

Has the Cycle to Work Scheme increased cycling to work?

Fiona Steven

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University of the
West of England

Wiltshire Council
Where everybody matters

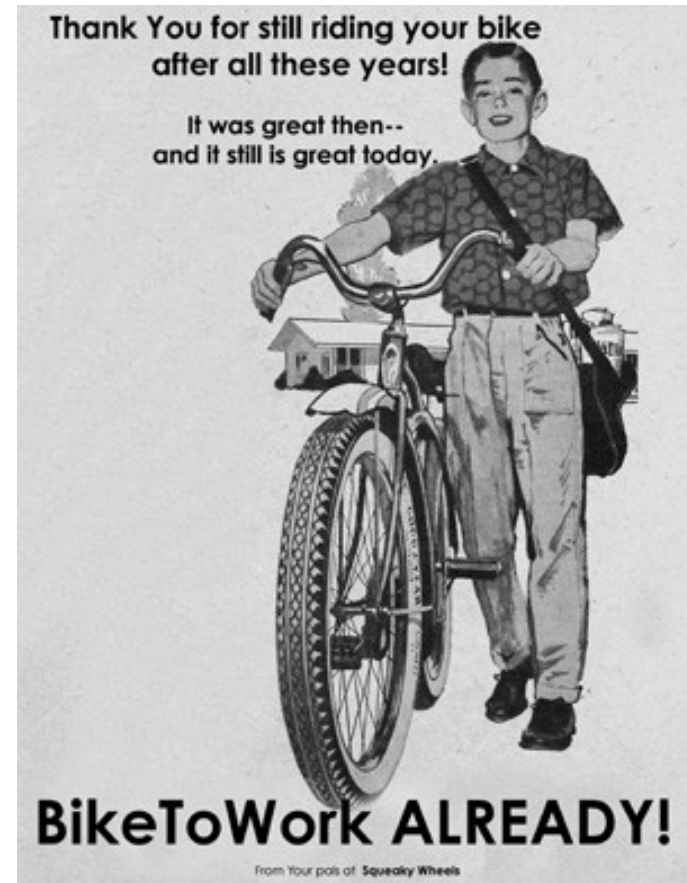
Dissertation

- ☐ Cycle to Work scheme
- ☐ Travel behaviour
- ☐ Who are the scheme participants?
- ☐ Reasons for participation
- ☐ Increases to cycling to work?
- ☐ Not an evaluation



Presentation preview

- ❑ The scheme
- ❑ Methodology
- ❑ Findings
- ❑ Conclusions



The scheme

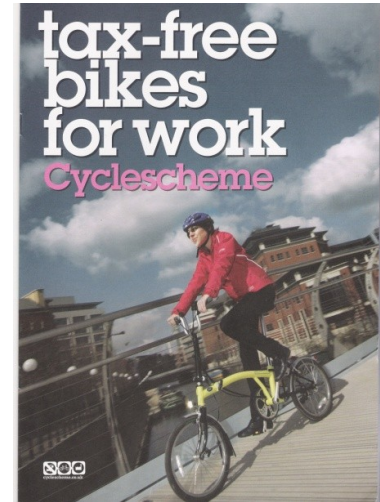
❑ 1999 Finance Act

- Congestion/pollution/CO2 emissions
- Active healthy lifestyle

❑ Savings of 40/50%

❑ 10 years – monitoring?

