



CYCLING LINKS EVALUATION

Evaluation of Recyke-a-bike, a CCF funded project

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Report	CYCLING LINKS EVALUATION Evaluation of Recyke-a-bike, a CCF funded project
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EXECUTIVE SUMMARY

Cycling Links was a Climate Challenge Fund (CCF) project run by Recyke-a-bike, an initiative of Fallin Community Enterprises (FCE) aimed at encouraging cycling, diverting bikes from landfill and developing skills back into the workforce. The project concluded in March 2016. Changeworks was commissioned to undertake an evaluation of this project.

The main aim of the evaluation was understand what impact the Cycling Links project had on the community, particularly in terms of increases in cycling (modal shift). The project also aimed to identify lessons from the project and how future projects/ initiatives run by Recyke-a-bike could help overcome these.

The evaluation was undertaken through a combination of focus groups with users (adults and children) and a survey of users.

Key Findings

This evaluation highlighted the wide range of impacts that the Recyke-a-bike Cycling Links project has had on cycling activity for its users. This has, in particular, included:

- Encouragement to cycle more
- Becoming fitter and more active
- Promoting independence
- Giving confidence
- Delivering improved knowledge and skills
- Generating a highly inclusive environment to encourage cycling
- Increased cycle ownership

There was also evidence of impacts in terms of social inclusion, improvements in mental and physical health and providing access to learning opportunities.

The survey data has highlighted that all Recyke-a-bike activities were very well received by participants in terms of being useful and supporting participants to cycle more.

Increase in cycling and mode shift

A significant increase in cycling was identified by those that have accessed Recyke-a-bike services across all trip purposes, although this was best demonstrated in terms of cycling for health and fitness.

The average mileage cycled per week for a participant increased from 20.9 miles to 39.0 miles per week, an increase of 18.1 miles per week on average per person. On average 19.3 miles of motorised transport per person, per week has been replaced by cycling.

Future developments

Users of services were typically supportive of Recyke-a-bike continuing to deliver the range of current services, and to develop new or enhanced services including a café, renting out bike workstations and tools, one to one training sessions for repairs, better promotion of cycling routes and cycle rental. There was also some indication that there was scope to better promote and advertise both the key activities and the wider aims of Recyke-a-bike (i.e. employability, skills development.). There was also support for charging (if required) for some of the more 'advanced' services. There was less support for charging a fee for the more introductory or participative activities (e.g. led rides, basic mechanic courses).

Recyke-a-bike has been highly effective in encouraging access to cycling for all (not just 'keen' cyclists) and it should continue to do so wherever possible. It is clearly fulfilling a unique role in the local cycling market as an active, inclusive and highly supportive promoter of cycling.

1. Introduction

Cycling Links was a Climate Challenge Fund (CCF) project run by Recyke-a-bike, an initiative of Fallin Community Enterprises (FCE) aimed at encouraging cycling, diverting bikes from landfill and developing skills back into the workforce. The project concluded in March 2016. Recyke-a-bike is, however, continuing to run some of these activities.

Cycling Links took a multi-pronged approach to promoting cycling skills for all the family. It aimed to break down barriers and enable family members to cycle, whether that be alone or as a family, for work purposes, school or leisure. The overall goal was to achieve a modal shift that meant more people in the area were cycling.

Cycling Links undertook a number of activities including:

- Bikeability training in schools
- Employer engagement
- A range of community events such as evening rides and open days
- Adult/ children and commuter cycle skills ride training workshops
- Bicycle maintenance workshops
- Upskilling staff and volunteers through City & Guilds training

Recyke-a-bike was keen to evaluate the Cycling Links project to understand the impact of the project, what had been successful and what learnings had emerged from the project. In addition, they were keen to identify whether modal shifts had been achieved, and if not, why not.

The evaluation results will form part of the project's final CCF report. Bikeability sessions were already being evaluated through 'hands up' surveys at schools, so the evaluation focused on the wider community activities.

Evaluation aims

The main aim of this evaluation was to understand the impact Cycling Links had on the community, particularly in terms of increases in cycling (modal shift).

The project also aimed to identify lessons from the project in terms of what aspects of the project had been effective, what barriers to cycling remain and how future projects/initiatives run by Recyke-a-bike could help overcome these.

2. Methodology and Sample

2.1 Methods

The evaluation was carried out via:

- a) An evaluation survey
- b) Two focus groups

Evaluation survey

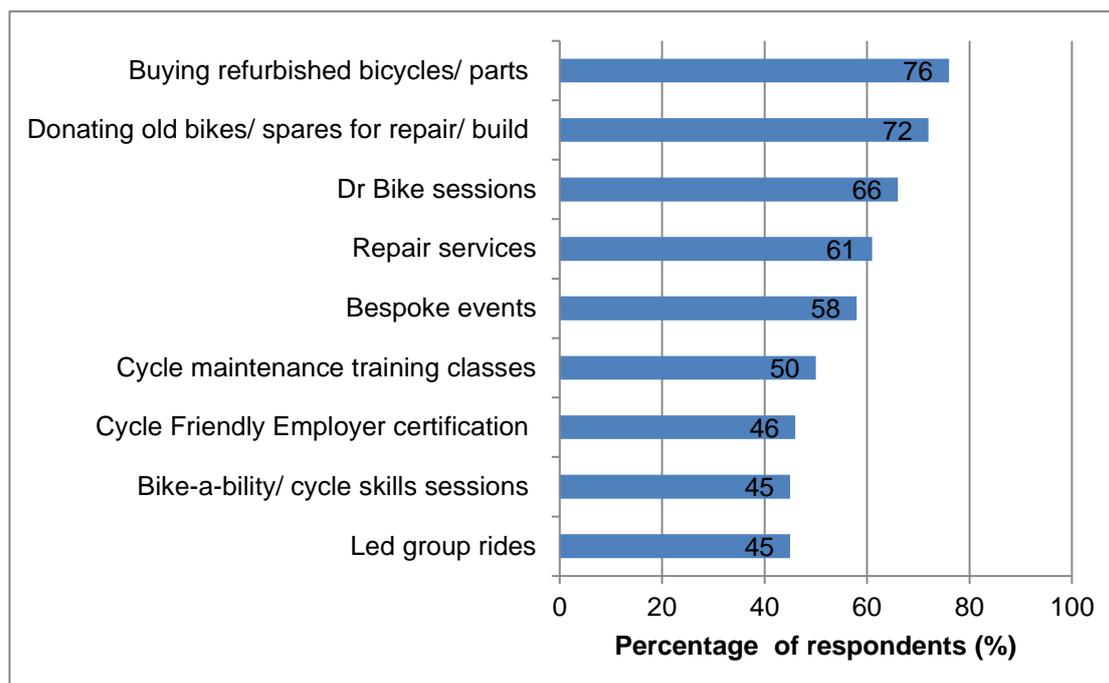
Recyke-a-bike had an existing survey which it used to collect general information from project beneficiaries on cycling, barriers and suggestions to help enable cycling. Building on this, Changeworks designed an evaluation survey to be sent to a range of stakeholders that had been involved in the project. The survey identified and explored:

- What modal shifts had been achieved from the project
- Which project activities had been beneficial/useful in encouraging or enabling cycling
- Remaining barriers to cycling
- Benefits of cycling
- What they would like to see in future projects and anything that could be delivered better

The survey was designed in Survey Monkey. Recyke-a-bike was responsible for issuing the survey to their contacts and inputting any paper surveys into Survey Monkey.

Changeworks carried out a basic analysis of the survey findings for the final report. We developed the survey to, where possible, allow data to be collected to enable CO₂ savings from modal shifts to be calculated – e.g. miles travelled arising from cycling activity that had replaced other modes of transport. Please note: Changeworks did not undertake any CO₂ calculations. Recyke-a-bike will undertake calculations of carbon savings from the raw data of miles travelled for their evaluation report.

Figure 1 – Percentage of respondents who had accessed/ used Recyke-a-bike’s activities



Base = 58 – 62

Source = Q4

Survey respondents had taken part in a number of activities with Recyke-a-bike (Figure 1). The majority of respondents (47 out of 62 respondents, or 76%) had bought refurbished bicycles and/or parts, and just under three quarters of respondents (43 out of 61 respondents, or 72%) had donated old bikes/ spares for repair/ build. Bikeability/ cycle skills sessions (27 out of 60 respondents, or 45%) and led group rides (26 out of 58 respondents, or 45%) were the least popular amongst respondents with less than half of respondents having experience with these activities.

These results demonstrate that the respondents to the survey represent those that had experienced a wide cross section of the Recyke-a-bike services and activities. However, responses are skewed slightly towards those who had been involved in activities relating to bikes and spares purchasing and repairs.

Focus groups

Changeworks conducted two focus groups with beneficiaries of the project:

- Children involved in Bikeability and group rides, comprising nine children ranging from (approximately) age 7 to age 11
- Nine adults, that had all undertaken bike skills training

The focus groups explored similar issues touched on in the survey (except for modal shifts) allowing for a more in-depth understanding to develop. For example, they explored in greater detail how different activities of the project had or had not been successful.

Changeworks designed a topic guide for the focus groups and this was approved by Recyke-a-bike. [Topic guides are attached as an appendix]

The focus groups took 1.5 hours for adults and 40 minutes for the children. Children were accompanied by their parents/ guardians. The groups were undertaken at Recyke-a-bike's office. All participants were given a £20 Recyke-a-bike voucher as an incentive and to thank them for participating.

Recyke-a-bike was responsible for recruiting focus group participants. These were selected to represent a variety of demographics e.g. age and gender.

3. Focus Group Findings

3.1 Perceptions of children's activities

All participants in the focus group were part of a youth group supported by Recyke-a-bike. Participants mentioned that they had taken part in a wide range of activities with Recyke-a-bike, including:

- *Fixing bikes*: e.g. "M checks" (bike safety checks), repairing punctures, replacing parts;
- Bikeability sessions: e.g. Road safety, junctions, lifesaving;
- Group Rides, including night rides, and;
- Pump track (a skills based portable track).

