First Stakeholder Advisory Group Meeting
12 March 2014
## Agenda

<table>
<thead>
<tr>
<th>Item</th>
<th>Time</th>
<th>Agenda Point</th>
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<tbody>
<tr>
<td></td>
<td>09:45</td>
<td>Arrival</td>
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</table>
| 1.   | 10:00| Welcome & Introductions [Tim Jones, Oxford Brookes University (OBU)]  
|      |      | Meeting Objectives | Meeting Objectives  
|      |      | Advisory Group Terms of Reference | Advisory Group Terms of Reference  
|      |      | Project Branding | Project Branding |
| 2.   | 10:00| cycle BOOM Overview [Tim Jones, OBU]  
|      |      | Overview | Overview of Work Packages |
| 3.   | 10:00| WP2: Design and Policy Scoping [Emma Street, University of Reading] |
| 4.   | 10:00| WP3: Examining Existing Data [Kiron Chatterjee, University of the West of England (UWE)] |
| 5.   | 10:00| WP4: Cycling Life History Interviews [Heather Jones, UWE] |
| 6.   | 10:00| WP5: Cycling Mobility Observation | Interviews [Justin Spinney, Cardiff University] |
| 7.   | 10:00| WP6: Cycling and Wellbeing Trial [Carien van Reekum, University of Reading] |
| 8.   | 12:00| Roundtable Discussion  
|      |      | General Approach | General Approach  
|      |      | Methods | Methods |
| 9.   | 13:00| LUNCH |
| 10.  | 14:00| April - September 2014 Plan  
|      |      | Recruitment | Recruitment  
|      |      | Participant Journey | Participant Journey |
| 11.  | 15:00| Roundtable Discussion  
|      |      | Recruitment and the ‘Participant Journey’ | Recruitment and the ‘Participant Journey’  
|      |      | Impact | Impact  
|      |      | Stakeholder Involvement | Stakeholder Involvement  
|      |      | Date of the Next Meeting | Date of the Next Meeting |
| 12.  | 16:00| CLOSE |
Design for Wellbeing Call

Design for Wellbeing: Ageing and Mobility in the Built Environment

Call Type: Expressions of Interest

Closing date for Expressions of Interest: 12:00 noon on 10 September 2012

Closing date for full proposals for invited applicants only: 16:00 on 28 November 2012

Summary

The Engineering and Physical Sciences Research Council (EPSRC) is leading a call with the Economic and Social Research Council (ESRC) and the Arts and Humanities Research Council (AHRC) for evidence led research into ageing and mobility in the built environment. The call is being run under the auspices of the Lifelong Health and Wellbeing (LLHW) cross-council ageing research programme which supports research addressing factors throughout life that influence health and wellbeing in older age.

The EPSRC, ESRC and AHRC invite research proposals from interdisciplinary consortia able to address the scope and interdisciplinary ambitions of the call.

There is up to £7M available through this call: EPSRC will commit up to £4M, ESRC up to £2M and AHRC up to £1M to support a maximum of five large multi-disciplinary projects of up to three years. A two stage process
Promoting Independent Cycling for Enhancing Later Life Experience and Social Synergy through Design (PrICELESS Design)
Stakeholder Advisory Group

• Brings together representatives of organisations with specialist knowledge or interest in how built environment design and bicycle technology affects cycling mobility and wellbeing amongst the older population.

• Established to support the project and advise on how to ensure the project findings have an impact within policy making and industry.
cycle BOOM
DESIGN FOR LIFELONG HEALTH & WELLBEING

First Stakeholder Advisory Group Meeting
12 March 2014
WP2: Design and Policy Scoping

Emma Street & Philip Black:
University of Reading
Aim: To develop understanding of older people’s mobility and its relationship to wellbeing.
WP2: Objectives

- **Explore** the ways in which older people’s mobility is constructed and understood in government policy;
- **Identify** examples of best practice in relation to older people’s engagement in cycling;
- **Assess** the barriers preventing older people from cycling and the factors likely to increase cycling into old age;
- **Understand** the relationship between cycling and the social, physical and mental wellbeing of older people;
- **Review** existing research adopting a life course approach;
- **Engage** policymakers and the wider public in mobility and ageing issues.
Policy Review

• A historical and thematic overview of policy related to cycling in the UK.

