

Bristol Cycling City

Project details

Sponsor: Cycling England

BSMC team: [Alan Tapp](#), [Sara Bird](#) and [Fiona Spotswood](#)

Project summary

Background

In 2008 Cycling England awarded its only Cycling Demonstration City status to Bristol. This meant Bristol was given a large sum to enable it to double its cycling levels within the city within four years.

BSMC has a growing expertise in the marketing of cycling, with a team that includes Professor Alan Tapp, Sara Bird, Fiona Spotswood and, more recently, Sarah Leonard.

Research and results

We were able to help Bristol Cycle City in the planning stages of their work, with specific advice on the nature of the decision to cycle and how marketing techniques can influence this. Key considerations include Personalised Travel Planning (a version of one-to-one marketing), Workplace Travel strategies, segmentation according to geo-demographic variables, branding and image, and the importance of habit in travel mode decisions.

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