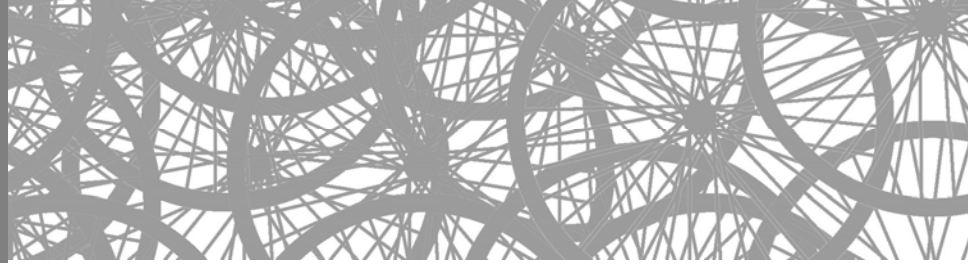


Cycling Cultures

The background is a collage of various cycling-related items. At the top, there are several 'Go Cycle' brochures for Hull, some with the year '2008'. Below these are several maps, including one with a 'SLOW DOWN NEAR ME' sign. In the center, there's a white box with a dark grey header containing the text 'Data collection has finished!'. Below the header is a list of activities. At the bottom, there are more brochures, including one for 'BUSES & CYCLES IN HARMONY', and a poster for 'CYCLISTS LOBBY' featuring a cyclist. There are also some hand-drawn sketches of bicycles and people on a bicycle.

Data collection has finished!

- Over 150 interviews (narrative + stakeholder) in **Bristol, Cambridge, Hackney and Hull**
- Participation in rides, events, etc.
- Observations
- Documentary analysis – local & national
- Archival research
- Visual methods / artwork / web



Cultures Matter - the changing commute

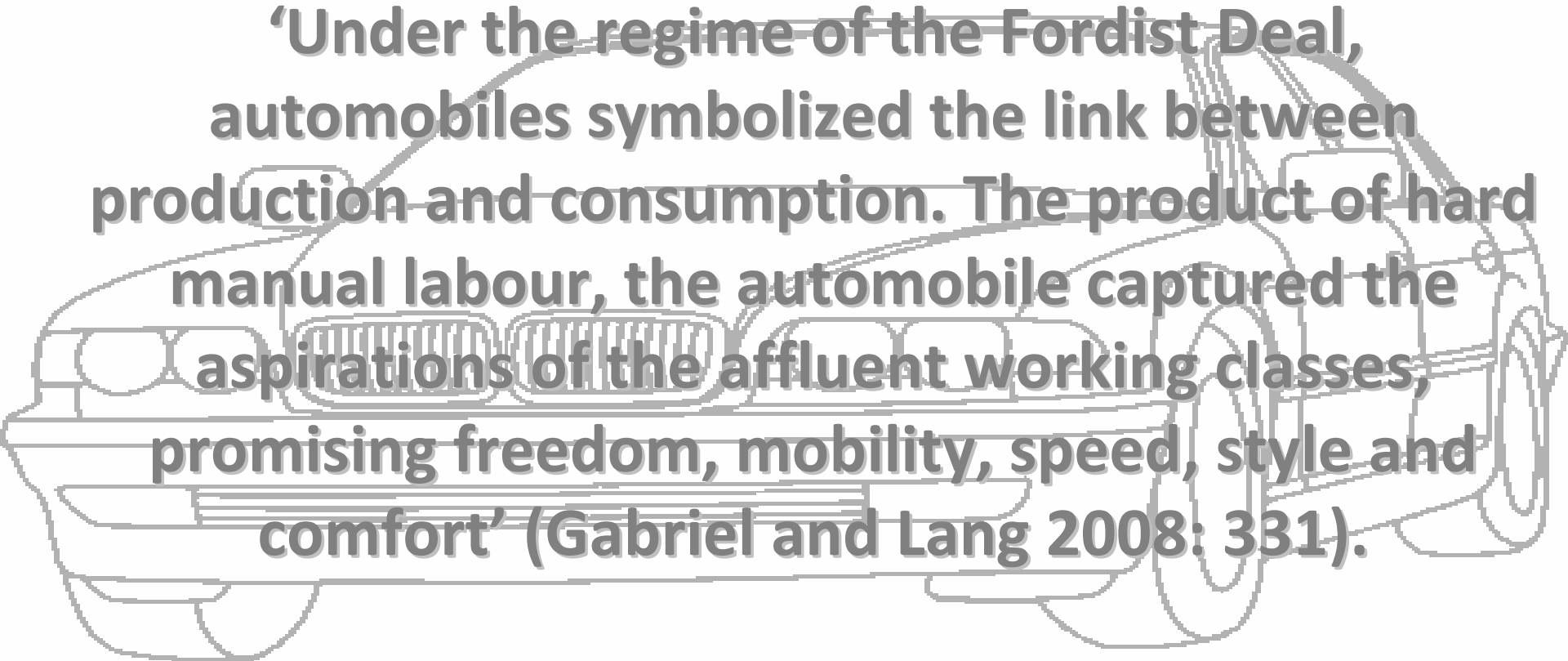
How changing **cultures of work** shape
cultures of travel

