THE PLACE OF USEFUL LEARNING

University of Strathclyde Glasgow

Royal Charter since 1964
Useful Learning since 1796

Are legacies on transport and recreational cycling from Cycling World Championships possible? A transdisciplinary view

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CYCLING & SOCIETY Annual Symposium


MEDIA CENTRE




UCI MOBILITY &
BIKE CITY FORUM




GLASGOW
SCOTLAND



What was touted in terms of recreational and transport cycling?

Social contribution outcome areas for UCI World Championships 2023

1. Equality, Diversity and Inclusion (EDI) – this includes engaging people from diverse backgrounds and ensuring everyone feels welcomed and valued;
2. Health and wellbeing – this includes any benefits that come from physical activity;
3. Sport excellence – this includes delivering a world-class cycling event;
4. Community – this includes benefits driven by bringing the community together through the power of the bike; and
5. Lasting impacts – those impacts that are felt two, five and ten years post-event.

UCI (2024) Final Evaluation Report

"I'm determined that the Championships extends beyond elite sport and works to support a revolution in everyday cycling."

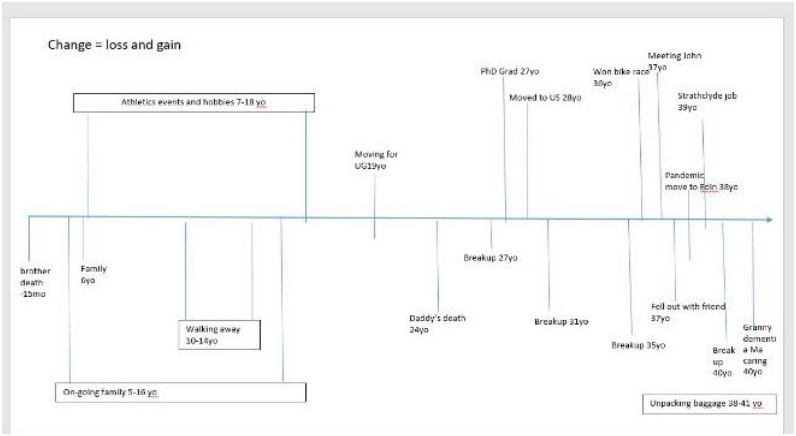
Active Travel Minister, 2023

PUBLISHED: 14TH SEPTEMBER 2023

Get on your bike and embrace the legacy of the 2023 UCI Cycling World Championships