• Timeline of significant cycling events / policies nationally; in London; in Cardiff, Oxford, Reading and Bristol

• Overview of how dominant policy discourses have changed over time

• Understanding the emerging role of wellbeing and health in ‘official’ cycle policy and guidance
WP2: Literature Review

- Review of the academic literature, existing datasets and sources (e.g. surveys), and government policies and programmes relating to design, wellbeing and (cycling) mobility

- Thematic approach – Mobility; wellbeing; ageing; design
WP2: Thematic Approach

Figure 1: Four Key Themes for Scoping Exercise
WP2: UK Case Studies

- 4 UK case study locations
  - Reading
  - Oxford
  - Cardiff
  - Bristol

- Interviews with local stakeholders to build picture of activity/context at each site
WP2: EU Best Practice

• Seville, Spain
  – Regional capital
  – Historic urban core
  – Low cycle rates (x10 increase in cycling 2006-10)
  – Stakeholder interviews
  – 8-80 initiative
  – Links to Bogota, Colombia

• Munich, Germany
  - Regional capital
  - MobilTUM 2014 conference
  - Cycling for older people initiatives
  - Stakeholder interviews
Scoping study - Outputs

- **Scoping study report** combining policy and thematic/literature review
- Building a comprehensive picture of older people and cycling at national and urban/local scale
- Evidence base to inform and support other work packages, and enhance understanding of place-specific factors such as governance frameworks in case study cities
WP3: Examining Existing Data

Kiron Chatterjee: University of the West of England (UWE)
Role of WP3

- Set the scene and inform the rest of project.
- Generate complementary findings to those of other work packages.
- Establish authoritative, up-to-date evidence on older people and cycling in UK.
  - Statistical evidence at national and local level.
  - Qualitative insights from locations across UK.
- Not attempting to benchmark UK against other countries (but see WP2).
Objectives

1. Create a rich description of older people’s participation in cycling.
2. Provide informative profiles of older cyclists.
3. Reveal the motivations and barriers for older people cycling.
4. Assess the success of cycling initiatives in engaging older people.
5. Map out the potential expanded market for older people cycling.
6. Identify limitations of existing data on older people cycling and remedies to this.
What we already know
National comparison

Indicator: Share of trips by bicycle

Period: 2000-02

Source: Pucher and Buehler (2008)

Low bike share across age groups in UK
Trend over last 15 years in GB

Indicator: Bicycle trips per person per year (source: NTS)

Bicycle trips decline with age, trend unclear
Richer description of bicycle ownership and use
Bicycle ownership

Peaks at 40-49 and drops off sharply for both males and females

Period: 2008-10
Source: NTS

12 March 2014 UWE 24
Self reported bicycle usage

Period: 2008-10
Source: NTS

Under-utilisation of bicycles across age groups.
Large potential for more cycling!

12 March 2014

16-19 20-29 30-39 40-49 50-59 60-69 70 or over

- Own a bicycle
- Report that ridden bicycle in last year
- Report that ride bicycle more than once a month
- Report that ride bicycle at least once a week
Bicycle trips recorded in diaries

Period: 2008-10
Source: NTS

Confirms decline in bicycle trips with age (diaries indicate half usage levels of self reporting)
Purpose of bicycle trips

Period: 2008-10
Source: NTS

Personal business and social become main purposes as age
Bicycle stages and distance

Distance falls more steeply than stages as age

Period: 2008-10
Source: NTS
Profiles of older cyclists
Profile of older cyclists (60-69)

