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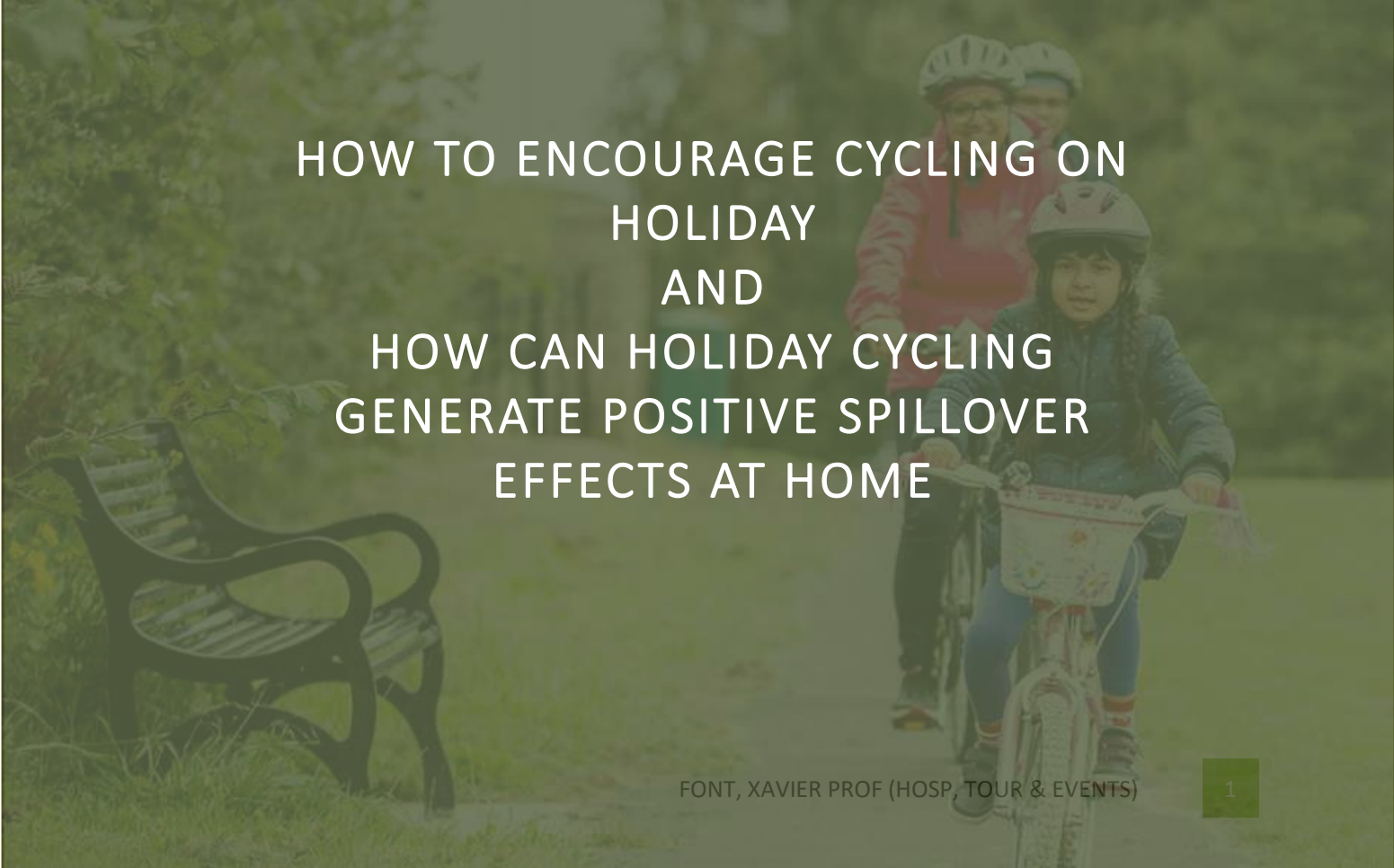
France ( Channel  
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## EXPERIENCE

European Regional Development Fund



HOW TO ENCOURAGE CYCLING ON  
HOLIDAY  
AND  
HOW CAN HOLIDAY CYCLING  
GENERATE POSITIVE SPILLOVER  
EFFECTS AT HOME





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## Executive Summary

This report mainly reviews the factors that trigger people to cycle during the holiday for CyclingUK and aid them in developing more attractive cycling hubs. To begin with, to understand the prerequisites leading to cycling, a comprehensive questionnaire was set up with over 150 respondents answering the survey. This was then followed by secondary research from the government institutions along with successful case studies on cycling hubs from neighbouring countries. Recommendations were given to CyclingUK to work with local government and authorities to further encourage people to cycle during the holiday.

Primary data was collected through a survey, which consisted of 12 questions. The survey emphasized on cycling habits, cycling behaviour during the holiday, the enjoyment in cycling and the factors people consider when cycling. It could be concluded that while the majority of respondents had last cycled in over a year, most of them regarded cycle as a leisure activity. Moreover, it could also be understood that health was the biggest benefit and the most enjoyable reason for cycling. Nevertheless, safety was the most important factor for cycling while it was noted that cycling infrastructure, including cycle hubs, were massively insignificant for the majority of respondents. The correlation of cycle frequency and the possibility to cycling during holiday could be drawn, and it was reflected that with a recurrent cycling tendency, for instance, for respondents who last cycled in the past week, it would also be highly likely that they would go on a cycling holiday. All in all, it would be worthwhile to point out that the necessity for people to cycle was to ensure safety first and foremost before developing any cycling infrastructure.

Secondary research was carried out with data collected from the UK government and case studies from neighbouring countries, for instance, the Netherlands and Denmark. These mainly focused on understanding the impact of future behaviour and the areas of concern in which limited cycling on holiday in the UK. It should be highlighted that the main factor for cycling in the UK is the motivation to get fit and be healthier while successful examples from the Netherlands and Denmark where cycling levels were ten times higher than that of the UK. This can be attributed to the fact that the theory of planned behaviour played a huge part in generating cycling demands in these countries, namely leading to the factor of pro-cycling attitudes and perceived cycling ease with the improvement in technology. It could also be seen that a good cycling infrastructure and



the bike-sharing scheme could boost the number of tourists on cycling holidays. The case study of Bristol was an effective showing of having the appropriate infrastructure could largely encourage people to cycle when they travel. Unique cycling experiences were also found to emphasize the necessity of designing distinctive experiences, which could lead to an increase in the enjoyment of cycling tourists. Despite all these benefit showings, it should be pinpointed that one of the major deterrents to make cycling holiday more attractive in the UK was dangerous road conditions and safety concerns. The UK clearly lacked in terms of safety measures to safeguard and protect cyclists compared to the Netherlands. To point out, poor design of roads and injunctions could lead to perceived danger, thus discouraging people from going on cycling holidays in the UK.

In light of attracting more tourists to join cycling holidays in the UK, appropriate recommendations were made regarding the analysis of primary and secondary research. It was recommended that the current bike-sharing system had to be improved with higher bike availability and enjoyability. New apps with a reward function should be implemented to improve accessibility and enhance the experience of cycling. It was recommended that the improvement of infrastructure should come into mind, including the additional safe parking spaces for bicycles and the enhancement of bike-sharing systems. It was also important to improve the safety and road conditions for cyclists before improving any cycling infrastructure, as the major restrictions to cycling holidays were found to be insufficient law protection and reckless drivers. Therefore, it was suggested that a stronger legal system should be introduced and advocated. In contrast, training and education for cycling on roads should be introduced and encouraged to join for the mass public. Cooperation with different stakeholders would also be the key to improving the enjoyability of cycling holidays, for example, working with the local government to set new cycling challenges and new cycling paths could be attractive and interesting to motivate tourists to join cycling holidays in the UK.



## 1. Project background

### 1.1 Aim of this consultancy project

This consultancy project aims to investigate the factors that increase the take-up of cycling on holiday and the impacts that lead to the continuation of cycling. Therefore enabling CyclingUK to use the findings and recommendations in this report to make cycling hubs more attractive and to offer advice and support to local authorities and organisations and allow them to provide suitable facilities, environment and activities.

