Bikeability Brand Research Survey
2012-13

Summary of Responses
Report
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1 Introduction

This Report

1.1 This report presents the findings of the Bikeability Brand Research Survey 2012, and, where possible and relevant, compares the results to the first Bikeability Brand Research Survey published in August 2011.

Aims of the Survey

1.2 The aims of this survey were to:

- Understand the perception of the Bikeability brand amongst parents of children in Years 6 and 7, including awareness and brand associations;
- Understand access and uptake of Bikeability training, reasons for this, and communications channels involved; and
- 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.

1.3 The 2012 survey was largely a repeat of the 2011 research, with the addition of questions relating to the Bikeability award materials and levels of cycling following Bikeability training.

Structure of this Report

1.4 The remainder of this report is organised as follows:

- Chapter 2 provides an overview of the method used for the survey;
- Chapter 3 presents the findings of the survey, structured according to the key question areas; and
- Chapter 4 presents the conclusions.
2 Method

Approach

2.1 The survey was carried out online, using an online survey provider, Research Now. The survey was sent to a Research Now panel and was soft launched on Friday 12\textsuperscript{th} October; after the survey data was checked and no problems were found, the survey was fully launched on Monday 15\textsuperscript{th} October and was live until Thursday 25\textsuperscript{th} October. The survey was designed to take no longer than 10 minutes to complete.

2.2 A panel survey was used to replicate the survey methodology which was used in last year’s research, allowing for comparisons to be made with the data. Pre-survey checks were carried out to ensure that a minimum of 150 completed surveys could be achieved in each of the nine English regions. Ensuring an adequate response from members in each of the nine regions was important as it would enable any regional variations in responses to be identified.

2.3 A total of 1800 surveys were completed, with a minimum of 150 completions in each of the nine English regions:
- North East
- North West
- Yorkshire and The Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West

Survey Questions

2.4 The survey was structured around four question areas. These were:
- **Formal cycle training schemes**: questions relating to the importance of cycle training, including benefits, awareness and uptake of cycle training.
- **Bikeability**: questions relating to general awareness and uptake of the scheme, and communication channels for hearing about Bikeability.
- **Bikeability - those not offered / booked**: questions relating to the likelihood of participation if their child was offered the training in the future, and any reasons for not participating. These questions were asked of parents whose child had not participated in or been offered Bikeability training to date.
- **Bikeability - those participating in the scheme**: questions relating to Bikeability award materials and their appeal, when the child’s training took place, and any improvements to their safety on the road following the training. These questions were asked of parents whose child had participated in Bikeability at the time of the survey.
2.5 The survey questions were primarily multiple choice questions. Some discussion questions invited a free text response.

2.6 A copy of the survey is included in Appendix A.
3 Survey Findings

Formal Cycle Training Schemes

The Importance of Formal Cycle Training

3.1 Respondents were asked how important or not it is that their child receives formal cycle training. This was defined as cycle training where a qualified instructor teaches a child to cycle through an organised course. Respondents gave very similar answers regarding the importance of cycle training in both the 2011 and 2012 surveys.

3.2 Respondents aware of Bikeability were more positive about the importance of formal cycle training schemes - 55% of those aware thought it is very important, compared with only 40% of those unaware of Bikeability.

FIGURE 3.1 IMPORTANCE OF A CHILD RECEIVING FORMAL CYCLE TRAINING

Qu. 1 Base: All respondents (1800)

3.3 Respondents had the opportunity to add any additional comments regarding the importance of their child receiving formal cycle training. Table 3.1 illustrates the key themes identified by the 1024 respondents who included additional comments.
TABLE 3.1 WHY RECEIVING FORMAL CYCLE TRAINING IS IMPORTANT - KEY THEMES

<table>
<thead>
<tr>
<th>Key Themes</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>The training teaches children about road safety</td>
<td>59%</td>
</tr>
<tr>
<td>The training teaches children about road awareness</td>
<td>17%</td>
</tr>
<tr>
<td>It is important that the training is delivered by a professional</td>
<td>11%</td>
</tr>
<tr>
<td>It is important because roads are dangerous</td>
<td>9%</td>
</tr>
<tr>
<td>It is important that children learn about the Highway Code</td>
<td>8%</td>
</tr>
<tr>
<td>It is important that children receive training because cycling is a life skill</td>
<td>6%</td>
</tr>
<tr>
<td>Receiving training helps to improve a child’s confidence</td>
<td>4%</td>
</tr>
<tr>
<td>The training helps to promote independence</td>
<td>3%</td>
</tr>
<tr>
<td>The training helps children to be sustainable in the longer term</td>
<td>1%</td>
</tr>
<tr>
<td>The training teaches children cycle maintenance</td>
<td>1%</td>
</tr>
<tr>
<td>The training will help deliver health benefits in the longer term</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
</tr>
</tbody>
</table>