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Own bike</th>
<th>Report bike trip</th>
</tr>
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<tbody>
<tr>
<td>Across all aged 60-69</td>
<td>27%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Live in Metro area</td>
<td>16%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Live in rural area</td>
<td>38%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Live in purpose-built flat</td>
<td>12%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Live in detached home</td>
<td>37%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Own 0 cars</td>
<td>14%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Own 2 cars</td>
<td>36%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Lowest income quintile</td>
<td>22%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Highest income quintile</td>
<td>41%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Female</td>
<td>20%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Male</td>
<td>34%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Non-white</td>
<td>7%</td>
<td>1.6%</td>
</tr>
<tr>
<td>White</td>
<td>28%</td>
<td>3.1%</td>
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</tbody>
</table>

Period: 2008-10
Source: NTS

Own bikes - wealthy, male and white!

Use bikes – male and white but more mixed
## Built environment and bicycling

<table>
<thead>
<tr>
<th>Settlement type</th>
<th>16-59</th>
<th>60+</th>
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<tbody>
<tr>
<td>London</td>
<td>5.9%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Metro</td>
<td>3.9%</td>
<td>1.0%</td>
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<tr>
<td>Other urban over 250k</td>
<td>6.6%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Urban 25k to 250k</td>
<td>6.0%</td>
<td>2.3%</td>
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<tr>
<td>Urban 10k to 25k</td>
<td>5.5%</td>
<td>2.9%</td>
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<tr>
<td>Urban 3k to 10k</td>
<td>5.0%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Rural</td>
<td>5.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Overall</td>
<td>5.6%</td>
<td>2.3%</td>
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</table>

**Indicator:** Any bicycle trips reported in diary
Period: 2008-10
Source: NTS

60+ relatively more likely to cycle in smaller settlements (than 16-59)
### Agreement with statement

<table>
<thead>
<tr>
<th>Agreement with statement</th>
<th>16-59</th>
<th>60+</th>
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<tbody>
<tr>
<td>Disability/health making it difficult to cycle</td>
<td>6%</td>
<td>43%</td>
</tr>
<tr>
<td>Not kind of person who rides bicycle</td>
<td>30%</td>
<td>48%</td>
</tr>
<tr>
<td>Confident cycling on roads</td>
<td>41%</td>
<td>22%</td>
</tr>
<tr>
<td>Too dangerous for me to cycle on roads</td>
<td>57%</td>
<td>72%</td>
</tr>
<tr>
<td>Cycle (more) if more dedicated cycle paths</td>
<td>55%</td>
<td>42%</td>
</tr>
<tr>
<td>Rather cycle than use public transport</td>
<td>40%</td>
<td>18%</td>
</tr>
<tr>
<td>I (would) enjoy cycling as a leisure activity</td>
<td>72%</td>
<td>45%</td>
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*Source: DfT Climate Change and Transport Choices Segmentation Model project (N=3923)*

Less able/inclined to cycle and discouraged to cycle on roads
Other themes and data sources

- Contribution of cycling to physical activity and association with health and wellbeing (HSE)
- Cycling for leisure (APS)
- Bicyclist accident involvement (Stats 19)
- Local variation in bicycle use and the profile of bicyclists (NHTS, APS)
- Route user age profiles (Sustrans)
- Engagement of older people in cycling initiatives (e.g. Sky Ride participant data)
- Cycling experiences and thoughts (interviews from UWAC, Cycling City and Town evaluation)
For discussion

• Do you have suggestions for priorities?
• Can you suggest data sources that would be useful?
• What do we want to know but there is no data currently available?
WP4: Cycling Life History Interviews

Heather Jones: University of the West of England (UWE)
Participants

1) Currently cycling

2) Early adulthood but no longer

3) Mid-adulthood and/or early but no longer
Objectives

Through individual life histories of cycling reveal

- whole-life view on engagement with cycling
  - Behaviour change and continuity in relation to life events and transitions and evolving social and physical settings
  - Potential to cycle through life

