

# The Workplace Cycle Challenge

Getting more people cycling  
by understanding behaviour change



working for cycling



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for  
Change

# It's all about achieving a long-term measurable behavioural change

It's not just about:

raising awareness  
promoting benefits  
advertising  
providing information  
etc



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# Measurable Change

## Survey Data - former 'non-cyclists' 3 Months post Challenge

32% now cycle at least once a week

18% now cycle regularly (2-3 days or more each week)

20% now cycle to work at least once a week

14% now cycle regularly each week to work



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# What is a Workplace Cycle Challenge?

A behaviour change intervention

## Aims:

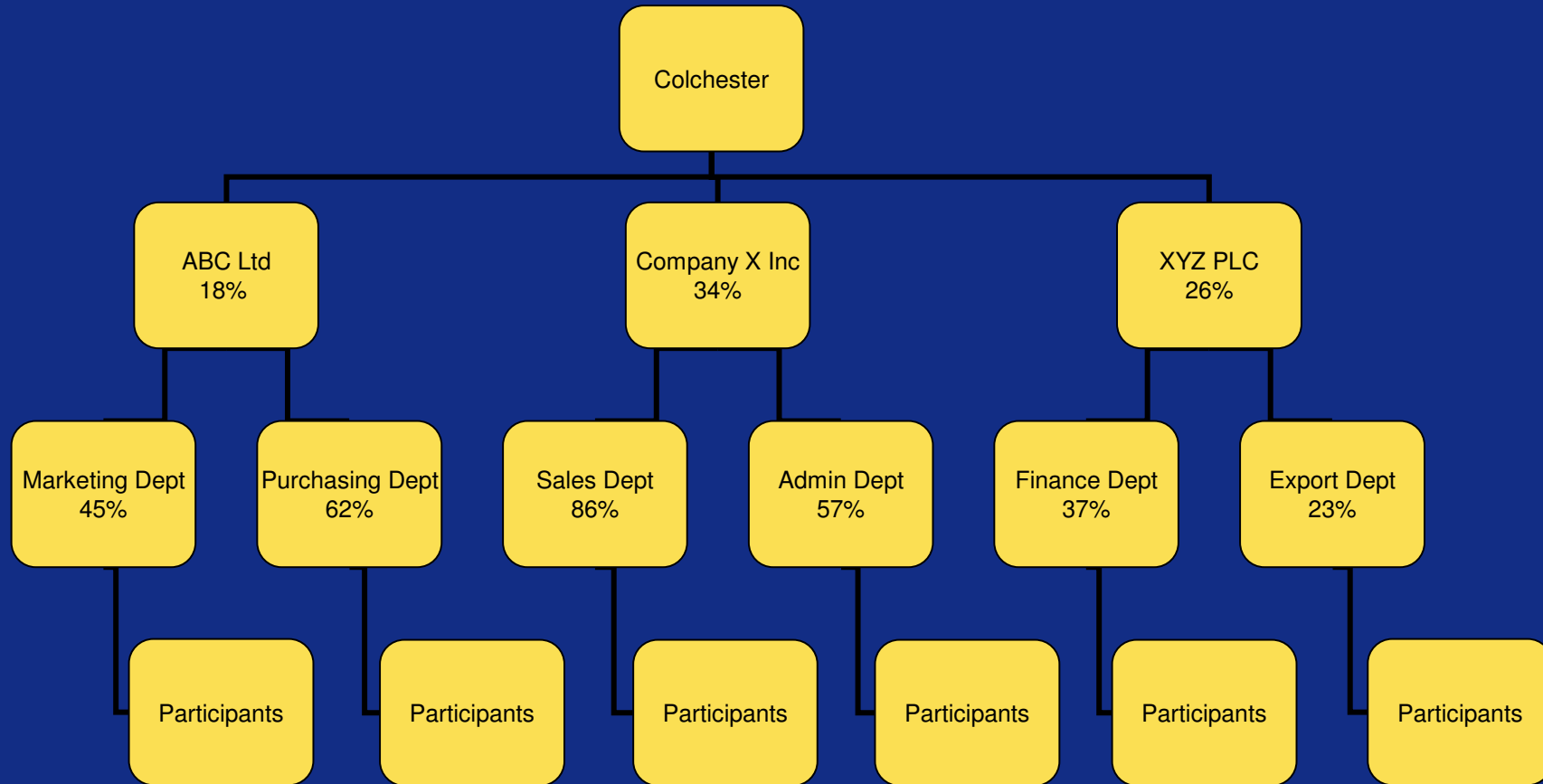
- 1) To encourage more people to take up cycling
- 2) To encourage more people to cycle for transport

