

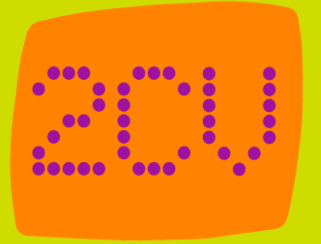
# StreetGames: Walking & Cycling

Research debrief written by 2CV

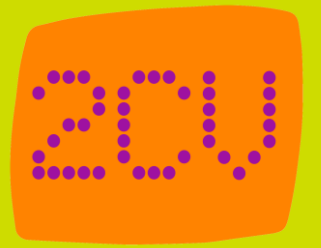
May 2018



# Contents

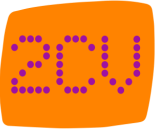


- 1 Background & objectives
- 2 Setting the scene
- 3 Walking & cycling in the context of sport
- 4 Exploration of walking
- 5 Exploration of cycling
- 6 Opportunities for increasing walking and cycling



## **Background & Objectives**

# Background



- Data from the Active Lives Survey and local monitoring data shows that although rates of walking and cycling for utility/commute journeys are similar between LSEG and other groups, rates of these activities for leisure are significantly lower amongst LSEGs
- StreetGames wanted to understand the current walking and cycling behaviors of disadvantaged young people, including the barriers and motivations to walking and/or cycling more, with a view to exploring opportunities to increase walking and cycling amongst this group



Walking and cycling have many benefits in young people<sup>1</sup>:

- Increased concentration
- Increased mood
- Better health
- Lower rates of drug/alcohol addiction



ALL PARTY PARLIAMENTARY  
**CYCLING GROUP**



Department  
for Transport

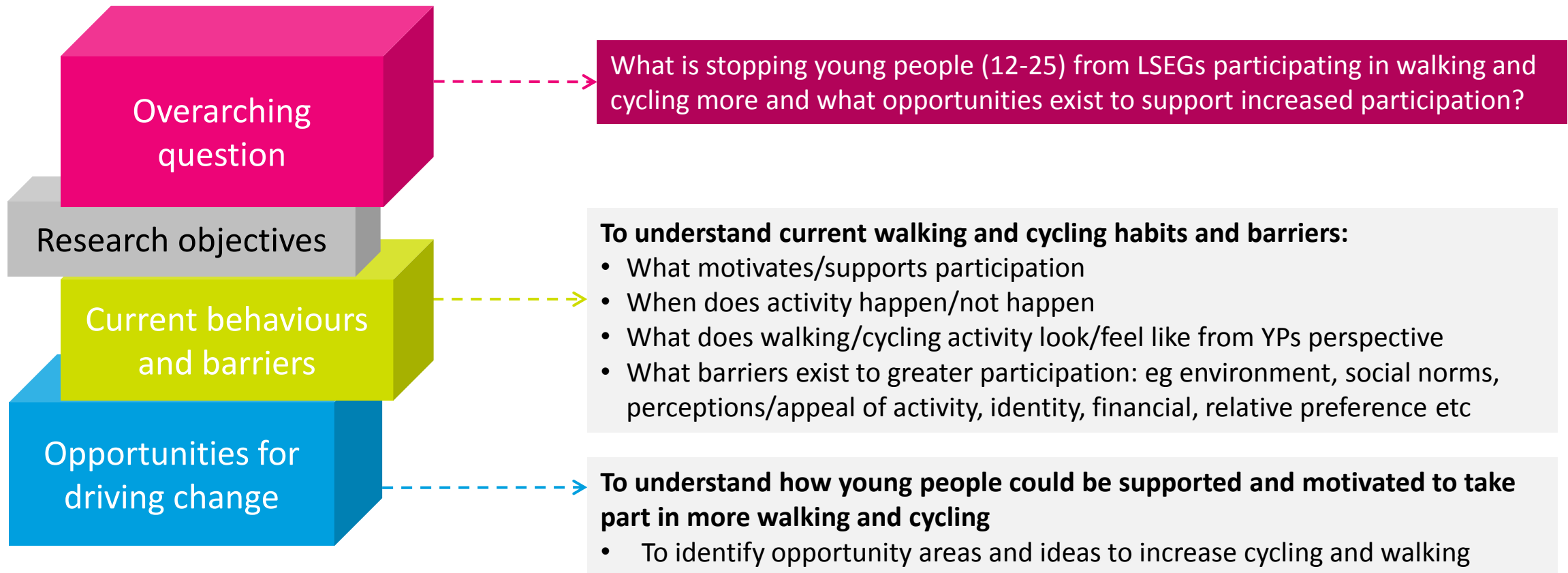
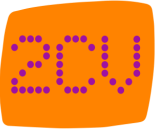


They are also activities that have significant government support, potential stakeholders and funding available.

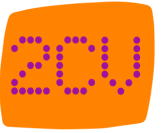
1. [https://www.sustrans.org.uk/sites/default/files/file\\_content\\_type/sustransinfosheet\\_benefits\\_activetravel\\_youngpeople\\_web\\_0.pdf](https://www.sustrans.org.uk/sites/default/files/file_content_type/sustransinfosheet_benefits_activetravel_youngpeople_web_0.pdf)



# Overarching Objectives



# Our Approach

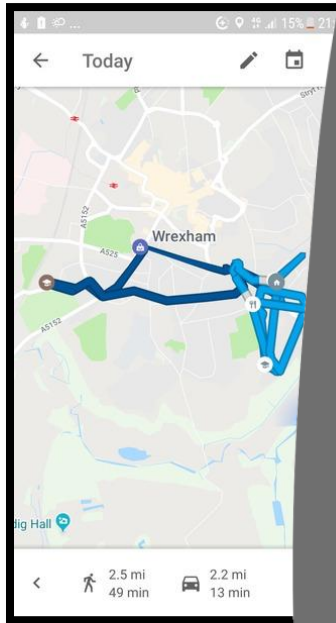


## Online Activity Diary

25 young people completed a 10 day diary of their activity – including:

**Daily Maps:** capturing all their journeys to understand actual walking and cycling behaviours

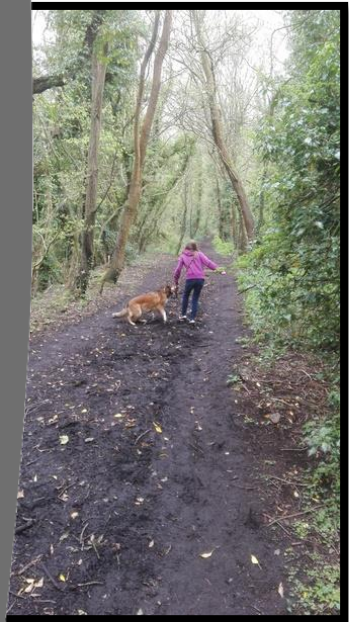
**A Behavioural Challenge:** we asked young people to take on a walking or cycling challenge of their choosing and let us know how they got on!



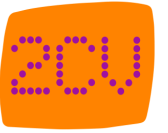
## Immersions with friendship groups

We met with 10 young people (picked from the online diary cohort) to explore their world and where cycling and walking fit/don't fit.