The participants were asked to comment on what they thought was 'good' and 'bad' about these activities. When discussing 'fixing bikes', the participants mentioned only positive comments. Participants remarked that 'fixing bikes' was 'good' for the following reasons:

- they could do this activity without their parents
- they learnt how to do the fixing themselves;
- they could help friends and family fix their bikes (one participant took his pump/ puncture kit to school), and;
- it was a good skill to know just in case.

Participants' opinions of 'road safety/ Bikeability' were more mixed, with some describing it as more of a challenge (perhaps reflecting the nature of this activity, i.e. developing skills and them being assessed) although most participants were positive. They remarked that this activity helps children to be safe on the road and that children were therefore less likely to get "*squished*" by a car. It was also commented that it teaches children how to store/ lie their bikes down without damaging the gears. Participants, however, also mentioned that this activity could be boring due to repetition by those running the road safety courses. One participant stated that the leaders "*kept going over and over and over again*". That said, there were particularly positive comments about the award process, with one child indicating that they wanted to get a "*level 80 award*" (awards go up to level 3) and when asked if they would like to do bike training again, 50% responded yes and, interestingly, most who thought it was hard/ or difficult would do it again.

In general, participants enjoyed the group rides and in particular the night rides (8 indicated that they liked this best of all activities). They remarked that these were 'good' as:

- they could use their lights;
- the roads were quiet at night;
- they learnt how to preserve energy in their batteries, they had fun in the dark turning off their lights and that they could sneak off in the dark (indicated jokingly), and;
- they could use knowledge of how to behave in a 'sensible' way on bikes.

One participant, however, mentioned that it was “*creepy*” at night, and another participant mentioned that other people were an issue in the dark (in terms of making them feel slightly insecure).

Finally, participants were asked about the pump track. Given time limitations it was not possible for the participants to go into detail. A number of participants remarked that they found this activity “*fun*”. Others mentioned that they found it “*boring*”.

3.2 Perceptions of adults’ activities

All of the participants in the adult focus group had taken part in a maintenance course(s) with Recyke-a-bike. The participants had less knowledge of the other activities run by Recyke-a-bike. One participant mentioned that they knew that Recyke-a-bike held family cycle rides. Another participant knew about Dr Bikes as this went to their workplace (the Council) once a month and one had purchased a bike from Recyke-a-bike.

The participants had heard about Recyke-a-bike through a number of different channels: adopt-a-bike at local schools, social media (the Cycle Hub Facebook page and the Belles-on-Bikes Facebook page), the Council’s intranet, and through Stirling Cycling Training.

The participants had a variety of reasons for participating in a maintenance course(s). One participant wanted something practical; this participant had bought a number of books about bikes but decided it was better to learn from someone showing them what to do. Others mentioned that this was the only maintenance class in Stirling that they knew about. Another participant was looking for an evening class, not necessarily a bike maintenance class, and came across Recyke-a-bike’s maintenance course when trying to get parts to fix their bike; this participant stated that it “*fitted the bill perfectly, and was on the doorstep*”.

3.3 Benefits Of Participating In Recyke-A-Bike Activities

Benefits for Children

There was clear evidence of an increased level of cycling amongst the children. The majority of participants (7 out of 10) in this focus group had started to go on more bike rides since starting activities and courses with Recyke-a-bike. Three participants remarked that they were now going on more bike rides with ‘grown-ups’.

Children reported feeling more confident (and less nervous) about cycling since they had started to participate in activities/ courses with Recyke-a-bike. When probed on why this was, participants mentioned a variety of reasons; remarking that it was because they had: learnt to take off a wheel and change a tyre; had experience of riding in the dark, and; had learnt how to ride safely.

Parents of the participants in attendance at the focus group were in agreement. They saw improved confidence in their children’s cycling. In addition, they remarked that their children had gained cycling knowledge and a better appreciation of other people and traffic from Recyke-a-bike. One parent stated that Recyke-a-bike had

“encouraged [their child] to get back on their bike”. This parent’s child had not been on a bike for a while as they had grown out of their previous bike and become nervous after stopping cycling for a period.

It was also clear from the discussion of the different activities that the children were very much enjoying the Recyke-a-bike activities and had a good relationship with the staff member (who was present, but non-participative, in the group)

Benefits for Adults

Adult participants were generally very positive about the maintenance courses they had attended at Recyke-a-bike. Recyke-a-bike was described as *“inclusive”*, *“friendly”* and *“generous with their time”*, and one particularly positive participant stated that they *“could be a cheerleader for Recyke-a-bike”*. Staff at Recyke-a-bike were also described as *“so so friendly”* and *“so lovely”*.

A number of participants remarked on the contrast between other cycling ‘shops’ and Recyke-a-bike; with Recyke-a-bike described as very welcoming for anyone (not just ‘serious’ cyclists) and other bike shops being *“intimidating”* to enter. One participant stated that they were *“not sure [they] would have gone to a maintenance class at any other cycling shop in Stirling”* as a result of this. Another participant remarked that they felt that they had to *“prepare what I am going to say”* before walking into other shops, whereas he felt he did not need to know specific terminology at Recyke-a-bike and could be comfortable asking for help.

Increase in cycling

Approximately half of the participants in this focus group stated that they cycle more since they started participating in activities with Recyke-a-bike. One participant was persuaded to buy a bike during one of the Recyke-a-bike’s maintenance courses. This participant stated that participating in this maintenance course *“definitely made an impact on my cycling”*. Another participant indicated that they cycled more as more of their friends now have bikes that were purchased on his recommendation from Recyke-a-bike.

One participant reported significantly improved fitness, health and weight loss from an increase in cycling after engagement with Recyke-a-bike (she initially gained contact via acting as a volunteer for Bikeability activity at her local school and subsequently undertook evening classes at Recyke-a-bike). She indicated that cycling has *“given me something I didn’t know was within me”* and that she was such a convert to cycling that people now ask her about bikes in her community

A number of participants mentioned that Recyke-a-bike’s maintenance courses had improved their confidence. One participant remarked that they *“probably wouldn’t have cycled if [they] hadn’t come [to the maintenance course]”*. Before attending this maintenance course, the participant had been worried about something going wrong with their bike while out cycling (e.g. a puncture). Now the participant is more confident; they feel that they would be able to fix a number of problems if they occurred. This participant now parks at the Park and Ride and cycles into town.

Greater maintenance and cleaning

A number of participants who stated that engagement with Recyke-a-bike had not had an impact on their level of cycling mentioned that instead it had impacted on how they maintain their bikes. These participants now spend more time maintaining and cleaning their bikes. One participant mentioned that they now clean their bike once a week and another indicated that, as they now know how to fix a bike, there has been a marked reduction in the amount of time their bike is off the road when it needs to be repaired. This resulted in an increase in their frequency of cycling.

3.4 Improvements And Future Projects

Children's activities

The participants of this focus group were asked what they wanted the Recyke-a-bike team to do in the future. Participants had a number of ideas and suggestions for children's activities, including:

- Visiting another bike garage/ workshop to see how they repair or manufacture bikes. One participant stated that they "*would like to see how a bike is made from a block of iron*";
- Accessing a bigger pump track, and;
- More advanced Bikeability training to learn/ experience new things (such as going on busier roads).

The latter suggestion is interesting in that, although viewed as one of the most challenging activities, it was clear that many gained significant enjoyment and sense of achievement from Bikeability sessions and sought to do more. Finally, one participant acknowledged the wider challenges of cycling by requesting (in jest) that Recyke-a-bike check the weather before arranging group cycling activities!

Adults' activities

Adult participants were asked what they would like to see in future Recyke-a-bike projects. A number of ideas were discussed. Participants were keen for Recyke-a-bike to develop, or consider developing a range of activities, comprising:

- organising events with Stirling University to encourage new students to buy bikes/ raise awareness of Recyke-a-bike's maintenance courses, particularly at the start of the academic year;
- allowing volunteers to help in the workshop;
- increased engagement with schools,
 - including in particular taking bikes to sell at school fairs and showing parents that "*it can be quite inexpensive to buy a bike*";
- actively promoting quiet cycling routes to key destinations in and around Stirling;
- opening up new Recyke-a-bike stations in neighbouring towns;
- becoming involved in lobbying for more cycle tracks and bike parking;

- give out Recyke-a-bike vouchers to participants at the end of courses to encourage people to come back (e.g. discount on next course);
- introduce the option of one-on-one courses or 'top-up' courses;
- have smaller course sizes/ a greater number of trainers and more printed literature;
- offering fix your own bike courses/ drop in sessions

After prompting, there was also strong support from the group for Recyke-a-bike to set up a community café, although there was a comment from one respondent that this should adhere to the wider values of the organisation, i.e. focus on locally sourced food and foster employability opportunities.

3.5 Recyke-a-bike aims and funding

In general, participants had a good understanding of Recyke-a-bike's aims. They knew that Recyke-a-bike was a social enterprise that focused on reducing the number of bikes going to landfill and encouraging people to cycle. However, a number of participants were unaware that Recyke-a-bike helped disadvantaged young people to get training. One participant who had learnt this fact after they started to engage with Recyke-a-bike mentioned that they were very pleased to find this new 'layer' to Recyke-a-bike. Focus group participants were typically unsure where Recyke-a-bike funding came from. However, they were aware that Recyke-a-bike employees were paid for their work. This does suggest scope for increased promotion of such activities/ aims

Participants were asked how Recyke-a-bike should fund their activities in the future. There was general agreement that Recyke-a-bike should continue to offer free basic maintenance courses. However, participants were happy for Recyke-a-bike to start charging for intermediate and advanced maintenance courses, and one-on-one or 'top-up' classes.

Participants were asked if they would have different expectations if they were asked to pay for courses. Responses were mixed. One participant stated that *"if money [was] involved, [there would be] certain standards above and beyond I would expect"* (e.g. *"glossy literature"*, more support and smaller course sizes). Other participants remarked that they thought the standard of the courses were good and support was strong; they would not change anything if they had to pay.

