



Bikeability Brand Research

Online research with parents of 10-12 year olds

Report

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1 INTRODUCTION

The Bikeability scheme has been running since 2007 and over 300,000 places had been funded by Government up to March 2010

In 2011/12 £11m has been made available by the Government to over 100 local authorities and School Sport Partnerships across England to fund over 275,000 additional Bikeability Level 2 places

The scheme was developed by organisations including the Cycle Training Standards Board, British Cycling, Youth Sport Trust, the Royal Society for Prevention against Accidents and Road Safety GB, and is supported by Government funding.

DfT's aim is to improve understanding of how the Bikeability supply chain (via local authorities, schools and parents), impacts on number of places ultimately delivered. To tackle this and other issues, an insight and evidence gathering drive is underway to better understand the role of communications activities in addressing these issues.

As part of this drive, DfT required CHILDWISE to speak to parents about their perception of Bikeability.

2 RESEARCH OBJECTIVES

- To understand the perception of the Bikeability brand amongst parents – awareness, brand associations
- To establish access and uptake of Bikeability training, reasons for this, and communications channels involved
- To help support and inform the development of communications activities for the coming year – identifying messages and communications channels that are effective with / preferred by parents

3 SAMPLE AND METHOD

3.1 Sample

Although Bikeability lessons can start once a child learns to ride (Level 1), the majority of training happens when they are around 10-11 years old, in School Year 6, when they can progress through to Level 2 of the scheme. The final level (Level 3) of training happens at secondary school.

At the age when the majority of training happens, parents are the main decision makers for their children, so research was required to explore parents' awareness, experience and opinions of the Bikeability brand.

By speaking to parents of children in years 6 and 7 (10-12 year olds), we ensured that their children could have been exposed to Bikeability training, either this year (Year 6s) or last (Year 7s), if it is available in their area.

3.2 Method

We accessed parents of children aged 10-12 / in School Years 6 and 7 via a large, proprietary **online panel**. This allowed for a good spread of sample across England according to Government Office Region, in order to pick up on any trends in perception by region. Respondents were not aware that the survey was about cycle training when invited to take part.

Some details about the online panel used:

Recruitment

- Panel members are recruited by email and online marketing via diverse online affiliate partners and targeted website advertising
- This allows access to low-incidence consumers typically less likely to join panels, and gives control over the demographic make-up of the panel

Incentivisation

- Panellists receive a cash thank you for participation, typically ranging from £1 to £5
- Once their balance reaches £10, they redeem a voucher with retailers in their country

Because of the tight age range of child involved, the incidence of parents who qualified was low, so the target sample was set at 750 parents, giving sub-samples of at least 50 for all regions. This was the maximum which could be guaranteed from available panel resources.

No further quotas of age / sex of child, or on region, were set. Parents with more than one child were asked to focus on their child who was next to have their birthday.

Fieldwork took place from 13th to 17th July 2011, and in the event, a sample of 782 parents was achieved. There was a bias towards mothers, and towards the ABC1 social grouping – there were no quotas set on these variables because of the limited pool of qualifying parents.

Child's age and gender was biased towards younger children and boys, so final data was weighted by gender and age of child to restore sample balance. Sample distribution by Government Office Region was close to the national picture, so did not require weighting.

Unweighted sample

Showing number	Fathers	Mothers	ABC1	C2DE	TOTAL
Boys	174	265	248	191	439
Girls	119	224	217	126	343
Year 6	150	281	258	173	431
Year 7	143	208	207	144	351
TOTAL	293	489	465	317	782

SOCIO-ECONOMIC GRADE	
A	64
B	180
C1	221
C2	125
D	90
E	102
TOTAL	782

Limitations of the research

Whilst the online panel methodology enabled the research to be conducted quickly and efficiently with a large sample of parents, it is important to note that the approach has some limitations which affect how the results should be interpreted.

Members of an online panel are potentially a biased sample of people in England, due to possible over-representation on factors such as higher socioeconomic status, IT literacy, internet access and use, willingness to participate in repeated surveys, response to incentives, and other characteristics related to the mode of recruitment.

In addition, the sampling approach used within the panel for this research is quota sampling (filling a quota of respondents who have children of the right age, according to who responds first), rather than random sampling (random selection of respondents from a known sampling frame of all parents of children in the right age bracket). This is also likely to introduce some bias.