During the course of the immersion we met with 2-3 of their friends to have a discussion to more deeply understand their attitudes, behaviours, barriers and motivations when it came to walking/cycling



## In numbers...



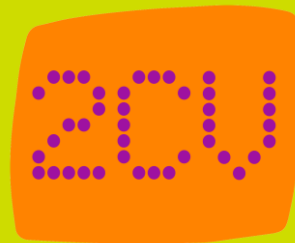
Covering **6 locations** across England and Wales (Bristol, Nottingham, Liverpool, Manchester, Wrexham and Cardiff)



**45 young people** took part, between the ages of 12 – 25

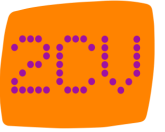


**139 maps logged!** Covering both walking and cycling journeys



## Setting the scene

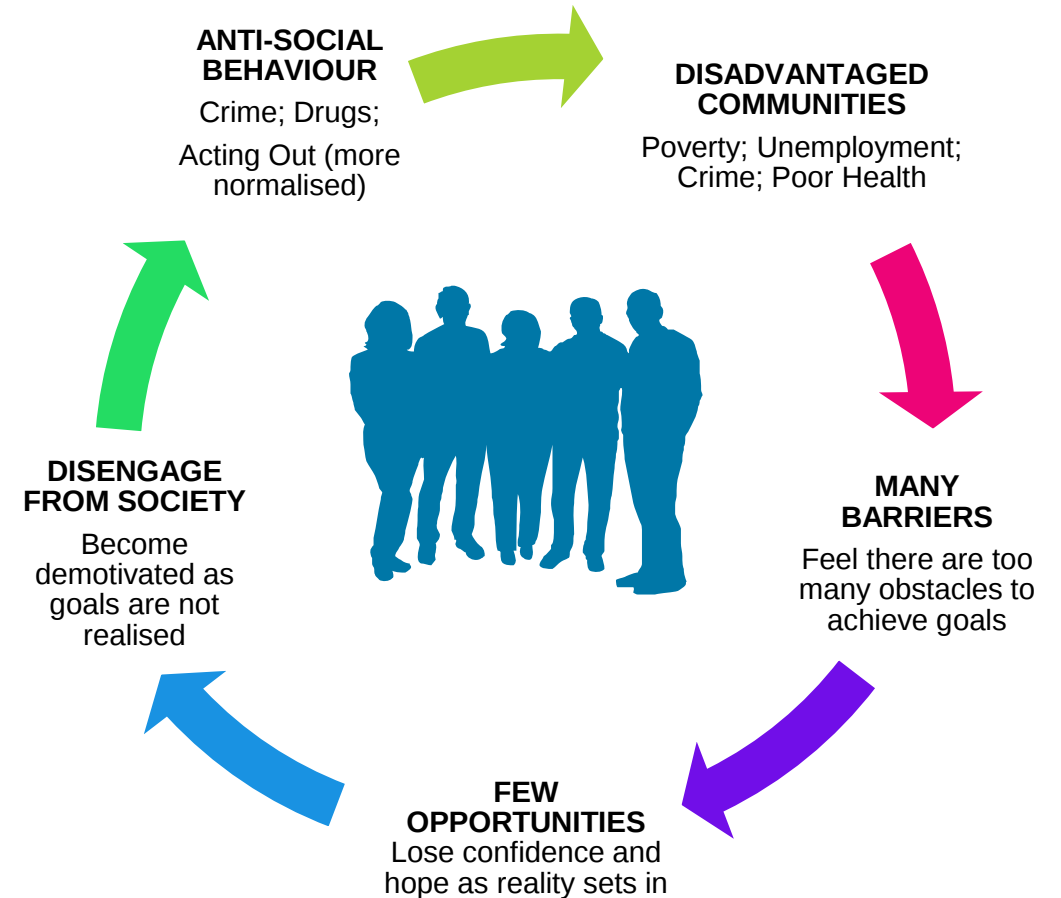
# Young people from disadvantaged communities feel they're the same as any other young person, but their world is limited\*



- As part of the “brand me” generation, young people are under pressure to form identities from an early age and express this online
  - Consumer society in the form of celebrities, media and brands is having a major impact on the image young people feel they should project

*“I’m usually on my phone, it’s a big part of my lifestyle, I love being on social media”*

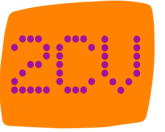
Female, 12, Bristol



\* Findings from Street Games research study 2014;  
Understanding the lives of disadvantaged people

- What differentiates disadvantaged young people from their peers is the fact that their world is often limited by social and financial instability
  - This leads to a cycle of barriers to opportunity and disengagement

# This is further compounded by the micro-environments in which they operate.....



- These young people's horizons are even limited on a geographical level with little need for travel outside their immediate locale
  - Radius of travel day-to-day is generally small
  - The local area very much forms their frame of reference for life

*This morning I walked to Caia park to get my friend and we played basketball for a while...*

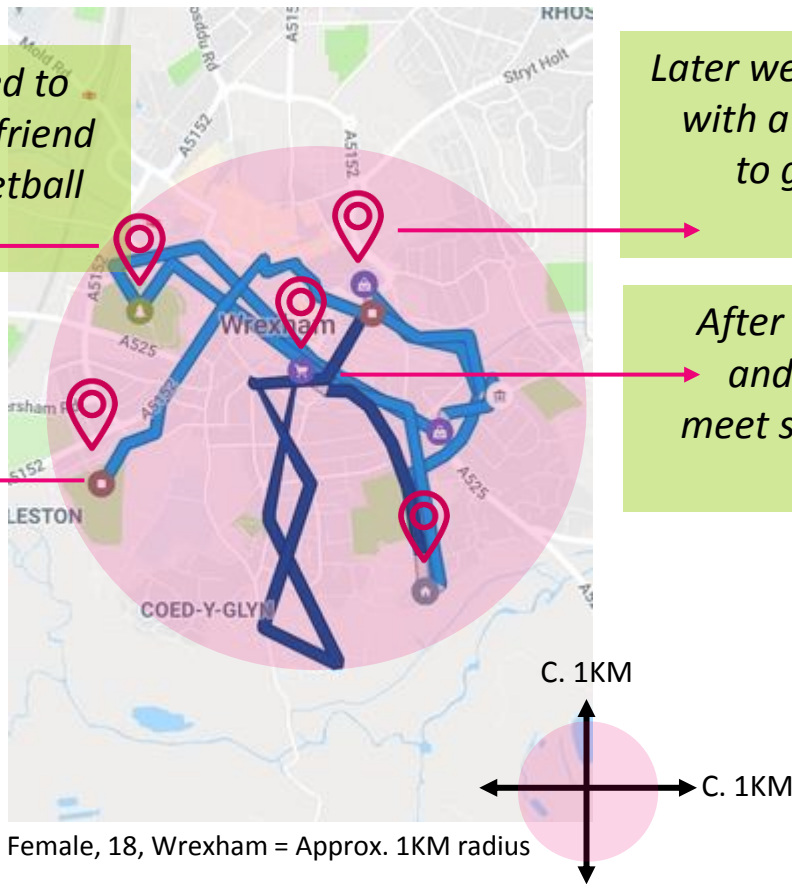
*Later we walked to town with a group of friends to get something to drink...*

*"Most days I'm either going to/from school, the green at the end of my road or MacDonald's **which is about 10 minutes away**"*  
Male, 14, Bristol

*Then we walked to Bellevue park to sit...*

*After this I stayed in town and walked to Erddig to meet some friends where I sat for a while...*

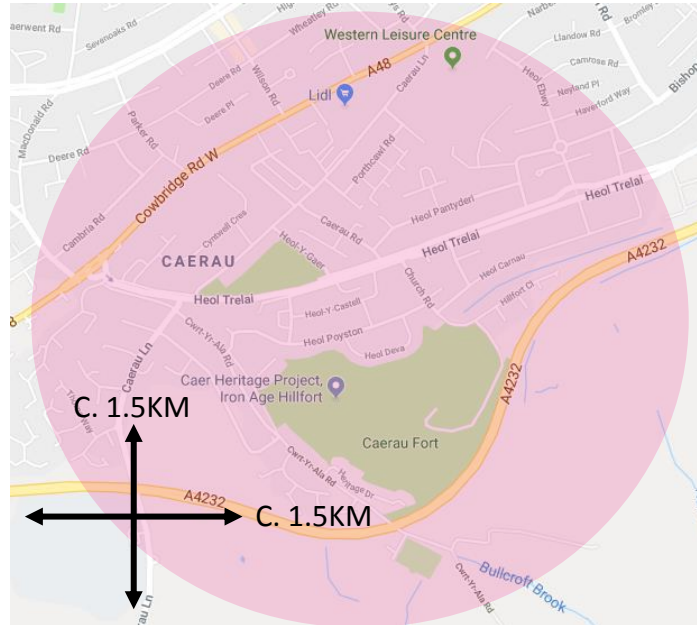
*"I don't mind walking but not too far. I walk to the bus stop or the tram stop...when I'm going out with friends we walk to the tram and to each other's houses or the cinema. It's not that far"*  
Male, 19, Manchester