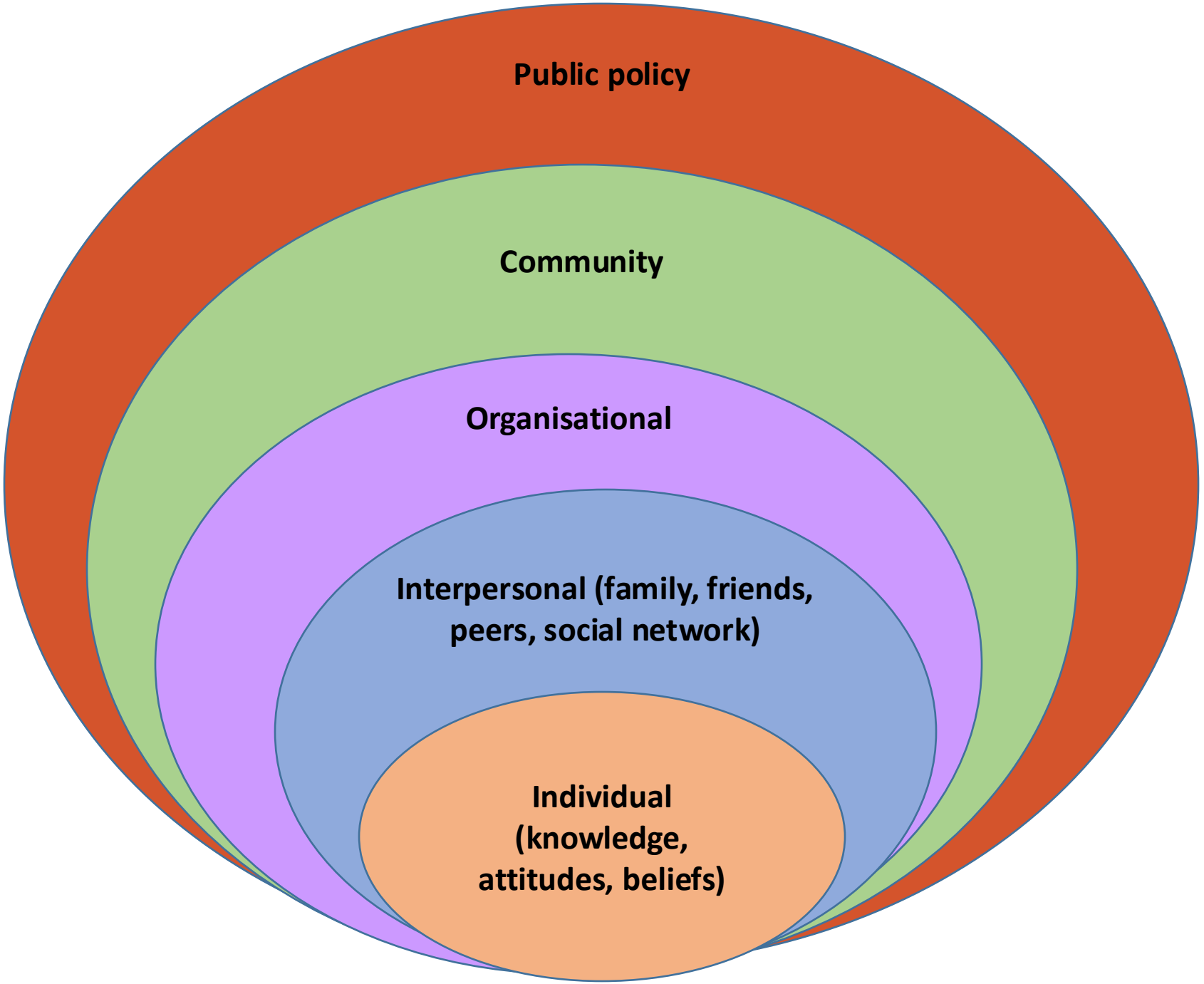
Auto-ethnography and sporting life timeline

- Ethnography "documents the culture, the perspectives and practices, of the people in their settings. The aim is to ‘get inside’ the way groups of people see the world.” (Hammersley & Atkinson, 2019)
- “Auto-ethnography is an emerging qualitative research method that allows the author to write in a highly personalized style, drawing on his or her experience to extend understanding about a societal phenomenon.” (Wall, 2016)
- “…seeks to describe personal experience to understand cultural experience.” (Nazapoor, 2023)