3.6 Remaining Barriers to Cycling

Remaining barriers to participants' cycling in the area were discussed briefly amongst the adult group and included:

- A lack of bike parking in and around Stirling, although this discussion prompted much debate on this issue, with participants sharing suggestions;
- A lack of cycle tracks;

- A lack of knowledge/ awareness of quiet cycling routes; participants mentioned that there are some good route maps available but little money is spent on advertising these, and;
- A lack of confidence (particularly amongst new students at University), and;
- The weather!

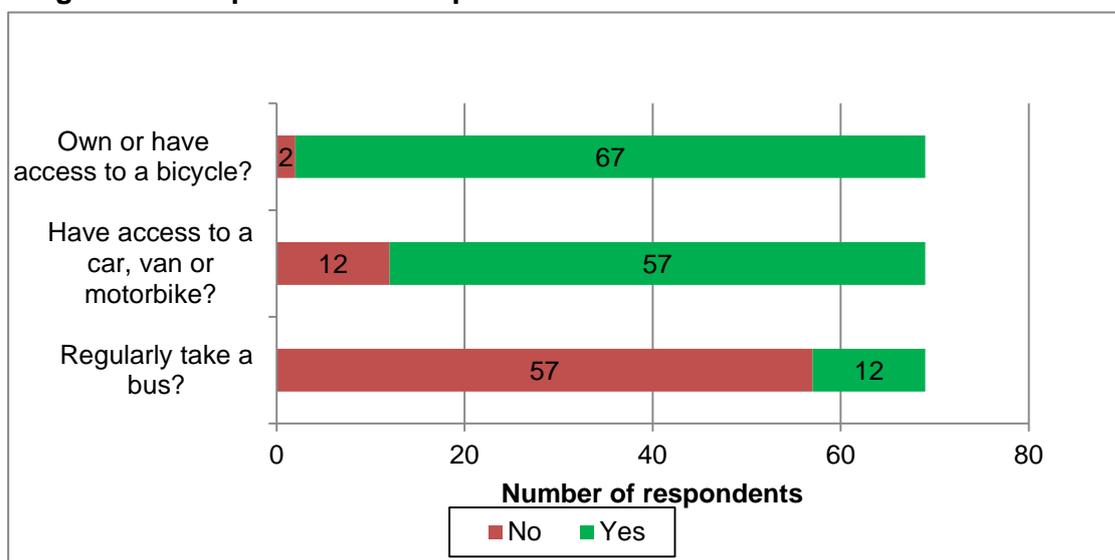
4.0 Survey Responses

This chapter describes the data from the online survey of Recyke-a-bike users. It is important to note that this is data from a relatively small sample of respondents and as a result findings may not be fully representative of all users of Recyke-a-bike services.

4.1 Respondents' transport options

The majority of respondents (58 out of 69 respondents, or 84%) owned a working bicycle before they accessed Recyke-a-bike's services/ support. However as Figure 2 below shows the survey respondents' current transport options (after accessing Recyke-a-bike services) demonstrate an increase in cycle ownership, with almost all of the survey respondents (67 respondents out of 69, or 97%) now owning or having access to a bicycle. Nearly half of the respondents (32 out of 70 respondents, or 46%) had purchased a recycled bicycle from Recyke-a-bike.

Figure 2 – Respondents' transport



Base = 69

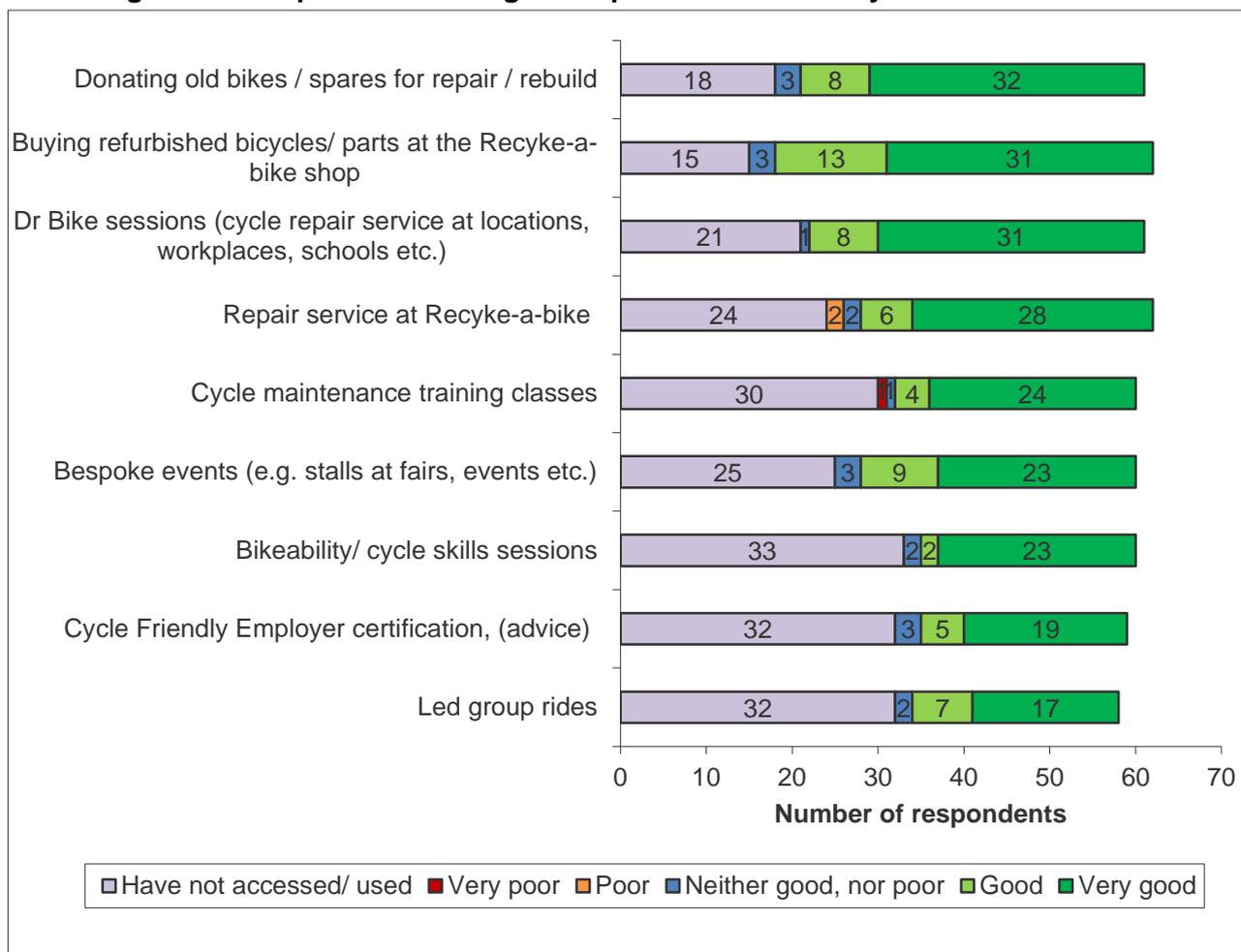
Source = Q1

The majority of respondents (57 respondents out of 69, or 83%) had access to a car, van or motorbike. Less than a fifth of respondents (12 respondents out of 69, or 17%) regularly took a bus.

4.2 Experiences of Recyke-a-bike activities

Respondents were asked to rate their experiences with the Recyke-a-bike activities that they had accessed or used (these are described in Figure 3).

Figure 3 – Respondents’ ratings of experiences with Recyke-a-bike activities



Base = 58 – 62

Source = Q4

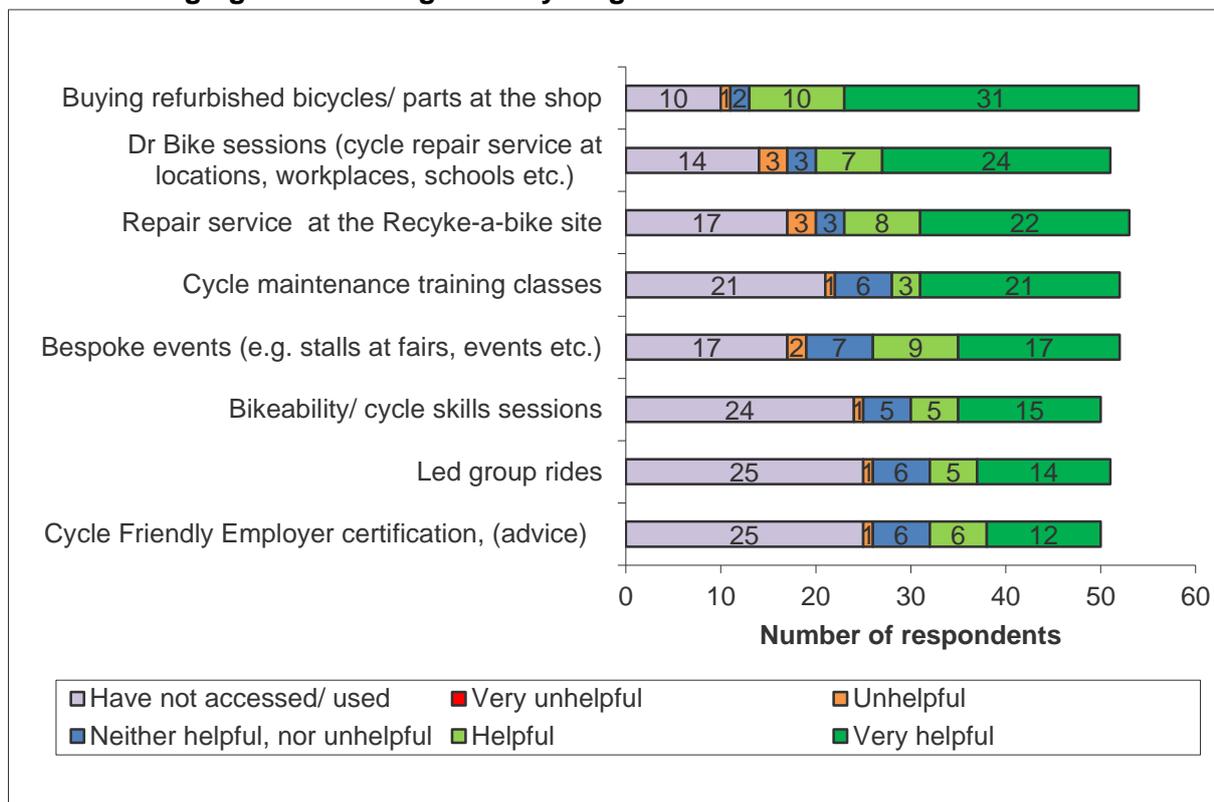
In general respondents were very positive about their experiences with Recyke-a-bike activities. The majority of participants (who had undertaken a particular activity) ranked their experiences of each activity as ‘very good’ or ‘good’. Participants were particularly positive about Bikeability (23 out of 27 respondents who had accessed/ used this activity, or 85%, ranked their experience with this activity as ‘very good’), and cycle maintenance training classes (24 out of 30 respondents who had accessed/ used this activity, or 80%, ranked their experience with this activity as ‘very good’).