10 day diary - map example from Female, 18, Wrexham = Approx. 1KM radius

# A selection of maps showing these micro-environments\*

## CARDIFF

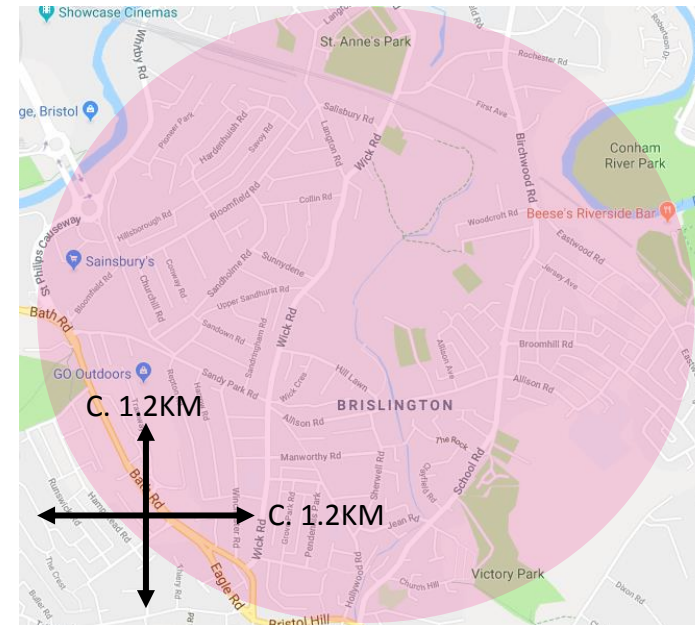


- Female, 24
- Travelled in area of approx. 1.5KM radius during 2-week period
- Walking was kept to a minimum; bus and car became the default for most journeys.

*"I went to my friends house for a few hours which I walked and walked back home."*

*"I went to a few local shops with my friend in a car and back home."*

## BRISTOL



- Male, 13
- Travelled in area of approx. 1.2KM radius during 2-week period
- Cycled regularly

*"I was on my way to school."*

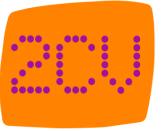
*"I cycled down to the pound shop to get some food."*

*"I cycled to St Anne's Park with my friends, after about 3 hours, I cycled back to my house."*

*"I was cycling to my Uncle's house with my brother – we do this once a week."*

\* Specific details of routes taken out for privacy purposes

## ... where challenges are common place and further restrict them



Living in deprived areas exposes these young people to further challenges

- **High rates of drug usage and crime** make certain streets, parks etc. feel like no-go areas
  - For the younger group (12-14 years), parents limit solo travel to their street/local shops, with clear areas to avoid

*"There is a canal near our house but we're not supposed to go there as there's lots of homeless people"*  
Female, 14, Manchester

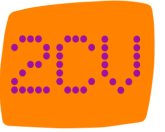
- **Lack of places to go** or things to do for young people
  - Often local facilities have been shut down
  - Lack of access to public transport for some e.g. local bus stop or a car (parent may or may not drive) further limits
  - Home can be quite small and crowded, making young people want to go out but it feels frustrating when there are few options for what to do



*"I just stay at home as there is nowhere to really go – there used to be this youth centre thing but it shut down, so my friends just come to mine"* Male, 13, Wrexham

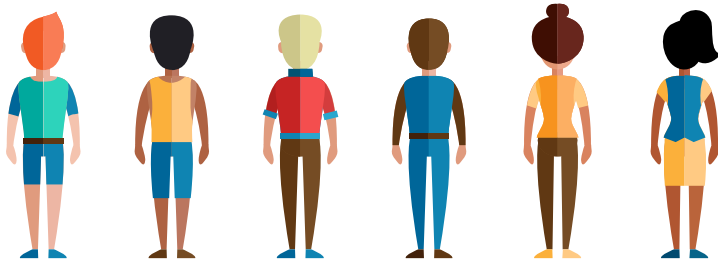
*"My house is so hectic with my sister and her kids – I always want to get out the house but there's nowhere really to go"* Female, 17, Cardiff

# This amplifies the importance of things critical to most teenagers\*



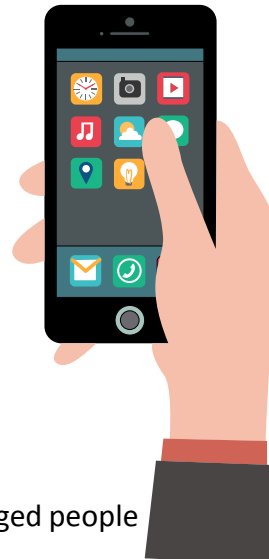
Frequent social and financial instability in their lives, a limited physical world and not wanting to be branded a 'disadvantaged youth' amplifies the importance of:

**Fitting in:** Emphasis placed on ensuring social belonging, following what their mates do, not becoming an outsider



*"People round here are so judgemental so you don't want to look stupid or you'll never live it down"*  
Female, 15, Manchester

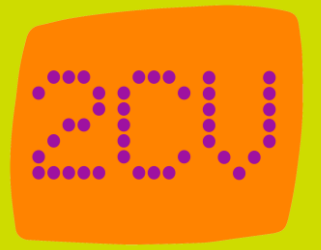
**Social status:** Sensitivity around not wanting to embarrass yourself, chasing the latest trends & making an extra effort to maintain how peers perceive them in order to 'keep up' with other teens



**Live for today:** Earn & burn impulse spending; cash comes and goes very quickly, barriers to future goals make it easier to focus on here and now

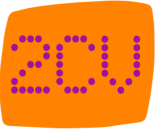


\* Findings from Street Games research study 2014; Understanding the lives of disadvantaged people



## **Walking & cycling in the context of sport**

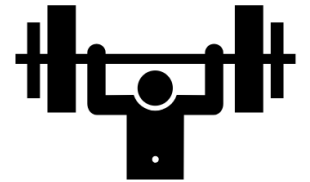
# Sport and exercise is rarely a priority for most and participation can be patchy\*



*"For me, its about being able to show that I've been working out – that's why I go to the gym, to work on that."*

Male, 18, Wrexham

- Young people already feel like they have a lot on their mind, sports are an adjunct to life for many, there are other priorities that take precedence
  - Can feel 'one dimensional' and limited to getting a better body or used as social cred (especially for boys)



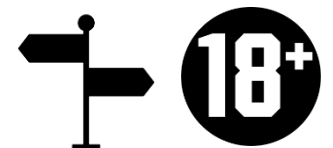
- Young people tend not to actively seek out new sports
  - Instead they rely on other people and their environment to nudge them into participation (e.g. being asked to join the school netball team, a friend asking to come along to a class, a new gym opening)



*"I used to do lots of sports at school, I was on the basketball team, but when I left that just all stopped and now I don't really do anything"*

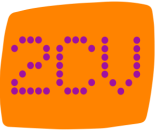
Female, 17, Manchester

- Lack of direction and lack of momentum mean that sports journeys are patchy and somewhat random, sometimes punctuated by periods of intense focus
  - Small barriers can result in complete drop-off; "the centre shut down" "my friend stopped going, so I did too"
  - The biggest drop off occurs in the transition between school and 'adulthood'



\* Findings from Street Games research study 2015; Exploring sports pathways

However, we did see examples of sports and exercise working well in young peoples lives...