- experience and narratives of cycling and ageing
  - How cycling is affected by mid / later adulthood transitions? e.g. changing work patterns, family structure, roles, health
  - Adaptive, restorative and diminishing changes
  - Outlook for future cycling
  - What narrative forms are present?
Method

- Participant completes and returns life history grid
- Researcher compiles timeline and residential biography in GSV
- Semi-structured interview:
  - Biographical accounts of cycling history
  - Ageing and cycling
  - Prior and current physical setting
  GSV/maps
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<tbody>
<tr>
<td><strong>Residence</strong></td>
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<tr>
<td></td>
<td>Harlow, Essex</td>
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<tr>
<td></td>
<td>Adopted when parents moved to London</td>
<td>1977</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>Cloudesley to Bristol, then Westbury on Trym</td>
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<tr>
<td><strong>Household</strong></td>
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<tr>
<td></td>
<td>Mum, Dad, Older Sister</td>
<td>M, D, Sister</td>
<td>H, D</td>
<td>M, D</td>
<td>Profession married with female from 1992</td>
<td>M, E, Wife, Son and Daughter</td>
<td>Daughter to university 2010-2011</td>
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<tr>
<td><strong>Education/work</strong></td>
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<tr>
<td><strong>Activities/hobbies/leisure</strong></td>
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<tr>
<td></td>
<td>Football</td>
<td>Football Basketball</td>
<td>Football</td>
<td>Active</td>
<td>Walking</td>
<td>5-a-side</td>
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<td><strong>Transport</strong></td>
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<td></td>
<td>Kids: Bikes Immediate Area</td>
<td></td>
<td>1975 First 'Real' Bike 5-Speed Bicycle</td>
<td>Use of Car</td>
<td>Bombed 1981</td>
<td>No Bike</td>
<td>Kids have never had Bikes</td>
</tr>
<tr>
<td><strong>Cycling-owned or had access to a bike</strong></td>
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<td>Toy Bikes etc</td>
<td></td>
<td>1975 First 'Real' Bike 5-Speed Bicycle</td>
<td>Sold in 1980</td>
<td>No Bike</td>
<td>Kids have never had Bikes</td>
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<tr>
<td><strong>Cycling-activity</strong></td>
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<td></td>
<td>Went everywhere on bike from 1975</td>
<td>1986 Then got a Car</td>
<td>Cycling at centre parks once</td>
<td>No other bike use</td>
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Pilot interview

- Ageing and cycling
- Past routes
- Aspiration for cycling
For discussion

• How to tailor the method for interviews with those no longer cycling and may not have for some time
  – Not making it an inquisition
  – times of potential cycling
  – Exploring outlook for cycling

• How to use GSV/maps in interviews and in analysis?
WP5: Cycling Mobility
Observation | Interviews
Justin Spinney & Nick Humes:
Cardiff University
WP6: Cycling and Wellbeing Trial

Carien van Reekum: University of Reading
Mediating factors

• Is exercise and better cognitive performance in older age causal?

• Better cardiovascular/cerebrovascular health?

• Effects of other factors:
  – Depression
  – Social interaction/engagement
Aim & Approach

• AIM: To test the impact of (re)discovering cycling on mental health and wellbeing in older adults.