It is not possible to assess in detail the nature or extent of bias in the sample, or how much it affects the results of the survey. Whilst attempts have been made to correct for bias using weighting for gender and age of child, this cannot fully eliminate any bias. The results therefore cannot be directly generalised to the whole population of parents of Year 6 and Year 7 pupils in England, but they may be seen as indicative of perceptions of Bikeability in this group. Care should be taken in particular when interpreting smaller percentage point differences

4 RESEARCH FINDINGS

Question numbers appear at the beginning of the sub-sections below, and full question wording is given. Sample bases are given at the end of the sub-headings.

4.1 Formal cycle training schemes

Respondents were asked some general questions about formal cycle training schemes, before being asked more specific questions about the Bikeability scheme.

4.1.1 Importance

Q1 How important or not is it that your child receives formal cycle training? By formal cycling training, we mean where a qualified instructor teaches your child to cycle through an organised course? (Base=All)

<i>Total sample (782) - %</i>	TOTAL	Aware of Bikeability	Unaware of Bikeability
MEAN SCORE	3.27	3.46	3.18
+4 - <i>Very important</i>	44	55	39
+3 - <i>Fairly important</i>	40	36	42
+2 - <i>Not very important</i>	12	8	13
+1 - <i>Not at all important</i>	3	1	4
<i>Don't know</i>	1	0	2

Overall, more than eight in ten respondents thought that formal cycle training schemes are important for their children at all (84%), including 44% who thought they are very important.

- Respondents **aware of Bikeability** were more positive about the importance of cycle training schemes – nine in ten of those aware (91%) thought they are important at all, compared to eight in ten of those unaware (81%)
- Respondents **offered cycle schemes but unlikely to take them up** placed the least importance on cycle training for their children – only three in seven of these respondents said it was *very important* compared to around three in five other respondents

4.1.2 Benefits

Q2 What do you think are, or would be, the main benefits for your child as a result of receiving cycle training? (Base=All)

<i>Total sample (782) - % First mentions / Total mentions First mentions only for regions</i>	TOTAL	East of England	North East	South West	West Midlands
Improved road awareness	66 / 97	78	51	69	61
<i>Improved riding skills</i>	12 / 96	14	21	20	11
<i>Improved health / fitness</i>	9 / 96	5	17	6	5
<i>Improved confidence</i>	9 / 96	3	10	4	20
<i>Don't know</i>	3	0	2	0	3

When asked about the main benefits of cycle training for their child, almost all respondents ticked all four benefits. **Looking at first benefits ticked only, two thirds of respondents initially chose *improved road awareness* as the main benefit of cycle training (66%).** Around one in ten chose one of the other benefits first.

- Those in the **East of England** were the most likely to choose *improved road awareness* as the main benefit, with eight in ten (78%) doing so
- Respondents in the **North East** were more likely than average to choose *improved riding skills* or *improved health / fitness* as the main benefit (21% and 17% respectively, vs 12% and 9% overall)
- Respondents in the **South West** were also more likely than average to choose *improved riding skills* (20% vs 12% overall)
- Those in the **West Midlands** were twice as likely to choose *improved confidence* first (20% vs 9% overall),

4.1.3 Spontaneous awareness

Q3. What formal cycle training schemes for children can you name? (Base=All)

Total sample (782) - %	TOTAL	Fathers	Mothers	ABC1	C2DE
Any response	46	42	48	51	38
<i>Cycling proficiency</i>	27	25	29	31	22
<i>Bikeability</i>	6	3	7	6	5
<i>Other named scheme</i>	8	10	7	9	7
<i>School / Local Council / Police</i>	5	4	6	5	5
<i>Other response</i>	2	2	1	2	1
<i>Don't know</i>	54	58	52	49	62

We asked, unprompted, what formal cycle training schemes respondents could name. Overall, **almost half (46%) could name a scheme at all**. The main scheme mentioned is *cycling proficiency*, the scheme replaced by *Bikeability*, and which was the scheme likely to be available in schools when the current generation of parents were of school age.

***Bikeability* is spontaneously named by 6% of respondents overall**, whilst a mixture of *other named schemes* are mentioned by 8%. Other schemes named include *Sustrans* (and its cycle scheme *Bike It*), *Bike Right* (who deliver *Bikeability* training as well as adult training), *Bike Safe* and *Bike Sense* (both actually motorcycle training schemes), and *ROSPA*.

5% talk about schemes run by their *school, council* or the *Police*, without naming the scheme specifically.

