

Barriers for current and potential cyclists in a starter cycling country: the case of Malta

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'Starter' cycling cities are characterised by a low cycling modal share and limited cycling infrastructure; furthermore, the promotion of cycling as a mode of transport is in the initial stages. Malta, an island state the size of a large city can be described as such, and is the case study in this research.

The aim of this research is to understand the barriers for current and potential cyclists in Malta. To do this we use three datasets. First, road injury accidents over a 5-year period (2016-2021) that involve cyclists; second, the draft national cycling strategy; third, a survey with members of the national bicycle advocacy group *Rota*, to investigate the impact of trauma in cycling experiences and mobile lives.

The analysis will take a qualit-quantit approach. Road injury accident data - with information on the accident (location, time of day), the type of injury (slight, grievous or fatal) and personal characteristics (age, gender) - will be spatio-temporally analysed using GIS. The cycling strategy will be thematically analysed to identify the extent to which it is aimed at encouraging cycling in Malta. The survey will involve a mixture of closed ended and open-ended questions, which will be analysed using multivariate approaches and thematic analysis. It is envisaged that the results will show that although the injury accident data and the lack of implementation of the cycling strategy are barriers for cycling to take place, members of *Rota* are determined in using the bicycle as their main mode of transport. Yet, there needs to be more improvement in Malta's culture and infrastructure to promote safe cycling as a mode of transport for all.