

# Making Cycling for Everyone: Training for Cycling & Driving

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Graeme Sherriff

November 2017

Making cycling  
viable, safer  
and better

**BIKE  
RIGHT!**<sup>®</sup>  
*- Cycle for Life -*



University of  
**Salford**  
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SUSTAINABLE HOUSING  
& URBAN STUDIES UNIT

# A STATISTICAL OVERVIEW OF BIKERIGHT! BIKEABILITY DELIVERY 2016/2017 SCHOOL YEAR

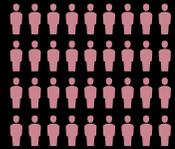


Making cycling viable, safer and better



## CHILDREN TRAINED 2016/2017 SCHOOL YEAR:

### MERSEYSIDE



11435

### MANCHESTER

(inc Stockport and Rochdale from March 2017)



4123

### WARRINGTON



4249

### WARWICKSHIRE

Since March 2017



822

### WE TRAINED

347

Special educational needs children



## WE DELIVERED IN:



of the 395 primary schools in Merseyside



of the 135 primary schools in Manchester



of the 70 primary schools in Warrington

## LEVEL 3 PLACES DELIVERED:

1594

total trainees in high schools

★ 75% ★

of year group attended our Bikeability courses, the national average is less than 50%



10057 INSTRUCTOR DAYS

20629 CHILDREN TRAINED

## BIKEABILITY PLUS:

### Bikeability Ride



76 trainees

### Bikeability Promo



1291 trainees

### Bikeability On Show



103 trainees

### Bikeability Learn To Ride



403 trainees

### Level 1 Skills



650 sessions

### Bikeability Balance



640 trainees

### Bikeability 5th Session Catch-ups



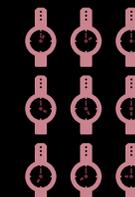
385 trainees

### ★ ★ TOTAL ★ ★

3510 TRAINEES



Our commitment to quality is second to none



We provide up to **NINE** hours training time per child instead of the recommended eight



We can provide bikes for children who don't have their own or if their bike fails our safety inspection

## FREE!



Children have free access to helmets too

# OVERVIEW OF FREEWHEELING ADULT CYCLE TRAINING SESSIONS

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# 12685 Freewheelers!



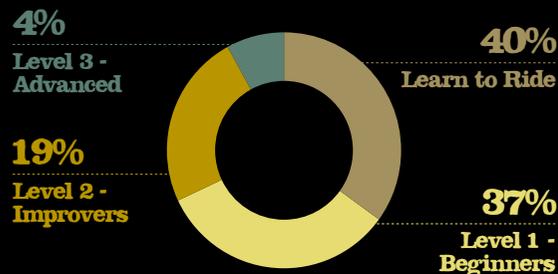
## LEVEL OF ABILITY BEFORE AND AFTER FREEWHEELING

Cycling level	Before	After
Beginner, Basic or Returner.....	87%	50%
Average.....	11%	34%
Experienced / Advanced .....	2.5%	16%

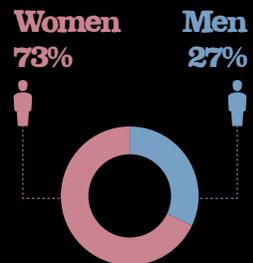
**16%** of Freewheelers now cycle once a week, that's doubled from 5% before the training

**208%** increase in people travelling to work by bicycle as a result of Freewheeling

## FREEWHEELING SKILLS LEVELS



## Gender %



Twice as many women as men have accessed Learn to Ride sessions

Proportionally, men have been twice as likely to access a Level 3 session

Freewheelers support a range of measures that would make more people cycle more often.

These include :

- bicycle maintenance training
- additional cycle training
- cycle maps
- organised bike rides

# Background

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- University partner can provide distance and seen as less 'biased'.
- Independent evaluation helps relationship with external client.
- Limited evidence base on effectiveness of cycling training, especially for adults.
- Challenge of reaching those who already cycle confidently but could still benefit from training.