### When it's social

*"I go and play basketball with all my mates, we just play in the court in the park. When the weather's alright we're there everyday after college. It's a good way for us to all get together"*

Male, 18, Wrexham



### Improves fitness

*"I like rugby because it has made me a fitter, more physically healthy person"*

Male, 18, Cardiff

### Competitive & gives a sense of achievement

*"So I enjoy going to the gym because it makes me feel like I've worked hard"*

Female, 21, Bristol



### Aspirational

*"Football's exciting because I guess I dream of being a professional one day. There's so much money in the industry and if you make it, you make it big"*

Male, 15, Cardiff



### Regular habit

*"I used to be a swimmer so have always loved it and like doing it now to keep me fit."*

Female, 24, Bristol



# Walking and cycling are perceived as distinct from sport

Young people do not think of walking or cycling as a sport, for two main reasons:

## 1. Primarily a mode of transport

**Young people think of walking and cycling primarily as a means of utility / transport**

- Mostly a way of getting from A to B
- Secondarily can be linked to leisure as a way to spend time with friends 'hanging out' but very rarely for the 'joy of the activity' itself

*"Generally it's a means to a ends, you don't really think about it. Can be cool if you're walking with friends though somewhere as a chance to chat"*

Female, 19, Wrexham



*"If you want to get fit – walking and cycling aren't the way to do it. Though I guess people that never walk are going to be pretty lazy and so definitely unfit!"*

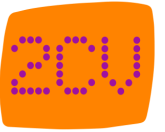
Male, 17, Bristol

## 2. Exercise benefits not overtly linked

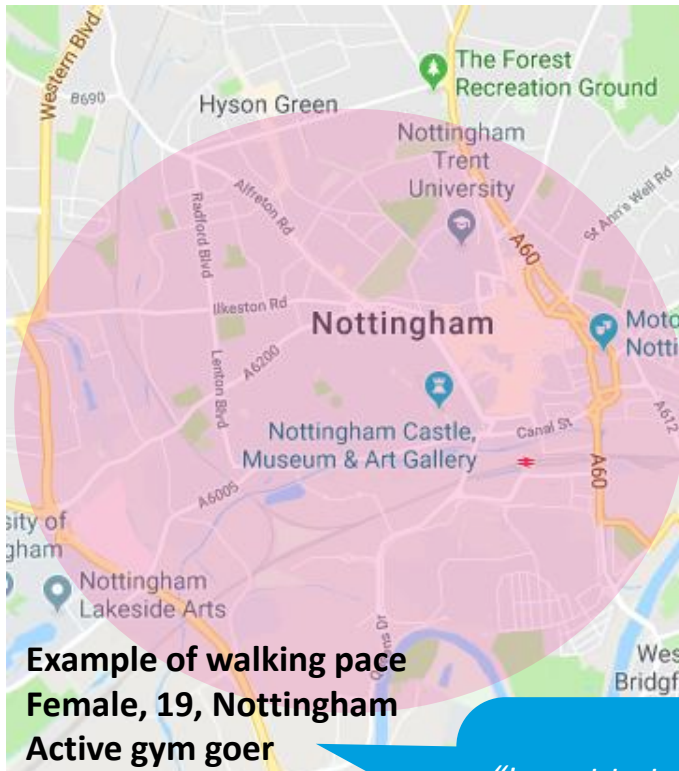
**Unlike other sports, the health benefits to walking and cycling (especially walking) are not obvious or apparent**

- They wouldn't think to walk or cycle if they wanted to exercise/lose weight – for this they would turn to other more traditional sports and higher intensity activity
- Very few think there are distinct physical health benefits of walking or it is a way of getting 'fit'
  - Though it is loosely associated with 'staying fit' i.e. those who never walk are seen as likely to be unfit

# And they are generally done at a leisurely pace



- Young people do not use walking or cycling journeys for exercise purposes (i.e. to increase their heart rates); they look to other physical activities to do this if they are actively inclined.



Journey distance: **3.7 mi**  
Journey time: **1h29**  
Pace: **Approx 25 mins per mile**

*"I went to town alone then walked around with a neighbour then walked home via a friend's house alone."*

*"I usually walk with friends because I like having social interactions with mates"*  
Male, 18, Wrexham

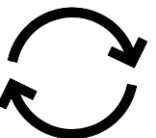
*"I only walk when I'm out with friends or in school."*  
Female, 12, Liverpool

*"I don't mind walking but not far. I walk to the bus stop or the tram stop [...] when I'm going out with friends, we walk to the tram and to each other's houses or the cinema - it's not that far."*  
Male, 19, Manchester

*"I walk around where I live with my friends."*  
Female, 12, Manchester

*"Walking is alright - I prefer riding a bike around."*  
Female, 15, Bristol

**Walking or cycling 'around'** : Young people frequently refer to travelling 'around'; they meander, wander, happily dawdle with friends or 'hang out' on bikes vs. setting out on a power walk or intensive, mapped bike ride



# They are passively engaged in and don't feel as exciting/interesting as sports

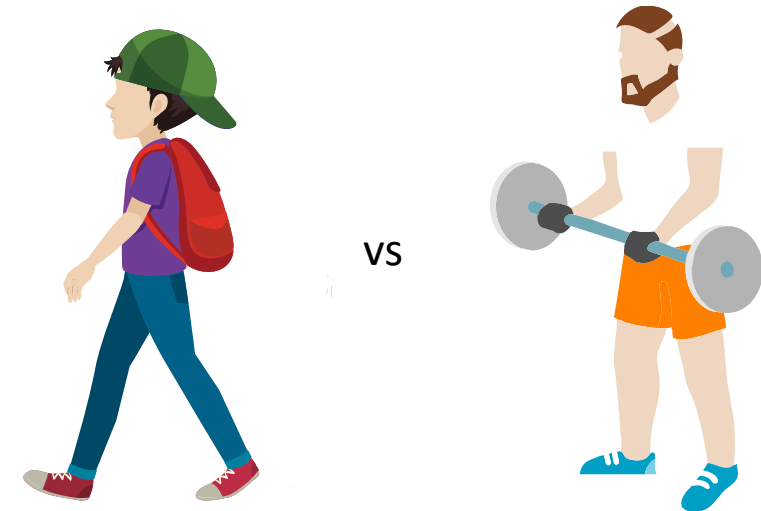
- The decision to walk or cycle is passive, influenced by situational factors
  - There is low motivation from young people to want to walk or cycle. When they do, it is largely circumstantial (i.e. to get to school/town) or part of socialising with friends
- Walking and cycling fundamentally don't feel as exciting/interesting as other sports they're into, as from young peoples point of view they lack:
  - Skill-development
  - Sense of achievement/aspirational element
  - Fitness
- Young people feel the impact of sporting activities they like and get more out of them

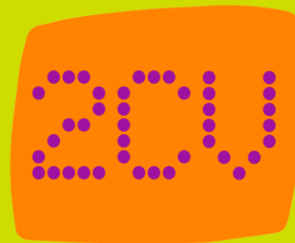
*"I like other activities more than walking, all the other things are activities I choose to do and I don't always have a choice about walking"*

Female, 12 , Wrexham

*"I would probably enjoy going to the gym more than just going for a walk because the activities include a few different types of exercise and I am able to exercise different parts of my body"*