• What is well-being?
  – Mental & physical health
  – (Social) engagement
  – (Life) satisfaction
  – Purpose in life
  – Feeling “happy”

• Approach taken: focus on cognitive performance and self-reported well-being
Domains measured

- Cognitive function
- Eudaimonic wellbeing
- Hedonic wellbeing (life satisfaction)
- Physical health
Method

- Participants:
  - 80 Middle to older aged (50 and up) - not currently cycling
    - From different WPs
    - Recruited in Reading & Oxford
    - Half will e-bike
  - 20 same-aged controls
- 3 x per week for 30 mins each
  - Self-reported recording of actual activity level (frequency, duration, distance)
Measures of cognitive function

• Standardised tests – MMSE (but too global – initial testing for profiling reasons)
• General processing – incl memory
• Executive function: Shifting, updating, inhibition (Miyake et al., 2000), “working memory”
• Tasks:
  – CERAD elements
  – Letter memory
  – Plus-minus
  – Stroop/Go-No Go/Eriksen flanker task
  – Pro-active interference
Psychological well-being

- Eudaimonic vs hedonic well-being
- Hedonic WB: Satisfaction with Life Scale (Diener, 1985)

Below are five statements with which you may agree or disagree. Please circle the item that best reflects your agreement with each item. Please be open and honest in your responding.

1 = Strongly disagree
2 = Disagree
3 = Slightly disagree
4 = Neither agree nor disagree
5 = Slightly agree
6 = Agree
7 = Strongly agree

1. In most ways my life is close to my ideal.  
2. The conditions of my life are excellent.  
3. I am satisfied with my life.  
4. So far I have gotten the important things I want in life.  
5. If I could live my life over, I would change almost nothing.
Psychological well-being

- Scales of Psychological Well-Being (PWB, Ryff, 1989)
- Autonomy, environmental mastery, personal growth, positive relations with others, purpose in life, and self-acceptance
- Items include
  - “I have confidence in my opinions, even if they are contrary to the general consensus”
  - “I am quite good at managing the many responsibilities of my daily life”
  - “I think it is important to have new experiences that challenge how you think about yourself and the world”
  - “People would describe me as a giving person, willing to share my time with others”
  - “I am an active person in carrying out the plans I set for myself”
  - “Some people wander aimlessly through life, but I am not one of them”
  - “When I look at the story of my life, I am pleased with how things have turned out”
Questionnaires of physical health

• The SF-36v2 Health Survey
  – vitality
  – physical functioning
  – bodily pain
  – general health perceptions
  – physical role functioning
  – emotional role functioning
  – social role functioning
  – mental health
Outcomes & issues for further discussion

• Outcomes:
  – Cycling as another means for exercise to promote mental and physical health
  – Demonstrating better health will stimulate the public to (re)engage in cycling
  – Policy making

• Issues:
  – Compliance
  – Age distribution of volunteers
  – Cycle ownership, maintenance & repair
  – Safety of participants throughout the trial
Example of the Stroop task

• Your task is to name the colour of the ink that a word is printed in, and ignore the meaning of the word:

  RED
  GREEN
  BLUE
BLUE
WHITE
BLUE
BLACK
GREEN
1. Are you aware of any policies or programmes promoting older people’s cycling in the UK or EU?

2. Do you have suggestions for any other possible data sources to analyse?

3. Do you have any comments on the empirical methods we are proposing?
Recruitment and Participant Journey

Tim Jones, Ben Spencer, Nick Beale:
Oxford Brookes University
### Sampling approach & participant journey

#### cycle BOOM

#### Sampling approach and participant journey

**Sampling Frame**
- Oxford | Reading | Bristol | Cardiff
- Selected Urban | Suburban | Peri-urban areas

**Target Sample Population**
- 240 older people [120 Wave 1 in 2014 | 120 Wave 2 in 2015]
- Male | female
- Age 50-59 | 60-69 | 70+
- English Indices of deprivation

**Sample Recruitment**
- [www.cycleboom.org](http://www.cycleboom.org) | events | media | groups | snowballing | hanging out

**Sample Screening Survey**
- currently cycle | do not currently cycle

#### Participant Journey | Wave 1

**Method**
- Cycling life history interview [n=120]
- Cycling mobility observation-interview [n=50]
- Cycling and wellbeing trial [n=40 + 10 control]