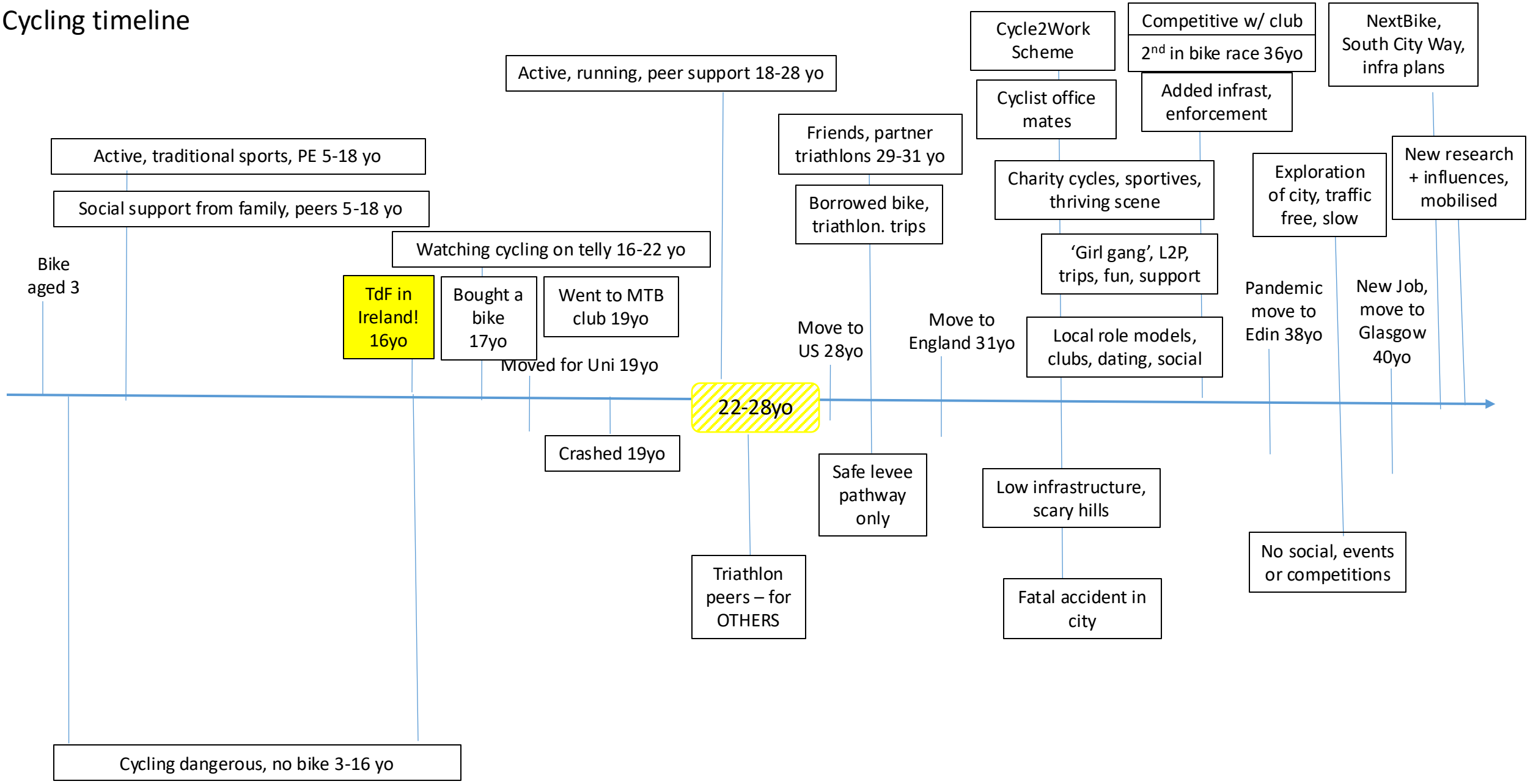


“Had a small chopper as a child but it disappeared. No memory cycling on it. Lived on a hill, cycling said to be dangerous. Saw the TdF aged 16 in Cork city. Bought a bike and cycled a bit locally in leggings from Primark. Watched cycling regularly on TV, fancied the riders, went to TdF aged 19. Uni MTB club then nothing for 6 years. Saw PhD peers doing triathlons and couldn’t imagine it, that’s for OTHERS. Moved to Louisiana. Friends and partner into triathlon. Practiced cycling in work car park. Practiced on the levee. Drive 3 miles just to cycle up and down it. Did triathlons with borrowed bike. Good connections, fun trips.”