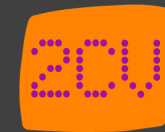
Female, 21, Bristol





# Exploring Walking

# WALKING: looking at...



1

**Typical Behaviours**

3

**Motivations**

2

**Associations**

4

**Barriers**

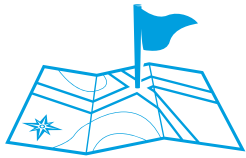


# 1. Behaviours: Young people are mostly walking short distances around their local area

Walking is a means of getting around their local area and for most it is their main mode of transport

- They tend to walk fairly short distances – anything more than 30 minutes feels long and ‘too far’
- Young people are walking fairly slowly, ambling, not pushing their heart rate up or walking at a fast pace

Journeys young people are walking broadly fall into three categories:



## Transportation

- Walking out of necessity to get to a specific destination such as to and from school, to friends' houses, work, etc.
- Usually on their own although walking to school is sometimes with friends
- This is the most common type of journey, young people are frequently walking 'to get somewhere'



## Leisure journeys

- When socialising with friends they might walk together to MacDonald's, or the park, or to go over to a friends', or walk the dog
- Weekday evenings or weekends

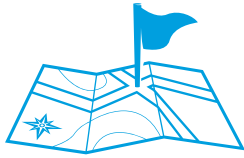
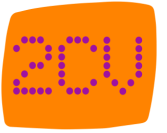


## Hanging out

- Just go 'for a walk' with their friends where they would explore the local area hanging out, chatting and taking photos
- This is a minority of specifically targeted more avid walkers – not typical

**Young people aren't walking as a standalone activity or going to the countryside to 'hike' or go on long walks**

# 1. Behaviours: Examples of journeys young people are walking



*"This is the route I take every Monday to Friday when I walk to and from school. I usually walk this route with my friend and she lives just around the corner from me."* **Female, 16, Manchester**

*"I was home most of the day then went to my friends house for a few hours which I walked and walked back home on my own. I usually go to my friends house on a daily basis"* **Female, 24 Cardiff**



*"This morning I Walked to Caia park to get my friend and we played basketball for a while. Later we walked to town with a group of friends to get something to drink and then walked to Bellevue park to sit for a while."* **Female, 18, Wrexham**

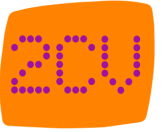
*"Walked to Yate at about 3:45 to meet a friend, met some more people down Yate then we went to Kingsgate for a bit then walked to Tesco then we met even more people and played some football at Lye Field"* **Female, 15, Bristol**



*"This afternoon I drove to pick up one of my friends and then went on a dog walk with a couple of friends for around an hour."* **Male, 20, Nottingham**

*"...I then went on a walk around Erddig with a few friends."* **Female, 18, Wrexham**

## 2. Associations: when thinking of walking as an activity in itself, it feels very far removed from young peoples' worlds

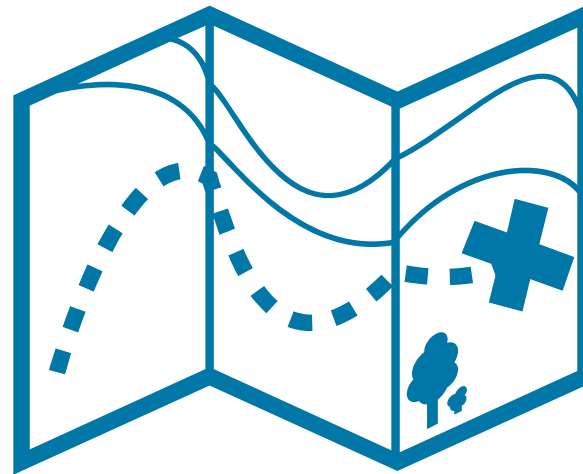


*"only old people like 'going for a walk'"*



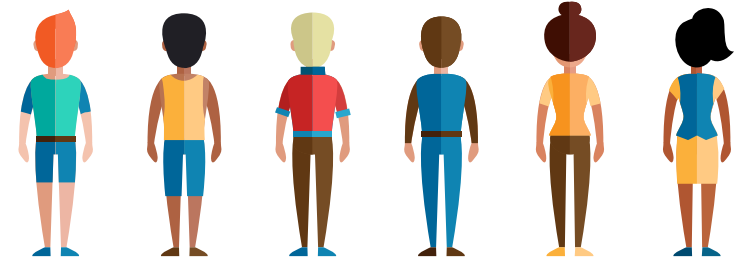
*"To say 'I'm going for a walk' sounds weird, its what middle aged people do because they don't do sport"*  
Male, 17, Nottingham

*"a means to an end"*



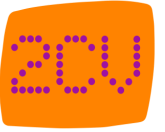
*"I have to walk as I don't have a car and the bus is too expensive. It gets me around"*  
Female, 20, Bristol

*"anyone can do it"*



*"It's free and easy – everyone does it!"*  
Male, 12, Cardiff

### 3. Motivations: Walking gives young people independence, and helps to relieve stress

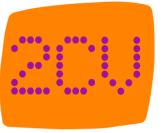


Young people do see some important benefits to walking:

- **Independence:** a free way of getting around, walking is the default mode of transport to get somewhere and enables younger audiences to have freedom and independence, not having to rely on parents or public transport.
- **Easy & active:** whilst not considered a sport or thought of as exercise, there is an awareness that walking 'keeps you fit', and young people do think it's important to stay active. For those less active, walking is an easy and unintimidating activity to do
- **Mental health:** many see the mental health benefits to walking – it is a time they can zone out with music, get some fresh air, clear their head and de-stress
- **Socialising:** for many, walking is a time to socialise with friends – they walk to school together, or occasionally the more active walkers we spoke to would just walk 'aimlessly' around the local area hanging out, chatting and taking photos, just as something to do and to get out of the house



### 3. Motivations: case studies



#### Independence

Female, 15, Bristol



*"I actually can't wait to complete my challenge, instead of getting a lift [...] every fortnight we go to the local leisure centre to do a double PE lesson and when it's slightly wet outside my friend's Mum asks us if we want a lift, normally I would do that, but instead I decided to walk there."*

#### Socialising

Female, 16, Manchester

*"I kind of enjoy walking...it gives me a chance to catch up with my friends as we don't speak that much during school time"*



#### Mental health

Male, 20, Nottingham



*"I feel most relaxed when walking, it gives me time to reflect upon my day, and reflect upon issues I have in my life. When I finish walking, I usually feel happier and lighter."*

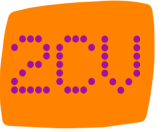
#### Easy and active

Male, 16, Liverpool

*"The thing I love about walking is that it is very easily done and you do it really without noticing...you know it is going to benefit you by keeping you fit."*



### 3. Motivations: walking can be a gentle way to encourage inactive young people to get moving and build confidence



#### Case study: meet Jenny

Jenny is 12 and lives in Bristol. She doesn't typically take part in much sport apart from PE. During the online diary, she set herself the challenge of walking up a hill. This is her experience:

##### Before the challenge

I feel confident in this challenge. I've chose to walk down a hill and walk back up the hill. I chose this challenge because it's a challenge that I want to achieve.

##### Did you complete your challenge?

I was able to complete this challenge, it was a challenge but I achieved it to my very best. There were no surprises on the way it just turned out as I thought I would of

##### Has it changed how you feel about walking?

I feel confident about how I'm walking it has changed how I feel about walking as I used to be not confident and worried all the time and now I feel confident about walking and it really has got me walking most of the days and I have really achieved the best I can.

