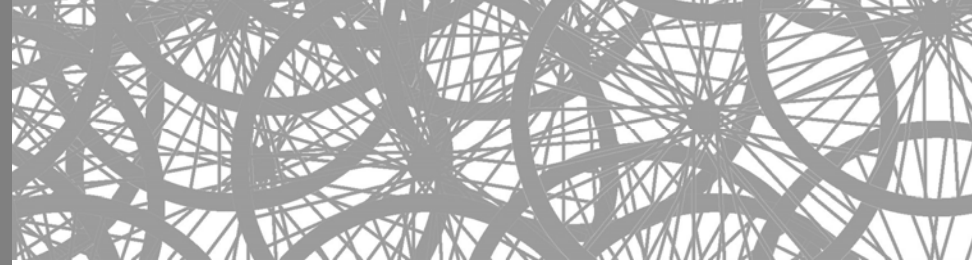




Cycling Cultures

Cycling Cultures and more

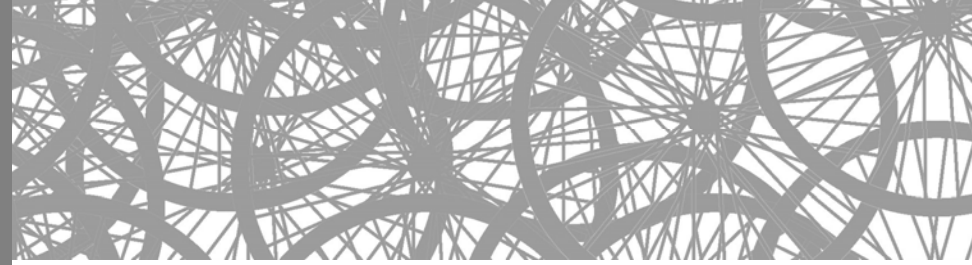


Talks/Events since May's practitioner meeting in Hull include ...

- 🚲 Building Cycling Cultures (Leicester)
- 🚲 Cambridge Cycling Campaign
- 🚲 CEDAR; Centre for Diet and Activity Research (Cambridge)
- 🚲 Interpretive Policy Analysis (Cardiff)
- 🚲 Goldsmiths (London)
- 🚲 AHRC Travel Identities Workshop (Lancaster)
- 🚲 RGS-IBG conference (London)
- 🚲 Two Bike Portrait Exhibitions and launch events (Bristol, Hackney)

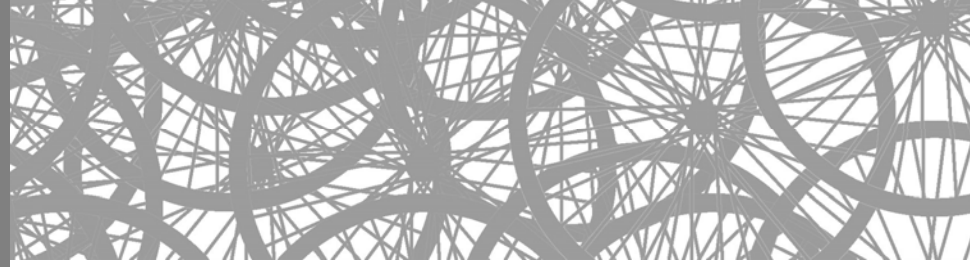
- 🚲 And more coming including Copenhagen Cycling PhD School, Pan London Sustainable Transport, Bristol Cycling Campaign, our own first Mobile Symposium, Cycling & Society 2012...

Cycling Cultures and more



*New **outputs** coming in the future include ...*

- 🚲 Rides paper (Rachel and Kat) – in press
- 🚲 Sensory Cycling paper (Kat & Rachel) – in preparation after review
- 🚲 DIY Bike paper (Kat) – in preparation
- 🚲 Cycling, Consumption & Production paper (Rachel & Kat) – in preparation
- 🚲 ‘Not a proper cyclist’ paper (Rachel) – under review
- 🚲 Governing Transport paper (Rachel) – under review
- 🚲 2 book chapters (Rachel) – ‘The role of advocacy and activism’ plus ‘New Mobilities/Sustainable Transport’ – in press
- 🚲 And lots more! – including our reviews of the four areas aimed at practitioners / policy makers and the Cambridge zine



Cycle training research (with Kim Kullman and Justin)