### 1.2 Cycling Market data and trends

#### Frequency of travel by cycling in Great Britain from 2011 to 2017

Frequency of cycling in Great Britain 2011-2017

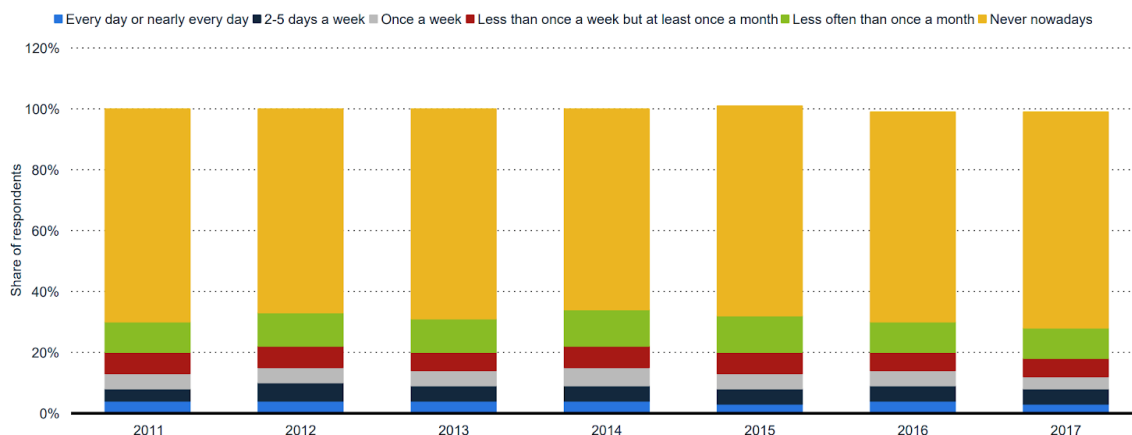


FIGURE 1- FREQUENCY OF TRAVEL BY CYCLING IN GREAT BRITAIN FROM 2011 TO 2017 (STATISTA, 2018)

From figure 1, there has not been a significant change with the population who never cycle from 2011-2017. From 2014, the proportion of people who cycle less often than once a month has gradually decreased compared to 2011-2013. Furthermore, cycling behaviour has changed from 2015-2017, with frequent cyclists who used to cycle every day or nearly every day has decreased, moving down to two to five days per week or less.





## Share of people who cycled for any purpose at given frequencies in England in 2017/2018, by region

Frequency of cycling in England 2017/2018, by region

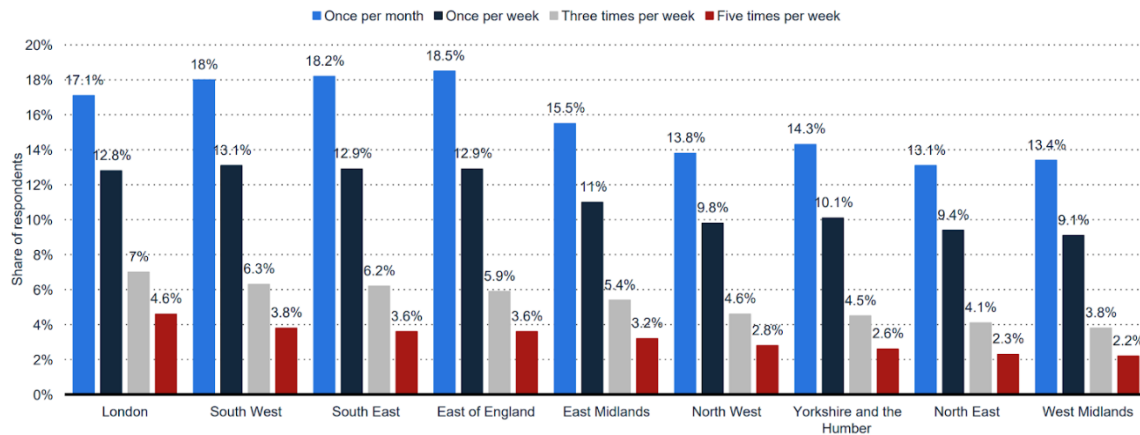


FIGURE 2 - SHARE OF PEOPLE WHO CYCLED FOR ANY PURPOSE AT GIVEN FREQUENCIES IN ENGLAND IN 2017/2018 BY REGION SOURCE (STATISTA, 2018)

During 2017- 2018, London has the most cycling population and the highest share of people in England who cycle five times per week and three times per week for any purpose. In London, 4.6% of the population cycle five times per week, and 7% of the population cycle three times per week. South West has the second-highest cycling frequency region, with 10.1% cycle more than three times per week. The West Midlands has the lowest cycling population and only 6% of the population cycling more than three times.

### 1.3 Anticipated outcomes

The primary anticipated outcome of this report is getting more people to cycle and increasing the pick-up of cycling during holidays in the UK as a result of the analysis carried out from the responses in the questionnaire and secondary information online. Case studies for successful cycling holidays worldwide and statistics from the Department of Transport and Statista will be used to evaluate the resources necessary to attract more tourists to join cycling during holidays, hence providing comprehensive recommendations in depth. The questionnaire aims to collect data on the cycling habits of the interviewees, their top priority when cycling and their opinions on cycling during holidays. The vast majority of respondents are expected to have cycled during holidays before, not for cycling holidays, however, but for the main intention of leisure activities. It is also predicted that respondents will rank safety as one of the top priorities when it comes to



cycling. Moreover, it is anticipated that most respondents will prefer bike rental at the destination instead of bringing their bikes, considering the inconvenience.

## 2. Research method

To understand social perceptions of cycling and holiday cycling alongside factors on sustaining cyclists future behaviour after holidays, we have used both qualitative and quantitative methods in the research.

We have built a survey to carry out primary data collection. The survey was created and aimed to recognise the cycling behaviour and preferences of cyclists and non-cyclists, as well as identifying their opinions on cycling during holidays to provide proper recommendations to Cycling on Experience project. With the view to achieving the survey objectives, it was designed with the below criteria (See Appendix 1).

- Cycling habit
- Factors affect people to cycle
- Common knowledge on cycling holidays
- Opinions on cycling holidays
- Behaviour on participating cycling holiday

The survey consisted of 12 questions in total and created in the form of an online survey. To reach diverse respondents in terms of different genders, ages, interests, university email and social media such as Instagram and Facebook were used to obtain data with a larger sampling size. After 3 weeks of data collection, 160 respondents have completed the survey, and useful information has been gathered.

The only limitation of this method was the lack of primary data from generation Y and UK respondents, as many of the survey respondents were aged under 25 and from Asian countries. Given that we used an incidental sample covered mainly university students and Asian residents, the results cannot be extrapolated to the UK overall population. As a result, additional studies on other population groups are needed.





Therefore, to analyse people's pattern on cycling, as well as reasons on the bringing-up intention of cycling, we conducted our secondary research by studying different journals and reports. Numeric data sets have been collected from online statistics portal Statista, in order to analyse the trends on Londoners cycling habit, as well as to evaluate the current situation of the cycling market.

For understanding the reason for bringing-up the intention of cycling, government reports and official guidelines have also been studied, in order to understand the current position of cycling infrastructure and safety in the country. Case study on Netherlands, Denmark and Bristol has also been implemented to compare the popularity and understanding the reason for making a difference with the current case. To explain the intention of bike-sharing, theories have been applied to explain people's behaviour and reason for using bike-sharing.

### 3. Project findings

#### 3.1 Findings from the survey

##### 3.1.1 Respondents' Cycling habits

#### Last time rode on a bike

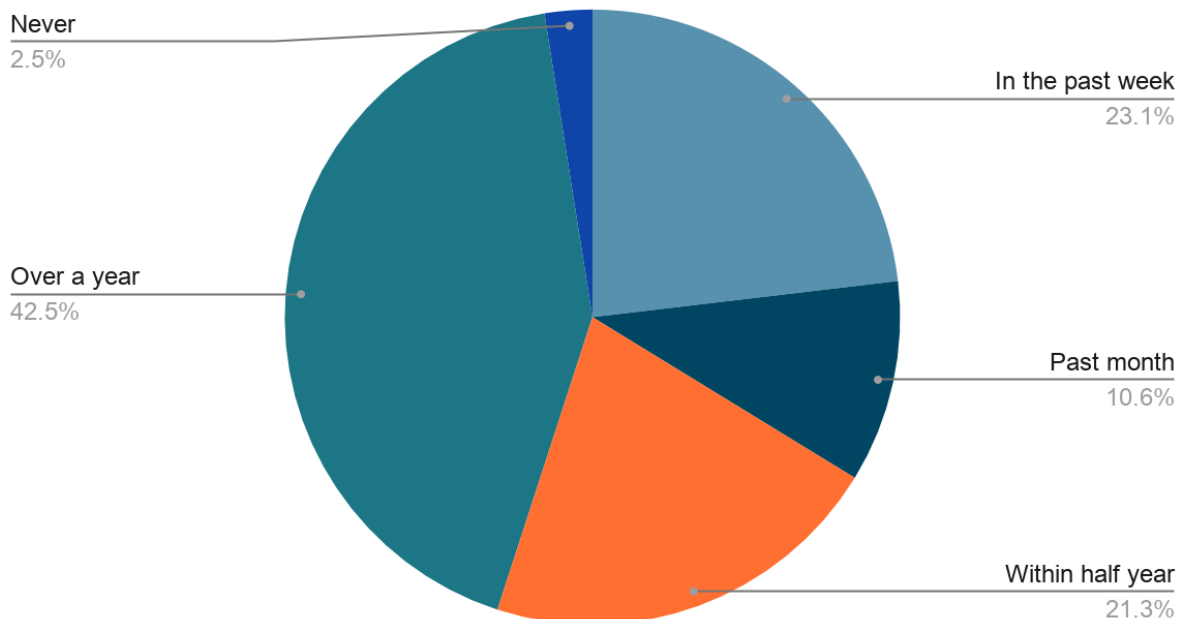


FIGURE 3 - LAST TIME THAT THE RESPONDENTS RODE ON A BIKE



The survey result shows that more than half of the respondents (88) have cycled in the previous year. 32% (37) have cycled in the past week, while 11% (17) and 21%(34) of respondents have cycled in the past month and half-year, respectively. However, the most common period of their previous cycling activity is over a year ago. 43% (68) did not cycle in the past year, and only 3% (4) of them have never cycled before.