## 4. Barriers: young people don't see the point of walking 'for the sake of walking'

The idea of 'going for a walk' is an alien concept to this age group. It takes a lot for them to get their head around this concept, and there are several barriers to them walking more:



- 'Going for walk' is associated with an older audience
- Living in an uninspiring, often **run down environment**
  - There is generally nowhere nice to walk close to their house
  - Some feel unsafe walking by themselves in certain local areas
- As there is **no game or goal associated with walking**, it isn't challenging and lacks excitement and fun for young people
- They don't think it will **get them much fitter or that it is very good exercise**

*"With cooking, I achieve something at the end of the activity while going on a walk, simply for the sake of walking, only gives me a satisfaction of more steps but no end product."*

Female, 18, Wrexham

## 4. Barriers: walking can feel like a big effort in certain situations

Walking can quickly turn from being an easy way of getting somewhere into becoming a real effort. This is situation specific – depending on the following factors:



**Weather** – of course if raining or very cold, people are put off walking



**Mood & energy** – if they are tired from other sports or activities



**Time** – if it's the end of the day after school they may have less energy or if it's late and dark their parents may not want them to walk



**Who they're with** – walking with friends feels easier and more enjoyable. A long walk on their own can feel boring and off-putting



**The route** – how long the journey is and what the environment is like. A walk along a main road is not as appealing as a walk through more residential streets

These factors create inertia and put a person off the idea of walking. Getting a lift, driving or using public transport can feel like easier alternatives in these situations

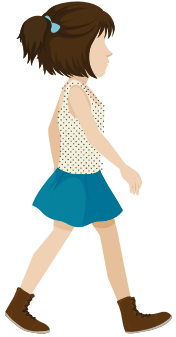
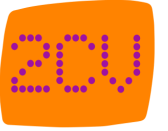
*"I don't really like to walk...I would rather get a lift to somewhere. Especially when it's bad weather"*  
Female, 12, Liverpool

*"I don't mind walking I just need to have the energy to push myself to walk. When you have been in work all day and then come home most of the time I want to relax"*  
Male, 24, Manchester

*"I usually walk alone but I find it more enjoyable to go with others"*  
Female, 13, Cardiff

*"I usually avoid walking long distances if I can, I'd rather get a bus or tram if it is more accessible. I walk most days but not very far"*  
Male, 16, Manchester

## 4. Barriers: the barriers to walking change with age



### **FOR YOUNGER:**

- Walking more of the default transport mode
- A way of hanging out with friends when no where else to go and little money
- Participating in a wider variety of activities and sports in school, so when walking is compared it feels less exciting/interesting

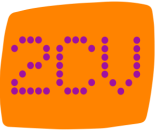
*"I don't really have a choice – I have to walk. Plus sometimes it's the best way to see friends without spending money, you just walk around" Male, 13, Bristol*

### **FOR OLDER:**

- More likely to replace walking with 'getting a car'; which is aspirational and walking becomes less frequent
- More options for hanging out with friends as they hit 18, get part time jobs and have a bit of expendable income (pub, cafes etc.) so less just 'hanging out' outdoors

*"I spend most of my time down the pub these days. We don't hang out in the parks like we used to" Female, 24, Cardiff*

## 4. Barriers: case studies



### Environment

Female, 20, Manchester



*"I think my car stops me from walking as it is just easier to get in my car and get from a to b plus it is faster in my car"*

### Lack of excitement

Female, 12, Liverpool

*"I don't really like to walk. I normally get a lift to school with my friend's mum or I get on the bus. I think I just find walking boring."*



### For older people

Male, 15, Cardiff



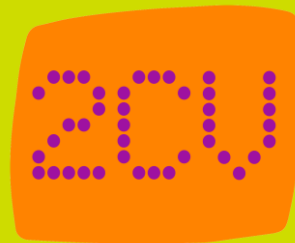
*"Walking is a sport for older people who aren't as fit. We play football and rugby"*

### No physical benefits

Female, 21, Nottingham

*"I prefer the gym to walking as I can build muscle better."*





# Exploring Cycling

# CYCLING: looking at...



**1**

**Typical Behaviours**

**3**

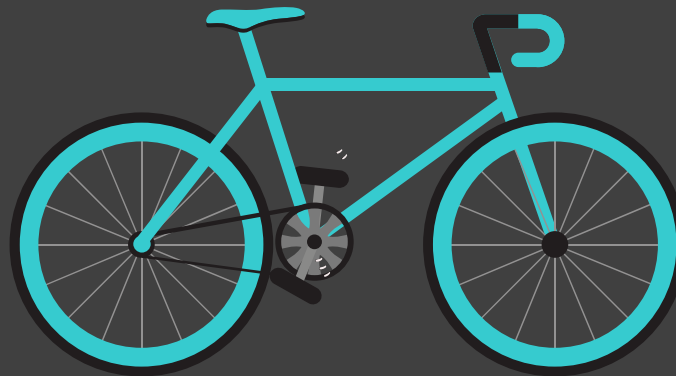
**Motivations**

**2**

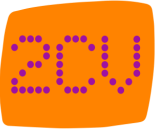
**Associations**

**4**

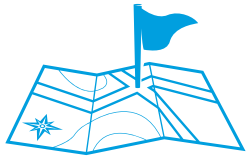
**Barriers**



# 1. Behaviours: Cycling is a quick mode of transport and for boys, a way to hang out with friends



For those who are cycling, they are doing two types of journeys:



## Transport

- A quick way to get from A to B,
- Solo travelling – usually alone
- Tends to be local journeys, repeating similar journeys time and again
- Mostly boys cycling to school

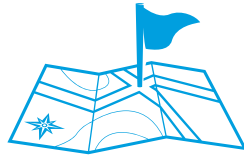
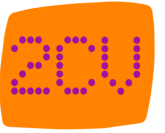


## Socialising

- Groups meet up on their bikes – they will cycle to the park to meet other friends on bikes and cycle together
- Some play around on bikes and do tricks
- Mostly boys – very rare to find examples of girls doing this

Young people generally aren't going for long cycle rides for exercise – it is a mode of transport or a way to socialise

# 1. Behaviours: Examples of cycling journeys



## Transport

*"I cycled to school and to McDonald's then back home...I do this two or three times a week"*  
**Male, 13, Bristol**

*"I rode my new bike to the shops to get groceries"*  
**Male, 13, Bristol**

*"Bike journey in the morning was to college - a regular route. After college I cycled to the gym and later home to hightown area."*  
**Female, 18, Wrexham**



## Socialising

*"I did go out with my friends on bikes by the river"*  
**Male, 15, Cardiff**

*"At the weekend I can go cycling with people who are just as interested in it as me"*  
**Female, 15, Manchester**



## 2. Associations: when thinking of cycling, young people think of childhood memories, boys, or professional cycling

*"It's for boys"*



*"All the boys cycle all the time, they're always on their bikes mucking around"*  
Female, 15, Manchester

*"It's what I did when I was a kid"*



*"I cycled when I was a kid but I wouldn't do it now"* Female, 24, Cardiff

*"It's for professionals"*



*"When I think of cycling I think of the tour de france and professionals in lycra"* Male, 15, Cardiff

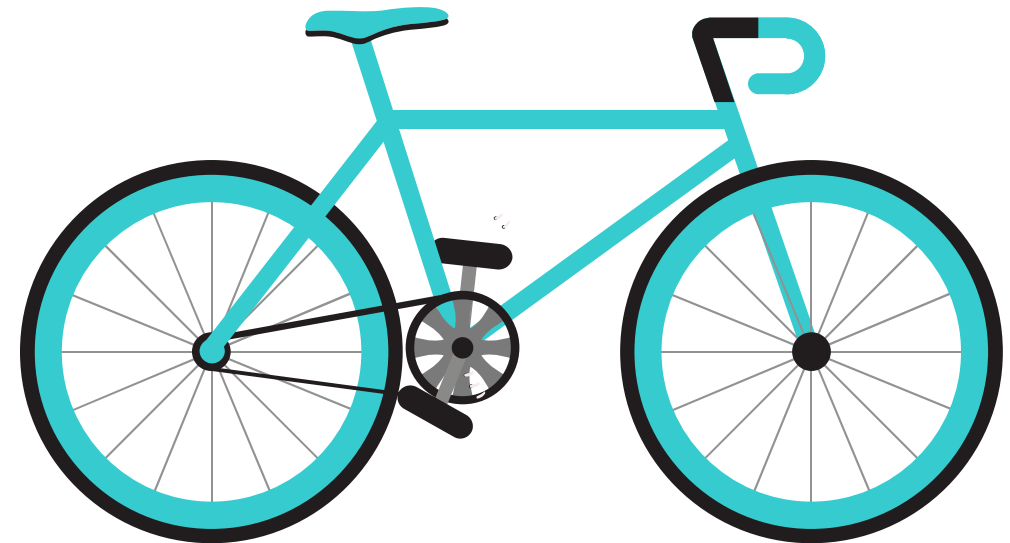
### 3. Motivations: cycling is normalised and 'cool' for young boys