Socio-ecological model



Cycling timeline



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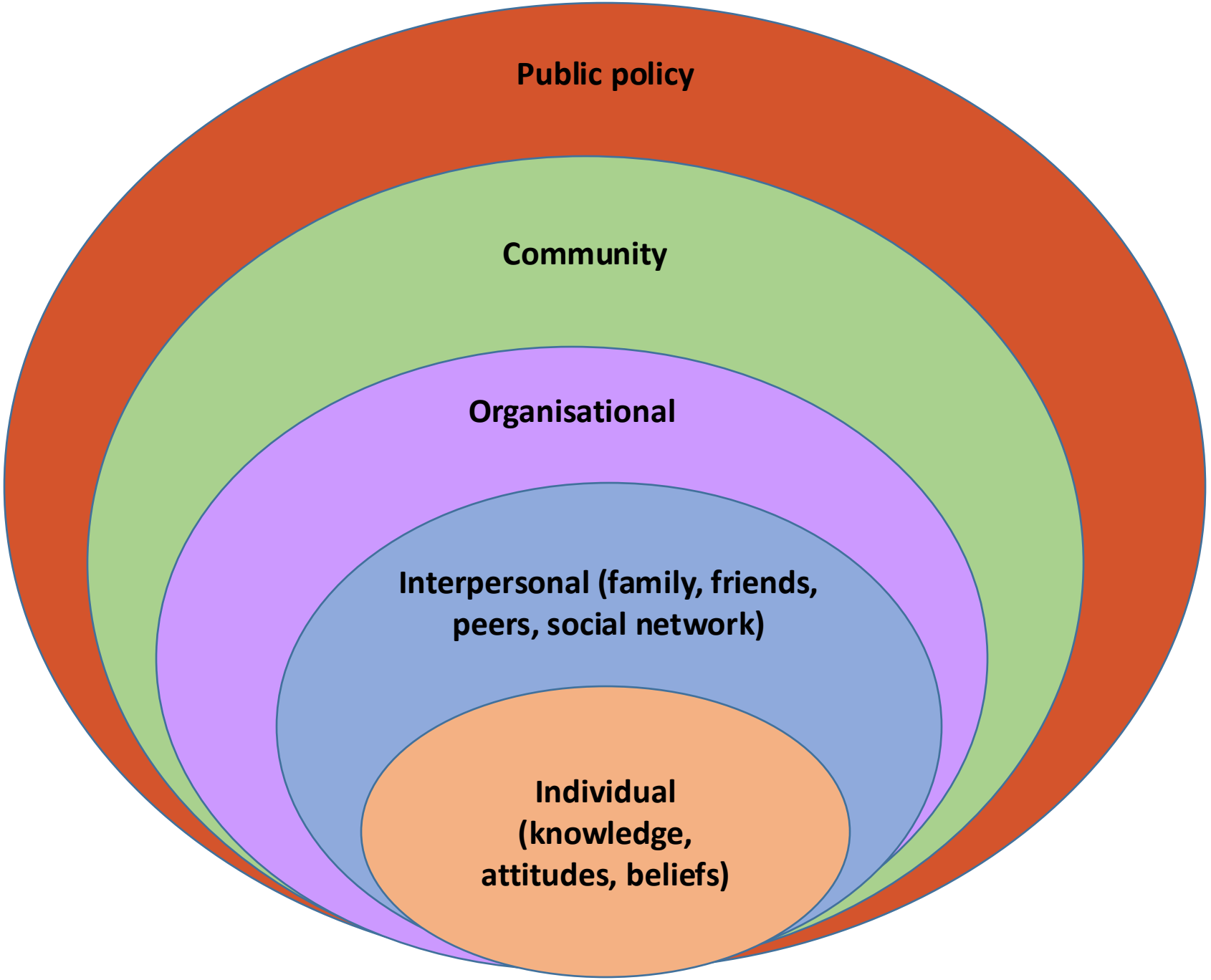