There were three respondents who were less positive about their experiences with Recyke-a-bike activities. One respondent (out of 60 respondents) ranked their experience with cycle maintenance training classes as ‘very poor’ and two respondents (out of 62 respondents) ranked their experiences with repair services at Recyke-a-bike as ‘poor’.

4.3 Encouraging Cycling

Respondents were asked to indicate the extent to which Recyke-a-bike services or support had been helpful to them in encouraging or enabling them to cycle more (Figure 4).

Figure 4 – Extent to which Recyke-a-bike activities had been helpful encouraging and enabling more cycling



Base = 50 – 54

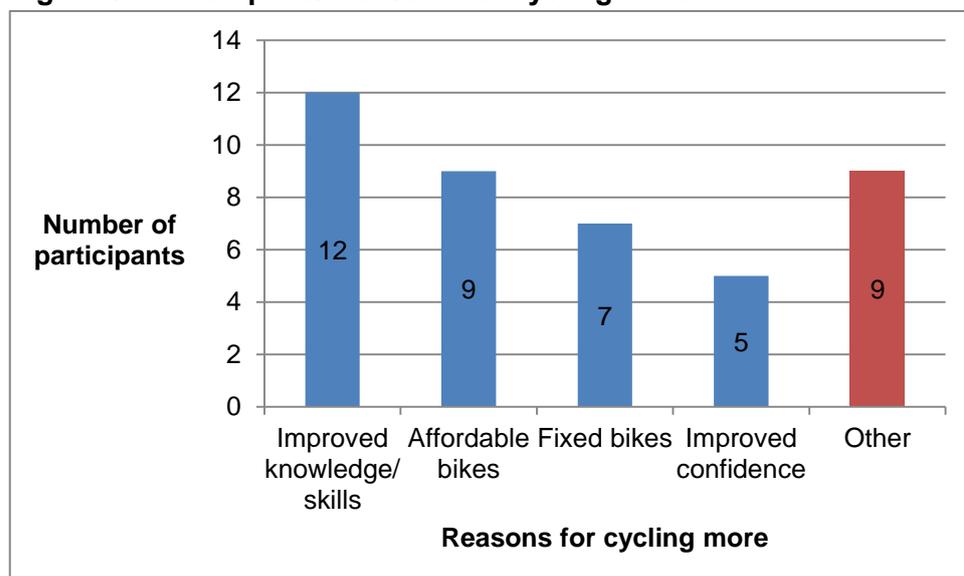
Source = Q6

Most of the survey respondents found the activities that they had accessed/ used 'helpful' or 'very helpful' in encouraging or enabling them to cycle more. Respondents were particularly positive about: buying refurbished bikes/ parts at the shop (31 out of 44 respondents who had accessed/ used this activity, or 70%, found this 'very helpful'), and; cycle maintenance training classes (21 out of 31 respondents who had accessed/ used this activity, or 68%, found this 'very helpful').

While none of the respondents found any of the Recyke-a-bike activities 'very unhelpful' in encouraging or enabling them to cycle more, for each of the activities listed at least one respondent found them 'unhelpful'. Three (out of 51 respondents) found Dr Bike sessions 'unhelpful', three (out of 53 respondents) found repair services 'unhelpful', and two (out of 52 respondents) found bespoke events 'unhelpful'.

Respondents were asked to describe how 'very helpful' or 'helpful' activities had encouraged or enabled them to cycle more (these responses have been grouped together by theme and are presented in Figure 5).

Figure 5 – Participants' reasons for cycling more



Base = 36

Source = Q7

12 out of 36 respondents who answered this question (or 36%) mentioned improved knowledge and skills from their engagement with Recyke-a-bike, particularly from participating in maintenance courses, as factors which had encouraged or enabled them to cycle more.

Specific comments included:

'The cycle maintenance class was good to refresh and also update / learn skills that everyone who owns a bicycle should have to ensure they can keep cycling'

'I have gained a lot of information from these sessions'

'The maintenance helped me fix basic issues to keep me out cycling'

'They have been useful I now know and understand my way around a bike'

Nine respondents (or 25%) mentioned that being able to buy affordable bikes and parts from Recyke-a-bike had enabled them to cycle more. Comments included:

'Affordable bike. Got me back into cycling after gap of 30 years'

'Low cost commuting bike, and cheap kids bikes for friends = more cycling for a few of us'

'Buying bikes and parts from Recyke-a-bike has enabled me to cycle, and keep cycling, on a budget'

'Getting a reasonably priced bike increased the amount of cycling I could do'

Eight respondents (or 22%) explained that getting their bicycle fixed/ serviced through the repair services/ Dr Bike at Recyke-a-bike had enabled them to cycle more. Comments included:

'I was concerned about a wobbly seat on my bike. It was making it impossible to cycle so the bike sat useless for weeks. They tightened it up and now I'm using the bike regularly'

'Our son had his bike fixed and checked over by a very patient and friendly Bike Doctor. It meant he could get straight back into cycling and we all learned something too. Thank you!'

'Having a reasonably priced repair service locally with excellent advice meant that our bikes were repaired quickly and cheaply as opposed to sitting unused in the shed!'

Five respondents (or 14%) mentioned that improved confidence (both in their abilities and in their children's abilities) through engagement with Recyke-a-bike had encouraged them to cycle more. Comments included:

'Mechanics skills course was very helpful and allowed me to cycle further on my own as I am confident I can deal with minor issues'

'It had improved my confidence in my son's ability to be able to ride a bike safely on the roads'

'Recyke-a-bike have provided my children with safe bikes and the training to be more confident riding them. This had enabled me to cycle more with my children.'

Other ways activities had encouraged or enabled respondents to cycle more included:

'Given information on routes around Stirling useful for family cycling'

'Got to know the team and joined cycling group to go out more visiting trails and just going out for a session on bikes'

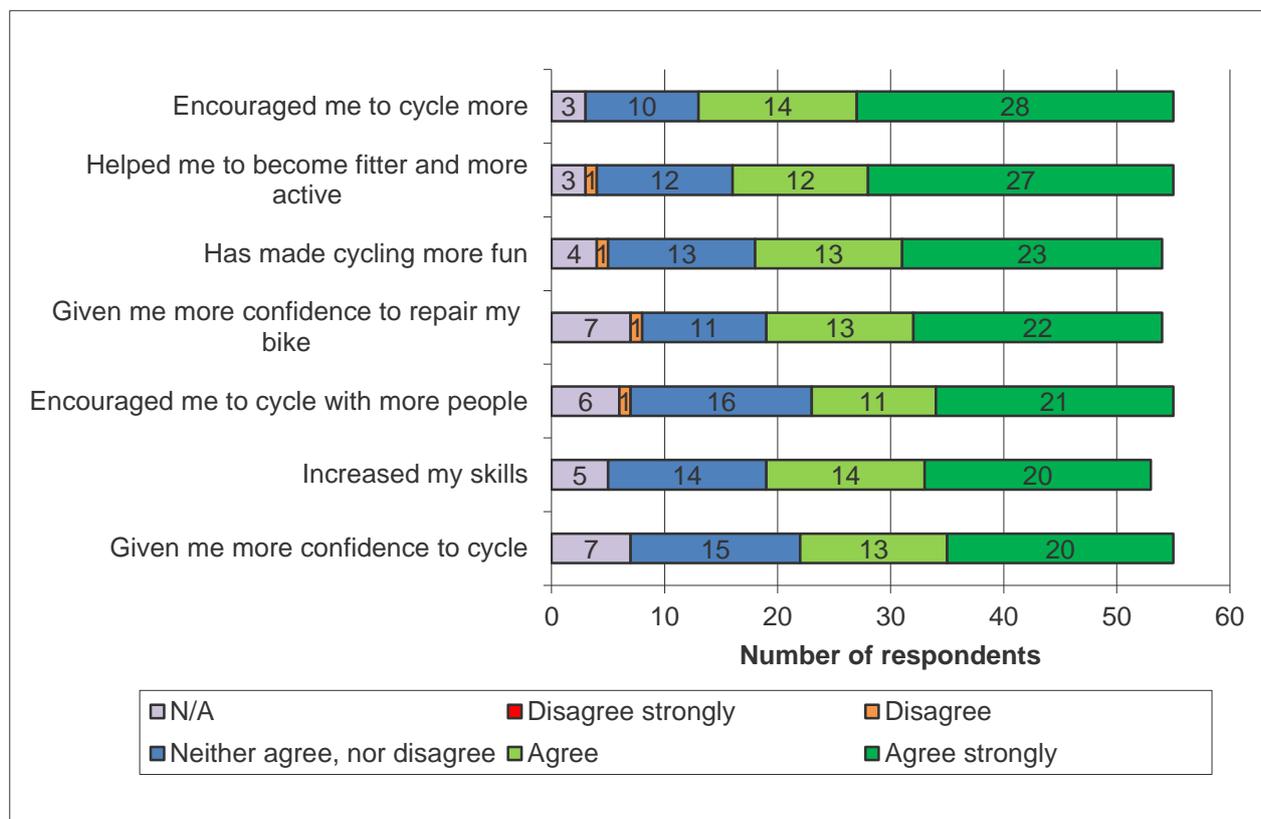
'Helped by donating bikes to our charity to help with special needs clients. Even helped me load them on my car'

'Buying a recycled bike means I can cycle through winter without getting salt on my good bike'

4.4 Benefits of engagement with Recyke-a-bike activities

Respondents were asked to what extent they agreed with a number of statements regarding the benefits of engagement with Recyke-a-bike (Figure 6).