3.4 Additional analysis was undertaken on why professional cycle training was seen as important (i.e. training delivered by a professional, rather than cycle training in a general sense). Table 3.2 breaks down the responses linked to professional training. 31% of respondents thought that children learn better when taught by a professional, and 28% of respondents felt more confident in their child’s abilities when their child was taught by a professional.
### TABLE 3.2 THE IMPORTANCE OF RECEIVING CYCLE TRAINING FROM A PROFESSIONAL

<table>
<thead>
<tr>
<th>Key Theme</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children learn better with a professional teacher</td>
<td>31%</td>
</tr>
<tr>
<td>Parental assurance that their child is trained to the correct standard</td>
<td>28%</td>
</tr>
<tr>
<td>Children do not listen to parents in the same way as a professional</td>
<td>22%</td>
</tr>
<tr>
<td>Cycling skills develop better through professional tuition</td>
<td>13%</td>
</tr>
<tr>
<td>Roads are busy and dangerous</td>
<td>7%</td>
</tr>
</tbody>
</table>

### The Benefits of Formal Cycle Training

3.5 All respondents were asked about the main benefits of cycle training for their child. The perceived benefits identified most often by respondents were ‘safety when cycling’ and ‘improved road awareness’. Almost all (90%) respondents chose ‘improved road awareness’ as either their first or second choice benefit, and an almost equal proportion of respondents (89%) chose ‘safer when cycling’ as their first or second choice benefit.

### FIGURE 3.2 MAIN BENEFITS OF RECEIVING FORMAL CYCLE TRAINING

3.6 A small number of additional benefits associated with formal cycle training were identified by respondents. The verbatim responses were as follows:
Summary of Responses

- “Road courtesy.”
- “Independence.”
- “Knowledge of bike.”
- “Safety awareness.”

**Unprompted Awareness of Formal Cycle Training Schemes**

3.7 Respondents were asked to name any formal cycle training schemes for children they were aware of. This was a free text response and the most common cycle training schemes mentioned are listed in Table 3.3.

**TABLE 3.3 UNPROMPTED AWARENESS OF FORMAL CYCLE TRAINING SCHEMES FOR CHILDREN**

<table>
<thead>
<tr>
<th>Scheme Name</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling Proficiency</td>
<td>27%</td>
<td>52%</td>
</tr>
<tr>
<td>Bikeability</td>
<td>6%</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>54%</td>
<td>13%</td>
</tr>
</tbody>
</table>

3.8 The proportion of respondents identifying Bikeability as a formal cycle training scheme (without prompting) was greater in this year than the proportion of respondents able to identify Bikeability without prompting in the 2011 survey by 13 percentage points.

3.9 There was a large increase in the number of respondents naming Cycling Proficiency as a formal cycle training scheme they were aware of. This increased from 27% of respondents in 2011, to 52% of respondents in 2012.

3.10 The number of respondents who could not name a formal cycle training scheme has decreased since the 2011 survey; 54% of respondents could not name a scheme in 2011, compared to 13% in 2012.

**Uptake of Formal Cycle Training**

3.11 Respondents were asked whether their child had received cycle training, had been offered cycle training, or currently had cycle training booked (were due to receive cycle training in the near future). Figure 3.3 shows the responses by region.

3.12 London was the region with the lowest percentage of children having received cycle training, with only 39% of children having received, or are booked to receive formal cycle training. The South West was the region with the highest number of children who had received cycle training (44%).
Summary of Responses

**FIGURE 3.3 UPTAKE OF CYCLE TRAINING BY REGION**

Qu. 5 Base: All respondents (1800)

3.13 The proportion of children reported as having received formal cycle training has increased by 7 percentage points since 2011. This correlates to the decrease in the number of children not offered, booked, or received training (6%).

3.14 There was a small increase of 2 percentage points in the proportion of respondents who reported that their child had been offered cycle training but were unlikely to take part.

**FIGURE 3.4 UPTAKE OF CYCLE TRAINING - COMPARISON WITH 2011 RESULTS**

Qu. 5 Base: All respondents (1800)
Summary of Responses

Bikeability

Awareness of Bikeability

3.15 Respondents were asked about their awareness of the Bikeability cycle training scheme. Over a third (37%) of all respondents of the 2012 survey were aware of the Bikeability training scheme when shown the Bikeability scheme logo, compared to 28% in 2011.