One award - Participation Award



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# Competition Structure





# Self Perception Theory

Give people a positive cycling experience



Break down old perceptions. E.g. hard, scary



Create new perceptions. E.g. easy and fun



Greatly increases their likelihood of taking up cycling



Assist people to become confident and capable commuter cyclists



More people cycling



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# Self-Efficacy

The belief that one is capable of performing in a certain manner or attaining certain goals.

- People are more likely to take on a task that they believe they can achieve.
- Success raises self-efficacy



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# Self Efficacy

Confidently and competently cycling for transport



Trial cycling for work



Cycling Event



Cycle Skills Training



Recreational Cycling (off road/quiet roads)



Positive Cycling Experience



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# The People

CTC Challenge  
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Local  
Partner

Co-promoters



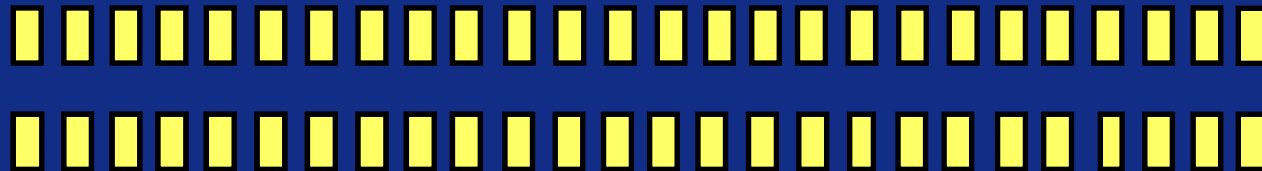
Company Coordinators



Department Coordinators



Participants



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# Swindon Outcomes

Population 155,000

38 Organisations

907 Participants

309 were 'Non-cyclists'

5,283 trips cycled (3,540 for transport)

7,518 litres of fuel saved

15.17 tonnes of CO2 saved



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# Swindon Participants

- Not in the last 12 months 191 - 21%
- Maybe once or twice 97 - 11%
- About 1 – 3 times a month 130 - 15%
- Roughly once a week 97 - 11%
- 2-3 days a week 139 - 16%
- 4+ days a week 228 - 26%

47% are 'non-cyclists' or 'occasional cyclists'



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# Measurable Behaviour Change

1) How often have you ridden a bicycle during the last 3 months?  
(non-cyclists' responses)

Not at all in the last 3 months	7%
Maybe once or twice	37%
About 1-3 times a month	23%
Roughly once a week	14%
2-3 days a week	10%
4+ days a week	8%

**32% of former 'non-cyclists' now cycle at least once a week**

**18% now cycle 2-3 days or more each week.**



# Measurable Behaviour Change

How often have you often have you cycled to work during the last 3 months (non-cyclists responses)

Not at all in the last 3 months	66%
Maybe once or twice	13%
About 1-3 times a month	2%
Roughly once a week	6%
2-3 days a week	8%
4+ days a week	6%

**20% of former 'non-cyclists' now cycle to work at least once a week**  
**14% now cycle regularly each week to work.**



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# Measurable Behaviour Change

Of people who were only cycling about 1 – 3 times a month before the Challenge:

- 38% are now cycling at least once a week or more, with
- 21% now cycling regularly (2 – 3 times or more each week)

Of people who were only cycling about once a month to work before the Challenge:

- 23% are now cycling regularly to work (2-3 or more days each week)



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# Increased Physical Activity

		Follow-up three-month survey								% of respondents who increased their physical activity
Baseline survey	Number of days	0	1	2	3	4	5	6	7	
	0 (n=10)	20%	20%	10%	10%	0%	0%	40%	0%	80%
	1 (n=31)	3%	3%	16%	32%	20%	10%	13%	3%	94%
	2 (n=33)	3%	0%	9%	39%	28%	9%	9%	3%	88%
	3 (n=44)	0%	0%	0%	18%	50%	16%	11%	5%	82%
	4 (n=37)	0%	0%	0%	5%	22%	32%	38%	3%	73%
	5 (n=55)	7%	0%	0%	0%	5%	27%	47%	14%	61%
	6 (n=30)	0%	0%	0%	0%	13%	10%	27%	50%	50%
	7 (n=15)	0%	0%	0%	0%	0%	13%	47%	40%	0%



# Consistent Results

Non-cyclists responses – “Thinking ahead to the next 12 months, will you be riding your bike...”

Response	Darlington	Somerset	Woking	Swindon	Colchester	Average
Definitely more than I did before	68%	51%	48%	52%	51%	<b>54%</b>
More than I did before	21%	36%	32%	31%	29%	<b>30%</b>
About the same as I did before	8%	11%	14%	7%	16%	<b>11%</b>
Less than I did before	0%	<1%	0%	3%	0%	<b>1%</b>
I don't know	3%	2%	6%	6%	4%	<b>4%</b>
Total percentage of non-cyclists who intended to cycle more	<b>89%</b>	<b>87%</b>	<b>80%</b>	<b>83%</b>	<b>80%</b>	<b><u>84%</u></b>



# What people say...

*“Up until the challenge I hadn’t ridden a bike for well over a year. I did actually enjoy the bike ride - its funny how easily you forget how much pleasure it brings. I am now glad to say that I have bought a bike and am planning on using it a lot more.”*

*“Cycle challenge reminded me that I can do it, and not only that, enjoy it!”*

*“Because i enjoyed it more than i thought i would, it was easier than i thought and i like the idea of keeping fit and travelling to work at the same time.”*



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# What people say...

*“Up until July of this year I hadn't rode a bike in 15 - 20 years! So I'm really pleased that I have kept to cycling 2-3 times a week ever since.”*

*“My bike was stored in my shed for around 4 years before I started to ride it again. Now I've been back on my bike I'm really enjoying riding it again.”*

*Hi Tom*

*I have got Dawn Butcher (registered yesterday) on her bike. She hasn't cycled for at least a year. We've got the staff here really buzzing, I'm currently working on others that haven't used their bikes in years too, so watch this space!*

*Maureen – Swindon New College*



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# Database

	Participant Details				Baseline Behaviour			Behaviour During Challenge		2 Week Survey		Interventions Targeted			6 Month Survey		Interventions Targeted			1 Year Survey		
1																						
2																						
3																						
4																						
5																						
6																						
7																						
8																						