- **Has the 'cool' factor for younger boys** (under 17)
  - Boys often hang out in groups on their bikes – it is a way to meet up and socialise and muck about doing tricks
- **Fun and enjoyable:** young cyclists enjoy getting on their bike, they feel exhilarated and refreshed after cycling
- **More like exercise:** it is seen as more of an activity in itself than walking and more like 'exercise'
- **Quick way to get around:** gets them where they need to go quickly, and enables them to do slightly longer journeys without the need for parents/public transport

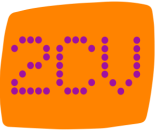
*"I enjoy cycling as it is a quicker way of getting to places...When I do cycle it is mainly for a bit of fun as when it's warm weather outside me and my friend will occasionally go for a bike ride"*  
Female, 16, Manchester

*"Cycling is such a positive thing. It makes me happy and puts me in a good mood when I'm on my bike exploring"*  
Male, 18, Wrexham

*"Cycling is a fun activity to do and it's gets me places quicker than it would to walk"*  
Male, 15, Cardiff



### 3. Motivations: case studies



#### Cool factor (Boys under 17)

Male, 13, Bristol



*"Cycling is fun – I cycle to school and to the park with my friends."*

#### More like exercise

Female, 18, Wrexham

*"I love cycling, especially during the summer months. Very often, I cycle for fun and view it as a form of exercise for the day [...] it's a way to get moving and makes me feel positive!"*



#### Fun

Male, 16, Liverpool



*"I love cycling – I ride my bike to meet my friends [...] I cycle sometimes with my family as my little brother is learning how to ride a bike [...] I'm excited about cycling because it's something different, it's not something that I consider a daily task, it is something to enjoy and a gift, therefore, I find it exciting."*

#### Quick way to get around

Male, 15, Cardiff

*"It's a fun activity to do and it gets me places quicker than it would to walk."*



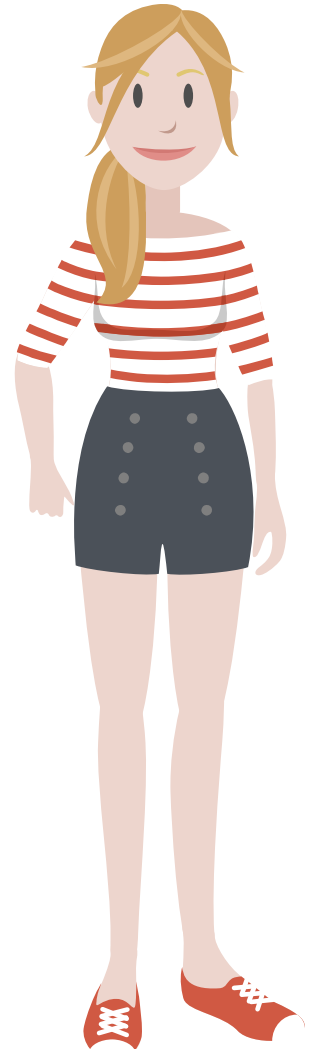
## 4. Barriers: those who don't cycle face big barriers to getting started

- Although all young people talk about cycling 'as a kid', many have stopped and face **significant barriers to getting started**
  - The need to get the kit (don't want to be embarrassed by an old rusty bike)
  - Need to have the skill to ride – if they haven't ridden for a few years they will worry about looking stupid. Girls particularly feel they lack confidence
- **Safety** is a big concern
  - Confidence in cycling on the roads
    - Many (especially older girls) lack confidence to cycle on the roads and fear an accident
    - Some had had bad experiences falling off their bike and not got back on since
  - The local area
    - Crime - lots of stories of bikes getting stolen/vandalised even from home. Wouldn't want to leave their bike somewhere in fear it would get stolen
    - Lack of nice places to go – many people's immediate local area doesn't have green space, and there's nowhere nice to go nearby, and cycling on the main roads isn't appealing, this creates a big barrier

*"I would cycle but my bike is pretty broken at the moment which sucks"*  
Female, 15, Bristol

*"I'm not a fan of cycling as it scares me when people do it on the road. I find it very fast paced and I don't think I'm skilled enough."*  
Female, 24, Bristol

*"I don't really cycle anywhere because it can be difficult to find somewhere safe to put my bike"*  
Male, 16, Manchester



## 4. Barriers: girls and older boys are more likely to drop out of cycling



**DROP OFF ~13**

**Girls** have more barriers to continue cycling:

- Cycling is less cool, seen as more for boys
- More self-conscious and concerned about how they look
- Not practical if going out and meeting friends as they have a handbag, often wearing tight clothing, worry about make-up getting messed up, etc
- As they have cycled less in recent years, are often lacking confidence to actually ride a bike – worsens with age the longer they haven't ridden

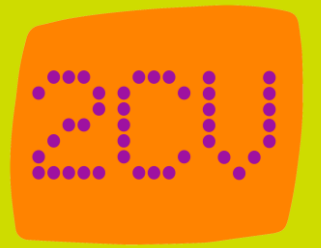


**DROP OFF ~16**

**As boys get older** (18+), cycling loses the 'cool factor' and they often stop doing it

- As they mature they are more focused on wanting to drive – getting a car is the focus and becomes the cool way to get around
- Hanging out on their bikes is no longer a social activity, as they go to pubs to catch up with friends

*"I have a car now so I never cycle around anymore. I want to show off my car to my friends and sometimes give them lifts places" Male, 18, Wrexham*



# Opportunities

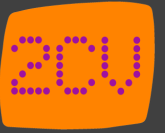
## Overall, walking and cycling more isn't currently an exciting proposition for young people

- There is not a big appetite from young people to walk/cycle more
  - They are not particularly excited to engage in these activities more, and their participation thus far is passive and circumstantial
  - Other sporting activities are more appealing to this audience and have more obvious benefits associated with them

*"If I want to do something outside I will meet my mates to play basketball. It's fun, good exercise and we can do it together. That's what I want more of" – male, 12, Wrexham*

*"I feel like there are other activities that are more exciting – walking and cycling are cool, but I'm not desperate to do them more. I don't see what the benefit would be?" – Female, 18, Bristol*

# However, there are potential opportunity areas for each



## WALKING – A STEPPING STONE FOR THOSE LESS ACTIVE

- For the very **inactive older audiences** (18+), walking is an unintimidating entry point and potentially easier for them to engage in
- But, still lacks clear benefits to engage them so work needs to be done to reposition walking to them, 'selling' the benefits

*"At least walking is easy to do. I don't do any sport but I wouldn't mind going for a walk" – female, 24, Cardiff*

*"If you're unfit, walking at least will help you get started, and it isn't hard to" – male, 14, Nottingham*

*"I haven't cycled since I was about 12, I don't know if I could get back on now, it's been too long" – female, 24, Cardiff*

