

Unfit for Purpose?

Why cycle promotion does not
create modal shift
(and how to remedy it)

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Current cycle promotion and provision is largely...

- Uncoordinated
- Untargeted
- Inappropriate

- Unlikely to lead to modal shifts

This is not simply an issue of bad design...

- Even the best designed facilities often lack an understanding of who and what they are for
- Appropriate planning requires understanding and knowledge of the client

There is no such thing as a 'typical cyclist'

- There are many kinds of activity that use a bicycle
- These have different purposes and different requirements
- Adequate provision must understand what it is providing and for whom
- Increasing the number of cycle users is independent of modal shift

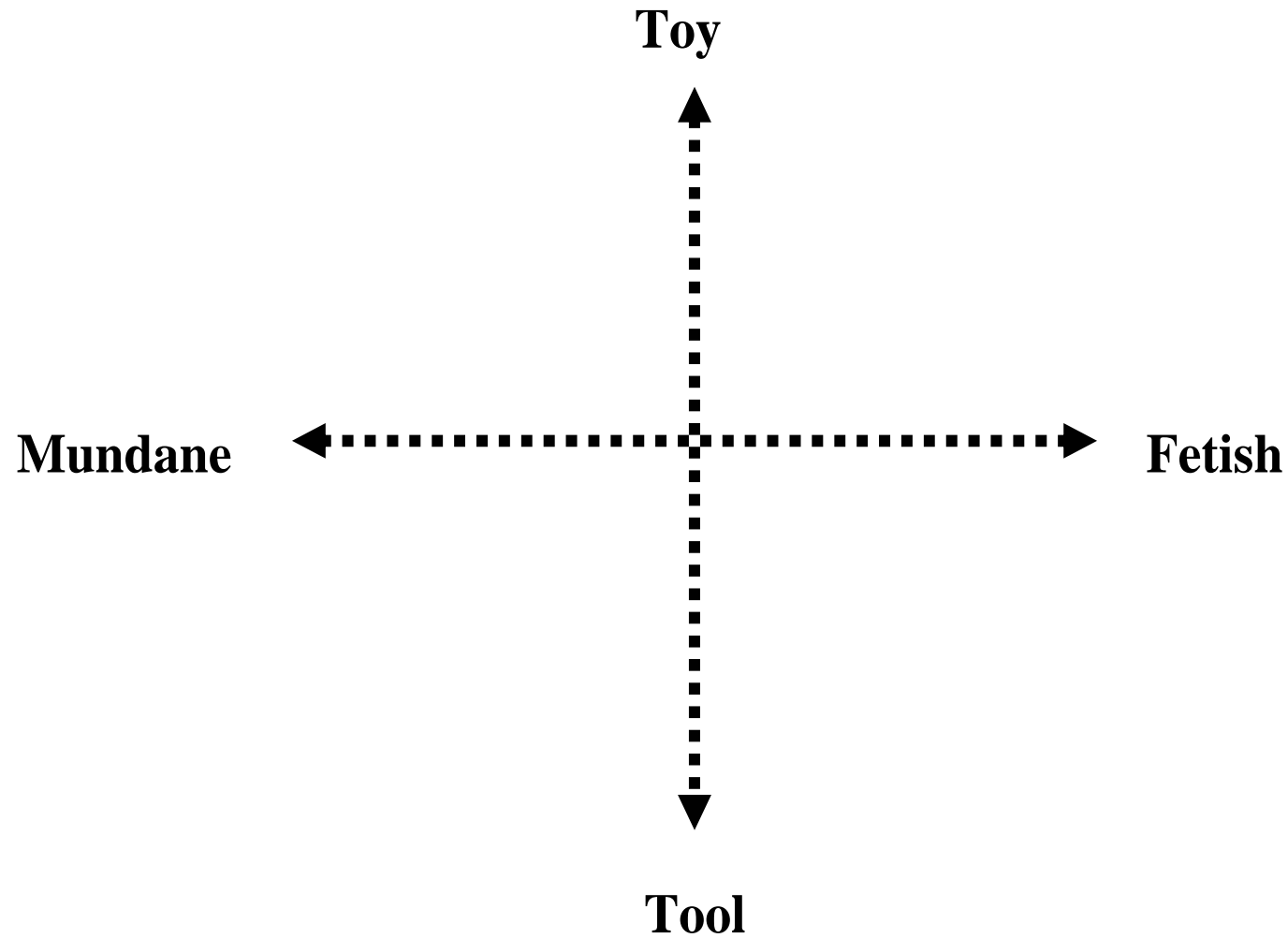
Conventional market segmentation

- By activity, e.g. Road, MTB, BMX, freestyle, touring
- By user group, e.g. children, commuters, women, 'roadies'
- By specialist design category/function, e.g. folding, recumbent
- N.B. these are marketing categories. When trying to interpret and map user perceptions these categories overlap and confuse

Understanding cycling and cyclists through 'meaning'

- Cycling as play
- Cycling as an 'active pastime'
- Cycling as organised sport
- Cycling as transport

Mapping meaning and value



Understanding cycling as a range of activities

- Helps us to plan for different activities
- Demonstrates that what is appropriate for one is not appropriate for all
- Helps us to target provision
- Enables us to clarify what we intend a provision or promotion to do
- Removes the excuse of simply 'increasing cycle use'

Cycling as transport can be promoted

- But not necessarily as part of a general increase in provision
- Encouraging people onto cycles for health and leisure will not encourage modal shift
- Modal shift requires specific provision to maximise transport utilisation

Points to consider for cycling as transport

- There is already a nationwide network of appropriate, direct routes – existing roads
- If cycling is promoted for leisure as healthy safe etc, these same messages should be applicable to the use of roads
- Infrastructure must be designed to facilitate movement and passage in order to sell the benefits of speed and flexibility