FIGURE 3.5 HAVE YOU HEARD OF THE BIKEABILITY TRAINING SCHEME?

3.16 Awareness of the Bikeability cycle training scheme is fairly even across the different regions. The region with the highest percentage of people aware of Bikeability is the South West (45%). The region with the lowest awareness of Bikeability is London, where 72% of respondents were unaware of Bikeability.
Summary of Responses

FIGURE 3.6 THOSE AWARE OF BIKEABILITY BY REGION

Qu. 4 Base: All respondents (1800)

Uptake of Other Formal Cycle Training Schemes

3.17 Respondents were asked which cycle training schemes their child had been offered, booked, or received. Bikeability training was the most popular scheme, with 47% of children having been offered, booked or received the training. Bikeability was the only cycle training scheme to increase from the 2011 survey (5%).

3.18 The proportion of respondents who did not know the name of the cycle training scheme that their child had taken part in (or was due to take part in) decreased slightly by 2 percentage points from the 2011 survey, however there was still a large percentage of respondents who were unaware of the cycle training scheme being offered to their child (41%).
Summary of Responses

**FIGURE 3.7 WHICH OF THESE SCHEMES HAS YOUR CHILD BEEN OFFERED, BOOKED, OR RECEIVED?**

![Bar chart showing brand recognition for different cycle training schemes]

*Qu. 6 Base: All respondents whose child has been offered, booked or received cycle training (1026)*

3.19 Figure 3.8 shows regional variation in brand recognition. Bikeability is the most known formal cycle training scheme in all regions of the country. The region with the highest percentage of children having been offered, booked or received Bikeability training was the West Midlands (55%).

3.20 CTC training (delivered by the organisation, the CTC) was a particularly common response among London respondents, where 13% of the overall cycle training was known as CTC training. Bikeability has the lowest recognition in London where only 29% of children have been offered, booked or received Bikeability training.

3.21 There was a high proportion of respondents who did not know the name of the formal cycle training scheme offered to their children; this was common across all regions. The region with the highest percentage of respondents who did not know the name of the cycle training scheme was London, where half of all respondents (50%) were not aware of the scheme’s name.
FIGURE 3.8 WHICH OF THESE SCHEMES HAS YOUR CHILD BEEN OFFERED, BOOKED, OR RECEIVED, BY REGION

Qu. 6 Base: All respondents whose child has been offered, booked or received cycle training (1026)

3.22 The key cycle training schemes mentioned within ‘some other scheme’ include:
- Cycling Proficiency 24%
- Council training 20%
- School training 17%

Communication Channels

3.23 Respondents who were not already aware of the Bikeability training scheme were asked where they would expect to hear about a scheme like Bikeability. The majority of respondents who were not already aware of Bikeability stated that they expected to hear about Bikeability through their child’s school (85%), and a third of respondents expect to hear about it through groups such as cubs or brownies. Of the 96 respondents who expected to hear about Bikeability through leaflets or posters from elsewhere, 21 people expected to see such leaflets or posters in the library.

3.24 The two main locations mentioned by respondents who expected to hear about Bikeability through ‘leaflets / posters from elsewhere’ were in libraries and in their child’s school. Those who expected to find this information online suggested school and council websites, and websites aimed at parents.
FIGURE 3.9  COMMUNICATION CHANNELS - THOSE UNAWARE OF BIKEABILITY

Qu. 7B Base: All respondents not already aware of Bikeability (1109)
3.25 Those already aware of Bikeability were asked where they had heard about the scheme. In both 2011 and 2012, the most common source of awareness for Bikeability was through their child’s school. This increased from 58% in 2011 to 69% in 2012.

3.26 Respondents who had heard of Bikeability through the internet had done so mainly through internet search engines such as Google or their council’s website.

**FIGURE 3.10 COMMUNICATION CHANNELS - THOSE ALREADY AWARE OF BIKEABILITY**

![Communication Channels Diagram](image-url)

*Qu. 8 Base: All respondents aware of Bikeability (691)*
Bikeability - Those not Offered / Booked

**Likelihood of Participation**

3.27 Respondents were asked how likely they would be to give permission for their child to take part in Bikeability if it was offered to them in the next few weeks or months. Those aware of Bikeability were much more likely to give their permission (67%).