Pilot project with 34 participants

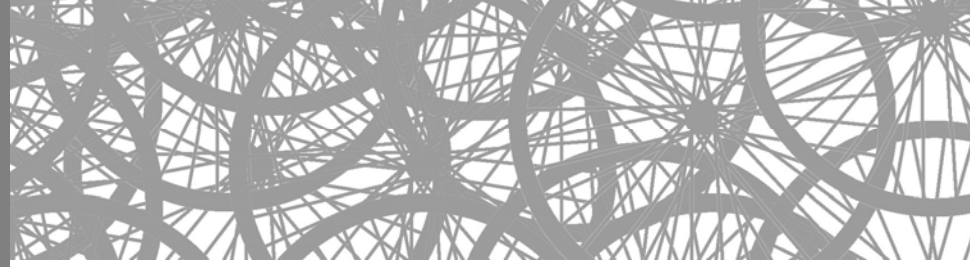
8 focus groups, 1 interview

Experiences of training in London

Report available

Findings relate to positive experiences of training,
different perspectives, suggestions for improvement,
'how training works'

Follow-on project proposal since submitted to ESRC



Transport Modelling seminar series proposal

Submitted to ESRC in conjunction with Oxford, Cambridge, LSHTM, etc.

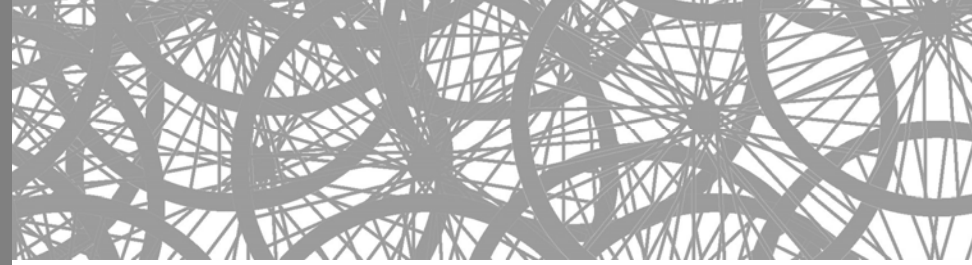
Proposes series of 6 seminars – sociologists, geographers, modellers, epidemiologists

‘Modelling on the Move: Towards Transport System Transitions?’

Big public/practitioner engagement focus

Using new types of data in models

Using new theories to inform models



Justin's **Cycle Hire** project plans

New **Masters course** (and cycling module!)

UEL Research Internships

this year Cargo Bikes – with Alix Stredwick and intern Eva Martinez (report available)

next year Woodberry Down Bike Club

And more...

IS THERE A MARKET FOR CARGO BIKES IN HACKNEY?

Aims & Objectives

To explore the potential market for cargo bikes in Hackney, in comparison to Copenhagen. This project has focused primarily on child transport. It has sought to establish the perceived advantages and disadvantages of cargo bikes among a sample of potential users in Hackney and assessed which social groups might be more disposed to start adopting cargo bikes in the near future.



Methodology

- Mixed research strategy using quantitative and qualitative methods.
 - Intercept survey of **166 questionnaires** among parents from six different Hackney's primary schools: St John & St James, Morningside, Rushmore, Southwold, Gayhurst and London Fields
 - **Three semi-structured interviews** using purposive sampling: the owner of a bike shop, a family who owned a cargo bike and a business man who was interested in using cargo bikes for his business.
 - Literature review on cargo bikes in Copenhagen and Hackney.

Research Outputs

•While interest from one in five parents questioned might seem to indicate a substantial potential market for cargo bikes in Hackney, there is the important question of cost. **The analysis must take into account the cost of cargo bikes which is in between £1000-2500** and the willingness of parents to spend the amount of money that a cargo bike currently costs. When doing this cross tabulation percentages vary dramatically taking into account the current price of cargo bikes. **Therefore, the percentage of people who actually would potentially buy a cargo bike such as the Christiana bike is 1.7% whilst the percentage of people who potentially buy a cargo bike such as the Yuba Mundo is 2.6%.**

Advantages and disadvantages of cargo bikes

Advantages:

- Cargo bikes can be a potentially very useful mode of transport if thinking about carrying kids as well as goods
- Easy to ride and provide exercise
- Cargo bikes are a sustainable mode of transport
- Cargo bikes are more cost-effective than cars in the long term.

Disadvantages:

- Cargo bikes imply a high initial investment
- Not useful when riding long distances
- Can create congestion due to their size

Conclusion

Currently there is only a relatively small market in Hackney for cargo bike. However, this project suggests that there could be a potential future market for cargo bikes, especially among those individuals who are embedded in a specific lifestyle. Currently barriers include the cost of cargo bikes and their perceived impracticality.

Taking into account advantages and disadvantages, cargo bikes could potentially contribute to reducing mobility inequalities among disadvantaged social groups.

**For more information please visit
<http://cargobikeculture.blogspot.com/>**



Cycling Cultures