### Main purpose of cycling

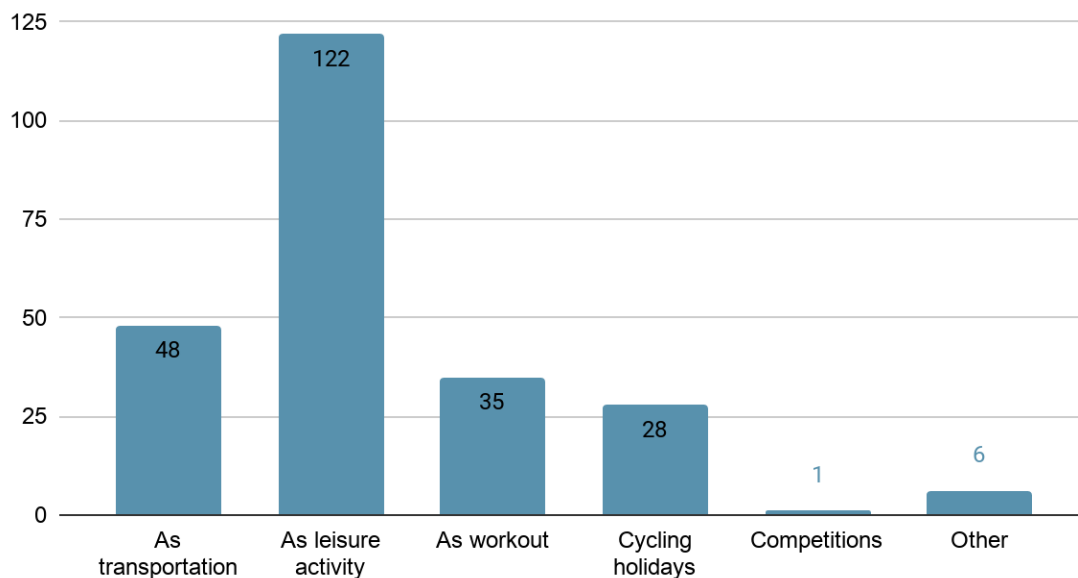


FIGURE 4 - MAIN PURPOSE OF CYCLING AMONG SURVEY RESPONDENTS

In general, survey respondents considered cycling as a leisure activity. More than 70% of respondents (122) have chosen this option, followed by transportation purpose (48). Respondents treating cycling as a transportation means and a workout alternative (35) have taken up 30% and 22% of headcounts. In the meantime, only 17.5% of respondents (28) thought cycling holidays is their main purpose of cycling. The remaining respondents have stated they would cycle for competitions (1), environment and gathering reason (1), while some of them (2) have no cycling habits.



### Preference of bringing own bike

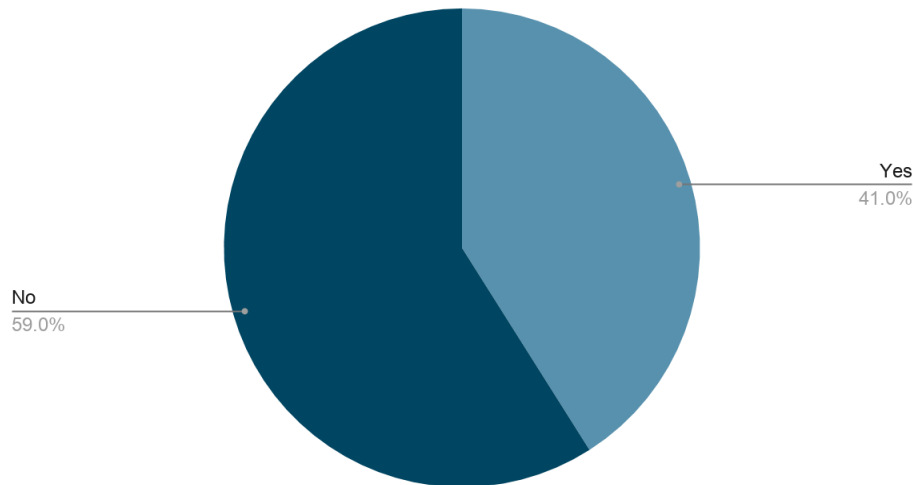


FIGURE 5 - PREFERENCE OF RESPONDENTS BRINGING THEIR OWN BIKE

More than half of survey respondents (95) preferred not to bring their own bike when they go cycling. Only 65 respondents would like to bring their own bike.

### 3.1.2 Cycling behaviour during holidays

Have you ever cycled on holiday?

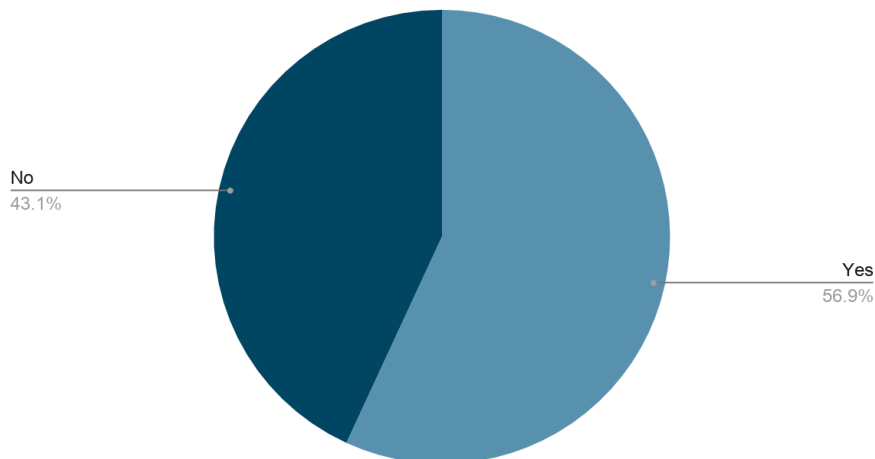


FIGURE 6 - RESPONDENTS THAT HAVE CYCLED DURING HOLIDAY



How likely you will cycle during a holiday? (Including weekends, long holidays and at holiday destinations)

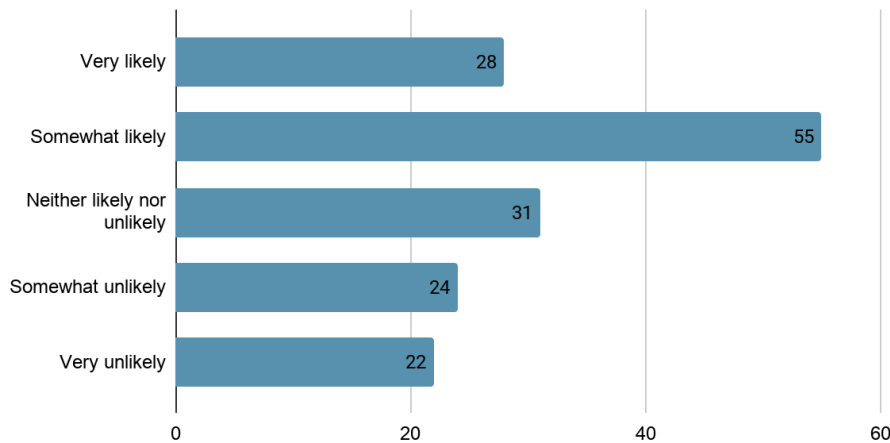


FIGURE 7 - RESPONDENTS' CYCLING FREQUENCY DURING HOLIDAYS

The survey result shows that 56.9% (91) of the respondents had taken a bike ride during a holiday. More than half (51.9%) of the respondents said they would likely ride a bike during the holidays. Only 28% of respondents said they are unlikely to cycle on holiday. And 19.4% of the respondents are neutral about whether they will ride a bike on holiday. Thus it can be seen that a lot of people are likely to cycle during holidays.



### 3.1.3 Enjoyment during cycling

#### Enjoyment During Cycling

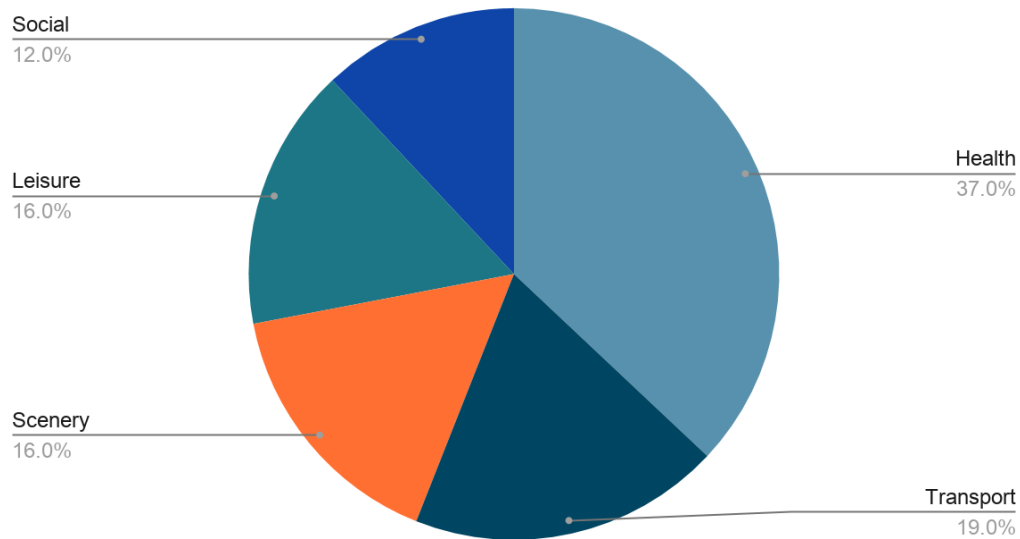


FIGURE 8 - RESPONDENTS ENJOYMENT DURING CYCLING

Based on our survey results, nearly 40% of respondents agree that health is their major enjoyment during cycling, which is the largest sector among all responses. Most of them think that cycling is one of the effective ways to exercise and keep fit. Almost 20% of respondents treat cycling as one of their means of transport to work or as a substitute for walking. 16% of them enjoy the scenery while travelling. Weather, fresh air and views are the main sceneries that the respondents enjoyed about. Following up is the leisure sector, which is 16% of the total responses. A majority of respondents have mentioned “freedom”, “speed”, as well as “fun”. The reason why they choose cycling is they want to enjoy the outcome brought by cycling. The least selected sector is social, with 19 respondents. They mainly enjoy the cycling experience when joining with their friends.