Cycling timeline

Active, running 18-28 yo

Peer support, social

Active, traditional sports, PE 5-18 yo

Social support from family, peers 5-18 yo

Watching cycling on telly 16-22 yo

Bike aged 3

TdF in Ireland! 16yo

Bought a bike 17yo

Went to MTB club 19yo

Moved for Uni 19yo

Crashed 19yo

22-28yo

Triathlon peers – for OTHERS

Cycling dangerous, no bike 3-16 yo

Friends, partner triathlons 29-31 yo

Borrowed bike, triathlon. trips

Move to US 28yo

Safe levee pathway only

Move to England 31yo

Cycle2Work Scheme

Cyclist office mates

Charity cycles, sportives, thriving scene

'Girl gang', L2P, trips, fun, support

Local role models, clubs, dating, social

Low infrastructure, scary hills

Fatal accident in city

Competitive w/ club

2nd in bike race 36yo

Added infra, enforcement

Pandemic move to Edin 38yo

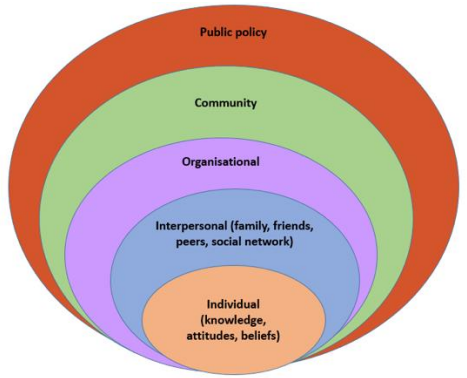
Exploration of city, traffic free

No social, events or competitions

NextBike, South City Way, infra plans

New Job, move to Glasgow 40yo

New research + influences, mobilised



Role of tipping points (Gladwell, 2006)

- Pandemic work and travel restrictions caused some individuals to reassess their mode of transport to work in favour of active modes (Harrington & Hadjiconstantinou, 2022)

Intrapersonal characteristics over time

- What changed in me?

The TV coverage itself and the role of modelling

- “Can’t see, can’t be”?

Infrastructure

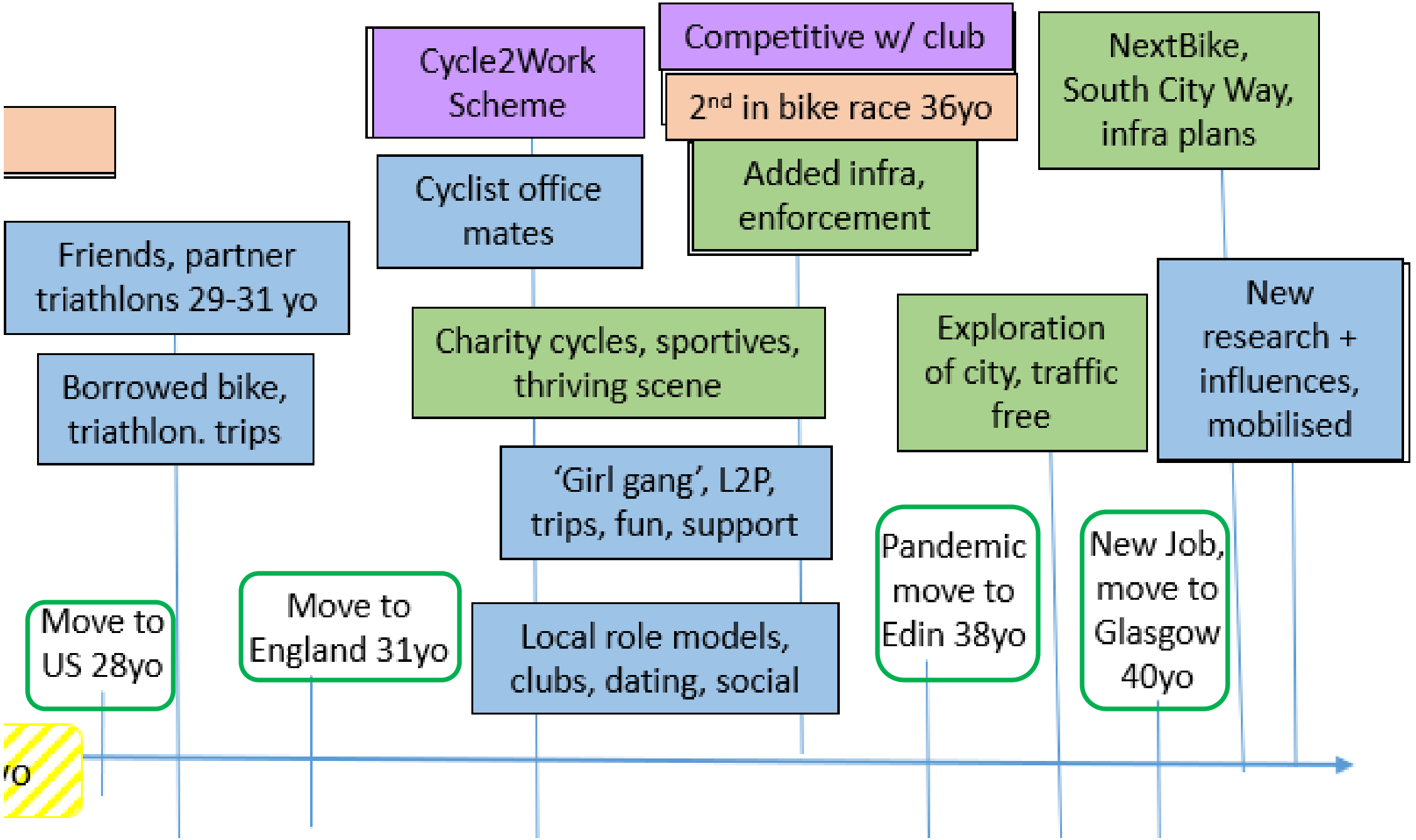
- Its role and perceptions of it by users, non-users and drivers