- **Mothers** were more likely to spontaneously recall *Bikeability* compared with fathers (7% vs 3%)
- Respondents in the **ABC1** socio economic groups were more likely to recall a cycle scheme at all compared with their C2DE counterparts (51% vs 38%), especially *cycling proficiency* (31% vs 22%)

4.1.4 Uptake

Q5. Which one of the following statements, if any, best applies to your child?
(Base=All)

Total sample (782) - %	TOTAL	Year 6	Year 7	ABC1	C2DE
Received cycle training	34	31	36	37	30
<i>Booked but not received</i>	4	5	3	4	4
<i>Offered and likely to take part</i>	10	11	10	10	10
<i>Offered and unlikely to take part</i>	3	5	2	3	4
<i>Not received, booked, or offered</i>	42	42	42	41	44
<i>None of these</i>	7	6	7	5	9

A third of respondents said their child in school years 6 or 7 (aged 10-12) had received cycle training of some sort (34%). A further 4% had this *booked but haven't as yet received it*, and one in ten (10%) had been *offered training and are likely to take part*. Only 3% had been *offered but are unlikely to take part*.

So overall, four in ten respondents (38%) said their children would be *receiving cycle training*, rising to half (48%) if those saying they were *likely to take part* are included.

- Respondents with children in **Year 6** were more likely to say that their child had been *offered cycle training, but they are unlikely to take part* (5% vs just 2% of Year 7s)
- Respondents from **ABC1** socio economic groups were more likely to say their children have *received cycle training* (37% vs 30% of **C2DE** respondents)
- Children were most likely to have *received cycle training* in the **North East** (47%) and the **South West** (45%) – lowest in the **South East** (27%), **Yorkshire & Humber** (28%) and the **East** (29%)
- In **London**, the **South East**, and **Yorkshire & Humber**, children were more likely to have *booked but not yet received training* (9%, 7% and 7% respectively)

4.2 Bikeability

Respondents were asked some questions relating specifically to the Bikeability scheme.

4.2.1 Awareness

Q4. Have you heard about the Bikeability cycle training scheme? (Base=All)

<i>Total sample (782) - %</i>	TOTAL	Boys	Girls
Yes	28	32	25
<i>No</i>	72	68	75

Three in ten respondents (28%) were aware of the *Bikeability* training scheme when shown the scheme logo, rising from 6% who were aware of the scheme spontaneously (see 4.1.3 Spontaneous awareness above).

- A third of respondents with **boys** were aware of *Bikeability* (32%), compared to just a quarter of respondents answering on behalf of a female child (25%)

4.2.2 Uptake

Q6. Which of these cycle training schemes has your child been offered, booked, or received? (Base=All offered, booked or received training)

Offered / Booked / Received (401) - %	TOTAL	Boys	Girls
Bikeability	42	47	37
CTC Training	8	9	7
Go-Ride	7	6	7
Other scheme	6	3	9
Don't know the name	43	40	45

Among those whose child had received, or was likely to receive training, **four in ten respondents (42%) named *Bikeability* as the scheme their child has been offered, booked or has received**, equal to 21% of the total sample. Other schemes make up a small number of responses – 8% name *CTC Training*, 7% mention *Go-ride*, and 6% some *other scheme*. However, 43% were *not able to name the scheme at all*.

- Respondents with **boys** were more likely to name *Bikeability* (47% vs 37%), whilst respondents with **girls** were more likely to name *other schemes* (9% vs 3%)
- *CTC Training* was mentioned twice as often by respondents with children in **Year 7** (11%), compared with respondents with **Year 6** children (5%)
- *Bikeability* was most likely to be offered, booked or received by those in **London**, or the **East Midlands**
- In the North of the country, in **Yorkshire & Humber**, the **North East**, and **North West** *Bikeability* was mentioned far less
- In the **North East**, the vast majority of those offered, booked or receiving cycle training *could not name what this was*
- *CTC Training* was particularly popular in **London**, the **South East** and **West Midlands**
- *Go-Ride* was popular in the **North West**, and **London**

4.3 Bikeability – those unaware of the scheme

Respondents not aware of the Bikeability scheme were shown the logo and a short statement about the scheme, and asked where they would expect to hear about a scheme like Bikeability.