IF time: Contexts Matter - cycling as local

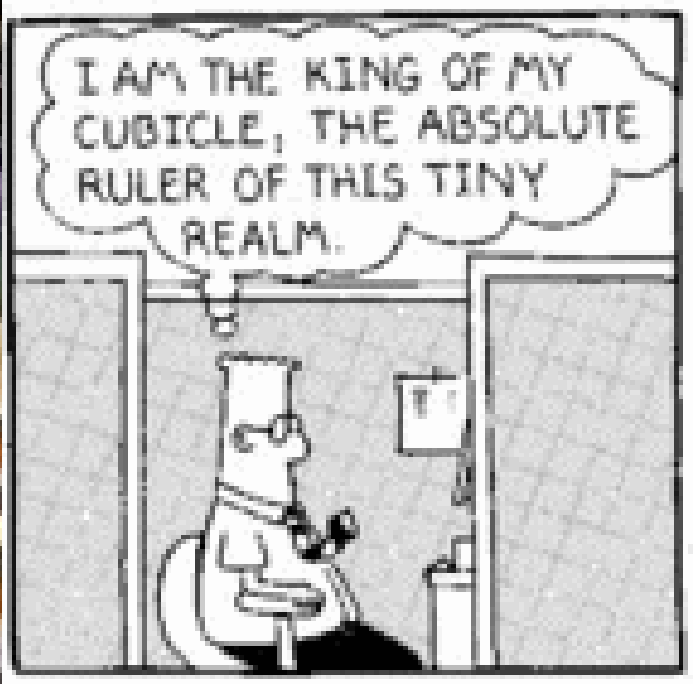
Examples from the four case study areas with
a focus on **Hackney** and **Hull**

Cultures of work and leisure: the car

‘Under the regime of the Fordist Deal, automobiles symbolized the link between production and consumption. The product of hard manual labour, the automobile captured the aspirations of the affluent working classes, promising freedom, mobility, speed, style and comfort’ (Gabriel and Lang 2008: 331).