Policy level

- Public funding, relative and total amounts dedicated to cycling
- Government policies, traffic laws

Community culture

- General acceptance of cycling
- Attitudes and norms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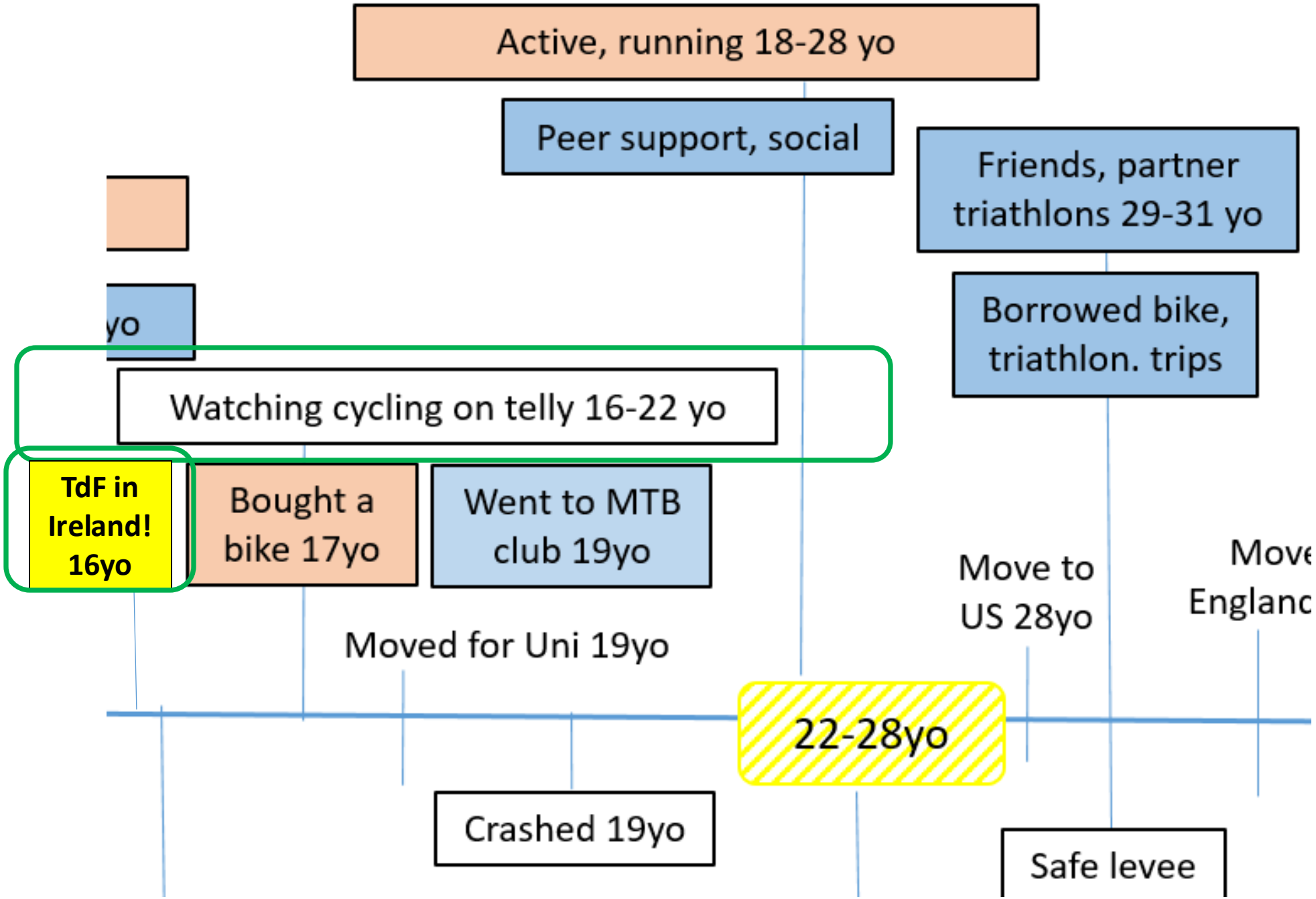
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Safe levee