4.3.1 Expected media channels

Q7. This is the Bikeability cycle scheme, which is designed to give the next generation the skills and confidence to ride their bikes on today's roads. Where would you expect to hear about a cycle scheme like Bikeability? (Base=All unaware of Bikeability)

Not aware of Bikeability (548) - %	TOTAL	Year 6	Year 7	ABC1	C2DE
Leaflets / Posters from school	81	77	85	81	81
From school (letter / teacher / child)	73	72	75	73	73
From groups like Cubs / Brownies	39	35	43	39	39
In the local press	32	29	35	34	29
Word of mouth from other parents	30	31	29	28	33
Leaflets / Posters elsewhere	8	9	7	11	4
On the Internet	5	4	6	6	5
Elsewhere	4	4	4	5	2

The majority of those not aware of Bikeability expected to hear about it from school in some way, either via leaflets / posters (81%), or a letter / from a teacher or child (73%). Four in ten expected to learn about it via groups like Cubs / Brownies (39%), a third (32%) expected to read / hear about it in the local press, and three in ten (30%) expected to learn simply by word of mouth.

- Respondents with older children in **Year 7** were more likely to expect to have heard about Bikeability via leaflets / posters in school (85% vs 77% of Year 6s)
- **ABC1** respondents were more likely than their C2DE counterparts to expect to see posters or leaflets elsewhere (not in school) for Bikeability (11% vs 4%)

4.4 Bikeability – those aware of the scheme

Respondents aware of the Bikeability scheme were asked where they heard about the scheme, and were asked to say whether they agreed or disagreed with a series of statements about it.

4.4.1 Where they heard about it

Q8. Where did you hear about Bikeability? (Base=All aware of Bikeability)

Aware of Bikeability (234) - %	TOTAL	Year 6	Year 7
<i>From school (letter / teacher / child)</i>	58	60	57
<i>Leaflets / Posters from school</i>	33	29	37
<i>Word of mouth from other parents</i>	12	6	17
<i>Another of my children did it</i>	10	9	11
<i>In the local press</i>	6	5	6
<i>From groups like Cubs / Brownies</i>	4	4	5
<i>On the Internet</i>	4	3	4
<i>Elsewhere</i>	3	5	2
<i>Leaflets / Posters elsewhere</i>	2	3	1

Those aware of Bikeability were most likely to have heard about it from school – six in ten (58%) had a *letter or heard from a teacher / their child*, whilst a third (33%) found out via *leaflets / posters from school*. One in ten heard about Bikeability from *another parent* (12%), or *another of their children* did the scheme (10%).

- Respondents with older children in **Year 7** were three times as likely to have heard about Bikeability from *other parents*, compared with respondents with Year 6s (17% vs 6%)

Not aware (548) / Aware (234) - %	Not aware	Aware
<i>From school (letter / teacher / child)</i>	73	58
<i>Leaflets / Posters from school</i>	81	33
<i>Word of mouth from other parents</i>	30	12
<i>Another of my children did it</i>	n/a	10
<i>In the local press</i>	32	6
<i>From groups like Cubs / Brownies</i>	39	4
<i>On the Internet</i>	5	4
<i>Elsewhere</i>	4	3
<i>Leaflets / Posters elsewhere</i>	8	2

We can look at where those not aware of Bikeability would expect to hear about it, compared with where those aware of Bikeability actually heard about it.

School remains at the top of both lists, but whilst respondents were more likely to expect to see *posters or leaflets at school*, in reality they were actually more likely to have responded to receiving a *letter home*, or hearing *about it from their child or a teacher*.

Groups like **Cubs / Brownies** and the **local press** are information sources that respondents said they would like, but have not been instrumental so far – these placed third and fourth in the list of places where respondents would expect to hear about Bikeability, but dropped back amongst those actually aware.

Word of mouth, whilst not an expected source of information for those not aware, is in reality one of the top places to have heard of Bikeability.

4.4.2 Statements about Bikeability

*Q9. Do you agree or disagree with these statements about the Bikeability scheme?
(Base=All aware of Bikeability)*

Aware of Bikeability (234) - % Agree / Disagree	TOTAL	Year 6	Year 7	Fathers	Mothers
It makes a real difference in terms of children's road safety	86 / 2	81 / 4	91 / 0	87 / 2	85 / 2
It gives children a realistic experience of using the roads	84 / 5	81 / 5	86 / 4	85 / 4	83 / 5
It gives children enough confidence to use the roads on their own	80 / 3	73 / 4	86 / 2	82 / 0	79 / 4
It teaches all the skills children need to cycle in modern road conditions	78 / 6	72 / 7	83 / 5	77 / 7	78 / 5
It makes children over confident about using the roads	33 / 48	31 / 48	36 / 48	40 / 44	30 / 50
It is impractical (eg. requires children to have too much gear)	18 / 68	16 / 70	20 / 65	21 / 61	16 / 71
It is a hassle / inconvenient to get children to take part	17 / 67	16 / 68	17 / 66	22 / 54	14 / 73

Almost nine in ten respondents aware of Bikeability agreed that it *makes a real difference in terms of children's road safety* (86%), and a similar proportion (84%) thought it *gives children a realistic experience of using the roads*.