Cycling and office work: exercise and the outdoors

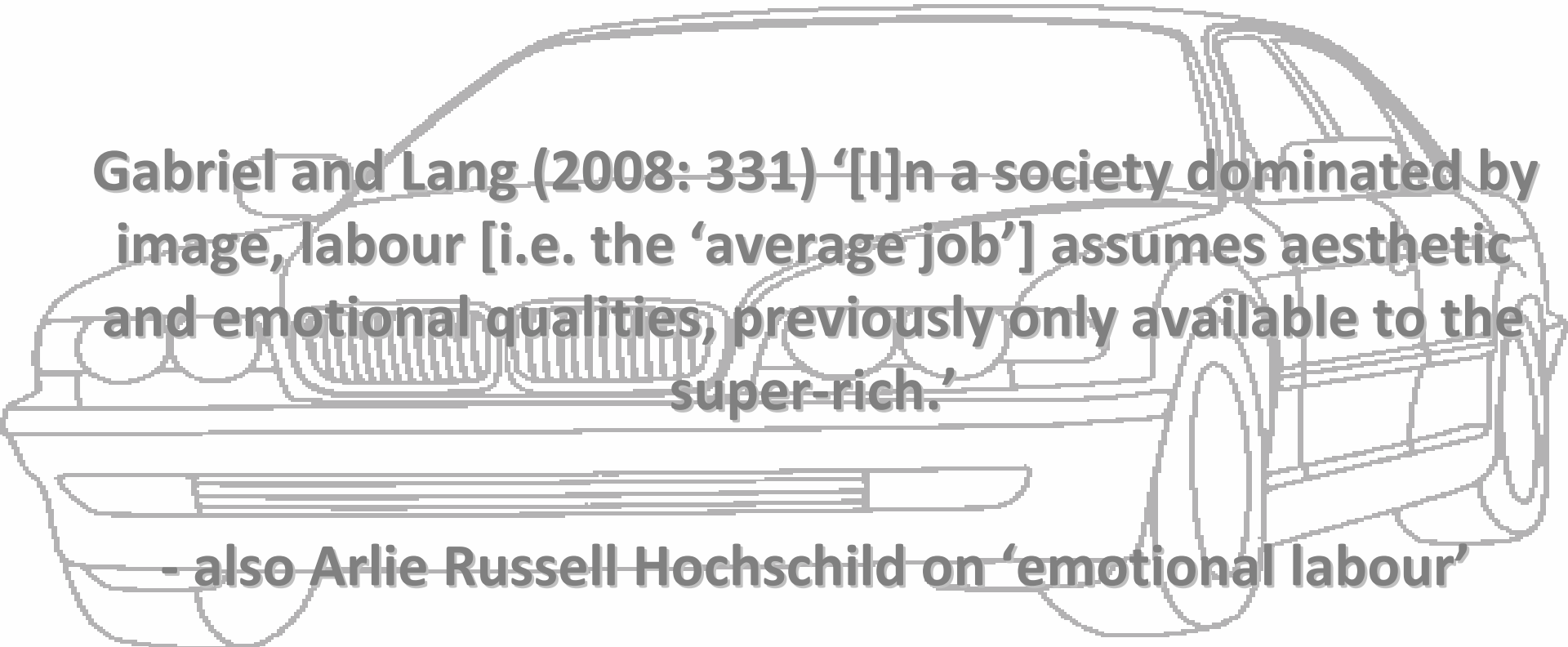
I: Why would you commute to work?

P: Just, just purely a way of getting fitter...it's almost like you're killing two birds with one stone. You've got to get to work... and we don't do much at work unfortunately that keeps us fit (HUN19).

If I'm driving in I tend to have woken up earlier as well so I might be a bit more tired by the time I get into work and that's just from getting up, getting my daughter ready and things like that and coming round. But if I biked in, I'm certainly more awake and that bit of exercise has set me up for the day. (HUN9)

I work in an office and I love being outside so it gives that opportunity, maybe not so pleasurable on a day when there's a very strong wind but even when it's cold, I have waterproofs. (CN3)

The rise of routine emotional labour



Gabriel and Lang (2008: 331) ‘[I]n a society dominated by image, labour [i.e. the ‘average job’] assumes aesthetic and emotional qualities, previously only available to the super-rich.’

- also Arlie Russell Hochschild on ‘emotional labour’



***Emotional
labour,
stress, and
'winding
down'***

I don't know, I just didn't think I'd enjoy cycling so much really. I think I thought I'd arrive too tired at school. I only do two and a half days and it's absolutely full on. I don't work with kids anymore, I'm managing all the adults... I look forward at the end of the day, instead of thinking, oh, I'm going to sit in the traffic in the car, I'm getting on my bike... (HAN8)

And your, constantly your mind is occupied with yeah work, work, work and the, and the weekends aren't much, much different. I try, I tried to have Saturday as a day where I just like don't do anything and have a good sleep in but erm... and again, you know, that's why the bike is so important to me (HAN11)