3.28 The response from fathers and mothers was very similar.

**FIGURE 3.11 LIKELIHOOD OF PARENTS TO GIVE PERMISSION FOR BIKEABILITY TRAINING**

Qu. 10 Base: All respondents whose child has not been offered, booked or received Bikeability training (1301)

3.29 Over half of respondents (56%) stated that they would be very likely to give permission for their child to take part in Bikeability training in the 2012 survey, compared to 49% in 2011.
FIGURE 3.12 LIKELIHOOD OF PARENTS TO GIVE PERMISSION FOR CHILDREN TO TAKE PART IN BIKEABILITY TRAINING – COMPARISON WITH 2011 RESULTS

Qu. 10 Base: All respondents whose child has not been offered, booked or received Bikeability training (1301)
Summary of Responses

Reasons for Not Giving Permission for Children to Participate

3.30 Respondents who were unlikely to give permission for their child to take part in Bikeability training were asked what the main reasons for this were.

3.31 20% of respondents who were unlikely to give permission for their child to take part said that their child did not want cycle training, and 3% of respondents did not want their child to ride a bike. 15% of respondents stated that their child was not confident cycling on the road.

FIGURE 3.13 MAIN REASONS FOR NOT GIVING PERMISSION FOR BIKEABILITY TRAINING

Verbatim responses given as ‘other’ reasons for being unlikely to give permission for a child to take part ’ are detailed below. Response themes with more than one response are grouped together.

I Distance between school and home, five related comments:

- “Hard to get bike to them.”
- “Too difficult to get the equipment needed to the school.”

Qu. 11 Base: All respondents unlikely to give / not sure of giving permission for their child to take part in Bikeability (98)

Qu. 11 Base: All respondents unlikely to give / not sure of giving permission for their child to take part in Bikeability (98)
Summary of Responses

- “Difficulty getting bike to and from school as they don’t allow them on the bus and don’t allow cycling to school.”
- “Cannot get bike to school, too far.”
- “We live too far from school.”

Dangerous roads, two related comments:
- “My child cycles but I wouldn’t allow her on the roads.”
- “Because the roads are too dangerous and in an accident the driver is unlikely to stop.”

Other:
- “My child is not interested in cycling.”
- “[My child] is already very competent.”
- “[My child] is too old now; they should have received it when much younger. They already have the skills required now.”
- “Can’t afford it.”

Bikeability - Those Participating in the Scheme

Bikeability Award Materials

3.33 A question regarding Bikeability award materials (Bikeability branded badges, certificates and booklets) was included in the 2012 survey to help gain insight into the appeal of the current award materials. Respondents whose child had received Bikeability training were asked if their child was awarded any of the core Bikeability award materials.

3.34 This question was aimed at respondents whose child had taken part in the Bikeability training scheme, and did not distinguish between those children who passed the course, and those who did not meet the required outcomes for the level undertaken.

3.35 Certificates were the most popular Bikeability award, with 93% of all children who took part in Bikeability training having received a certificate. 65% of children who took part in Bikeability received the Bikeability booklet.
FIGURE 3.14 BIKEABILITY AWARD MATERIALS

Qu. 7 Base: All respondents whose child received Bikeability training (394)

3.36 Respondents whose child had received Bikeability training were asked to rate the appeal of the Bikeability award materials. In general there was a very positive response to the appeal of the award materials. 53% of respondents thought that the badge had excellent appeal.

3.37 Only a very small number of respondents thought that the award materials had a poor level of appeal; this related mostly to certificates where 1% of respondents rated the appeal as poor.

3.38 The award materials were slightly more popular with parents of boys than with parents of girls, with a higher percentage of respondents with boys than respondents with girls regarding the appeal of the badges and booklets as excellent (58% and 44% respectively, compared with 46% and 34% for girls).
Summary of Responses

FIGURE 3.15 APPEAL OF THE BIKEABILITY AWARD MATERIALS BY GENDER OF CHILD

Qu. 7 Base: All respondents whose child received Bikeability training, and were awarded a badge, certificate or booklet (badge awarded 285, certificate awarded 368, booklet awarded 258)

3.39 Respondents were asked if there were any other awards they would like to see offered to their child. The most popular suggested award was high visibility / reflective items, identified by 36% of respondents. Other suggestions included protective equipment, such as helmets and knee pads (9%) and a handbook including the rules of the road (8%).

Attitudes Towards Bikeability

3.40 Respondents were asked whether they agreed or disagreed with a list of statements regarding Bikeability. This question was asked to those who were aware of Bikeability, and to respondents whose child had been offered, booked or received Bikeability training.