### 3.1.4 Popular cycling destinations

#### Popular cycling destinations around the world

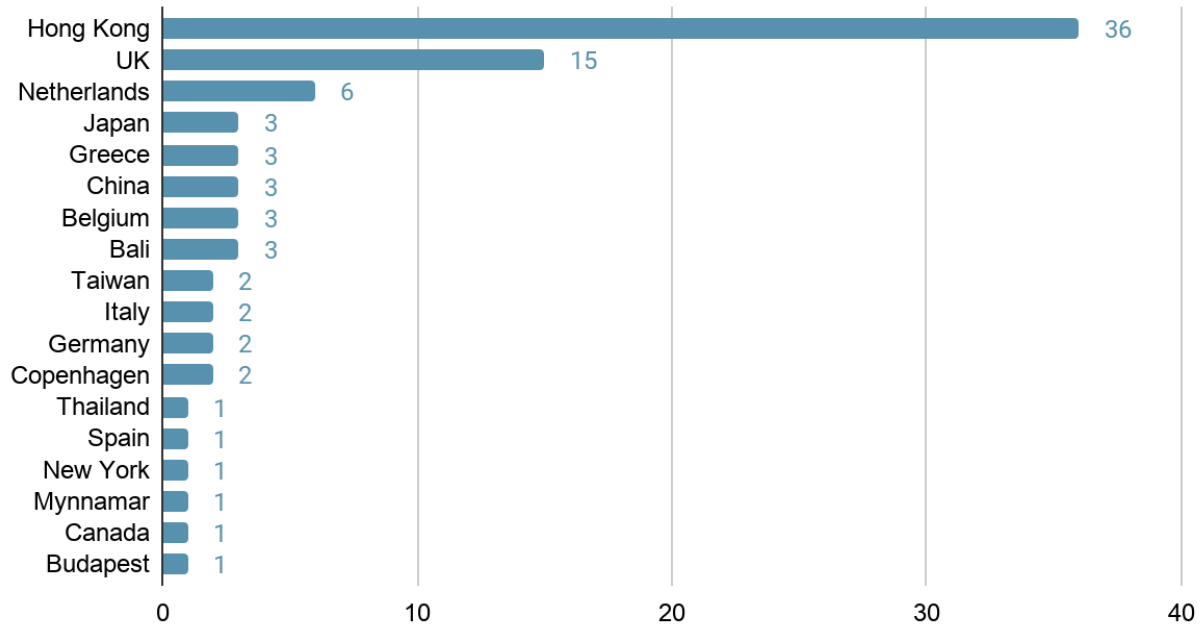


FIGURE 9 - POPULAR CYCLING DESTINATIONS AMONG SURVEY RESPONDENTS

86 respondents who responded to the question about the destinations where they have cycled. More than 40% of respondents (36) answered they have cycled in Hong Kong previously, the UK came second with nearly 20 % of respondents (15) and the Netherlands came third with nearly 7% of respondents (6). Looking into the results, we have 6 respondents specified where they cycled in the UK, and the results have been shown in the bar chart below.





### Popular cycling destinations in the UK

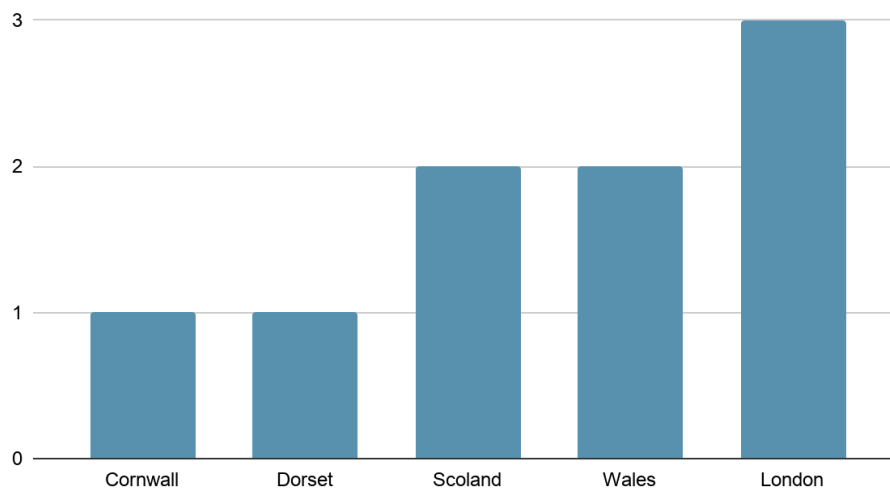


FIGURE 10 - POPULAR CYCLING DESTINATIONS IN THE UK AMONG SURVEY RESPONDENTS

From our survey results, respondents have indicated that they have cycled in Cornwall, Dorset, Scotland, Wales and London. The number of respondents who have cycled in these destinations is 1 for Cornwall and Dorset, 2 for Scotland and Wales and 3 for London respectively.



### 3.1.5 Important factors during cycling

#### Rank of factors by its importance during cycling

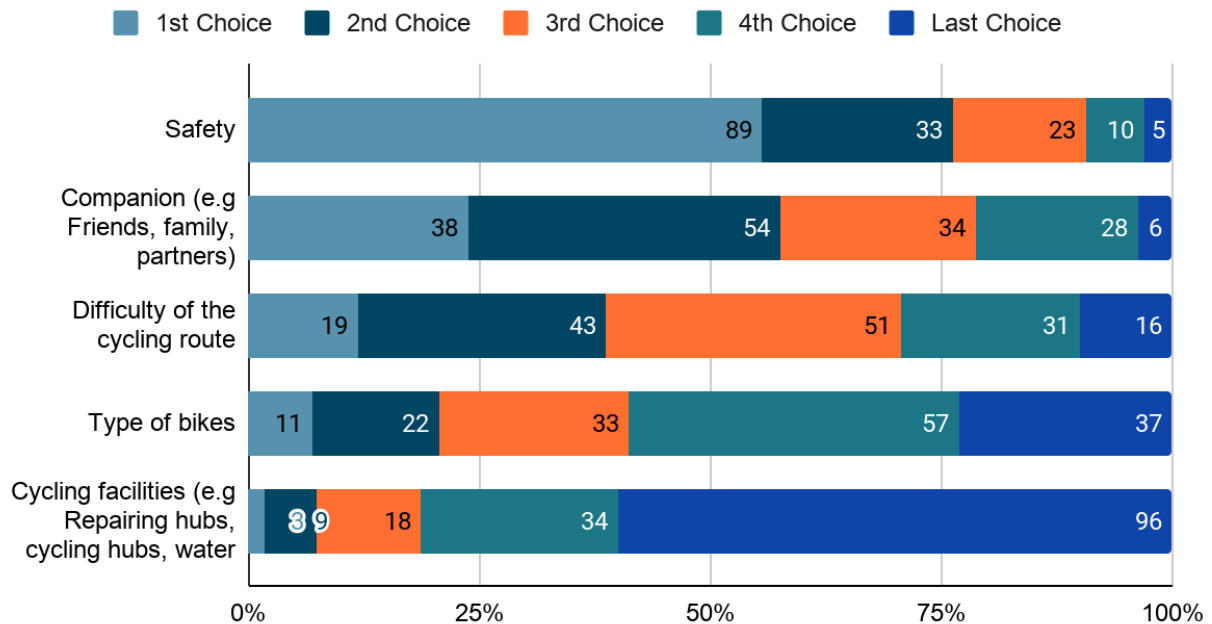


FIGURE 11 - IMPORTANT FACTORS RANKED BY RESPONDENTS

According to the survey result, 55.6% of respondents (89) have ranked safety as the most important factor during cycling, followed by the companion (23.8%) and the difficulty of cycling route (11.9%). Thus, it can be shown that safety is the utmost consideration for cyclists with the percentage of safety twice that of factoring companions. It can also be deduced that cycling facilities, including cycle hubs, are insignificant to cyclists, which can also reflect the insufficient knowledge of cycling infrastructure.