I enjoy it, I wouldn't put it as strongly as that, it's what I do...if I'm going home I'm looking forward to having a meal or going to see my husband or looking forward to whatever I'm going to do, having a bit of chill out time, if I'm going to work I'm thinking what I'm going to do when I get there. (BRN19)

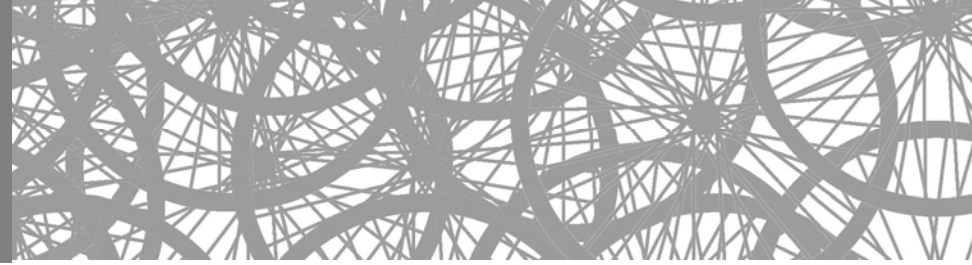
***Cycling
Economies:
calculating
time, health,
and money***

I've worked out it takes me twenty minutes to drive to work and thirty minutes to cycle so for an extra twenty minutes a day I can get an hour's worth of exercise (laughs) so and.. get to work... (HUN25)

it just means when I finish work and come home before I used to be watching the clock all the time and thinking these buses are that time and that bus is that time and if you time it wrong... it has taken me an hour and a half to get home before by bus before now having just missed one and having to wait whereas I'm home in twenty five minutes by bike (HUN8).

I started riding on an exercise bike at home before I'd go to work. So, I'd sit on the exercise bike for twenty minutes and then sit on a train for an hour and I thought, "Well, if it takes an hour and twenty minutes to ride, that's it all in one go" and it took less than that so I was saving time (laughs) and getting twice as much exercise. (HAN15)

*99% aspiration, 1%
perspiration?*



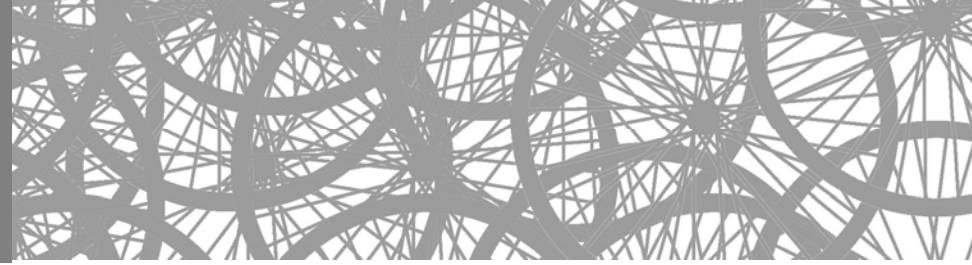
Importance of how cycling is placed vis-à-vis **changes in work, consumption, and leisure**

Physical, mental, and emotional effects

Cycling as linking and separating different spheres

Cycling could become **aspirational** – what would the implications of this be?

Currently very place specific...