❑ August 2010 – scheme changed - £500/£418



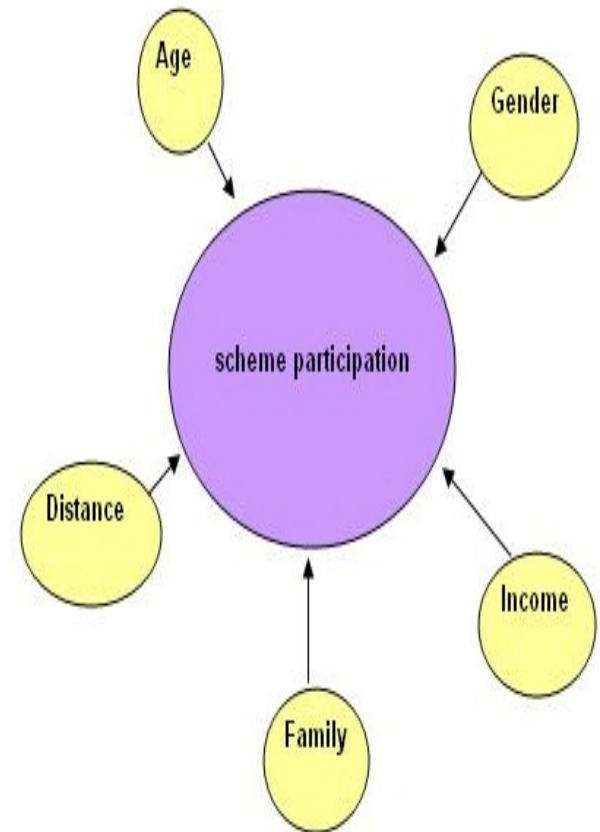
The main principles

- ❑ Financial incentive
- ❑ Basic economic theory
- ❑ Behaviour change
- ❑ Negative externalities



Research Questions

- A. Which of these factors, **gender, age, income, family & distance** influences the propensity to join the scheme?
- B. Does membership of the scheme activate travel behaviour change?
- C. Has the Cycle to Work Scheme increased levels of cycling to work?



Sample

- ❑ Web-based questionnaire
- ❑ Predominantly local authorities in south-west
- ❑ 248 scheme participants
- ❑ 101 non-participants
- ❑ 349 total sample

Income



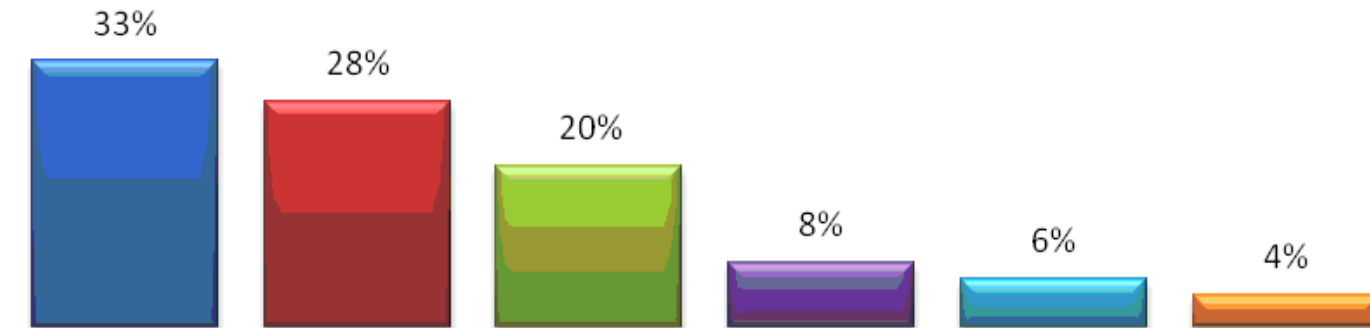
■ PARTICIPANTS	5%	27%	50%	16%	2%
■ NON-PARTICIPANTS	11%	43%	43%	4%	0%

The propensity to participate

- Two variables – **gender & distance** – were found to be statistically significant
- **Males** nearly **3** times more likely to **participate**
- Those living **2-3** and **3-5** miles **5** times more likely and those living **5-10** miles **3** times more likely to **participate** than someone living less than a mile away

To Participate or not participate?