# Tiffany



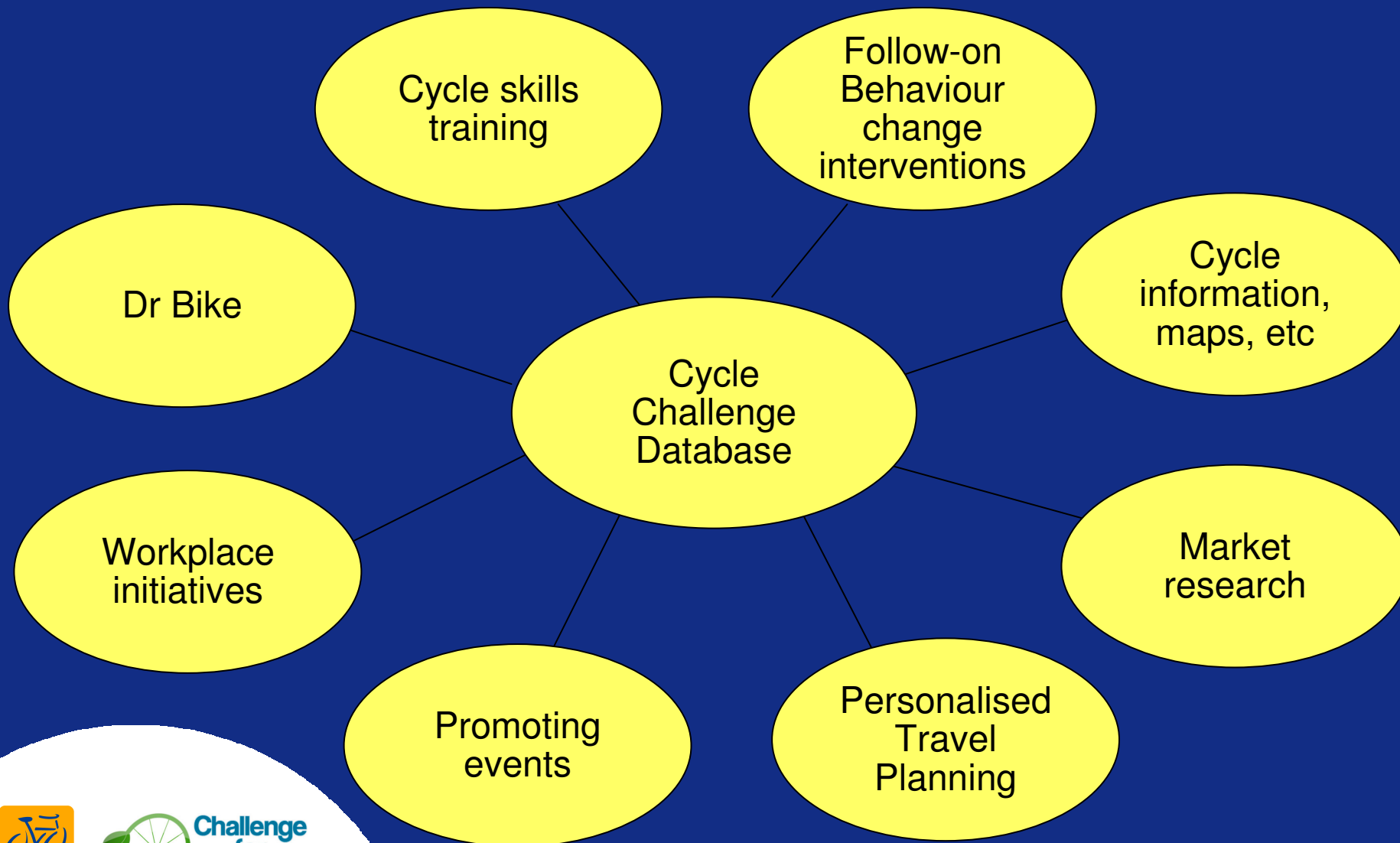
- Doesn't currently cycle
- Owns a bike (in shed)
- Survey: Barriers - lacks confidence, flat tyre
- Survey: Benefits – Health and looking good for summer
- How can we get her to start cycling?

# Tim



- Owns a bike
- Currently cycles 1-2 per week
- Drives to work
- Lives 3 miles from work

# Linking it in



# Follow-up Programmes

- Friends and Family Challenges
- Bike to Work Challenges
- Cycle Tuesday
- Specific Targeted Interventions
- Workplace Reports
- Schools Challenges
- University Challenges



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# Summary

**It's all about achieving a long-term measurable behaviour change**

3 Months post Challenge:

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18% now cycle 2-3 days or more each week

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# More Info

**Thomas Stokell**

[thomas@getmorepeoplecycling.com](mailto:thomas@getmorepeoplecycling.com)

079 8430 9265

**Ian Richardson**

[ian.richardson@ctc.org.uk](mailto:ian.richardson@ctc.org.uk)

078 1676 8290



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