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<thead>
<tr>
<th></th>
<th>Oxford</th>
<th>Reading</th>
<th>Bristol</th>
<th>Cardiff</th>
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<tbody>
<tr>
<td></td>
<td>10</td>
<td>20</td>
<td>10</td>
<td>20</td>
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<td>10</td>
<td>10</td>
<td>15</td>
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<td></td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Pedal cycle</td>
<td>10</td>
<td>10</td>
<td>15</td>
<td>No trials</td>
</tr>
<tr>
<td>Electric cycle</td>
<td>10</td>
<td>10</td>
<td>15</td>
<td>No trials</td>
</tr>
<tr>
<td>Control</td>
<td>5</td>
<td>5</td>
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*Version 1.0 | Last updated Feb 12 2014*
Recruitment

Local media
Events
Hanging out
Posters & leaflets
Groups
Routes

Website
Paper questionnaire
Register Your Interest

We are looking for a diverse range of participants approaching later life (aged 50-59) and in later life (age 60+) living in the Bristol, Cardiff, Oxford and Reading areas to take part in our cycle BOOM study. We are especially interested in hearing from people who don’t regularly cycle any more.

Whether you cycle or not, we are interested in hearing from you! We will be selecting people in the first quarter of 2014. We will get in touch with those we’d like to work with by the end of March 2014. If you have not heard from us by that date then unfortunately we will not have been able to select you to participate in the study.

Privacy policy: The information requested below will allow us to draw a diverse sample of participants.

All information is collected and stored in line with our privacy policy, this also covers data security, including details on 128-bit SSL encryption.
Recruitment

Local media
Events
Hanging out
Posters & leaflets
Groups
Routes

Website
Paper questionnaire

SIFT

Life history & Mobility interview
Life history & (E) Bike trial
Participant information

What is the purpose of the study?

The cycle BOOM is a study to understand cycling amongst older adults in the UK and to identify what will help improve cycling habits. The aim of the study is to advise on ways to improve cycling habits amongst older adults. The study will be carried out through a series of interviews with older adults living in Oxfordshire. The study has been reviewed and approved by the ethics committee of Oxford Brookes.

Who is organising and funding the research?

The study is being funded by the Research Councils on Lifelong Health and Wellbeing. The study will be led by Oxford Brookes University in partnership with the University of Oxford, the University of Cardiff, and the University of Bath.

Contact for further information

If you have any further information please contact:

Web: cycleBOOM@oxfordbrookes.ac.uk
Twitter: @cycleBOOM
Facebook: cycleBOOM

www.cycleboom.org

What will happen if I take part?

The cycle BOOM study involves two tasks: A and B. If you choose to take part, you will be asked to complete a questionnaire and a set of interviews. You will be asked to take part in a series of interviews and to complete the questionnaire.

What will happen to the results of the research?

The results of the study will be disseminated to the public through the media, publications, and social media. The study will also be presented at conferences and seminars and will be published in peer-reviewed journals.

What should I do if I want to take part?

If you are interested in taking part in the study, please contact the study team. If you are interested in taking part in the study, please contact the study team.
### Oxford – Registered Interest

**METHOD**

<table>
<thead>
<tr>
<th>Cycling life history interview [n=120]</th>
<th>OXFORD</th>
<th>I’ll let you decide</th>
</tr>
</thead>
<tbody>
<tr>
<td>M: 50-59: 3</td>
<td>M: 50-59: 0</td>
<td>1 0</td>
</tr>
<tr>
<td>M: 60-69: 8</td>
<td>M: 60-69: 1</td>
<td>5 0</td>
</tr>
<tr>
<td>M: 70+: 4</td>
<td>M: 70+: 0</td>
<td>0 0</td>
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<td>F: 50-59: 1</td>
<td>F: 50-59: 0</td>
<td>3 0</td>
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<tr>
<td>F: 60-69: 5</td>
<td>F: 60-69: 2</td>
<td>2 3</td>
</tr>
<tr>
<td>F: 70+: 4</td>
<td>F: 70+: 0</td>
<td>0 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cycling mobility observation- interview [n=50]</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>M: 50-59: 3</td>
<td></td>
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<tr>
<td>M: 60-69: 8</td>
<td></td>
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<tr>
<td>M: 70+: 2</td>
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<tr>
<td>F: 50-59: 0</td>
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<tr>
<td>F: 60-69: 5</td>
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<tr>
<td>F: 70+: 1</td>
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</table>