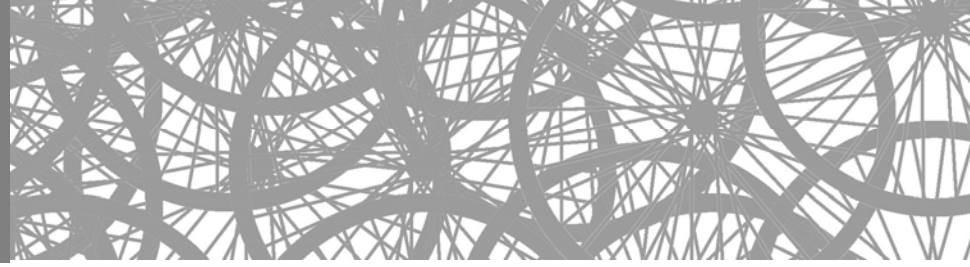
Contexts Matter: cycling as local

Examples from the four case study areas with
a focus on **Hackney** and **Hull**

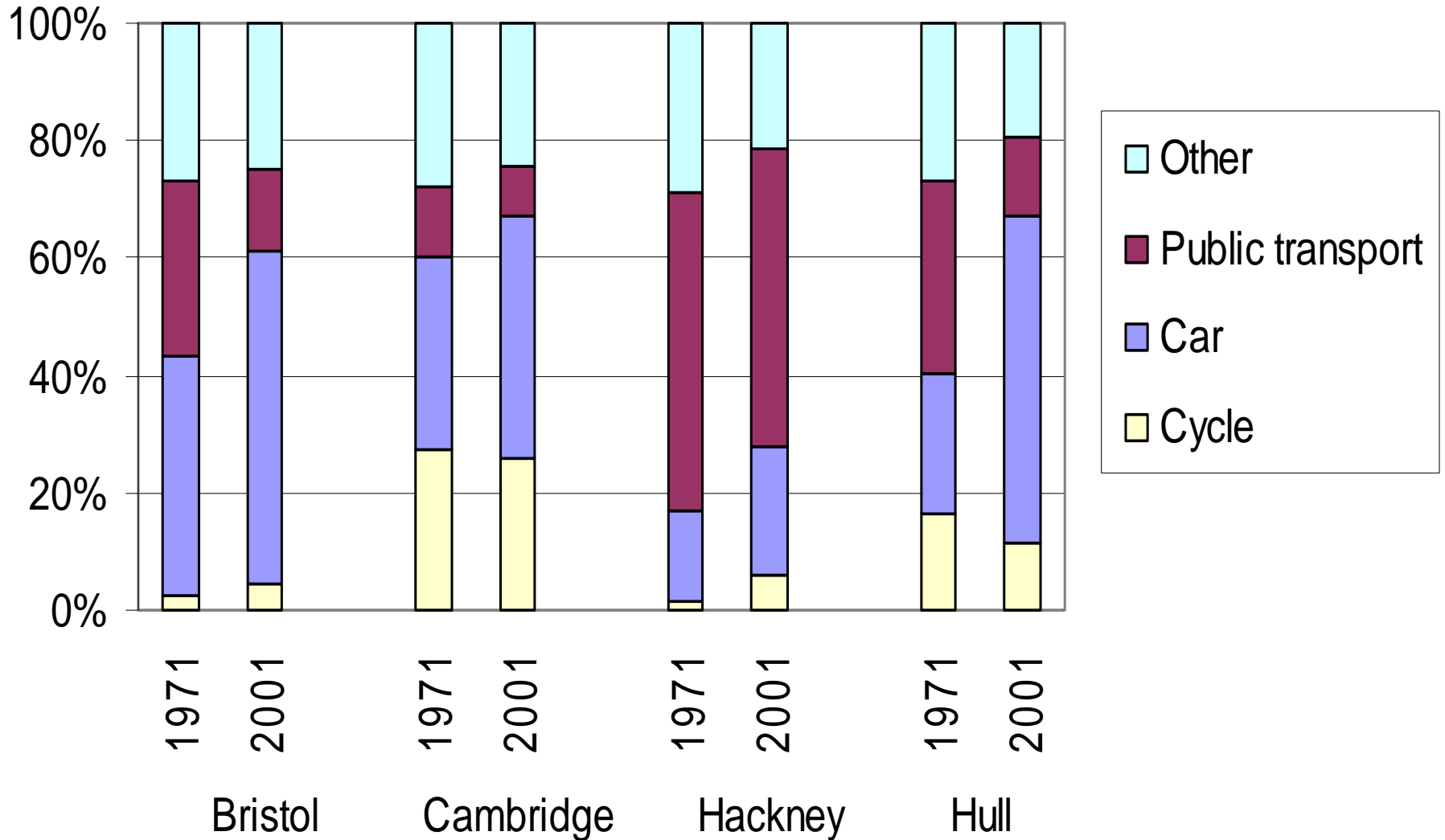
Cycling in the present and the past

Cycling as relational

Context & history matter



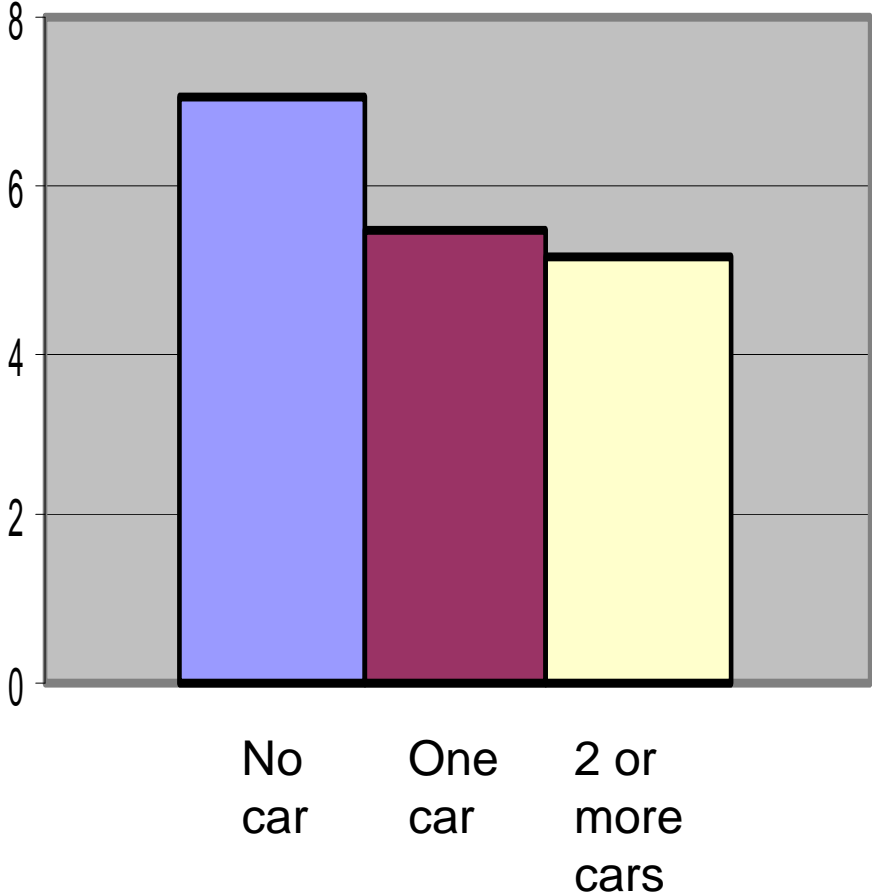
- Travel to work, 1971-2001



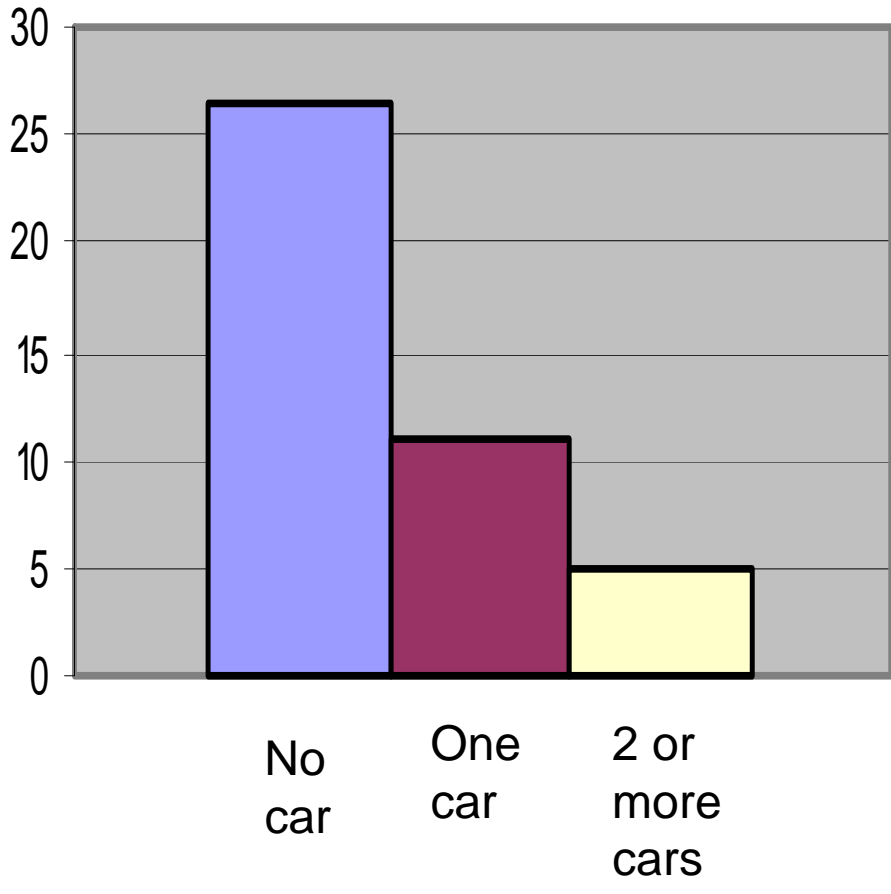
Source: Census data (Crown copyright)

Cycling and automobility

Hackney % cycle to work, 2001




Hull % cycle to work, 2001



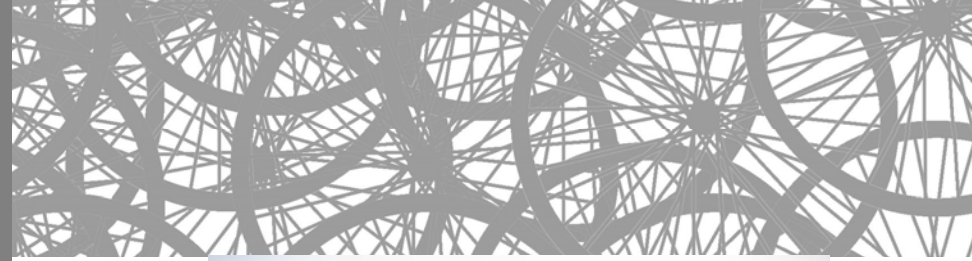
Source: Census data (Crown copyright)

Cycling as past and/or future

 (Q: do your friends cycle?) All my friends are online or my work colleagues who are really good friends like Anne over there (laughs). Anne doesn't cycle. She likes a car. So no I, I had once many friends who cycle and you know, none, none of my neighbours cycle. They're all car drivers. (HUN12)

 The first time I went [out on a bike] my friend came out with me and I was quite scared but once you've done it once it's absolutely fine. (HAN27)

Same And Different...



Hackney



- *Perceived as remote/ different*
- *Automobility less strongly established*
- *Public transport seen as poor*
- *Policy interventions / political context*
- *Compact and flat; cycle-friendly commutes*
- *City/countryside interface*
- *Uneven gentrification; arts/ voluntary sector / media / environmental niches*
- *“Cycling culture” – but very recent (younger cyclists) – what will happen as they get older?*

Hull



- *Perceived as remote/ different*
- *Automobility less strongly established*
- *Public transport seen as poor*
- *Policy interventions / political context*
- *Compact and flat; cycle-friendly commutes*
- *City/countryside interface*
- *Locally rooted workforce; decline of traditional industry; large public sector*
- *No “cycling culture”? – but history of cycling (older cyclists) – is a new cycling culture coming back?*

