can this situation be addressed. Ultimately, my purpose is to assess how cycling together outside the city can contribute to the success of urban cycling practices.

I am addressing here the togetherness of cycling, a topic which is largely neglected by most of social scientists. Being mobile together is imbued with meaning, as 'moving in accordance brings about senses and feelings of solidarity and belonging without verbal, communicative and symbolic forms of action' (Adey 2010: 168).

Cycling is often described in academic literature with tropes suggesting different degrees of togetherness or, at least, communal ideals, such as citizenship (Aldred 2010), shared identity (Carlsson 2002), even revolution (Mapes 2009). Despite such associations, most of the academic literature on cycling is nevertheless focused on solidarity practices. The flâneur-cyclist (Oddy 2007, Cox 2008) has become the representative image of the lone cyclist practising an individualized 'tourist gaze' (Urry 2007) in the countryside, thus possibly reflecting cycling's marginalised status in academia. In contrast to these solitary approaches, I propose a focus on more solidary forms of cycling, the practices of cycling together, and on the subsequent construction of meaning by those who take part in them.

The process of meaning making while moving from A to B has been of uttermost importance for different social scientists working in the realm of mobilities studies. For them, it is important to move beyond the general perception of mobility as being unproductive and wasted time (as often reflected in the thinking of planners and engineers), claiming instead that mobility is itself a site of meaning creation, identity formation and even cultural production (Adey 2010; Creswell 2006; Ingold 2011).

Motion and emotion are, as Mimi Sheller puts it, 'kinaesthetically intertwined and produced together through a conjunction of bodies, technologies, and cultural practices' (Sheller 2004: 227). The geographer Tim Creswell (2006) observes as well that mobility is far from being a chaotic thing and that meaning described on the move is seldom neglected: Stories about mobility, stories that are frequently ideological, connect blood cells to street patterns, reproduction to space travel. Movement is rarely just movement; it carries with it the burden of meaning and it is this meaning that jumps scales. It is this issue of meaning that remains absent from accounts of mobility in general, and because it remains absent, important connections are not made (2006: 6-7).

In the cases of co-mobility, such emotions and affects 'rise and surge between bodies', says the geographer Peter Adey (2010: 166). That is to say that the emotions become themselves mobile as a result of not moving in time, but, as Adey explains, 'by simply moving with it' (2010:168): Bodies extend out into more-than-personal bonds and associations as people move with each other. Emotions and affects feed back as they leap between people tying them even closer together. [...] Rather than communicating symbolically or discursively, being mobile together in time is 'crucial in both establishing and enhancing a sense of collective purpose and a common understanding' producing feelings of 'well being' (Brennan in Adey 2010: 167-8). The importance of togetherness in the studies of mobility is also echoed by John Urry (2007) who emphasizes 'the essential role of meetings for work, family and social life' in general (2007: 273).

In conclusion, this research into the practice of cycling together is concerned with the production and mobilisation of meaning within cyclists. The individualized and flâneuristic performance of cycling is only one part of the equation in question; cycling is, in the words of anthropologist Luis Vivanco, 'also a collective, expressive, and culturally patterned experience, in the sense that it is organized and constrained by social and political-economic processes, symbolic meanings, and actual skills, practices, and norms involved in riding a bicycle [through a city], each of which transcends what any single individual does or believes' (2013: 95).

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## Can Cycling Apps inform Smart Infrastructure Planning?

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Cycling is increasingly promoted to tackle health issues, traffic congestion and climate change, in order to create more sustainable cities. This paper discusses the possibility of using the existing smartphone app Strava to understand how cyclists use the city, and make inferences about where infrastructure investment would be most beneficial. While Strava provides readily available data and functionality to support smart improvements to a city's cycling infrastructure, its representativeness of actual cycling patterns is contested.

This paper uses Manchester, UK, to ground truth the extent to which Strava provides a representative picture of cyclist behaviour and activity within the city. Selected road segments are monitored and Strava data compared with field observations regarding cyclist demographics and intensity of infrastructure use. This investigation is complemented with a Strava data analysis from Bristol, UK. Secondly, user behaviour and user engagement with the app is analysed through quantitative and qualitative surveys, to investigate potential bias within the target group and identify effective ways to encourage cyclists to use the app.