### 3.1.6 Regular cyclists' cycling behaviour during holidays

#### Regular cyclists' cycling behavior during holidays

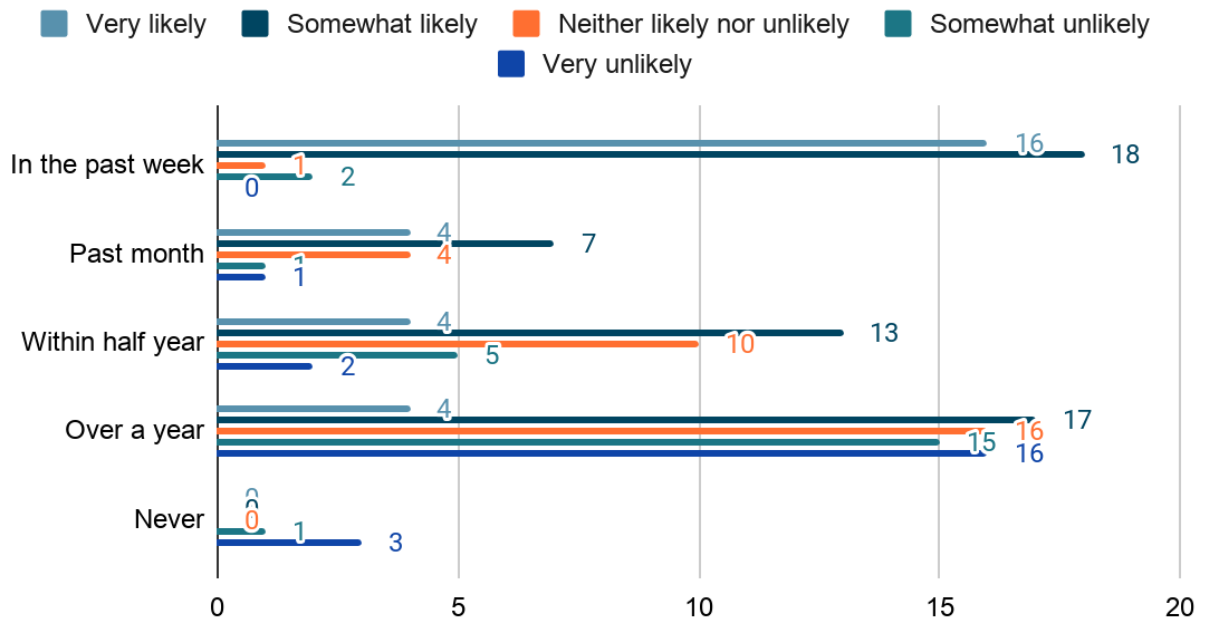


FIGURE 12 - FREQUENCY OF CYCLING AND CYCLING BEHAVIOUR DURING HOLIDAYS

The survey result shows the correlation between the possibility of cycling during holiday and their cycling frequency. It is clearly indicated that respondents who are very likely and somewhat likely to cycle during holiday have mainly cycled in the past week, which reflects that when the respondents' cycle frequently, it is highly possible that they will cycle on holiday. In contrast, it is either somewhat or very unlikely that a respondent would cycle during the holiday if they have not cycled for at least a year. Therefore, it is reflected that the regular frequency in cycling has positively affected the chances of cycling when travelling.



## 3.2 Findings from secondary researches

### 3.2.1 Motivations for cyclists to continue cycling

#### Motivations for considering cycling more

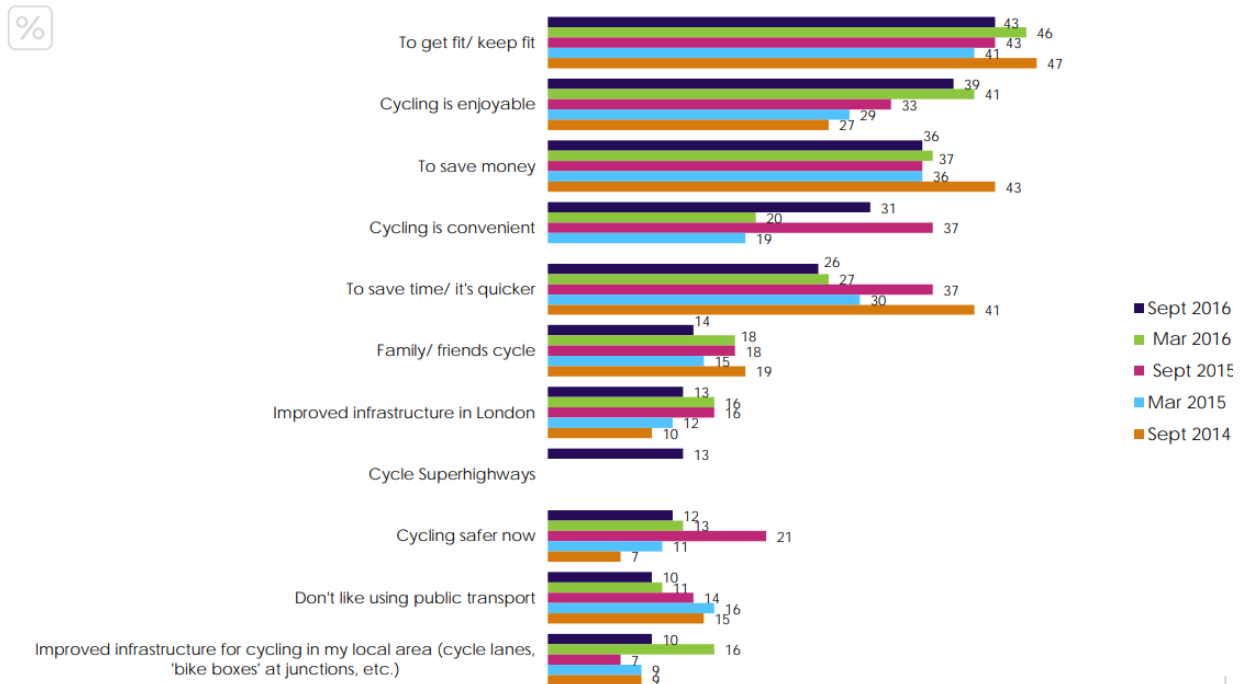


FIGURE 13 - MOTIVATIONS FOR CONSIDERING CYCLING MORE IN 2016 SOURCE: ATTITUDE TOWARDS CYCLING SEPTEMBER 2016 REPORT (TRANSPORT FOR LONDON, 2016)

According to the annual report about the attitude to cycling presented by Transport for London in 2016, there are several reasons why people became regular cyclists. In 2012, increasing fitness remained as the main motivator which drove interest in cycling, with 43% in 2016, leading most respondents to cycle more regularly (Transport for London, 2016). A regular cyclist is regarded as at least cycling once a week by Transport for London. Other factors such as saving money and time, enjoying cycling and improved infrastructures are encouraging people to cycle more (ibid.).



## How Londoners are cycling more

%

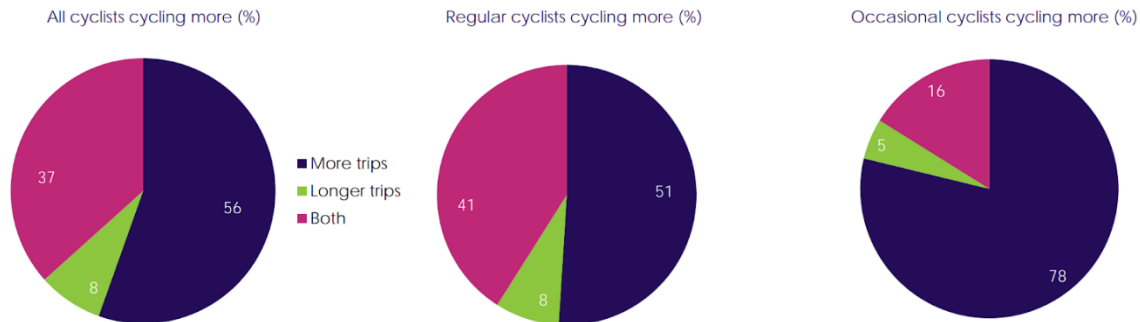


FIGURE 14 - HOW LONDONERS WERE CYCLING MORE IN 2016 (TRANSPORT FOR LONDON, 2016)

From the figure, it is indicated that more trips and longer trips are made by all cyclists in 2016 (Transport for London, 2016). 78% of occasional cyclists are making more trips, another 5% of them are making longer trips, and 16% of them make more trips in both longer and more trips (ibid.). In general, 56% of cyclists are making more trips, and 37% of them are making longer and more trips in 2016 (ibid.).