Figure 6: Benefits of engagement with Recyke-a-bike



Base = 53 – 55

Source = Q8

Most respondents ‘agreed’ or ‘strongly agreed’ with all statements. The most common benefit reported by respondents was that engagement with Recyke-a-bike had encouraged them to cycle more. Over three quarters of respondents ‘agreed’ or ‘strongly agreed’ (42 out of 55, or 76%) with this statement. The benefits reported the least by respondents were that engagement with Recyke-a-bike had increased their skills (34 out of 53 respondents, or 64%, ‘agreed’ or ‘strongly agreed’) and given them more confidence to cycle (33 out of 55 respondents, or 60%, ‘agreed’ or ‘strongly agreed’). These results may reflect the different types of activities that respondents had participated in. As mentioned above, Recyke-a-bike’s Bikeability and led group rides (activities that focus on increasing skills and confidence to cycle) were undertaken by the fewest number of respondents.

Respondents were asked if there were any other benefits of their engagement with Recyke-a-bike. Seven respondents (out of 19 respondents who answered this question) mentioned that their engagement with Recyke-a-bike had helped them to make new friends. Comments included:

‘Made new local cycling friends’

'It's brought me into contact with the wider cycling community in the local area'

'Increased my confidence to make new friends'

'I met some like-minded people at the courses and learned more about cycling groups within the community'

'Introduction and interaction with lots of fun enthusiastic cycling people'

Two respondents explained that it was just good to know that there was somewhere nearby offering the services that Recyke-a-bike does:

'Just good to know you're there!'

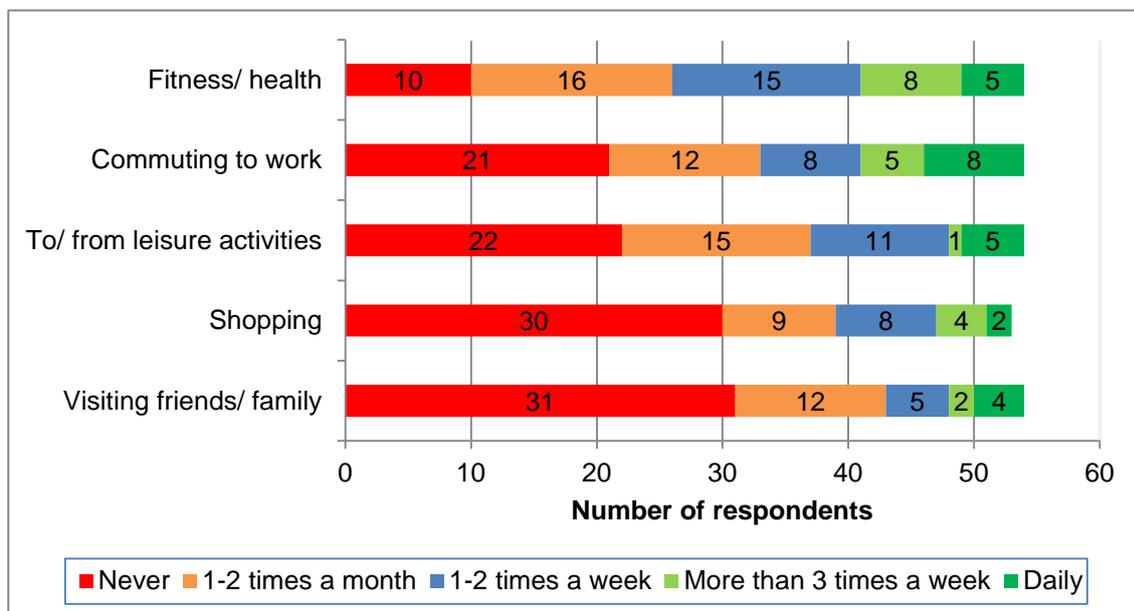
'Good to know they are there for all sorts of cycle support either mechanical or ride advice'

4.5 Increase in cycling and modal shift

Activity before and after engaging with Recyke-a-bike

Respondents were asked how often they cycled for the following reasons **before** using Recyke-a-bike's services and support: shopping; visiting friends and family; to/from leisure activities; fitness/ health, and; commuting to work. These are presented in Figure 7.

Figure 7 – Respondents' cycling behaviours before using Recyke-a-bike's services or support



Base = 53 – 54

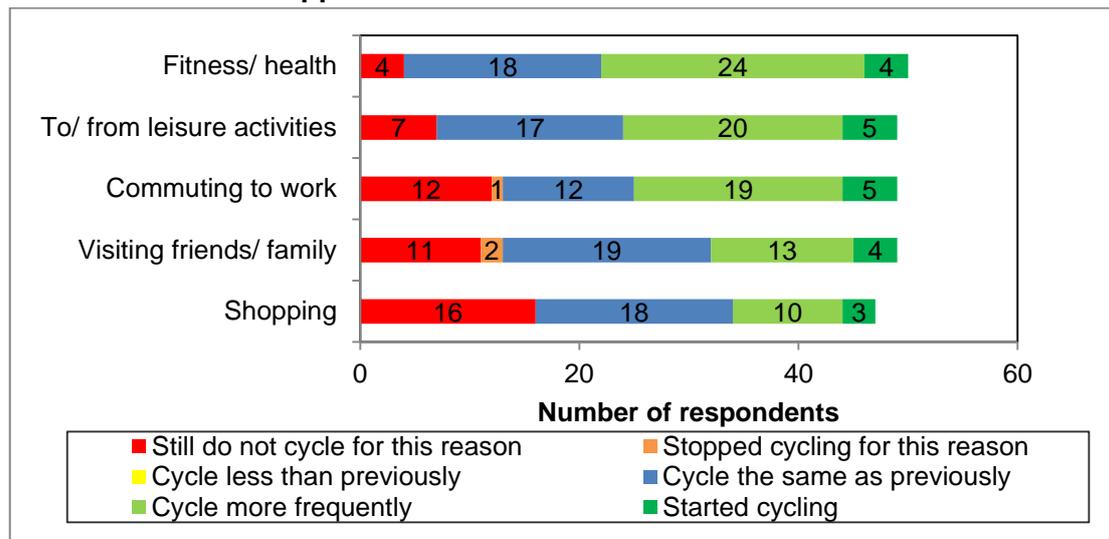
Source = Q11

The most popular reason for cycling was fitness/ health. Over three quarters of respondents (44 out of 54 respondents or 81%) cycled for this reason. However, many participants did not frequently cycle for this reason; 16 out of 44 respondents

(or 36%) who stated that they cycled for fitness/ health only cycled for this reason 1-2 times a month. Out of those who cycled, respondents most frequently cycled for commuting to work (8 out of 33 respondents (or 24%) that commuted to work cycled 'daily'). The least popular reasons for cycling were visiting friends/ family (31 out of 54 respondents, or 57%) and shopping (30 out of 53 respondents, or 57%).

Respondents were asked how the amount of cycling they do for the above reasons has changed **since** they started using Recyke-a-bike's services and support (Figure 8).

Figure 8 –Respondents' cycling behaviours since they started using Recyke-a-bike's services or support



Base = 47 – 50

Source = Q13

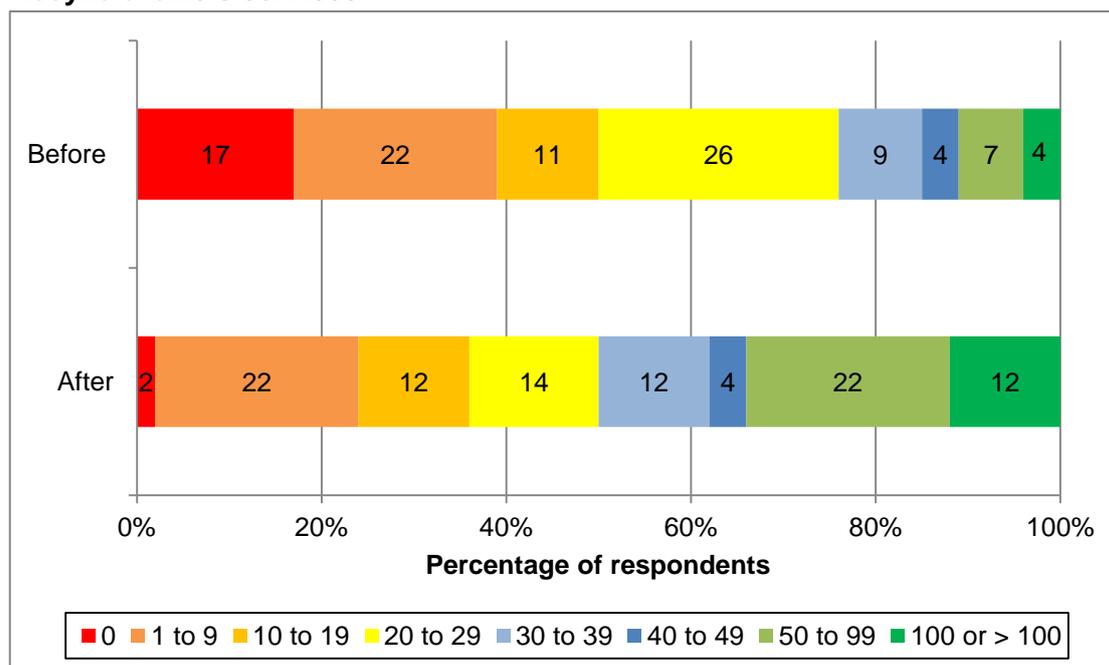
There was an increase in the number of participants cycling for all reasons. However, engagement with Recyke-a-bike had the greatest impact on the number of participants cycling for fitness/ health. Nearly half of respondents (24 out of 50 respondents, or 48%) now cycle more frequently for this reason and four participants have started cycling for this reason.