3.41 92% of respondents thought that Bikeability ‘makes a real difference in terms of children’s road safety’, and 80% thought ‘it gives children enough confidence to use the roads on their own’.

3.42 Around eight in ten respondents disagreed that Bikeability is ‘impractical’ (77%), or that ‘it is a hassle / inconvenient to get children to take part’ (79%).
FIGURE 3.16 ATTITUDES TOWARDS BIKEABILITY

Qu. 9 Base: All respondents aware of Bikeability or respondents whose child has been offered, booked or received Bikeability training (691), excluding ‘don’t know’ responses

Comparing the results from the 2011 and 2012 surveys, a smaller proportion of respondents think it is a hassle / inconvenient to have children take part in Bikeability (reduced by 8 percentage points since 2011). 77% of respondents disagreed that Bikeability training is impractical; this was a substantial change of 39 percentage points from 2011.

More parents think that Bikeability makes a real difference in terms of children’s road safety, up by 6 percentage points.
Summary of Responses

**FIGURE 3.17 ATTITUDES TOWARDS BIKEABILITY – COMPARISON WITH 2011 RESULTS**

- **It teaches all the skills children need to cycle in modern road conditions...**
  - 2011: 80% Agree, 6% Disagree
  - 2012: 78% Agree, 6% Disagree

- **It gives children enough confidence to use the roads on their own 2011**
  - 2011: 80% Agree, 3% Disagree
  - 2012: 80% Agree, 5% Disagree

- **It gives children a realistic experience of using the roads 2012**
  - 2011: 84% Agree, 5% Disagree
  - 2012: 88% Agree, 3% Disagree

- **It makes a real difference in terms of children's road safety 2012**
  - 2011: 86% Agree, 1% Disagree
  - 2012: 92% Agree, 0% Disagree

- **It makes children over confident about using the roads 2012**
  - 2011: 33% Agree, 48% Disagree
  - 2012: 30% Agree, 56% Disagree

- **It is a hassle / inconvenient to get children to take part 2012**
  - 2011: 17% Agree, 67% Disagree
  - 2012: 9% Agree, 79% Disagree

- **It is impractical 2012**
  - 2011: 18% Agree, 38% Disagree

**Qu. 9 Base: All respondents aware of Bikeability or respondents whose child has been offered, booked or received Bikeability training (691)**
**Improvement to Road Safety**

3.45 There was a decrease in the proportion respondents who thought that Bikeability improved their child’s safety on the road ‘a lot’ (a decrease of 11 percentage points). However, there was an increase in respondents who thought that Bikeability improved their child’s safety on the road a little (51%).

3.46 No respondents thought that their child’s safety on the road had been worsened by taking part in the Bikeability training scheme.

**FIGURE 3.18 SAFETY ON THE ROAD FOLLOWING BIKEABILITY TRAINING**

Qu. 13 Base: All respondents whose child had received Bikeability training (394)

3.47 Respondents whose child had received Bikeability training were asked if their child cycles more since receiving their training (Figure 3.19 below).

3.48 13% of respondents said that their child cycles to school more often, and 49% of respondents said that their child cycles after school or at weekends more often.

3.49 38% of respondents said that their child does not cycle more often since receiving Bikeability training.
Qu. 13a Base: All respondents whose child had received Bikeability training (394)
4 Conclusions

Attitudes Towards Bikeability

- There was a 9 percentage point increase in respondents’ recognition of Bikeability in 2012 from the sight of the logo alone.
- 90% of respondents whose child had taken part in Bikeability thought that it had improved their safety on the road, which is a similar proportion to the 2011 survey.
- Bikeability is still viewed in a very positive light by parents whose children have been offered, booked or received Bikeability training. The following top four statements about Bikeability are the same as those to come out of the 2011 survey:
  - It teaches all the skills children need to cycle in modern road conditions;
  - It gives children enough confidence to use the roads on their own;
  - It gives children a realistic experience of using the roads; and,
  - It makes a real difference in terms of children’s road safety.
- There was a 7 percentage point increase in respondents who said that they would allow their child to take part in Bikeability (of those not already offered it) compared to 2011.

Post Bikeability Training

- Over a third of respondents said their child does not cycle more after having taken part in Bikeability.
- This suggests more could be done to focus on cycling after training, particularly to encourage journeys to school by bicycle.