### 3.2.2 Popularisation of cycling at a destination

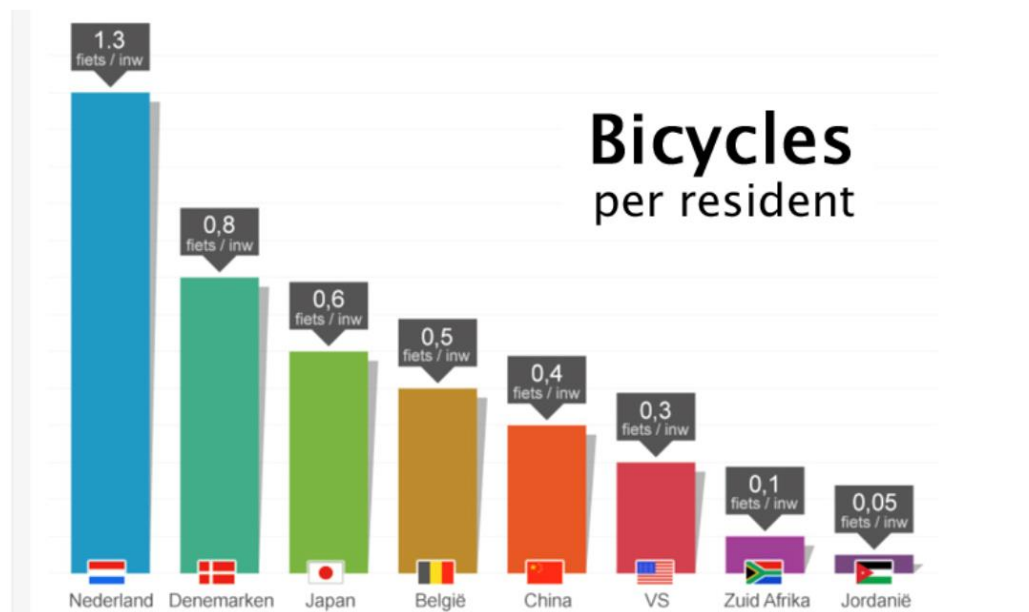


FIGURE 15 - BIKE PER RESIDENT IN 2018 (DUTCH CYCLING FIGURES, 2018)



Netherlands and Denmark have been regarded as the top 2 highest countries with most bikes per capita, with 1.3 and 0.8 bikes per capita in 2018 (Dutch cycling figures, 2018) In the Netherlands and Denmark, their cycling levels are ten times higher than the UK and the USA (Pucher and Buehler, 2008). Cycling has been considered as a national activity in the Netherlands and Denmark, and it is distributed evenly and equally among different gender, age and income groups for any trip purposes (ibid.), Thus it can be seen that cycling has been a popular activity among the Danish and Dutch community.

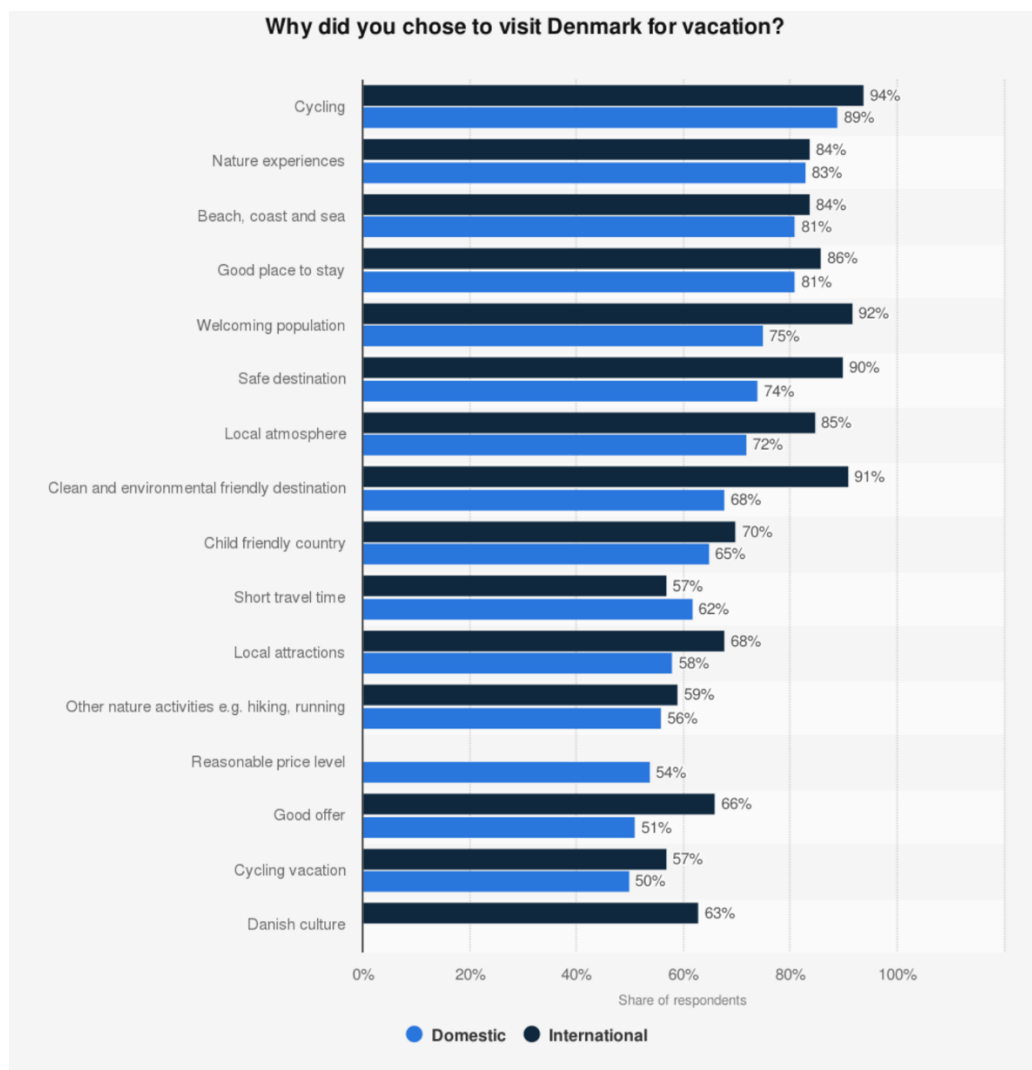


FIGURE 16 - REASONS WHY DOMESTIC AND INTERNATIONAL TRAVELLERS VISIT DENMARK FOR VACATION (STATISTA, 2018)





In 2017, a high proportion (94%) of international tourists visited Denmark for cycling, and 57% of international tourists visited Denmark for cycling vacation purposes. This indicates that most of the international tourists who visited Denmark in 2017 were mainly for daily cycling activities and cycling vacation purposes. The bike-sharing system Gobike in Copenhagen, which is now known as Bycyklen, provides services with 2000 unisex bicycles, located in public areas such as transport stations and main attractions (Kaplan et al., 2015). Technologies such as adopting electronic locks and smartphone apps which allows cyclists to reserve bikes and to locate nearest docks (ibid.). Bikes are equipped with a tablet which provides services such as route planning, providing attraction tips and also allow cyclists to purchase tickets from it (ibid.).

The research done by Kaplan et al. (2015) indicated that respondents had a high intention to use a bike-sharing system in cycling-friendly cities like Copenhagen and Amsterdam during a vacation. A majority of respondents (74.3%) have shown interest that they are likely or very likely to use the bike-sharing system in Copenhagen whilst they are on vacation. Furthermore, It has also been indicated that the holiday cycling frequency is positively related to their interest in bike technologies (ibid.). Indeed, the system offers tourists an alternative to travel in a healthier, cheaper and more enjoyable way. Considering the theory of planned behaviour, Table 1 displays the factors driving potential tourist's bike rental intentions and hence, raising their intentions to cycle to multiple activities and cycle frequently. In this case, the existence of below facilitators fosters the development of bike-sharing systems and the prevalence of cycling holidays in Copenhagen.

Pro-cycling attitudes	<ul style="list-style-type: none"><li>• Good health conditions on holidays</li><li>• Have an environmentally friendly vacation</li><li>• Convenience in saving money and time</li></ul>
Pro-cycling subjective norms	<ul style="list-style-type: none"><li>• Cycling norms among family and friends and in the community</li><li>• Car drivers' respect for cyclists and greater feeling of cyclist inclusion and safety.</li></ul>
Perceived cycling ease	<ul style="list-style-type: none"><li>• Weather, distance, traffic, crowding on cycling path</li><li>• Use of GPS while cycling</li><li>• Use of the automatic payment system</li></ul>

TABLE 1 - THEORY OF PLANNED BEHAVIOUR (TPB) CONSTRUCTS REGARDING THE INCREASING INTENTION OF USING THE BIKE-SHARING SYSTEM (IBID.)



Apart from Copenhagen's system, an example of a successful public bike-sharing scheme in the UK is Santander Cycles (Visit London, 2020). One of its operating locations in London, which is a popular cycling attraction in the UK regarding the survey result. The scheme operates 24/7 and has more than 750 docking points as well as 11,500 bikes in London for cyclists to hire. Users simply have to hire a bike by downloading a mobile app and register as pay-by-you-pedal whenever they want to ride. Unlike the electric bikes at Bycyklen, bikes from Santander Cycles are utility bikes. Bycyklen's bike, meanwhile, is equipped with a GPS routing device (Appendix 6).

### 3.2.3 Cycling Infrastructure

In terms of infrastructure, according to Global Bicycle Cities Index 2019 made by COYA, only three cities in the UK are listed in the top 90 cycling cities in the world, including Edinburgh, Bristol and London, while all of them ranked out of top 50 in terms of infrastructure score. To illustrate, Bristol ranked top of the UK overall, which was ranked #14 of the world. Therefore, some reasons brought Bristol to the top-tier of the world on cycling.