Reason for participating



■ There were financial savings on the cost of a new bike and I wanted to start cycling to work

■ I was already cycling to work and needed a new bike

■ There were financial savings on the cost of a new bike

■ I wanted to start cycling to work

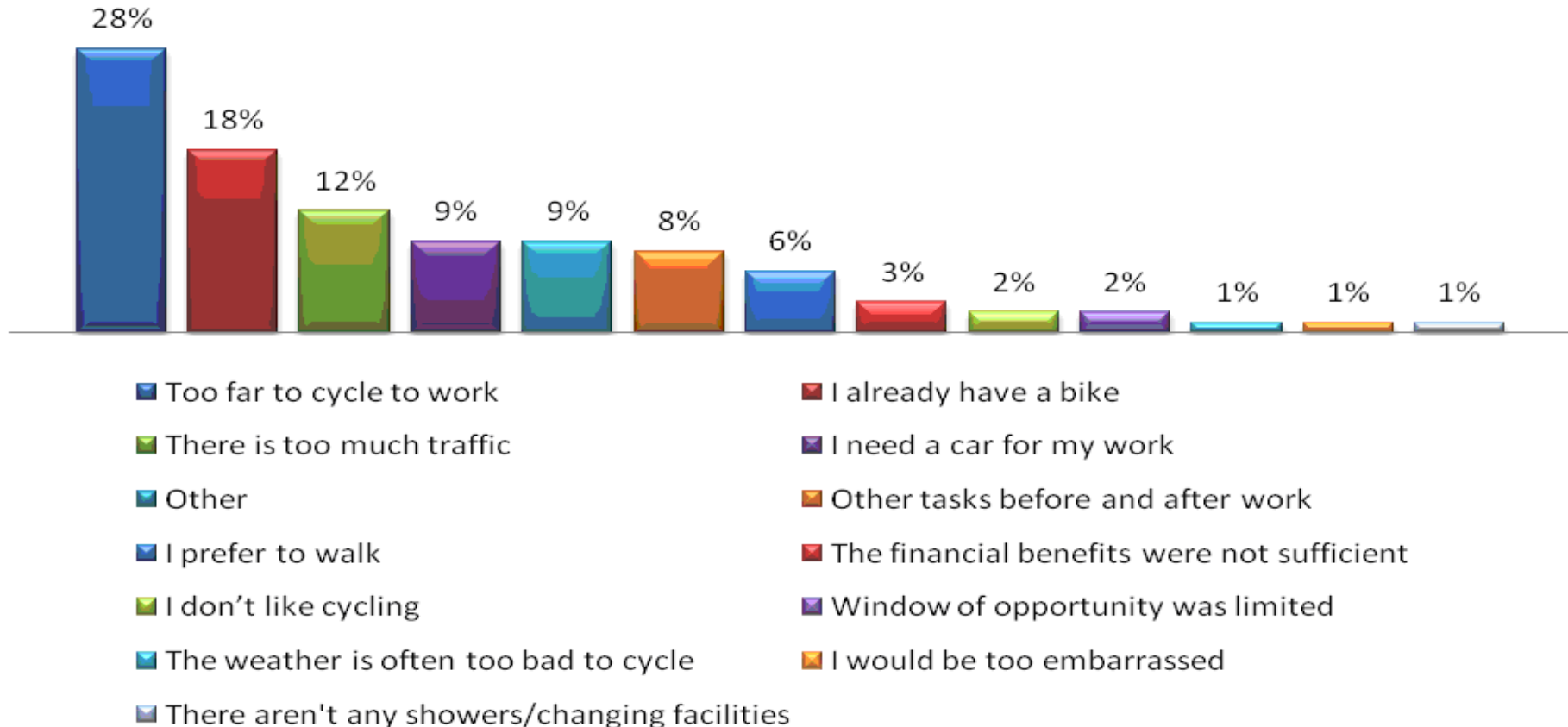
■ I wanted to replace my old bike

■ I like the idea of a "bargain" but didn't have any real intention of cycling to work

57% identified the financial incentive as main trigger for participation

To Participate or not participate?