Engagement with Recyke-a-bike had the least impact on the number of respondents cycling for shopping. However, just over a fifth of respondents (10 out of 47, or 21%) cycle more frequently for this reason and three participants started cycling for this reason.

Increase in cycling miles travelled

Respondents were asked how many miles a week they cycled before and after they started using Recyke-a-bike's services (Figure 9). This shows a marked increase in cycling activity.

Figure 9 – How many miles a week respondents cycled before and after using Recyke-a-bike’s services



Base = 46 (before), 50 (after)

Source = Q12 & 14

Before respondents participated in Recyke-a-bike activities, just under a fifth (8 out of 46 respondents, or 17%) did not cycle. Two thirds of respondents (27 out of 46 respondents, or 59 %) cycled up to 30 miles a week, and approximately a quarter of respondents (11 out of 46 respondents, or 24%) cycled more than 30 miles a week.

After engagement with Recyke-a-bike only one respondent did not cycle. There was a reduction in the percentage of participants cycling up to 30 miles a week (24 out of 50 respondents, or 48%, now cycle this distance), and an increase in the percentage of participants cycling more than 30 miles a week (25 out of 50 respondents, or 50%, now cycle this distance).

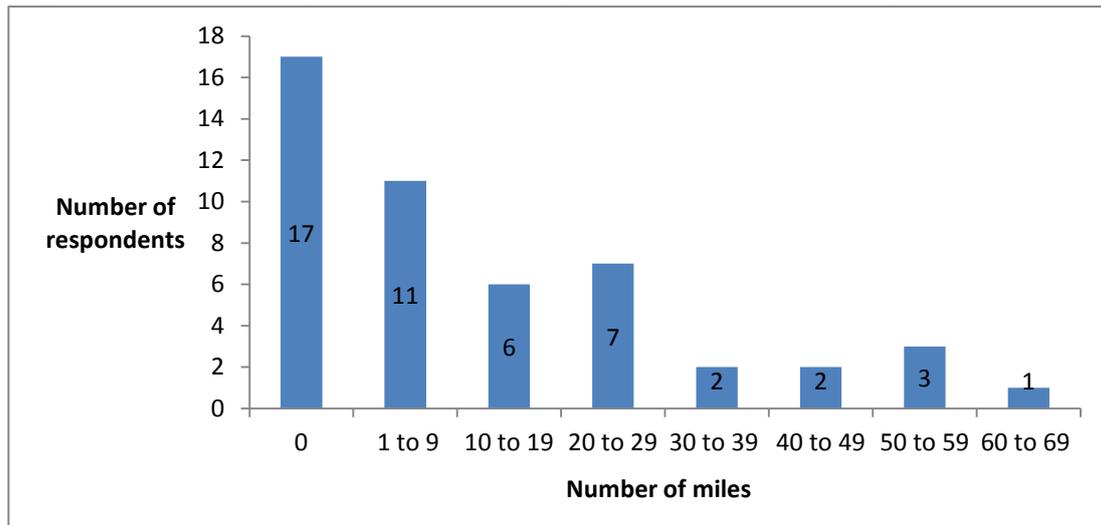
In terms of average mileage per user, prior to engagement with Recyke-a-bike respondents cycled on average 20.9 miles a week (960 miles in total, base = 46). Since they started engaging with Recyke-a-bike, this figure has doubled. On average respondents now cycle 39.0 miles a week (1948 miles in total, base = 50)¹.

Modal Shift

Respondents were asked how many of the miles they now cycle had replaced motorised transport (e.g. trips by car, motorbike, etc.). These are presented in Figure 10.

¹ As these data are based on a small sample of Recyke-a-bike users and not a census, Changeworks cannot be confident that these are fully representative of all Recyke-a-bike users.

Figure 10 – How many of these miles replaced motorised transport



Base = 49

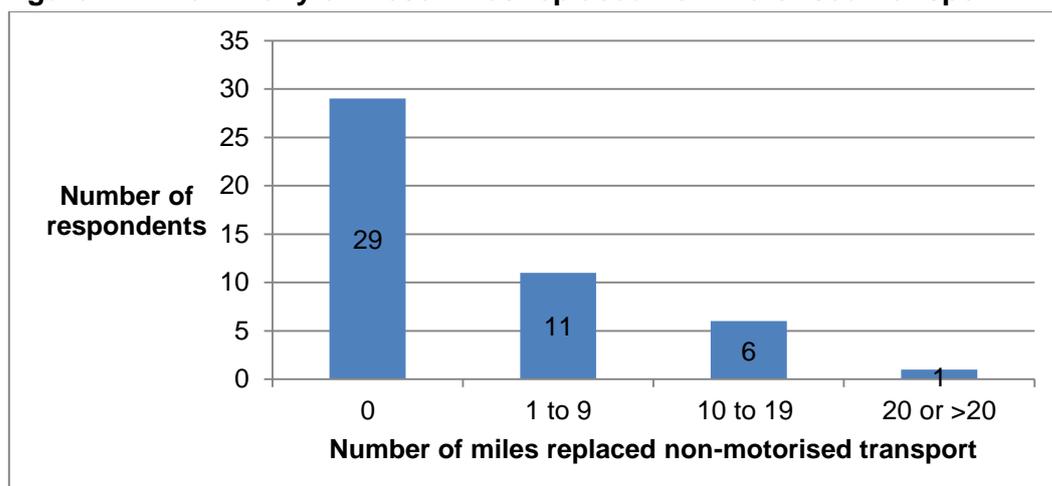
Source = Q15

For approximately a third of respondents (17 out of 49 respondents, or 35%) trips had not replaced motorised transport with cycling. This is likely to reflect the increase in health and fitness related cycling identified above.

On average, those who do cycle (32 out of 49 respondents) replaced 19.3 miles (617 miles in total, n = 32) of motorised transport a week. Mostly, respondents (24 out of 49 respondents, or 49%) have replaced relatively short distances (up to 30 miles a week). However, some significant distances are reported: Four respondents reported that they have replaced more than 50 miles a week of motorised transport with cycling.

Respondents were also asked how many of the miles they now cycle replace non-motorised transport (e.g. walking) (Figure 11).

Figure 11 – How many of these miles replaced non-motorised transport



Base = 47

Source = Q16

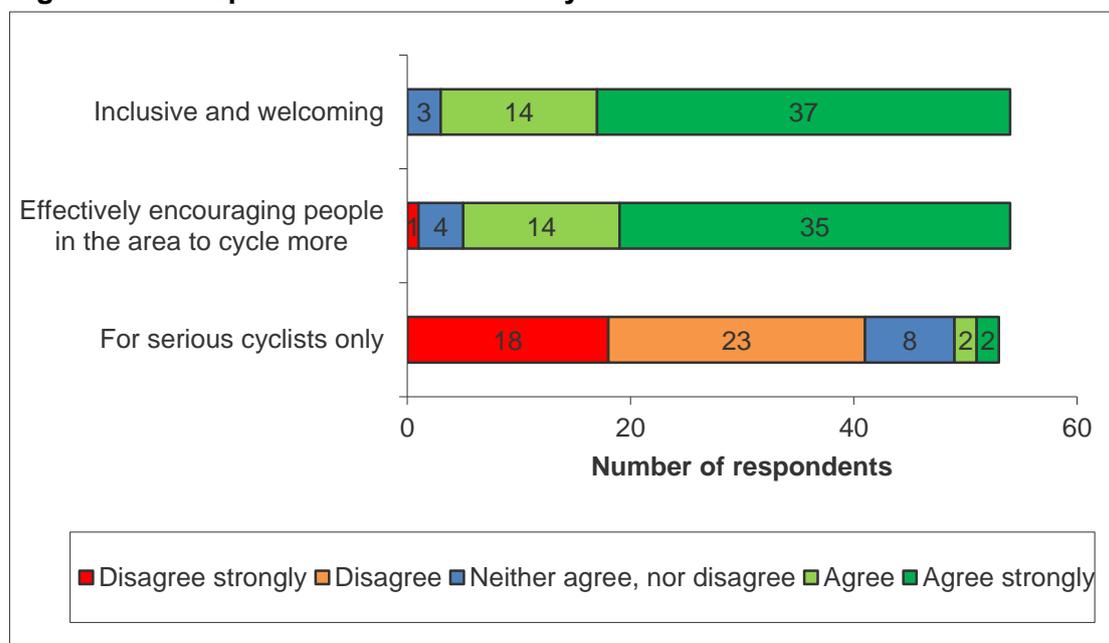
Approximately two thirds of respondents (29 out of 47 respondents, or 62%) have not replaced any non-motorised miles with cycling. On average, those who do cycle instead of using non-motorised transport (18 out of 47 respondents) replace 8.5 miles

of non-motorised trips a week. Again, mostly respondents (11 out of 47 respondents, or 23%) replace shorter trips (under 10 miles a week).

4.6 Perceptions of Recyke-a-bike

Respondents were asked to indicate the extent to which they agreed with a number of statements about Recyke-a-bike (Figure 12).