Around eight in ten said Bikeability *gives children enough confidence to use the roads on their own* (80%), or that it *teaches all the skills children need to cycle in modern road conditions* (78%).

Only a third (33%) agreed that Bikeability *made children over confident about using the roads*, whilst half (48%) disagreed.

Around two thirds disagreed that it was *impractical* (68%, and 18% agreed), or that it was a *hassle / inconvenient to get children to take part* (67%, with just 17% agreeing).

- Respondents with older children in **Year 7** were more likely to agree that Bikeability *made a real difference in terms of children's road safety* (91% vs 81% of Year 6s). They were also more likely to agree that it *gave children enough confidence to use the roads on their own* (86% vs 73%)
- **Mothers** were more likely to disagree that it was a *hassle / inconvenient* (73% vs 54% of fathers)

4.5 Bikeability – those not offered / booked / received the scheme

Respondents who hadn't had any interaction with the Bikeability scheme were asked whether they would let their child participate if offered, and if not why this was.

4.5.1 Likelihood of participation

*Q10 If Bikeability training were offered to your child in the next few weeks or months how likely would you be to give your permission for them to take part in training?
(Base= All not offered / received / booked Bikeability)*

<i>Not offered / booked / received Bikeability (612) - %</i>	TOTAL	Fathers	Mothers	Aware of Bikeability	Unaware of Bikeability
MEAN SCORE	1.24	1.21	1.26	1.54	1.20
+2 - <i>Very likely</i>	49	45	52	67	47
+1 - <i>Fairly likely</i>	32	37	29	21	33
0 – <i>Neither likely nor unlikely</i>	9	8	10	10	9
-1 – <i>Fairly unlikely</i>	4	5	4	2	5
-2 – <i>Very unlikely</i>	3	2	3	0	3
<i>Don't know</i>	3	2	3	0	3

Eight in ten respondents who hadn't been offered Bikeability training said they would be likely to let their child take part if it was offered to them (81%), including half (49%) who said they would be very likely to give permission for their child to take part. Only 7% said they would be unlikely to do this

- Whilst fathers and mothers were just as likely to want to take up the scheme overall (82% and 81% likely respectively), **fathers** were slightly less committed, with 37% saying they would be *fairly likely*, compared with 29% of mothers
- Respondents **aware of Bikeability**, but who hadn't been offered it, were more likely to want to take it up overall (88% vs 80% of those unaware), and more committed, with two thirds (67%) saying they would be *very likely* to allow their child to take part, compared with half (47%) of those not aware of the scheme

4.5.2 Reasons for not participating

Q11 What are the main reasons why you would be unlikely to give your permission for your child to take part in Bikeability?

(Base= Unlikely to give permission or offered Bikeability but not likely to take it up)

Unlikely to give permission / take up (49) - %	TOTAL
<i>My child has received other training</i>	20
<i>My child does not need cycle training</i>	18
<i>My child will be taught by a family member or friend</i>	17
<i>My child does not have a bike available</i>	17
<i>My child does not want cycle training</i>	14
<i>My child is not confident cycling on the road</i>	13
<i>I am concerned about cost</i>	12
<i>Cycling is too dangerous</i>	11
<i>My child does not know how to ride a bike</i>	5
<i>My child has special educational needs</i>	2
<i>Cycle training doesn't make any difference</i>	2
<i>I do not want my child to ride a bike</i>	2
<i>Other</i>	7

Very few respondents overall said they were unlikely to give their permission for their child to take part in Bikeability. Amongst these respondents, there was no clear overall reason as to why not, other than that their child has *had other training already* (20%), or that they *do not need training* (18%). One in six said that a *family member or friend would teach their child*, or that their child *does not currently have a bike available* (both 17%). More than one in ten said their child *doesn't want training* (14%), their child wasn't *confident on the road* (13%), they were *concerned about costs* (12%), or that *cycling is too dangerous* (11%).

- **Fathers** were more likely to say that their child was *not confident cycling on the road*

4.6 Bikeability – those participating in the scheme

Respondents whose child had participated in the Bikeability scheme were asked when this was, and if they thought it had made any improvement to their child’s road safety skills.