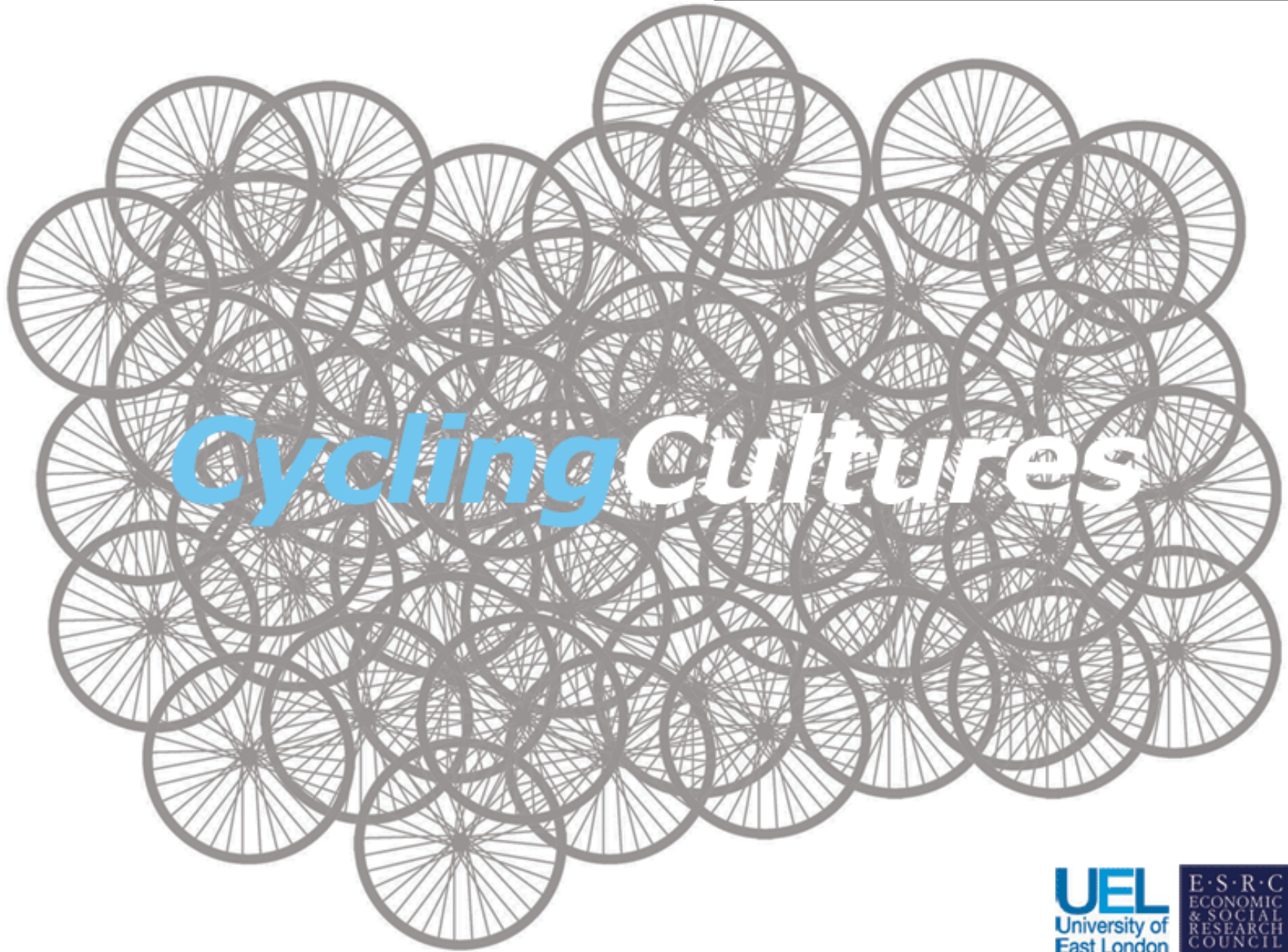
DOZENS of fundraisers pedalled their hearts out on the road to nowhere to raise money for two worthy causes.

Pave in Princes Avenue, Hull, was packed out with cyclists last night, all hoping to earn themselves a top time on the roller racing scoreboard.



PEDAL POWER: From left, Nick Dalton, of East Coast Bicycles, Tim Dalton and Steve Shaw of Pave. Picture: Jack Harland

The bikes, which were attached to special conveyor belts to allow cyclists to pedal without moving, were part of a roller racing and pie and peas night.



Cycling Cultures