<table>
<thead>
<tr>
<th>Cycling and wellbeing trial [n=40 + 10 control]</th>
<th>e-Bike only</th>
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<tbody>
<tr>
<td>Pedal cycle</td>
<td>M: 50-59: 0</td>
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<tr>
<td>Electric cycle</td>
<td>M: 60-69: 1</td>
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<td>F: 50-59: 0</td>
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<tr>
<td></td>
<td>F: 60-69: 2</td>
</tr>
<tr>
<td></td>
<td>F: 70+: 0</td>
</tr>
</tbody>
</table>
Approach to sampling: Oxford (shire)
• Compact city
• Traffic management
• Cycling culture
• Varied demographics
• Future growth
Pop 28,700 (2001)
15 miles to Oxford
Fast growing
Conventional road hierarchy
Mix of housing types
Slightly higher age profile than Oxford
NCN route 51

Pop 36,600 (2001)
5 miles to Oxford
Fast growing
Conventional road hierarchy
Mix of housing types
Slightly higher age profile than Oxford
NCN route 5
Candidate areas: West of England
West of England (WoE)/ Greater Bristol

**SATELLITE TOWNS**
Weston SM/ Portishead

**NORTH FRINGE**
Patchway /Filton/Bradley Stoke

**INNER URBAN**
Southville / Bedminster
North Fringe

Filton, Patchway, Bradley Stoke

- contiguous with Bristol
- bounded by M4/M5
- population ~ 50,000
- Major employment
  - Significant commuter movements
  - North Bristol SusCom
  - LSTF smarter choices promotion and key routes
- Cycling City Legacy
  - Concorde way
- Some hills
North Fringe

Patchway/ Filton
1930-1960s
Priority neighbourhoods

Bradley Stoke
1980s/1990s
Southville/ Bedminster

- South of city centre, bounded by river to north
- Gentrified/deprived
- Hilly
- R+NCN 33 + 4
- Cycling city legacy
  - Malago greenway
- 20 mph zone
- LSTF: river crossings
- Traditional high street
Bedminster & Southville

late c19th & early c20th
High density terraced/ semi-detached/ flats

Interspersed with former and current industry

12 March 2014
Weston Super Mare

- Circa 75,000
- 18 miles from Bristol
- Older age profile and ageing.
- 1% most deprived
- C19th seaside resort/ late C20th + C21st growth
  - Enterprise area
- Reasonably flat
- LSTF: limited cycling measures
- NCN 33 + 26

Portishead

- 22,000
- 8 miles from Bristol
- Dormitory town
- Recent growth and ageing
- Retirement developments
- More affluent
- LSTF: enhanced routes
- NCN 41 + 26
Weston Super Mare

1950s/60s/70s housing medium density

C21st ‘urban villages’ / extensions
Portishead

medium density, 1970s/80s and c21st housing estates
Candidate areas:
Reading
• Caversham – *North Reading*

• Tilehurst – *West Reading*

• Town / University – *Central Reading*

• Earley / Lower Earley – *South Reading*
Approach to sampling: Cardiff
Roundtable 2

1. Do you have any comments on the overall approach to recruitment?

2. Do you have any comments on the places we are targeting within the four case study areas?

3. Do you have any ideas on generating impact for the study?
cycleBOOM
DESIGN FOR LIFELONG HEALTH & WELLBEING

First Stakeholder Advisory Group Meeting
12 March 2014