# The Research

University of  
**Salford**  
MANCHESTER

## Communicating Cycle Training

Perceptions and  
Experiences of Adult  
Cycle Training

Graeme Sherriff

SHUSU

August 2014



University of  
**Salford**  
MANCHESTER



SHUSU  
Sustainable Housing &  
Urban Studies Unit



'Seeing it from a  
cyclist's point of  
view is totally  
different.'

Understanding the impact of cycling  
awareness training for HGV drivers

Graeme Sherriff  
January 2017

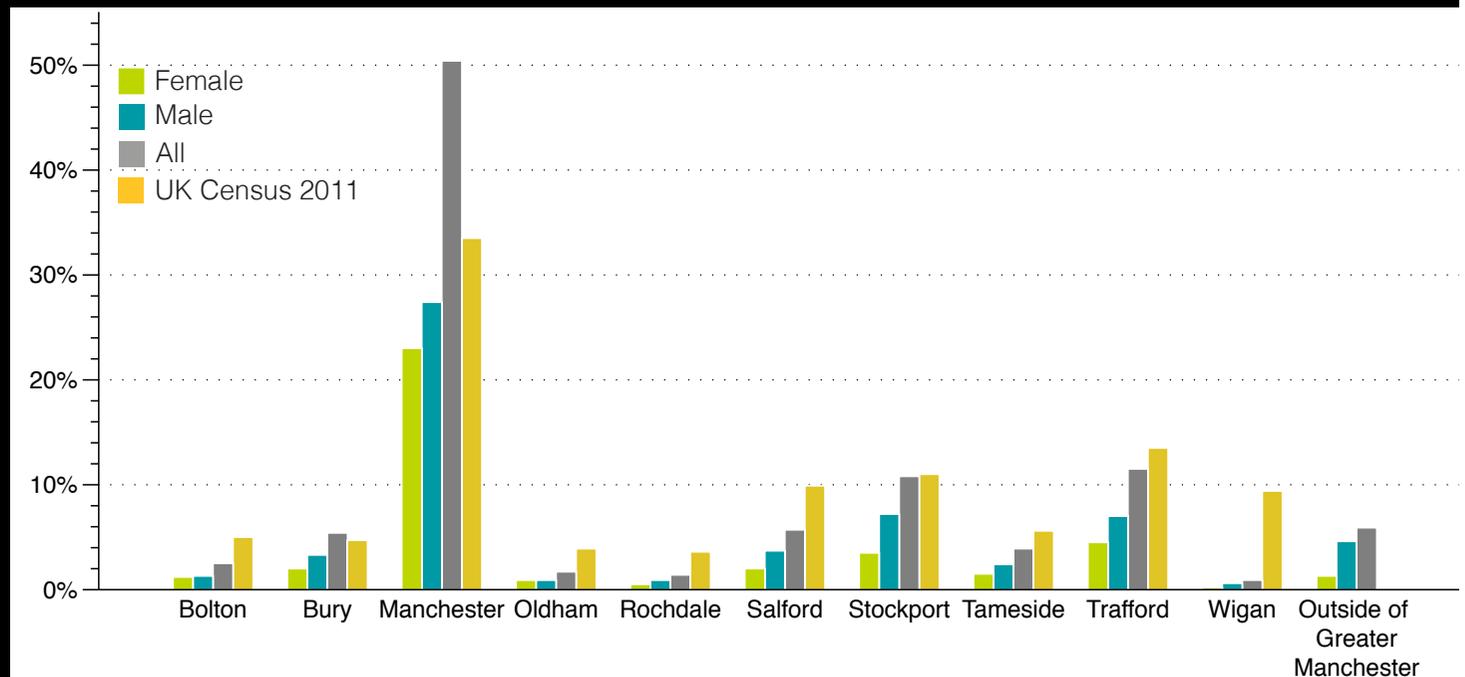
# Sustainability and Society

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- cycling is an *environmentally* sustainable way of getting around: climate change, air quality
- wider *social* benefits: health, access to work, affordable exercise, wide age range, local economy
- requires people to actively do something
- cannot be viewed in isolation: flying and driving to cycle

