Why is this important?

Separation from motor traffic is the “crucial first step” to increase cycle mode share. Yet, space-change projects can attract fierce opposition. We surveyed non-cyclist and cyclists:

- to understand their concerns
- to find strategies to cater for these concerns

The results should be of interest to decision makers, transport planning practitioners and advocates for cycling.

Our approach

Online survey

- 1,250 UK respondents
- we asked questions about social and spatial preferences:
  1. climate change
  2. moral responsibility to reduce car use
  3. relationship to the car
  4. comfortable cycling conditions

We analysed for similarities and differences to inform the ways we talk effectively about cycling in urban design projects.

Conclusions

Change is “messy”. The process of urban design could represent the level of disruption that is needed to allow and open up possibilities for a wider debate.

Great attention should be given to the way cycling is communicated in word (and in pictures):

1. Work within the bigger collective frame of climate change
2. Be clear how to communicate personal vs collective responsibility
3. Talk about alternatives to the car
4. Build good-quality cycleways to convince, and to showcase change

References