Figure 12 – Respondents’ views on Recyke-a-bike



Base = 53-54

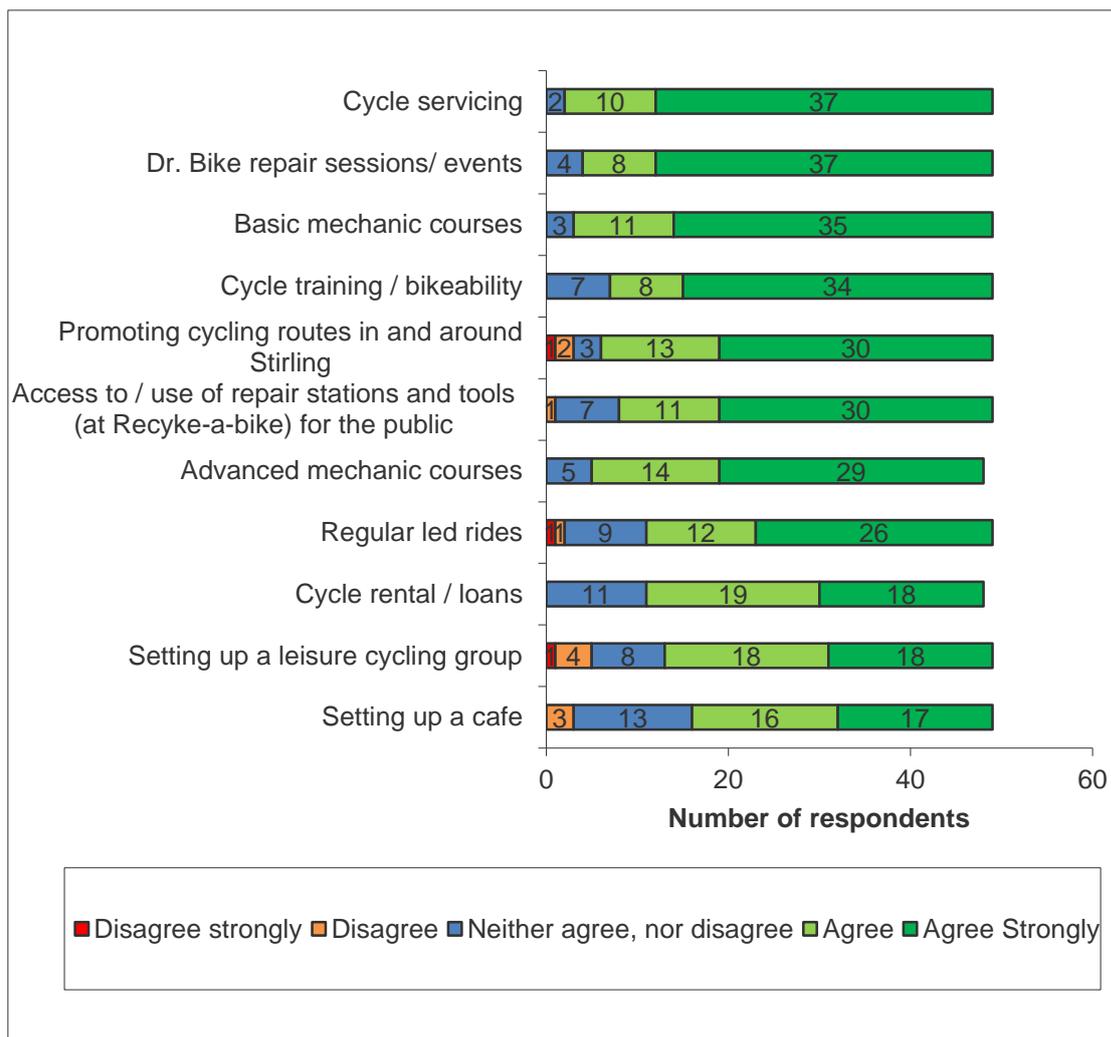
Source = Q10

In general, respondents were positive about Recyke-a-bike. The vast majority of respondents (51 out of 54 respondents, or 94%) ‘agreed’ or ‘strongly agreed’ that Recyke-a-bike was inclusive and welcoming. The majority of respondents (49 out of 54 respondents, or 91%) also ‘agreed’ or ‘strongly agreed’ that Recyke-a-bike effectively encouraged people in the area to cycle. Over three quarters of respondents (41 out of 53 respondents, or 77%) ‘disagreed’ or ‘strongly disagreed’ that Recyke-a-bike was for serious cyclists only.

4.7 Future projects

Respondents were asked to indicate the extent to which they agreed that they would like to see Recyke-a-bike delivering, or continuing to deliver, a number of services (Figure 13).

Figure 13 – To what extent respondents agreed that Recyke-a-bike should deliver, or continue to deliver, services



Base = 48 - 49

Source = Q17

Most respondents ‘agreed’ or ‘strongly agreed’ that Recyke-a-bike should offer all of the services listed. However respondents were particularly keen for Recyke-a-bike to offer cycle servicing (37 out of 49 respondents, or 76%, ‘strongly agreed’) and Dr Bike repair sessions/ events (37 out of 49 respondents, or 76%, ‘strongly agreed’).

Respondents, while still very positive, were less supportive of Recyke-a-bike setting up a café; only a third of respondents (17 out of 49 respondents, or 35%) ‘strongly agreed’ that Recyke-a-bike should deliver this. Again, these results may reflect the different types of activities that respondents had participated in. As mentioned previously, Dr Bike and repair services were two of the activities that most respondents had engaged with.

Respondents were also asked if there were any other services or support that they would like to see Recyke-a-bike delivering. Respondents had a number of quite different ideas. One participant wanted ‘a service stall at local triathlon events’. Another requested ‘cycling events in schools’. Other comments from respondents were:

'Pro Qualifications and volunteer team members to assist MTB skills training'

'Better quality of bike. Longer warranty'

'Keeping the local council apprised of areas that need improvement in the infrastructure'

'Anything that generates you revenue'

'Starting up/facilitating the start of local branches of cycling groups as most groups seem limited to Stirling'

'Courtesy bike provision whilst customer's bike is in for repair/servicing'

4.8 Improvements to current services

Participants were asked if there was anything that Recyke-a-bike could do better in relation to the services they had accessed. The majority of respondents (50 out of 60 respondents, or 83%) answered 'no'. However, ten respondents (or 17%) answered 'yes'. These respondents provided a number of ways that Recyke-a-bike could improve its services. Five participants mentioned greater advertising:

'Possibly more advertising in surrounding areas to raise awareness of themselves'

'Advertise that all wheeled items e.g. scooters pedal cars can be donated and resold'

'I didn't realise you also did repairs - we've only bought second hand bikes from you before. Good to advertise this (sorry perhaps you already do!).'

'Yes I think you could possibly advertise your services further to help attract and encourage more people to cycle. It's such a good service more should know about it'

'Make your new shop more visible'

Two other respondents mentioned shorter repair times:

'Quicker turn around on repairs'

'I came in with a friend in October to try to have her front wheel bearing looked at, but the minimum 2 week wait made it completely impossible so I had to fix it myself because she needed the bike to be serviceable'

Other comments from respondents included:

'Give options to purchase second hand parts'

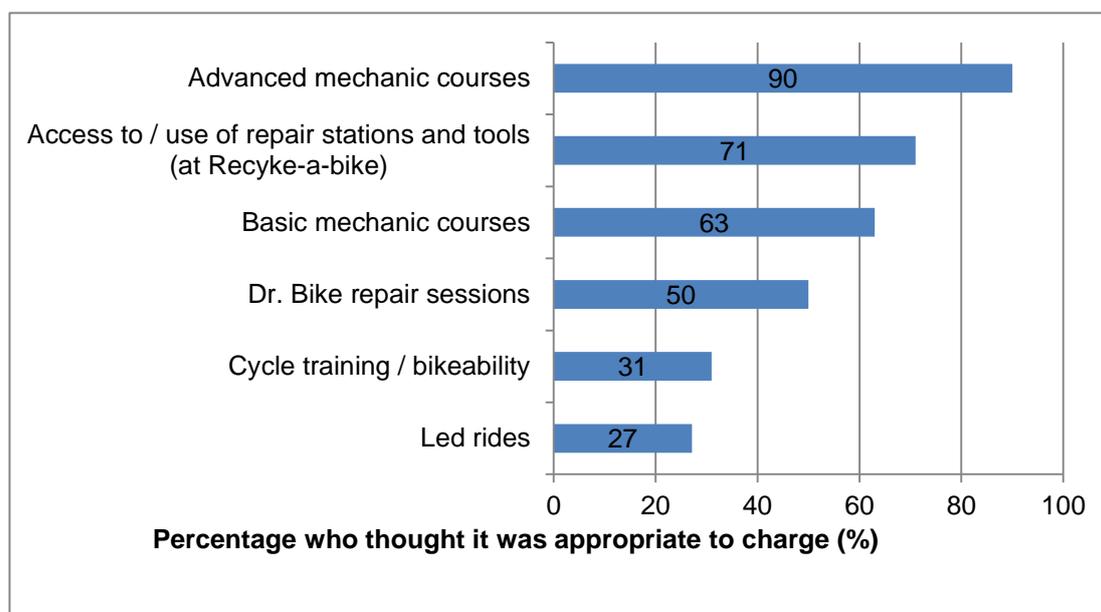
'Just that a couple of times bought a bike n doesn't last longer than 6 months'

'After repairs ensure bike is checked and in working order before releasing to the customer'

4.9 Charging for Recyke-a-bike services

Respondents were asked which Recyke-a-bike services it would be appropriate to charge individuals or organisations for (Figure 14).

Figure 14 – Which Recyke-a-bike services it would be appropriate to charge for



Base = 48

Source = Q19

The vast majority of respondents thought it was appropriate for Recyke-a-bike to charge for advanced mechanic courses (43 out of 48 responses, or 90%). Just under three quarters of respondents (34 respondents, or 71%) thought that it was appropriate to charge for access to/ use of repair stations and tools, and just under two thirds of respondents (30 respondents, or 63%) thought it was appropriate to charge for basic mechanic courses.

Only half of respondents (24 respondents, or 50%) thought it was appropriate to charge for Dr Bike repair sessions, and less than one third of respondents thought it was appropriate for Recyke-a-bike to charge for cycle training/ Bikeability (15 respondents, or 31%) or led rides (13 respondents, or 27%).