# How did we do the research?

- Literature and policy review
- Online survey of approximately 1000 people  
Focus groups: varying levels of confidence
- Phone interviews with HGV drivers



# What did we learn? (1)

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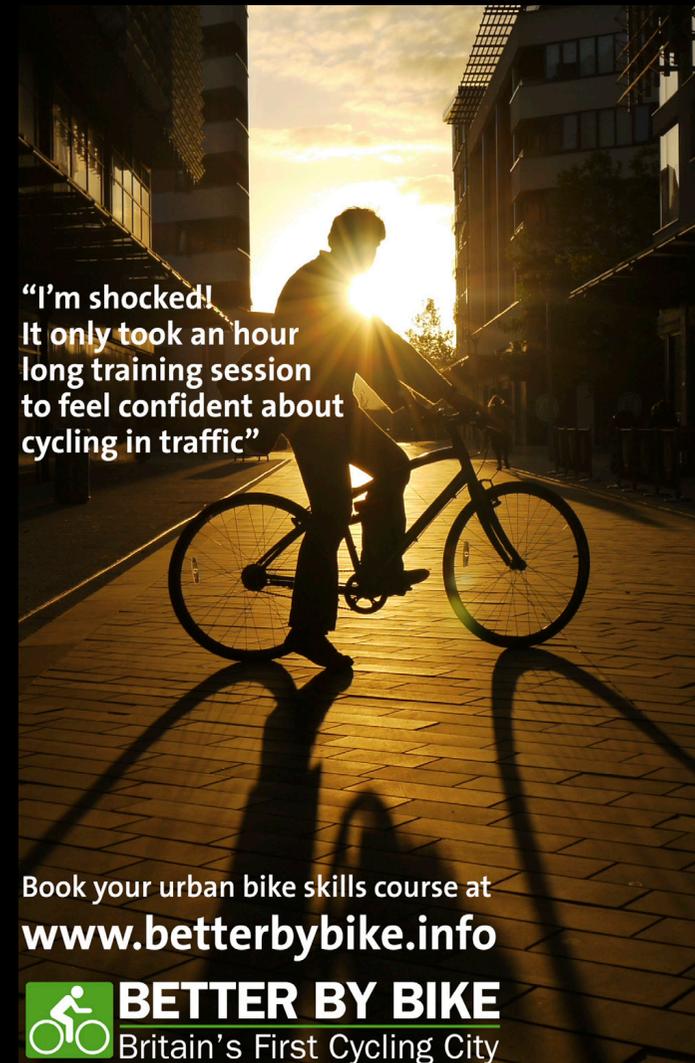
- Not all people who cycle are the same: range of reasons for cycling and confidence levels
- Very hard to get HGV drivers to talk to you. A bit easier with people who cycle.
- Many drivers respond positively to cycle awareness training.



# What did we learn? (2)

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- Importance of terminology, e.g. 'skills training'
- Perceptions of cycle training – not enough on its own
- Risk of 'victim blaming'
- Added to evidence base that driver training created attitudinal change



"I'm shocked!  
It only took an hour  
long training session  
to feel confident about  
cycling in traffic"

Book your urban bike skills course at  
[www.betterbybike.info](http://www.betterbybike.info)

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Britain's First Cycling City

# Sustainability and Society

- Safety on the roads is a shared responsibility.
- Business as usual means that people are excluded from enjoying the benefits of cycling.
- Training and information is not enough.
- Infrastructure and the behaviour of other road users need to be addressed.



# What followed?

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- Directly contributed to BikeRight!'s advertising campaign.
- Influenced evaluation and data policy.
- Established basis for further research on driver training.



# Contacts and Publications

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