4.6.1 When did they participate

*Q12 Thinking specifically about your child, when did they receive Bikeability training?
(Base= All received Bikeability)*

<i>All received Bikeability (131) - %</i>	TOTAL	Year 6	Year 7
<i>In the last month</i>	22	26	16
<i>In the last three months</i>	17	24	9
<i>In the last six months</i>	13	17	9
<i>In the last year</i>	25	24	25
<i>Longer than a year ago</i>	24	8	41

Half of respondents whose child had taken part in Bikeability, said they had done so in the last six months, likely to be during the April to July window 2011 (52%). A further quarter (25%), had done so *in the last year* (September to October window 2010), and the final quarter (24%) had done so *more than a year ago* (April to July window 2010).

- Respondents with children in **Year 6** who had participated were more likely to have taken part in the *last three months* (24% vs 9% of Year 7s), whilst **Year 7** children were much more likely to have taken part *more than a year ago* (41% vs 8%), highlighting the Year 6 focus of the scheme

4.6.2 Improvement to road safety

*Q13 In your opinion, to what extent has the Bikeability training your child received improved, if at all, on their safety on the road?
(Base= All received Bikeability)*

<i>All received Bikeability (131) - %</i>	TOTAL
MEAN SCORE	1.42
+2 – <i>Improved their safety on the road a lot</i>	50
+1 – <i>Improved their safety on the road a little</i>	41
0 – <i>Neither improved nor worsened their safety on the road</i>	8
-1 – <i>Worsened their safety a little</i>	0
-2 – <i>Worsened their safety a little</i>	0

Nine in ten respondents whose child had participated in Bikeability said it had improved their safety on the road (91%), including half (50%) who said it had improved a lot. 8% said it had made no difference, but no-one said the scheme had made their child’s road safety worse.

5 SUMMARY AND CONCLUSIONS

5.1 Summary

The results cannot be statistically generalised, but they may be seen as indicative of perceptions of Bikeability.

5.1.1 Formal cycle training schemes

- More than eight in ten respondents with 10-12s thought that formal cycle training schemes were important for their children, including more than four in ten who thought they were very important. This was especially true for those aware of Bikeability
- The main perceived benefit of formal cycle training schemes was improved road awareness, with two thirds choosing this first, over improved riding skills, health / fitness, and confidence
- Almost half of respondents named a formal cycle training scheme spontaneously, with a quarter recalling Cycling Proficiency
- A third of respondents said that their child had received cycle training of some sort, increasing to four in ten when those with training booked were included, and up to half if we also include those who had been offered and were likely to take part

5.1.2 Bikeability

- Around one in twenty respondents were aware of Bikeability spontaneously, especially mothers
- Three in ten respondents were aware of the Bikeability scheme when prompted with the logo
- Amongst those offered, booked or having received training, four in ten named the scheme as Bikeability (a fifth of the total sample), especially respondents with boys
- Overall, one in six respondents said their child had received Bikeability training, equivalent to half of those receiving any training at all
- Those not aware of Bikeability expected to hear about it through school, via leaflets and posters, letters or hearing from their child / teacher
- Those aware of Bikeability mainly found out about it from school, mostly straight from their child / teacher, a letter, or leaflet / poster

- Most of those aware of Bikeability agreed that it makes a real difference in terms of road safety, it gives children a realistic experience of using the roads, enough confidence to use the roads on their own, and teaches them all the skills they need to cycle in modern road conditions
- A third agreed that it made children over confident about using the roads, whilst half disagreed, and two thirds disagreed that it is impractical, or a hassle / inconvenient
- The majority of those not offered / booked / received Bikeability said they would give permission for their child to take part, including half who said they were very likely to do this
- Of the small number unlikely to give permission, this was mainly as their child had already received cycle training, or that they felt their child did not need it
- Half of respondents whose child had taken part in Bikeability said this was in the last six months, whilst a quarter had participated in the last year, and a further quarter did so more than a year ago
- Nine in ten of those respondents whose child participated in Bikeability, said that it had improved their safety on the road, including half who thought this had improved a lot