4.10 How Recyke-a-bike could further encourage cycling

Respondents were asked if there was anything that Recyke-a-bike could do to further encourage them to cycle. One respondent mentioned more advertising (also mentioned above). This participant wanted *'More advertising out with the local area'*. Two respondents mentioned that they wanted Recyke-a-bike to stock better quality bikes. Another two respondents requested that Recyke-a-bike had more presence around town. One of these respondents wanted *'a presence at bus stations to link with public transport'*. The other respondent wanted *'more presence in town at lunchtimes e.g. once a week to help promote Recyke-a-bike'*.

Other suggestions from respondents were:

'With the amount of bicycles they could always hire out bikes to the community at a reasonable price which could be then reused in services like café service areas in colleges etc'

'Assist in any campaign for more/better cycle lanes around in Stirling - although I do appreciate there have been many improvements over the past few years'

'Printing non-car cycle routes in the area'

'Have more information on upcoming events on the website; it's usually out of date when I look. Also, having more of a sense that classic bikes are supported by Recyke-a-bike to give me the confidence to go to you instead of eBay or Amazon in the event of my needing something'

Two respondents thought that nothing could be done to encourage them to cycle more. One of these respondents wrote: *'Nothing really. I think this is a great organisation, doing a great job'*.

5. Summary and Conclusions

This evaluation has highlighted the wide range of impacts that the Recyke-a-bike Cycling Links project has had on cycling activity for its users. Both the focus groups and the survey have highlighted the wide range of positive benefits from participation in activities. This has, in particular, included:

- Encouragement to cycle more
- Becoming fitter and more active
- Promoting independence of both adults and children (e.g. in being able to cycle safely and to repair bikes);
- Giving confidence to adults and children; not only to cycle in various conditions, situations and times of day, but also to help others with their bicycles and to have the confidence to take longer journeys by bicycle, knowing that they can repair their bicycles.
- Delivering improved knowledge and skills, both in terms of cycling skills and maintenance or repair of bicycles
- Generating a highly inclusive environment to encourage anyone to take up or be supported to cycle

There was also evidence of impacts in terms of increased cycle ownership; social inclusion, with respondents indicating that they have made friends and gained confidence to do so; improvements in mental and physical health from increased cycling arising from engagement with services, and; providing access to learning opportunities.

The survey data has highlighted that all Recyke-a-bike activities were very well received by participants, with maintenance training classes and Bikeability sessions receiving particularly good feedback in terms of being useful and supporting participants to cycle more.

Increase in cycling and mode shift

The survey data has highlighted a significant increase in cycling by those that have accessed Recyke-a-bike services. This has been best demonstrated in terms of cycling for health and fitness, but there are clear increases in levels of cycling, and evidence of people cycling for the first time, across all trip purposes.

The average mileage cycled per week for a participant (based on the survey data) has increased from 20.9 miles (before engaging with Recyke-a-bike) to 39.0 miles per week (after engagement with Recyke-a-bike), an increase of 18.1 miles per week on average per person. In terms of modal shift, on average 19.3 miles of motorised transport per person, per week and 8.5 miles of non-motorised transport (i.e. walking) per person, per week has been replaced by cycling.

Future developments

Users of services were typically supportive of Recyke-a-bike continuing to deliver the range of current services, and to develop new or enhanced services including a café,

renting out bike workstations and tools, one to one training sessions for repairs, better promotion of cycling routes and cycle rental. There was also some indication that there was scope to better promote and advertise both the key activities and the wider aims of Recyke-a-bike (i.e. employability, skills development).

Although currently operating free services, there was a general acceptance that some services could be charged for, although typically, respondents tended to suggest that these should be for more 'advanced' activities. For example, there was less support for charging for basic mechanics courses and Dr. Bike sessions, whereas there was almost universal support (90%) of charging for advanced mechanic courses.

This echoes the strong overall finding that Recyke-a-bike has been highly effective in encouraging access to cycling for all (not just 'keen' cyclists) and that it should continue to do so wherever possible. It is clearly fulfilling a unique role in the local cycling market as an active, inclusive and highly supportive promoter of cycling.

Appendix A: Topic Guide

Recycleabike: Review of cycling links Focus group topic guide: Adults

Aims of focus group

- Which project activities have been beneficial/useful in encouraging or enabling cycling
- Remaining barriers to cycling
- Benefits of cycling
- What they would like to see in future projects and anything that could be delivered better

Introduction/ warm up

- Welcome to the session
- Introduction by interviewer to respondent and explanation/ reassurance of confidentiality
- Explanation of rules of engagement of group: take part; not a test; no right or wrong answers; enjoy!
- Introduction to topic: understanding and evaluating recycleabike!

Participant's introduction

- Get everyone to introduce themselves and say:
 - Where they live
 - What kind of a cyclist are you?

Use/ Awareness of Recycle-a-bike Activities

- Which activities have you been involved in?
- Are you aware of any other offerings (probe):
 - Dr Bike sessions.
 - Led Rides (with families?)
 - Bikeability/ cycle skills (at school)
 - Pump Track
 - Bike fleet use.
 - Maintenance training
 - City and Guild bicycle maintenance training.
 - Cycle Friendly Employer certification, (advice)
 - Fleet maintenance
 - Bespoke events
 - Buying / donating bikes
- Who are these for?
- How did you find out about them?
-
- Was booking / arranging attendance easy?

- What worked well?
- What was missing/
- Was there anything you would like to have known beforehand?
- Could you have gone anywhere else for this?
 - Where?
 - Have you tried?
- What other agencies and bodies are promoting cycling in the area?

Benefits/ outcomes

- What were you expecting to get out of the activities?
 - What did you get out of them?
 - What was the best thing?
 - What was missing?
- Would you recommend the activities?
 - Who to?
 - Why?
- What was the most beneficial part of the project?
 - For you? For others?
- What about the least?
- How has being on the activity changed your cycling habits?
 - What has changed?
 - Frequency?
 - Journeys?
 - Trip types?
 - Family trips?
 - What has caused this?
 - The training
 - Being with other people
 - Better bike!
- Do you talk about cycling differently now?
 - How, why, to who?

Barriers to cycling

- Do you have any current barriers to cycling
 - Fears/ confidence?
 - Support / lack of from schools, employers, council etc.?
 - Security?
 - Infrastructure?

- What needs to change to overcome these?
 - Who should take a lead?
 - What is the role of recykeabike?

Funding

- Do you have an idea of where the funding comes from for recykeabike?
 - How should it be funded?
- Do you think people should or would pay for these types of service?
 - What types of services?
 - Training?/ Outreach / promotion?
 - Servicing / bikes?
 - Café?
 - Who should pay for it?
 - Businesses, orgs?
 - Individuals?
 - What would you pay for?

About recyke a bike

- What do you know about recykeabike?
- What type of organisation are they?
 - Do you know anything about their aims / objectives?
 - Probe on:
 - divert bikes from landfill
 - skill locals back into the workforce
 - encourage a healthier lifestyle
- Employability?
 - Is this important – do you know about it?
- Are they the right type of organisation to be supporting cycling in the area
 - Who else needs to help?
 - Community vs LA / vs national bodies

Do Next?

- What should Recykeabike do next?
 - More of the same?
 - Different things?
- If you were running the programme, what projects would you
 - Keep, Remove, Add
- What one thing would you do/ offer?
- Who would you work with to do it?

ANYTHING ELSE:

Thanks and close

Recyclebike: Review of cycling links

Focus group topic guide: Children

Aims of focus group

- Which project activities have been beneficial/useful in encouraging or enabling cycling
- Remaining barriers to cycling
- Benefits of cycling
- What they would like to see in future projects and anything that could be delivered better

Introduction/ warm up

- Welcome to the session
- Introduction by interviewer to respondent and explanation/ reassurance of confidentiality
- Explanation of rules of engagement of group: take part; not a test; no right or wrong answers; enjoy!
- Introduction to topic: understanding and evaluating recyclebike!

Participant's introduction

- Get everyone to introduce themselves and say:
 - Where they live
 - What the best thing is about cycling / what they like best

Use/ Awareness of Recycle-a-bike Activities

- Which activities have you been involved in?
 - *[Kids shout out / moderator map on wall]*
- What was good about these activities?
 - What did you get out of them?
 - How would you describe them?
 - What was the best thing?

Offerings (probe/ prompt):

- *Led Rides (with families?)*
 - *Bikeability/ cycle skills (at school)*
 - *Pump Track*
 - *Maintenance training*
 - *Bespoke events*
 - *Buying / donating bikes*
-
- How did you find out about them?
 - Why did you go?

- What about the worst bit?
- Would you recommend the activities?
 - Who to?
 - Why?

Ranking of impact of activities:

[kids stand up in line in room where they feel on the scale] – explain why

Fun – boring

Difficult – easy

More cycling after – same cycling after

Do another session – Not do another session

Cycling activity

- What cycling did you do BEFORE taking part in the activities?
 - From / to?
 - With who?
 - How often?
 - Why cycle and not something else?
- Rank EMOTICONS (in groups of 3-4)
 - Top four – how did you feel about cycling BEFORE training?
 - Any change after training?
 - How /why?
 - Top four - During the training?
 - Top four- After the training?
- How has cycling changed since the training/ event
 - From / to?
 - With who?
 - How often?
- What are the things that have helped you to cycle more?

Cycling TRIPS

- Most likely to cycle (rank in order, in groups)
 - Fun rides
 - Family outings
 - Travel to school
 - Shopping
 - Leisure (cinema/ park)
 - See friends; See family

Barriers to cycling

- What stops you cycling (more) now?
- How do your parents feel about you cycling?

- What do they worry about?
- What about schools, do they support it?
 - Other groups?
- What would you change to make it easier to cycle?

What would you change about the scheme?

- If you were running the programme:
 - What projects would you
 - Keep, Remove, Add
- What one thing would you do/ offer?
- Who would you work with to do it?

ANYTHING ELSE?

Thanks and conclude