



The future health of cycling

CTC CCN Conference
November 2002



CTC enters its 125th year

• Our Objectives

- An independent national organisation of cyclists, run by cyclists for the benefit of all current and future cycle-users.
- Known, recognised, respected for its knowledge of cycling and the quality and effectiveness of its work in providing representation, solutions, products, services and cycling activities to and on behalf of all cycle-users.
- Making cycling accessible, enjoyable, safe, welcoming for all.
- Growing membership, and well resourced to carry out its work.



CTC at 125

- Reflection, research, audit, analysis
 - Vision 2000
 - Benchmarking
 - Surviving Foot and Mouth Disease
 - Review of cycle training and organisation
 - New direction for the National Cycling Strategy
 - Regional Cycling Team
 - Devolution and regionalisation



CTC at 125

- Review of policy delivery for Vision 2000
 - Perception amongst policy makers
 - Cycling is a positive thing
 - It would be a good thing to support
 - Cycling is hard to understand
 - It might be unsafe
 - But its not mainstream, big picture
 - Not coupled to the big agendas



CTC at 125

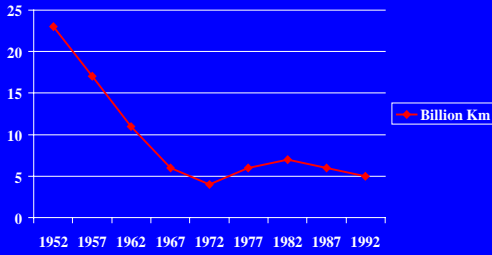
- An analysis
 - Who is cycling
 - The cycling environment
 - Training and education



Analysis

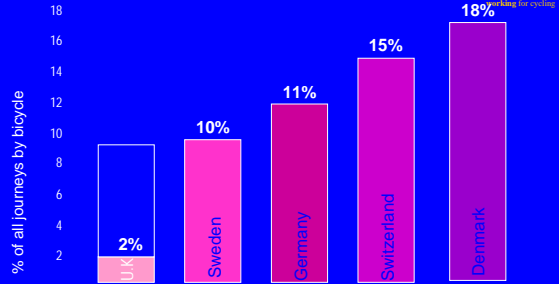
- Who is cycling?

GB Cycle use trends



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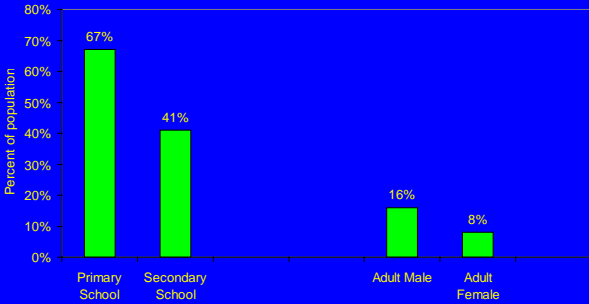
Cycling in various countries



Sources: ITS Leeds, CTC, ECF

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Cycle use



Sources: Sport England, General Household Survey 1996, DTLR

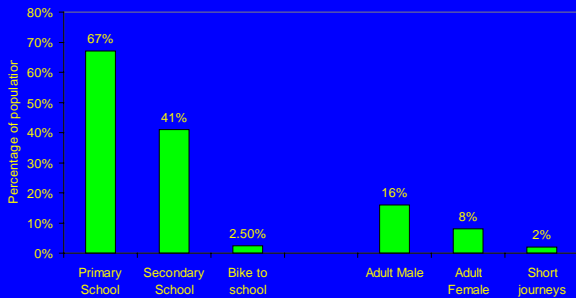
Cycling is huge?



- Cycling is the number 1 physical activity for school children outside school
- Cycling is the 5th ranked physical activity for adults
- £600 Million cycle tourism market
- 7% of all countryside visits include cycling
- Over 100 new small businesses promoting cycling holidays in last 10 years

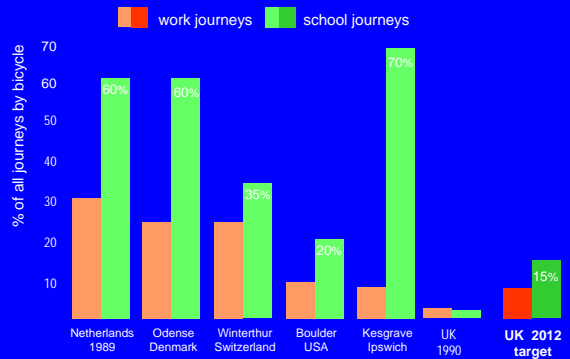
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Cycle Use



Sources: Sport England, General Household Survey 1996, DTLR

Cycling to work and school compared



Source: Sustrans

The numbers



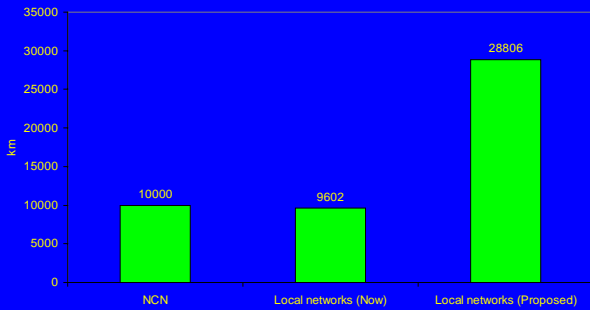
Potential cycle users	15 million
Recreational cycle users & children	9 million (5 million children)
Regular cycle users	800,000
Cyclists	200,000
Cycle sport	20,000

Analysis



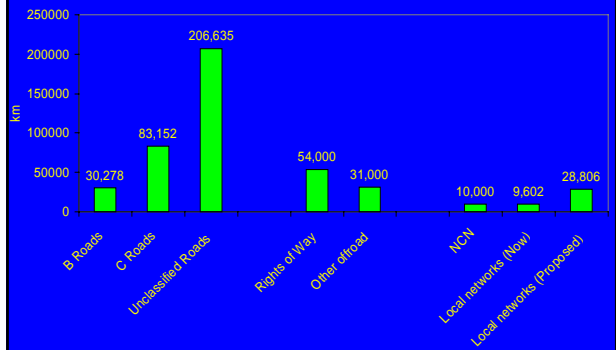
What about the cycling environment?