Reason for not participating



Stages of behaviour change

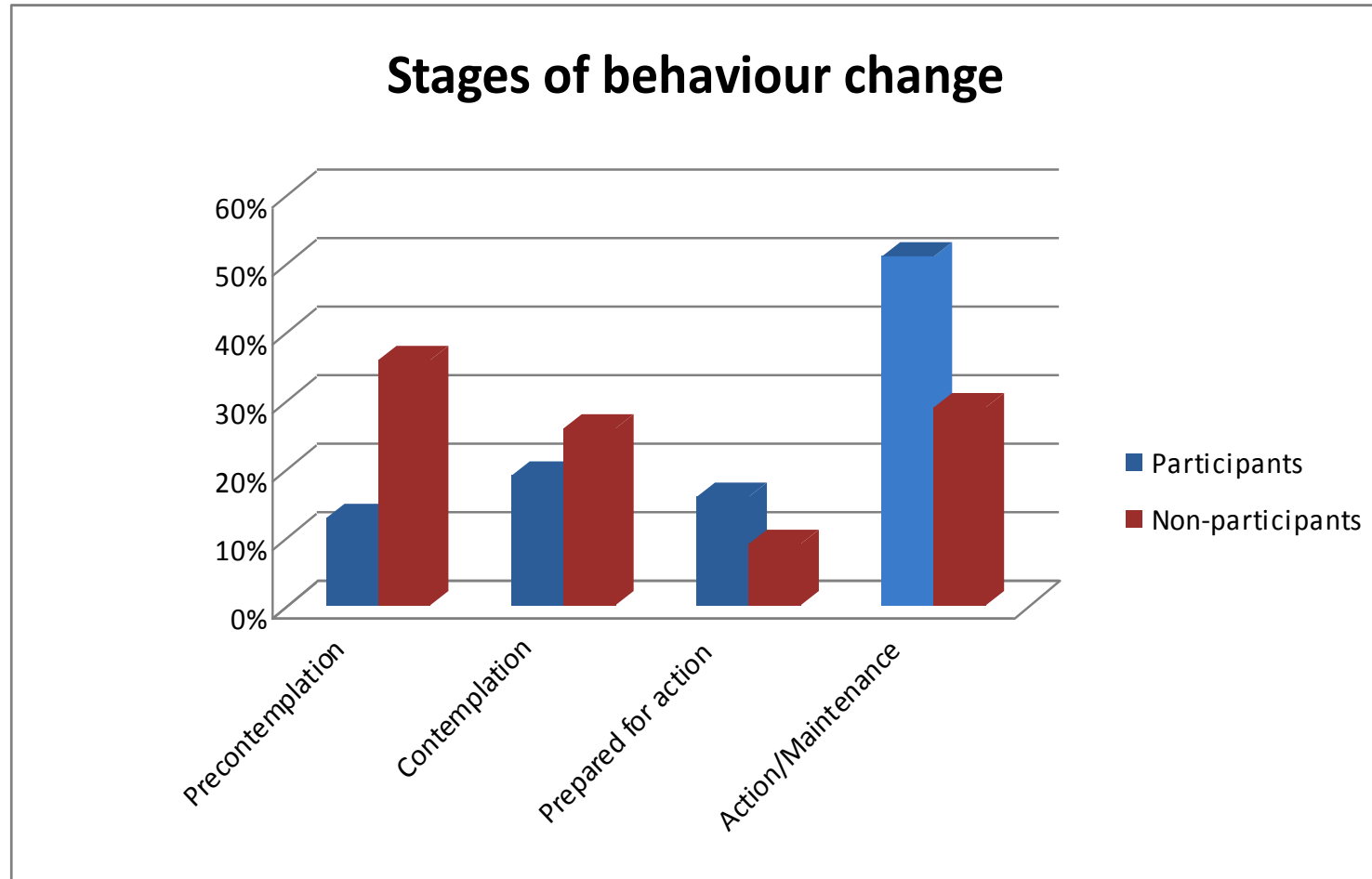
❑ Two interactions:

- Act of scheme participation
- Act of cycling to work

Stages of behaviour change

Participants	
Pre-contemplation	I had no intention of cycling to work
Contemplation	I was considering cycling to work
Prepared for action	I was intending to start cycling to work
Action	I was already cycling to work
Maintenance	
Non-participants	
Pre-contemplation	I have no intention of cycling to work
Contemplation	I am considering cycling to work
Prepared for action	I would like to start cycling to work
Action	I already cycle to work
Maintenance	

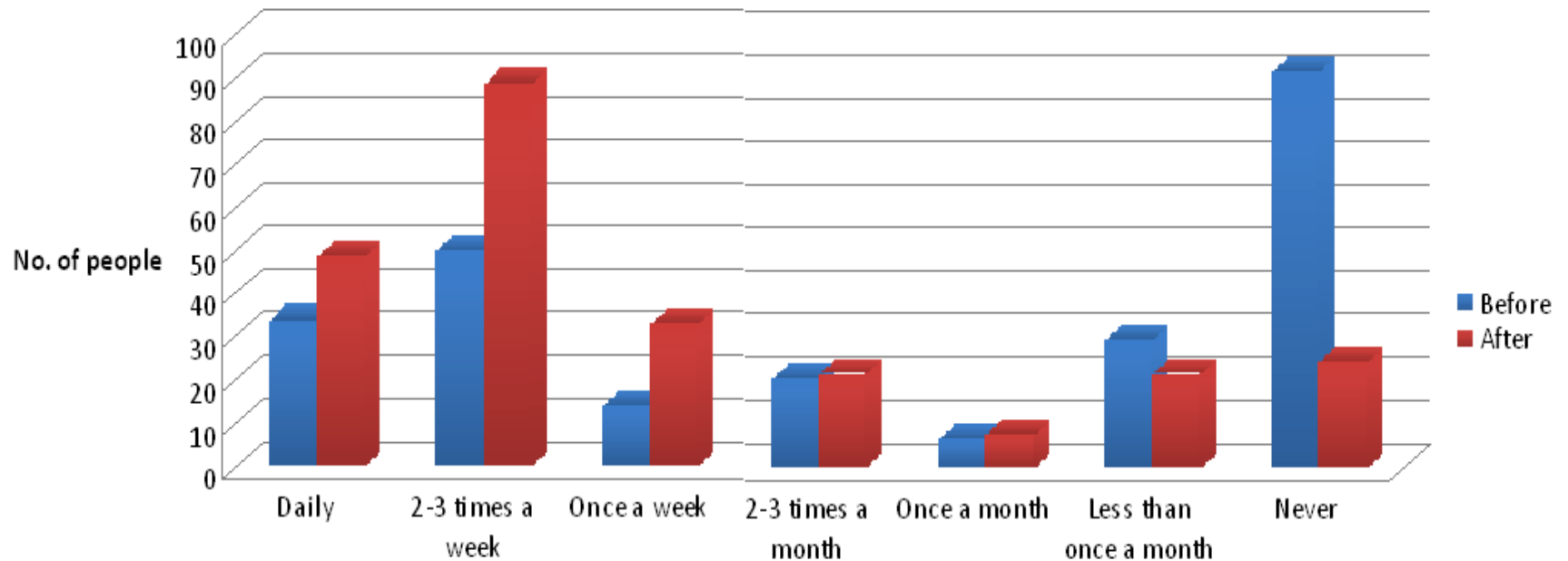
Stages of behaviour change



Still cycle?

- ❑ 50% would still cycle without the scheme
- ❑ 13% undecided
- ❑ 37% possibly attribute the scheme with their behaviour change

Aggregate cycling levels



Detailed cycling levels

	No. of participants	% of participants
New cyclists	71	29
More cycling	57	23
Same cycling	115	46
Less cycling	5	2

“Since the introduction of the scheme about 52% of participants cycle more”

Conclusion

- ❑ Gender and distance were significant
- ❑ Financial savings stimulated scheme participation
- ❑ Intention to act/propensity to participate and cycle
- ❑ Cycling levels to work
- ❑ Further scheme promotion
- ❑ Changes to scheme – comparisons