5.2 Key measures and trends by region

Total sample (782) - %	ALL	NORTH			MIDLANDS			SOUTH		
		NE	NW	Yks	EM	WM	East	Lon	SE	SW
<i>Importance of formal cycle training</i>	84	84	85	92	84	82	88	85	82	78
<i>Spontaneous Bikeability awareness</i>	6	2	2	3	8	9	2	10	5	8
<i>Prompted Bikeability awareness</i>	28	16	21	23	28	30	25	43	32	29
<i>Rcvd/Booked/Offered any training</i>	51	54	47	49	51	55	47	50	53	58
<i>Received any cycle training</i>	34	47	34	28	31	40	29	33	27	45
<i>Rcvd/Booked/Offered Bikeability</i>	22	15	16	13	26	24	19	30	24	22
<i>Received Bikeability training</i>	16	13	14	12	17	22	13	20	14	21

- *Awareness of Bikeability* was lower in the **North** of the country in general, especially in the **North East**, whilst awareness was higher in the **South**, mainly because of high awareness in **London**
- In the **North**, respondents' *overall exposure to Bikeability training* (received / booked / offered) was lower
- Amongst those aware of Bikeability, respondents in the **North West** and **Yorkshire & Humber** were the least likely to have been made aware of the scheme by *leaflets / posters seen in school*, whilst respondents in **London** were least likely to have been made aware by *receiving a letter from school, or hearing from their child / teacher*
- Respondents in the **North East**, and to a lesser extent the **North West**, were less likely to agree that *Bikeability makes a real difference to children's road safety*, whilst **Midlands** respondents were much less likely to agree the scheme is a *hassle / inconvenient*
- In **London**, respondents were much more likely to agree that *Bikeability makes children over confident, is a hassle / inconvenient, or is impractical*

5.3 Conclusions

- **Respondents recognised the importance of formal cycle training schemes:**
 - Nearly all thought that cycle training schemes were important for their children
 - Improved road awareness was the top perceived benefit of cycle training schemes, but all benefits listed were chosen by nearly everyone
 - Nearly half of the sample said that their children had either taken part in, had booked, or were likely to take part in a formal cycle training scheme

- **Respondents had a positive attitude towards Bikeability:**
 - Virtually all of those respondents whose child had taken part in Bikeability thought it had improved their safety on the road
 - Most respondents aware of the scheme agreed that it made a difference, taught them the skills they need, gave them a realistic experience, and gave them confidence
 - However, a third did feel it made children overly confident on the road, and nearly a fifth felt the scheme was impractical, or a hassle / inconvenient
 - Almost all of those not offered Bikeability, said they would allow their child to take part – most of those saying no said so because their child had already participated in other cycle training

- **There are several challenges facing Bikeability in terms of raising awareness:**
 - Whilst 6% of the sample were aware of the scheme spontaneously, more than a quarter still referred to it as Cycle Proficiency, a label which will take time to replace
 - Even amongst those whose children had actually received Bikeability, although a quarter named it spontaneously, proportionately more still named Cycle Proficiency, or could not recall a scheme at all
 - Three in ten were aware of Bikeability when prompted, a respectable result given its young age, and the lingering presence of Cycle Proficiency, but leaving plenty of room for growth
 - Respondents not aware of Bikeability said they would mainly like to hear about the scheme via posters / leaflets at school, but in reality, respondents aware of the scheme were more likely to have simply heard from their child or teacher, possibly in a letter home
 - Although school was the main preferred channel for information, a significant minority expected to hear via groups like Cubs / Brownies, or the local press, but very few of those aware had heard about Bikeability in this way

APPENDIX

Questionnaire

Qa. Thinking about the child you will be answering questions about, are they a boy or a girl, and what school year are they in?

- 1 Boy - Year 6
- 2 Girl – Year 6
- 3 Boy - Year 7
- 4 Girl – Year 7

Q1. How important or not is it that your child receives formal cycle training? By formal cycling training, we mean where a qualified instructor teaches your child to cycle through an organised course.

- 1 Very important
- 2 Fairly important
- 3 Not very important
- 4 Not at all important
- 5 Don't know

Q2. What do you think are, or would be, the main benefits for your child as a result of receiving cycle training?

Please select all that apply, in order of importance, most important first

- 1 Improved road awareness
- 2 Improved riding skills
- 3 Improved confidence
- 4 Improved health / fitness
- 5 Other
- 6 Don't know

Q3. What formal cycle training schemes for children can you name?

Q4. Have you heard about the Bikeability cycle training scheme?

- 1 Yes
- 2 No

Q5. Which one of the following statements, if any, best applies to your child?

- 1 Received cycle training
- 2 Booked, but not yet received cycle training
- 3 Been offered cycle training – and likely to take part
- 4 Been offered cycle training – but unlikely to take part
- 5 Not offered, booked or received training
- 6 None of these

ASK IF OFFERED / RECEIVED / BOOKED TRAINING (Q5=1,2,3,4)

Q6. Which of these cycle training schemes has your child been offered, booked, or received?