The Bristol Council created the Bristol Cycling Campaign in 2015, and they aim to provide "space for cycling" for every street in Bristol ([bristolcycling.org.uk](http://bristolcycling.org.uk), 2020). They found that safety is important for encouraging people travelling, and people know that sharing pedestrian routes with cyclists will be uncomfortable for both. Over the years, their action group has been committed to building a cycling network in Bristol, linking over 200 miles of Cycling Freeways and Quietways with over 30 routes through the city, while providing enough space for cycling (ibid.). The elements of space for cycling include reducing through-traffic, providing protected cycleways, lower traffic speeds, open traffic-free routes, and the most important thing, to balance the road use between walking, cycling and public transport (ibid.).

Good cycling infrastructure could also result in boosting numbers of visitors, as well as the tourist spendings. As a hub and destination of cycling, Scotland had reached over £239.3m on cycling tourists spendings in 2018 ([uci.org](http://uci.org), 2018). The study also shows that cycling tourists will mainly benefit local businesses, including accommodation providers, catering, as well as bike rentals (ibid.). The main reason for bringing upcycling in certain cities is a well-developed infrastructure. For example, the cross-Europe cycling network EuroVelo connects the European continent with 14 short and long routes, which also include well-built cycling trails, separating with the traffic,



and providing high accessibility. Therefore, the investment has been successful as it contributed at least €44bn in the European cycle tourism economy (ibid.).

#### 3.2.4 Traffic conditions at a destination

The transport network is the main element of the wider cycling strategy; the development of cycle networks is essential to the encouragement of cycling. The perfect condition for cycling is ideally designed for twenty miles per hour for both on and off-track cycling (DFT, 2008). The UK government has increased the effort in improving local traffic conditions for cycling, for instance, developing the technology for cycle route mapping (Gallagher & Parkin, 2014). However, one of the major flaws in the design of cycle routes is that there is the assumption of cyclists having the knowledge and skills to cycle in a mixed traffic condition. In the UK, cyclists are permitted on all roads and cycling in mixed traffic conditions may be uncomfortable to certain cyclists, depending on the ages and types of them. Traffic conditions are related to personal safety. Cyclists are more likely to ride their bikes in a friendly region, where there are special roads for bicycles, and where drivers are more careful and courteous to cyclists. It is generally proved to be dangerous to be cycling on driveways with high speed and injunctions, thus discouraging cycling in the UK (Wardlaw, 2014).

#### 3.2.5 Safety Concerns

According to the survey from Cycling UK also reveals that 67% of respondents consider safe travel free routes as an important element for cycling on holiday. From Statista, it also indicated the respondents' perception of the danger of cycling on roads from 2011 to 2017. People agreeing that roads were too dangerous to cycle was the highest with 38% in 2015 and 2016, while only 19% of respondents felt it was not dangerous. The risk of cycling in the UK is especially high compared to the Netherlands and Denmark, whereas the average risk of cycling in the UK has remained steady about twice that of the Netherlands (Wardlaw, 2014).

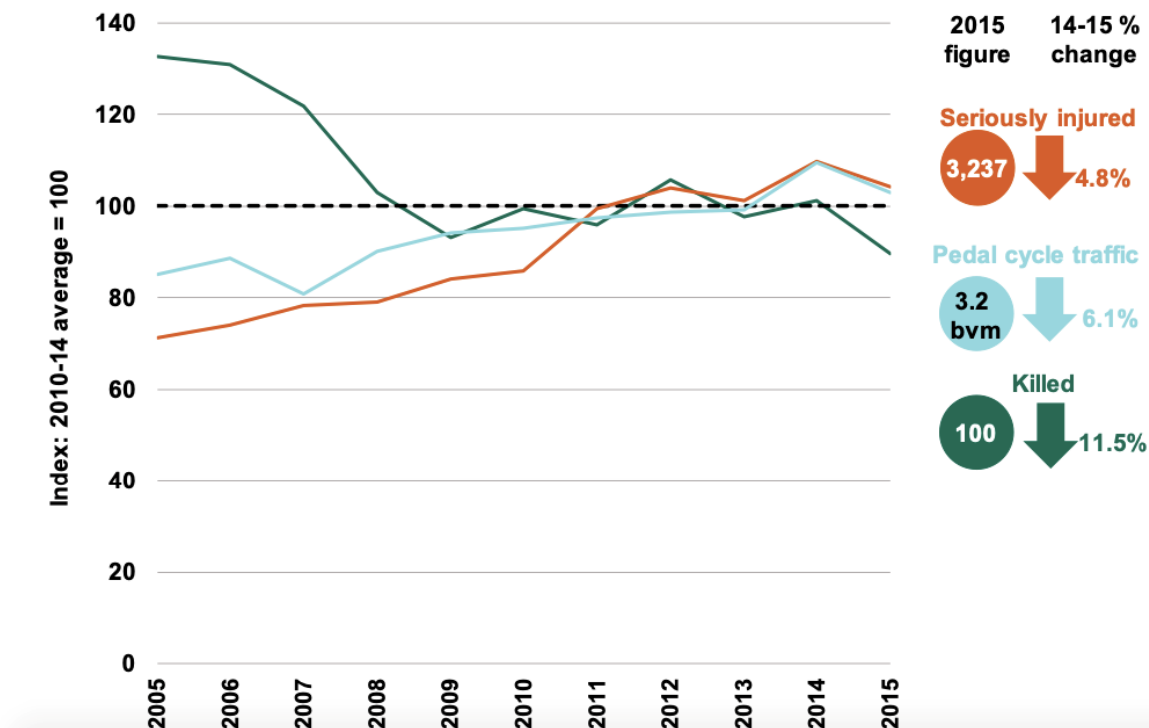


FIGURE 17 - NUMBER OF KILLED AND SERIOUSLY INJURED CAR OCCUPANTS COMPARED WITH THE CAR AND TAXI TRAFFIC, GB:2005 - 2015 (DEPARTMENT FOR TRANSPORT, 2016)

According to the UK Department for Transport (2016), cyclists are permitted to cycle on dual carriageways. The fatality figure from 2008 to 2015 in the UK had generally remained constant, averaging above 100 per year. While the number of cyclists seriously injured has generally been increasing annually from 2004 to 2015, with 3237 cyclists seriously injured in this period.

According to Pooley (2013), perceived traffic danger is a significant restriction to mass cycle use. The survey from Cycling UK also shows that 31% of respondents would like to see more information on ride planning tools and 43% out of those would want to learn about the cycling route, for instance, road surface, profile and accessibility for different routes. Thus, it can be reflected that there is generally still insufficient knowledge on cycling routes for cyclists, and this can negatively affect cyclists' motivation to take on different routes.

According to the Transport Research Laboratory (2011), cycle tracks generally improved on safety on links, but there was generally an increase of crash rates in junctions. The high risk at junctions can be attributed to the weaker sense of drivers noticing cyclists on road separation. There is



evidence that cycle tracks enhance safety when junctions are distant to each other, and traffic speeds are high (Wardlaw, 2014).

### 3.2.6 Unique experiences

Active participation in sporting activities is one of many ways in which people choose to experience places and people as part of tourism practices. An example would be Limburg in Belgium. There are three innovative attractions for recreational cyclists to improve their cycling experience, including the “Cycling through Water”, “Cycling through Trees” and “Cycling through the Heath”.

In specific, “Cycling through Water” is a unique cycling experience in which you ride through water on a specially designed path through the pond of Bokrijk within the De Wijers reserve (Visit Limburg, 2020). The cycle trail was opened in 2016 to boost cycle tourism in the province as the reserve used to be tough for people to explore (Unusual Places, 2020). Therefore, Limburg has been developing cycling routes throughout the region to transform the area into an appealing destination for tourists and cycling enthusiasts (ibid.). There is a bike rental service nearby for visitors to reserve a bike in advance and pick it up on the day, as not all visitors would like to bring their own bike. As a consequence, having this infrastructure supported near the destination can help attract more visitors as well as create opportunities for local bike rental businesses.

## 4 Recommendations and conclusions

### 4.1 Recommendations for the bike-sharing scheme

To encourage more people to cycle in the UK, it is recommended that improvements to existing bike-sharing systems can be made. Concerning Transport for London (2017), the ease of use, bike availability and enjoyability are the root causes attracting cyclists to use the bike-sharing system, especially for first-time users. In contrast, the lack of bikes and spaces at docking stations would be the main concerns. Thus, CyclingUK could cooperate with local businesses such as Santander Cycles by means of optimizing the bike-sharing system. For instance, increasing the number of bikes and docking stations in highly populated locations like train stations and tourist destinations such as Harty Trail in Kent are possible ways to boost cycling activities during holidays. In fact, beautiful scenery is an essential factor when cyclists choose their cycling destinations (CyclingUK, 2020). Then, bike quality can also be improved through the application of technology. Following



the example of tourist-oriented system Bycyklen(Gobike) in Denmark, installing a tablet on the bike which provides local tours, sight-seeing routes and information to cyclists enables them to ride around in the UK in ease. As people going for cycling holidays may not be familiar with cycling routes, a pre-installed digital device would be helpful to them.