In addressing these questions the paper offers a preliminary proof of concept as to whether cycling apps, specifically Strava, can provide transportation engineers and planners with alternatives to costly and time consuming conventional methods.

### *About the authors:*

**Benjamin Bell** is Master Student in geography at the University of Manchester with focus on environmental reconstruction. He is a keen cyclist with strong interest in cycling issues and frequent user of GPS trackers for cycling. Ben has a B.Sc. in geography and his dissertation focused on environmental barriers to cycling in Manchester.

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**Chris Mason** is a Transport Consultant specialising in cycling and sustainable transport. He has contributed to a range of high profile projects including Bicester Eco-Town, Building Schools for the Future, M25 DBFO, and London 2012 Olympics, as well as numerous cycling schemes, Transport Assessments and implementing effective Travel Plans for local government, universities and businesses. He has undertaken policy work at the European Union and United Nations Framework Convention on Climate Change. He has published several papers on sustainability and transport including the influential ZeroCarbonBritain2030 report, which set out a roadmap for decarbonising transport in the UK by 2030.

**Gabriele Schliwa** is Research Associate at the School of Environment, Education and Development at the University of Manchester. Her research seeks to advance sustainable mobility transitions through multi-stakeholder engagement with a focus on socio-technical innovation. She is currently managing the Manchester Cycling Lab, a research project that turns Manchester into a real-life laboratory for the study of cycling. Gabriele holds a M.Sc Environmental Management & Policy from IIIIE, Lund University, Sweden and a B.Sc. Business Administration from University of Muenster, Germany.

## **Communicating Competence: Understanding Perceptions of Cycle Training**

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Cycling is increasingly understood as a social practice, a 'block of activity' (SPRG 2013) that people share and that can be seen to coexist with other practices through which similar goals can be achieved such as driving (providing mobility) and going to the gym (providing exercise). Framing cycling as a social practice and building upon the work of Shove (2012) and Watson (2013), the basic conditions for the practice to exist and develop can be conceptualised as materials, competence and meanings (Shove 2012).

This is a helpful lens through which to see contemporary efforts to boost cycling levels in the UK and elsewhere, which have tended to focus on the materials and meanings elements: improving the material conditions of cycling, through the provision of dedicated cycle infrastructure for example, and 'behavioural change' type initiatives that seek to engage with meaning through expectations, motivations and goals. These are commonly referred to as 'hard' and 'soft' measures respectively.

Competence, which relates not only to individual knowledge and skills but also to procedures, norms and rules, has been a less prominent concern but there can be seen to be an increasing interest in cycle training, which deals with competence. Such training is particularly important in the UK where the provision of dedicated infrastructure, such as separated cycle lanes, is generally perceived to be behind many other Northern European countries. With relatively low levels of cycling amongst adults, many potential cyclists will have had insufficient training at school, have not cycled as children or adults, or have seen traffic levels increase and become increasingly dissuaded from cycling. Cycle training also has the potential to help those who currently cycle avoid putting themselves in danger.

This paper draws upon three focus groups with participants who cycle in Greater Manchester: the first consisted of those who cycle mainly for utility and have a relatively cautious approach to cycling in traffic; the second of those who cycle for utility but also participate in cycling as an endurance sport; the third of those who tend only to cycle on traffic-free routes. The sessions used visual prompts to explore the implications of a set of approaches to communicating cycling and cycle training. The research has been carried out in conjunction with the cycle training organisation BikeRight.

The research identified a range of issues relating to the communication of the cycle training offer including the need to reflect the differing requirements and attitudes of different segments of the (potential) cycling population; the importance of emphasising shared responsibility for the safety of all road users; the balance of negative and positive imagery around cycling safety; and the limitations of 'sporty' framings of cycling in communicating to a wide audience. The sessions also highlighted the need for cycle training to be seen in the context of wider initiatives to address barriers to cycling and for competence to be understood with, and addressed alongside, materials and meaning.