*"I have a bike and cycle to school so I could cycle a bit more than I do already. It would be easy to do" – male, 15, Wrexham*



## CYCLING – ENCOURAGING YOUNG PEOPLE TO KEEP CYCLING AND AVOID DROPPING OFF

- Once young people stop cycling, the barriers to starting again become more pertinent
- Encouraging those who cycle to keep cycling will help to increase participation and avoid the big barriers arising
- For girls, encourage them to keep cycling beyond 13/14 years old, and for boys beyond 16 years old

# Fundamental considerations for engagement



To engage young people in walking/cycling, some important factors need to be considered:

**Reframe  
walking and  
cycling as a  
sport that's 'for  
me'**



**Link to their  
values and  
priorities**



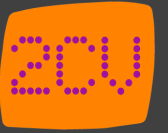
**Involve  
learning and  
improvement**



**Create an  
enabling  
environment**



# How to translate these considerations into action...



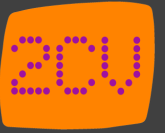
Reframe  
walking and  
cycling as a  
sport that's 'for  
me'

- **Walking & cycling need to be reframed to become relevant to young people in their worlds:**
  - **Cycling:** currently thought of as for kids, young people often grow out of it. There is a need to reposition it as being a cool and beneficial thing for older young people to do as well
  - **Walking:** seen as for older people. Need to reframe as being a fun activity for young people
- Potentially the **use of influencers and social media** could help to rebrand these activities and shift perceptions
- **Clearly position walk and cycling as a sport & exercise by highlighting the health benefits**
  - Show that you get X result by cycling/walking X distance
  - Set challenges and link them overtly to the results

Involve  
learning and  
improvement

- **Find ways to give a sense of progression through participation in walking and cycling.** For example...
- **Cycling:**
  - Learning tricks to impress your friends
  - Offering safe spaces to build confidence & skill
- **Walking:**
  - Adding elements to make it more challenging, such as distance goals, speed, etc.
  - Tracking progress to give that sense of achievement, for example through a fitbit

# How to translate these considerations into action...



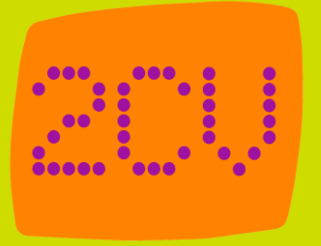
Link to their  
**values** and  
**priorities**

Connect walking and cycling to what matters for young people

- **Fitting in:**
  - Show others like them cycling
  - Use influencers to make it 'cool'
  - Make activities social so young people can do it with their friends
- **Social status**
  - Use gamification to create a trend young people can engage with and share their progress with their peers (e.g. Pokemon go / fitbit)
- **Live for today**
  - Young people want to feel an immediate benefit to participating.
  - They don't see walking in itself as a strong enough benefit, so they are looking to be incentivised through rewards – vouchers, discounts or points of some kind.

Create an  
**enabling**  
**environment**

- Young people don't consider going outside their immediate local environment but their local area is usually limiting. To encourage participation in walking and cycling, having a **safe and inspiring space is key**.
- There are two main options to do this:
  - Take them somewhere more exciting – offer transportation to take them somewhere fairly nearby which has more to offer
  - Create a fun space in their local area – for example a bike/skate park



**Thank you**

[Stephanie.gaydon@2cv.com](mailto:Stephanie.gaydon@2cv.com)

[Emily.kay@2cv.com](mailto:Emily.kay@2cv.com)



# Summary of Walking



## 1 Typical Behaviours

- Walking often the main mode of transport – how they get to school, to work, to meet friends etc.
- Walking is part of hanging out with friends – walking to the park/shops with groups of friends
- A minority of the younger group are 'going for a walk' and when they do it is to spend time with friends when there is lack of much else to do

## 2 Associations

- 'Just something you do' – walking is a means to an end, a way to get you from A to B
- People who walk for fun are 'weird'
- For old people who can't do other exercise



## 3 Motivations



- ✓ Free and easy way to get somewhere
- ✓ Mental health benefits – a way to 'clear your head'
- ✓ Socialising with friends

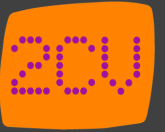
## 4 Barriers



- No fun element associated with walking in itself
- Don't think of it as exercise
- Often nowhere nice to walk locally
- Alien concept to walk without a destination – feels 'pointless' and lacks any sense of achievement
- No skill or learning is gained from walking

*"I don't understand why you would want to walk more. If I wanted to get fit I would just go to the gym or play more basketball. Walking is boring and you do it enough day to day as it is" Male, 18, Wrexham*

# Summary of Cycling

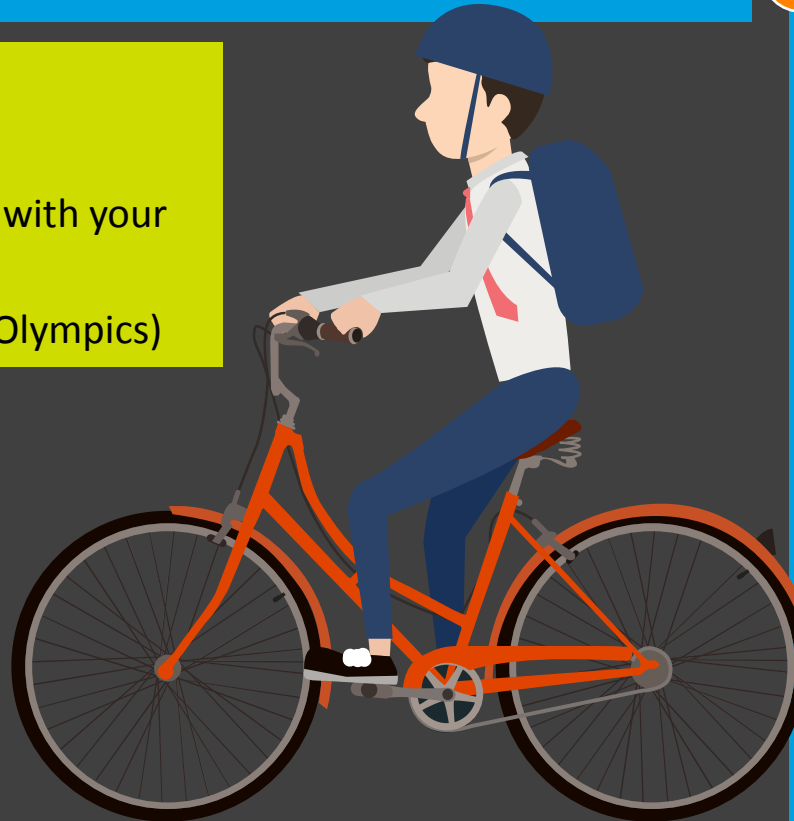


## 1 Typical Behaviours

- Boys are using their bike to get around quicker – cycling to school
- Boys cycle in groups and 'hang out' with their bikes, doing tricks etc.
- Girls are cycling much less – younger girls who are cycling are doing so less frequently and more as a leisure activity – with family or close friends as a weekend activity

## 2 Associations

- For kids / young boys
- Cycle rides something you do with your family
- For the elite (Tour de France/Olympics)



## 3 Motivations



- ✓ Quick way to get around
- ✓ Has the 'cool factor' for younger boys (under 17)
- ✓ Fun and exhilarating activity which is good exercise

## 4 Barriers



- Cost of buying/repairing a bike
- Logistics
  - Where to leave it
  - For girls – what to wear, carrying bags, messing up make up etc.
- Lacking confidence to cycle on the roads
- Limited places to go in the local area
- Don't think of cycling as a 'sport' – lack of a goal/game element
- For girls – less normalised, they worry about how you will look/what people will think
- Loses the cool factor as boys get older, and driving becomes more aspirational (18+)