Besides, CyclingUK could launch a new app to assist cyclists. As mentioned in section 4.2.2., offering information about the availability of bikes and docking stations, GPS function, and traffic status could facilitate the intention of using bike-sharing systems. Therefore, the app could include lists of accommodation types, shops and attractions that have already been provided on Cyclists Welcome (Cyclist Welcome, 2020). Besides, launching a reward function in the app enables CyclingUK to trigger more post-holiday cycling activities. Cyclists can ride up to a certain distance or amount of times to earn free rides or free rewards such as free coffee, free meals and coupons. Evidence from a successful Bike Benefits Program established by European Space Agency has shown that the reward system not only motivates people's future cycling behaviour but also increases brand awareness of the organizations that offer benefits (Leth, 2016). Hence, an effective reward system allows CyclingUK to attract more people to cycle and use a bike-sharing system in the UK.

#### 4.2 Recommendations for cycling infrastructure

According to social research, most people in the UK are "Traffic Sensitive", which means that people are afraid of traffic when riding a bike (Wardlaw, 2014). Nevertheless, in large cycling hub cities such as London, the development of cycling spaces has not been well implemented, and their performance is still lower than average in Europe (Coya, 2019). So, it is recommended that the government should stick to the guidelines, to provide more cycle-friendly places, especially in large hub cities, to attract more cyclists and to promote cycling among the city.

Furthermore, according to Wardlaw (2014), not many counties in the country have their own bike-sharing programme. London's Santander Bike is currently the best example of bike-sharing in the country, which also brought a positive effect while attracting people to cycle. If more counties make their path to promote bike-sharing, following high anticipated demand, it could be more effective to promote cycling around the country.





Therefore, complete cycle infrastructure and a successful cycling programme could also attract more people to participate in cycling. According to Wardlaw (2014), most cyclists agreed that they are aware of cycle parking spaces available when considering riding a bike for the day. Quality of parking facilities is also another consideration before riding a bike. Thus, the government should prioritize in providing ample parking spaces, especially for cycling hub cities, which are usually highly populated. Quality of parking facilities should also be utilized, such as adding shelters for cycle parks, which would be more convenient while raining, or under severe weather conditions.

### 4.3 Recommendations for traffic conditions and safety

One of the major deterrents affecting cycling holidays in the UK is the fear of insufficient protection for cyclists. There are loads of advantages to cycling. Nevertheless, the risk in cycling is hindering people's view on cycling holiday. Actual cycling safety in the UK is generally lagging compared to many neighbouring countries (Cycling UK, 2017). To emphasize the problem, two-thirds of adults believed it was too risky to cycle in the UK because of poor design in roads (Department for Transport, 2019).

To enhance the safety measures in cycling, it is a priority for the government to implement legal protections for cyclists in the short-term. To highlight, the Strict Liability law applies in the Netherlands, which safeguards all vulnerable road users, including cyclists. The UK is one of the very few countries that this law is not applicable (Wardlaw, 2014). Reckless drivers can easily get away with hurting cyclists on the road with a fine penalty or a driving ban (Cycling UK, 2018). Despite the reforms made over the years, cyclists still feel at risk cycling on roads nowadays. Thus, the current UK law system fails to offer protection to cyclists, which discourages cycling holidays in the UK. It is recommended that it is necessary to continuously push for stronger legislation on cycling safety with the local and national government, ideally, the Strict Liability Law to tackle the problem of cyclists getting injured.

Moreover, in the long-run, it is important to build networks and instigate changes in public behaviour. It can take years to change the perception that cycling in the UK is safe. In the Netherlands, cyclists enjoy the freedom of institutional respect on roads, whereas this is often neglected by drivers in the UK (Forester, 2013). As a result, it holds a much bigger risk for cyclists with dangerous traffic conditions. It is also essential to re-educate all road users to be more aware



of cyclists on the road while the government should also implement training for cyclists. This will also encourage families to go on cycling holiday along with their children as the cycling environment has become more welcoming and friendly (Pucher et al., 2012). The government should set a target on the evolution of the cycling environment and continue to promote that cycling has more benefits than risks.

#### **4.4 Recommendations for an unique experience**

Enjoyability is one of the key factors influencing cyclists to consider cycling more (Transport for London, 2016). With the support of the aforementioned data results in 4.1.1, which leisure activity has been chosen as the main purpose of cycling, among other options. To make cycling more fun and attractive, Cycling UK could cooperate with more bike rental businesses to promote and include more tandem bikes for couples and families. For example, increasing the number of tandem bike rentals near popular areas like parks and scenic destinations such as Hyde Park in London and the Camel Trail in Wadebridge are feasible ways for boosting leisure cycling activities as a tandem is a double bike which is an ideal activity for people who would like to ride together. It allows everyone to participate despite any differences in individual strengths or abilities as well as opens up new worlds to people with prohibitive disabilities to experience the pleasure of cycling together.

Also, riding a bike is a brilliant way to discover the treasures of places. Therefore, by customising different leisure cycling tours that match different cyclists' abilities could be a perfect idea for cyclists to ride with their own paces while exploring different places. Moreover, to make cycling more enjoyable for professional cyclists and tourist cyclists, CyclingUK could cooperate with VisitBritain to set a new cycling trend for a cycle around Great Britain with the use of “The Great Tour” route with a more detailed guide of exploring each stopping destinations such as famous local restaurants, activities and destinations. Cycling Route 1 in Taiwan is a famous successful example.



## 5 Conclusion

This report had identified the prerequisites and the reasons why people took up cycling during holidays and had also raised recommendations that are feasible to increase the number of people to cycle. From the primary and secondary findings, safety had been a significant factor which predominantly affected the take up of cycling. Still, other factors such as increasing fitness have been the main motivator which creates motivations to continue cycling. Other reasons such as popularisation and unique experience were the main factors which contributed to people cycling during holidays, examples of these included Denmark's bike-sharing scheme "Bycyklen", London's Santander bike-sharing scheme and Belgium's unique experience "cycling through water". Traffic conditions and the advanced cycling infrastructure such as cycling highways and cycle paths also contributed to the take up of cycling, with the safeness and the well-developed infrastructure.

Proposed recommendations were made according to the project findings. Including building up an app with a rewarding function would encourage more people to cycle, creating more unique experiences within the UK and protecting cyclists on public roads. These recommendations were all feasible and should be considered by CyclingUK to achieve their objectives and were able to increase the take up of cycling during the holidays and in the UK.



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## 7 Appendices

### Appendix 1 - Survey for primary data collection

# Cycling Behaviour Survey

Hi! We are final year students studying Hospitality, Tourism and Events Management at the University of Surrey. As part of our consultancy module, we are now carrying out research on people's attitude towards cycling and cycling during the holiday, and your every word would be precious for us. The survey should only take 5 minutes, and your responses are completely anonymous. The collected information will be deleted after the research is completed. Please note that participation in this survey is entirely voluntary.

If you have any questions about the survey, please email us: [cc01509@surrey.ac.uk](mailto:cc01509@surrey.ac.uk)  
(<mailto:cc01509@surrey.ac.uk>).

\* Required

## Personal Information

### 1. What is your age? \*

- ☐ Below 18
- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ Over 55

### 2. What is your gender? \*

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

12/3/2020



# Cycling Behaviour Survey

Hi! We are final year students studying Hospitality, Tourism and Events Management at the University of Surrey. As part of our consultancy module, we are now carrying out research on people's attitude towards cycling and cycling during the holiday, and your every word would be precious for us. The survey should only take 5 minutes, and your responses are completely anonymous. The collected information will be deleted after the research is completed. Please note that participation in this survey is entirely voluntary.

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## Personal Information

1. What is your age? \*

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- ☐ 36-45
- ☐ 46-55
- ☐ Over 55

2. What is your gender? \*

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

12/3/2020



### Questions about your cycling habits

3. When was the last time you cycle? \*

- ☐ In the past week
- ☐ Past month
- ☐ Within half year
- ☐ Over a year
- ☐ Never

4. What is your main purpose for cycling? (You can select more than one answer) \*

- ☐ As Transportation
- ☐ As Leisure activity
- ☐ As workout
- ☐ Cycling Holidays
- ☐ Competitions
- ☐

Other

5. Do you have your own bicycle? \*

- ☐ Yes
- ☐ No



6. What makes you enjoy cycling? Please use a few words to describe. \*



### Questions about Cycling during holidays

7. Have you ever cycled on holiday? E.g cycling as a transportation means, cycling as an activity or participating in cycling holidays \*

☐ Yes

☐ No (Skip Question 8 and 9)

8. If yes, please state the destination(s) where you have cycled?

9. What did you most enjoy when you are cycling during the holiday? (Please use a few words to describe)

10. Do you prefer to bring your own bike during a holiday? \*

☐ Yes

☐ No





11. How likely you will cycle during a holiday? (Including weekends, long holidays and at holiday destinations) \*

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

12. Please rank the following factors by its importance during cycling \*

Safety

Difficulty of the cycling route

Type of bikes

Companion (e.g Friends, family, partners)

Cycling facilities (e.g Repairing hubs, cycling hubs, water stations)

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