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# Newcastle Cycling & Society Symposium 2014

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Title

## **Bike Parking as Crux in Urban Design?**

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Keywords

Bike Parking, Bike Facilities, Public Space, Urban Design

Abstract

Biking is a very usual way of moving around in the Netherlands. Thinking about Urban Design is thinking about integrating the bike. Nevertheless, some aspects seem to be overlooked and new issues arise or escalate with the ever-growing biking population in the Netherlands (Fleming, 2013).

Especially at train stations, the required number of bike parking facilities is underestimated or hardly addressed at all. Although this issue is known for a long time, solutions are developed slowly (CROW, 2010). In the nineties a graduation studio focussed on these issues, a solution developed at that time was a so-called bike-in station (Design Gouda Central Station (1998) published: Van der Spek, 2003).

Recent research to mobility patterns of 'students' and 'regular inhabitants' shows the importance of bike traffic for the city, especially the historic Dutch inner cities<sup>1</sup>. Bikers are able to quickly cross the historic centre and visit different destinations efficiently: without bikes, no vital city centres. On the other hand, inhabitants and shopkeepers are confronted with more and more bikes in the public domain: the quality of public space is appalling due to parked bikes. Cities like Delft and The Hague (NL) are preparing measurements to ban bikes from public squares or prohibit bikers in shopping streets... The question is if these measurements preventing bike accessibility are related to the issue of bike parking and the quality of the public domain.

New solutions are required to accommodate bike parking efficiently in the (inner) city and to secure the quality of our public domain (Fleming, 2013). At several places innovative bike storage facilities are build, ie automatic parking in Utrecht, at train stations); Further, more bike storage are developed in the public domain or in existing buildings (Biesieklette Bike & Park, Delft/The Hague). Our mobility research in Rotterdam lead to the development of several small bike facilities along one street<sup>2</sup>.

In 2012 Noor Scheltema researched strengthening bikeability from home to the Dutch Railway Station. Her work was published under the title 'ReCycle City' (Scheltema, 2012).

*With this paper I would like to address the need for new and innovative storage facilities for bikes in the existing built environment. A presentation will be supported by images of design proposal by staff and students and images/examples collected on the internet.*

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<sup>1</sup> Minor 'Sensing the City / Delft from Above' – a course by Urban Design & Geomatics, TU Delft, 2012-13

<sup>2</sup> 'Urbanism on Track' – Tracking High-rise'11 and City Centre'12 (AR0068), Urban Design, TU Delft, 2011-12

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# Perceptions and attitudes of urban utility cyclists – a case study in a British Built Environment

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**Keywords:** urban utility cycling; perception, attitudes, exploratory regression, theory of planned behaviour.

## Abstract

**Background:** Understanding perceptions of cyclists is fundamental in pioneering a successful cycling uptake. Recent cycling related research has shown interest in theoretical studies where considerations are given to how cyclists perceived their environment and their attitudes. This interest has been motivated by the need to understand how cycling uptake could be increased in communities to ameliorate health related issues such as obesity. This study therefore provides evidence on perceptions and attitudes of utility cyclists in a British urban environment; particularly in Tyneside conurbation in North East England.

**Method:** A face-to-face interview was conducted using a designed questionnaire based on the theory of planned behaviour to capture cognitive, environmental and socio-demographic variables of 79 urban utility cyclists. Additionally, these cyclists were tracked over seven days using GPS trackers to capture their actual movement during their normal week. Both exploratory regression analysis and descriptive statistics were performed to provide explanation linking these variables and the actual movement recorded by the GPS trackers.

**Findings:** The findings suggest that utility cycling in the area is significantly ( $p=0.01$ ) correlated to habit, attitudes on satisfaction and stimulus as well as past cycling behaviour. This finding partly confirms Lemieux and Godin's (2009) study, based on stated preference survey to predict active commuting behaviour, where cycling behaviour correlates significantly with habits, intention and age (with habit being the most significant predictor). From the view point of the theory of planned behaviour, the findings here suggest that cyclists sampled are in favour (i.e. attitude) of doing the behaviour (cycling) and are not under any significant social pressure (i.e. subjective norm) to cycle. Furthermore, the findings suggest significant correlations to actual (not stated preference) cycling behaviour relates to lane availability, trip distance, and body mass index (BMI) respectively. The findings show that both cognitive and environmental variables play important role in explaining urban utility cycling among adults.