Brand

- ‘Cycling Proficiency’ is still the most common cycle training brand name spontaneously identified by respondents, which matches the results of the 2011 survey. The number of respondents who said that they had heard of Bikeability, however, has increased from 28% in 2011 to 37% in 2012.
- Most parents were aware of Bikeability because they had heard about it through their child’s school but this still only accounted for 58% of respondents. This suggests there is an opportunity to make more of the brand through schools, for example through Bikeability branded letters to parents.
- The branded award materials (badges, certificates and booklets) had a very positive appeal to those who had received them. There was an interest among respondents for additional Bikeability branded award materials, notably those with a safety focus, such as reflective clothing and accessories.
Appendix 1

Questionnaire

If you have more than one child aged 10-12 (in school years 6 or 7), please think about your child in this age group who is next to have their birthday, when answering the questions below.

**SINGLE CODE**

**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

**SINGLE CODE**

**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

*(include comments box for additional text)*

**MULTI CODE – TYPE IN 1 to 4 - RANDOMISE ORDER OF CODES**

**Q2.** What do you think are, or would be, the main benefits for your child as a result of receiving cycle training? Put a ‘1’ by the main benefit, ‘2’ for second etc.

1. Improved road awareness
2. Improved riding skills
3. Improved confidence
4. Improved health / fitness
5. Safer when cycling
6. Other (WRITE IN BELOW)
7. Don't know

**OPEN RESPONSE**

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

*(Open text box and “I can’t name any” tick box)*
Summary of Responses

SINGLE CODE – SHOW LOGO WITH QUESTION

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)

MULTI CODE

Q6. Which of these cycle training schemes has your child been offered, booked, or received?
1 Bikeability (with logo)
2 CTC Training (with logo)
3 Go-Ride (with logo)
4 Some other scheme (WRITE IN BELOW)
5 Do not know the name of the training  EXCLUSIVE

ASK IF RECEIVED TRAINING (Q5=1) + (Q6=1)

Q7 You have said that you child received Bikeability training; were they given one or more of the following Bikeability award materials? If so, please rate the appeal of these to your child

<table>
<thead>
<tr>
<th>AWARD MATERIAL</th>
<th>AWARD PROVIDED</th>
<th>EXCELLENT</th>
<th>GOOD</th>
<th>AVERAGE</th>
<th>POOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badge</td>
<td>Y/N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Certificate</td>
<td>Y/N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booklet</td>
<td>Y/N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q7A. Are there any other materials you would like to see offered to your child?
OPEN RESPONSE
ASK IF NOT AWARE OF BIKEABILITY (NOT Q4=1 AND NOT Q6=1)
SHOW BIKEABILITY LOGO
MULTI CODE – RANDOMISE ORDER OF CODES

Q7B. 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? (WRITE IN BELOW)
3. From school (eg. letter brought home / hear from teacher / child)
4. Word of mouth from other parents
5. On the Internet – Where? (WRITE IN BELOW)
6. From groups like Cubs / Brownies etc
7. In the local press
8. Elsewhere (WRITE IN BELOW)

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

Q8. Where did you hear about Bikeability?

1. Leaflets / Posters at school
2. Leaflets / Posters elsewhere – Where? (WRITE IN BELOW)
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? (WRITE IN BELOW)
7. Heard about it from Cubs / Brownies etc
8. Saw it in the local press
9. Elsewhere (WRITE IN BELOW)

ASK ALL AWARE OF BIKEABILITY (Q4=1 OR Q6=1)
SINGLE CODE PER STATEMENT– RANDOMISE ORDER OF CODES

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
Summary of Responses

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 (e.g. requires children to have too much gear - bike / helmet / pads etc)

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

SINGLE CODE

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)

MULTI CODE – MAXIMUM FIVE CODES - RANDOMISE ORDER OF CODES

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

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
Summary of Responses

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 (WRITE IN BELOW)

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

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)
SINGLE CODE

Q.13. How has the Bikeability training your child received improved 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

Q13a. Since attending Bikeability training, does your child cycled more often?
1. Yes; cycles to school more often
2. Yes; cycles after school/at weekends more often
3. No

SHOW ALL

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.

ASK ALL - OPEN RESPONSE
Summary of Responses

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)?

ASK ALL - OPEN RESPONSE

Q15. What is your home postcode?
## CONTROL SHEET

### Project/Proposal Name
Bikeability Brand Research Survey 2012

### Document Title
Summary of Responses

### Client Contract/Project No.
NRP10044

### SDG Project/Proposal No.
22386109

## ISSUE HISTORY

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## REVIEW

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## DISTRIBUTION

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