- 1 Bikeability
- 2 CTC Training
- 3 Go-Ride
- 4 Some other scheme
- 5 Do not know the name of the training

ASK IF NOT AWARE OF BIKEABILITY (CODE 2 AT Q4 AND CODE 1,2,3,4 AT Q5 AND CODE= NOT 1 AT Q6) OR (CODE 2 AT Q4 AND CODE 5,6 AT Q5)

Q7. This is the Bikeability cycle scheme, which is designed to give the next generation the skills and confidence to ride their bikes on today's roads. Where would you expect to hear about a cycle scheme like Bikeability?

- 1 Leaflets / Posters from school
- 2 Leaflets / Posters from elsewhere – Where?
- 3 From school (eg. letter brought home / hear from teacher / child)
- 4 Word of mouth from other parents
- 5 On the Internet – Where?
- 6 From groups like Cubs / Brownies etc
- 7 In the local press
- 8 Elsewhere

ASK ALL AWARE OF BIKEABILITY (Q4=1 OR Q6=1)

Q8. Where did you hear about Bikeability?

- 1 Leaflets / Posters at school
- 2 Leaflets / Posters elsewhere – Where?
- 3 From school (eg. letter brought home / heard from teacher / child told me)
- 4 Another of my children has already taken part in Bikeability
- 5 Another parent told me about it
- 6 Saw it on the Internet – Where?
- 7 Heard about it from Cubs / Brownies etc
- 8 Saw it in the local press
- 9 Elsewhere

ASK ALL AWARE OF BIKEABILITY (Q4=1 OR Q6=1)

Q9. Do you agree or disagree with these statements about the Bikeability scheme?

Agree / Neither / Disagree / Not sure

- a It teaches all the skills children need to cycle in modern road conditions
- b It gives children enough confidence to use the roads on their own
- c It gives children a realistic experience of using the roads
- d It makes a real difference in terms of children's road safety
- e It makes children over confident about using the roads
- f It is a hassle / inconvenient to get children to take part
- g It is impractical (eg. requires children to have too much gear - bike / helmet / pads etc)

ASK IF NOT OFFERED / RECEIVED / BOOKED BIKEABILITY (NOT Q6=1)

Q10. If Bikeability training were offered to your child in the next few weeks or months how likely would you be to give your permission for them to take part in training?

- 1 Very likely
- 2 Fairly likely
- 3 Neither likely nor unlikely
- 4 Fairly unlikely
- 5 Very unlikely
- 6 Don't know

ASK IF UNLIKELY TO GIVE PERMISSION (Q10=4,5)

OR IF OFFERED BIKEABILITY BUT NOT LIKELY TO TAKE IT UP (Q5=4 AND Q6=1)

Q11. What are the main reasons why you would be unlikely to give your permission for your child to take part in Bikeability? Please click up to five

- 1 My child does not need cycle training
- 2 My child does not want cycle training
- 3 My child does not have a bike available
- 4 My child does not know how to ride a bike
- 5 My child has special educational needs
- 6 Medical reason
- 7 Cycle training doesn't make any difference
- 8 My child has received other training
- 9 My child will be taught to cycle by a family member or friend
- 10 I am concerned about cost
- 11 My child is not confident cycling on the road
- 12 Cycling is too dangerous
- 13 I do not want my child to ride a bike
- 14 Other

ASK IF RECEIVED BIKEABILITY TRAINING (Q5=1 AND Q6=1)

Q12. Thinking specifically about your child, when did they receive Bikeability training?

- 1 In the last month
- 2 In the last three months
- 3 In the last six months
- 4 In the last year
- 5 Longer than a year ago
- 6 Don't know

ASK IF RECEIVED BIKEABILITY TRAINING (Q5=1 AND Q6=1)

Q.13. In your opinion, to what extent has Bikeability training your child received improved, if at all, on their safety on the road?

- 1 Improved their safety on the road a lot
- 2 Improved their safety on the road a little
- 3 Neither improved nor worsened their safety on the road
- 4 Worsened their safety on the road a little
- 5 Worsened their safety on the road a lot

Information given for the next two questions (school and postcode) will be used solely to determine the level of availability for the Bikeability scheme in your area – please remember all information you give is treated in strictest confidence.

Q14. What is the name of your child's primary school, or the primary school they went to last year (for those children now in secondary school)?

Q15. What is your home postcode?