Provision for cycling



Source: Sustrans, CTC Benchmarking Project

Provision for cyclists (GB)



Source: Sustrans, CTC Benchmarking Project, DTLR



Photos: Sustrans






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Analysis



- Training and education

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Training and education of cycle users



- A positive tradition, and a range of new initiatives
 - ROSPA – cycling proficiency
 - Adult & Teenage cycle training Spring 2003
 - SCDP, York, RDRF,
 - Cubs, Scouts, Volunteers etc.
 - Safe Routes to Schools
 - Sustrans School Champions Project
 - World Class Start 60,000 teenagers

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Training works



- Reduces casualties sustained by cyclists
- Supports those who want to cycle
- Addresses negative aspects of some cyclists' behaviour
- Prepares younger road users to be safer users

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Training of cycle users has significant problems in 2002



- Only 14% of 11-12 year olds trained by L.A.s on road (CTC)
- Only 4% children cycle at school (Sport England)
- Most new education & development initiatives do not include training as standard
- No unified national standard or syllabus
- Over-emphasis on danger
- No child protection standard
- Public liability & Best Value concerns

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Conclusions



- Most cycle use does not relate to cycle journeys
- Cycling is a leisure, sports, charity, activity
- Why?
 - Perception of road danger
 - Parental perception of "stranger danger"
 - Lack of a consistent cycling message
 - After 30+ years of decline the parents of young cycle users are the first generation to come from a non cycling culture
- Cycling is not "normal" behaviour
- This decline in road use will continue, probably accelerating

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What can we do?



- We are not going to build our way out
- But
 - What is built should be of the highest quality
 - Keep the focus on the hierarchy of solutions
 - Fight the erosion of what facilities we do have
- English Regional Taskforce Audits

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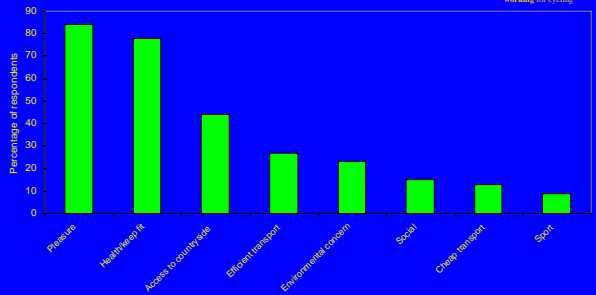
What can we do?



- Actually give people what they want
- Even committed cyclists
 - Cycle for health and pleasure
 - Don't cycle because of perceived danger

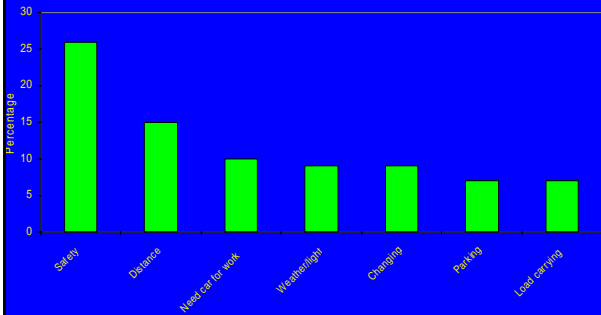
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Why cycle?



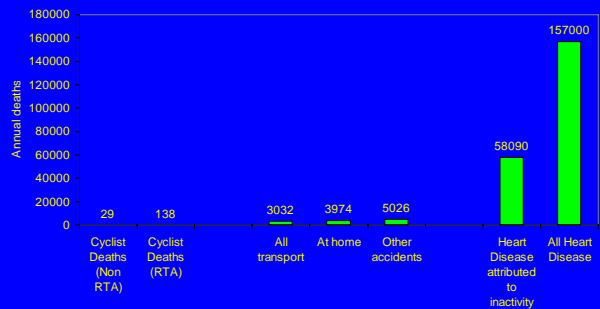
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CTC members survey 1997

Why not commute?



CTC member survey 1997

Relative risk of cycling



Source ONS, DTLR



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Photo: Doug Goodman.



Priorities



- The training and education of young people and adult cycle users to a national standard in cycle use
- The decoupling of cycling from road safety and realigning it with public health promotion
- Encourage irregular leisure cycle users to make cycle journeys

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Practical proposals



- Training in cycle use
 - Making journeys
 - Linked to health promotion
 - Moving from road safety agendas
- Supporting schemes
 - Cycle permits
 - Awards
 - Effective marketing

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CTC training proposals



- National syllabus with 3 stage basic training of cycle users
 - Road journeys, health education
- Development strategy to increase pool of trainers and trainees
- 60% of all 11-12 year olds trained on road by 2006

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The prize awaits



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We can turn this



working for cycling



Into this



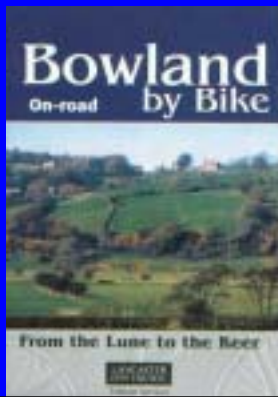
working for cycling



Or this



working for cycling



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Or this



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