Legacy - The infamous 1998 Tour de France Grand Départ visited Ireland



Le Tour en Irlande

French fever spills onto the streets

1798 flags fly high on Hill

Cycling hero Kelly reigns as king for a day in his hometown



Le Tour en Irlande

A touch of style sets the mood for arrival of the peloton

Waiting crowds ready to party

Cycling ... munch, slug ... a cruel sport

RESERVED





International Journal of Sport Policy and Politics, 2013
Vol. 5, No. 2, 245–256, http://dx.doi.org/10.1080/19406940.2012.671185

Routledge
Taylor & Francis Group

Can viewing London 2012 influence sport participation? – a viewpoint based on relevant theory

Ian David Boardley*

School of Education, University of Birmingham, Birmingham, B15 2TT, UK

Viewing a sporting event *could* alter:

- Confidence/competence (Self-efficacy theory, self-determination theory and theory of planned behaviour)
- Norms and attitudes (Theory of planned behaviour)
- Stage of change one is at (Transtheoretical model)

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Federation of Irish Sport, 2019

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But…

"it is possible that viewing such performances may actually decrease the perception that interactions with the sport environment would be effectual for those with little past history of sport participation."

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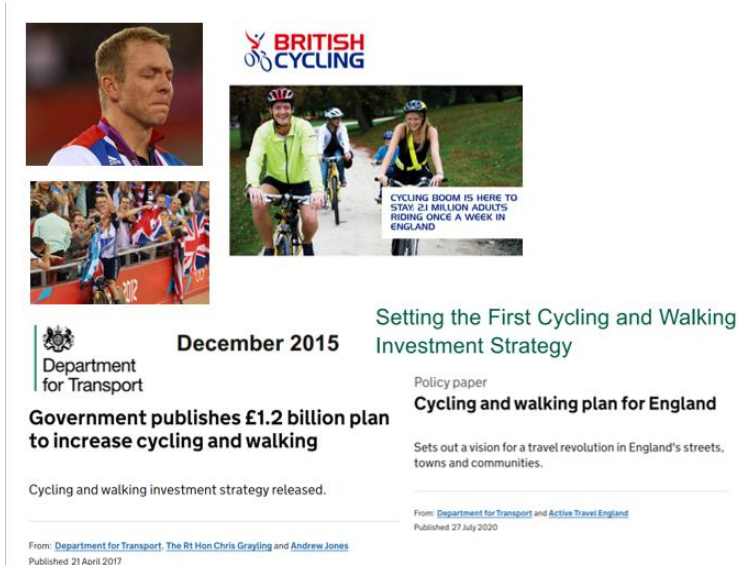
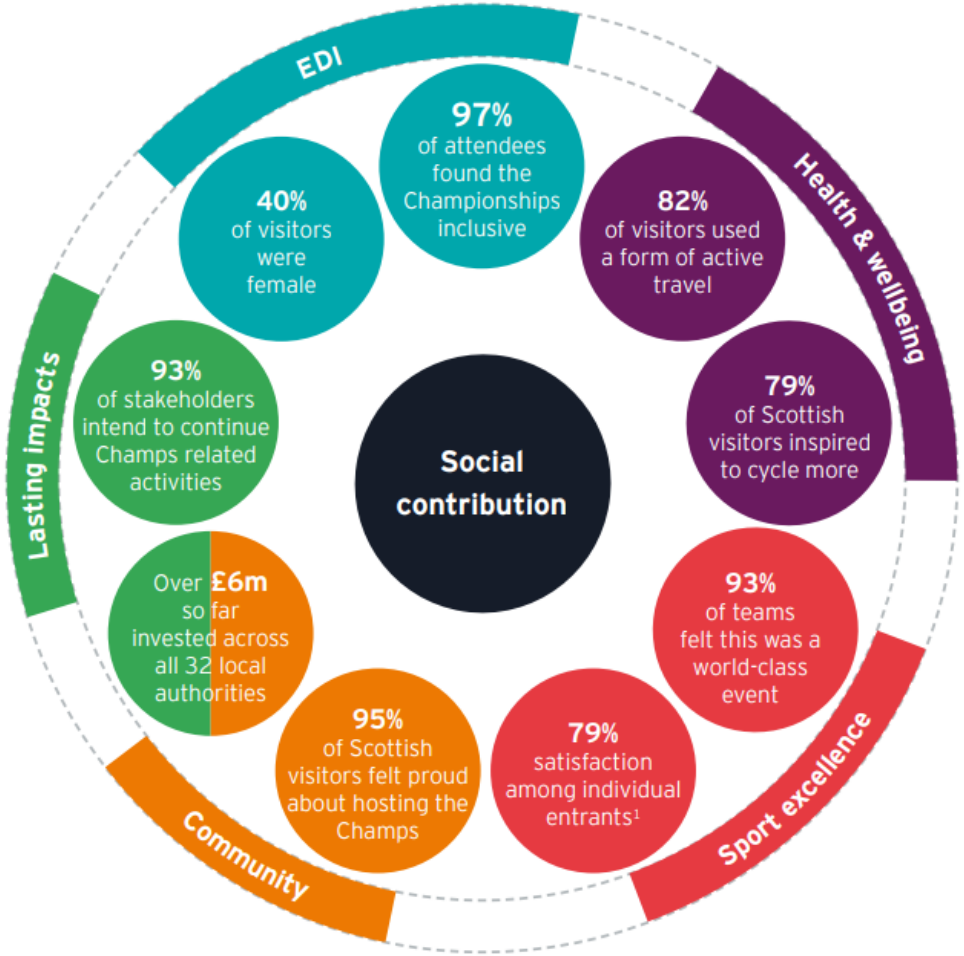


Long-term behaviour change - where can we get evidence?

- Sustainability report? No…environmental achievements
- Socio-economic impact evaluation?
- Identification of where legacy or community funding was allocated to?
- Independent research/evaluation?
- Assessment of multiple evidence sources and theory?
- Actual versus potential legacy



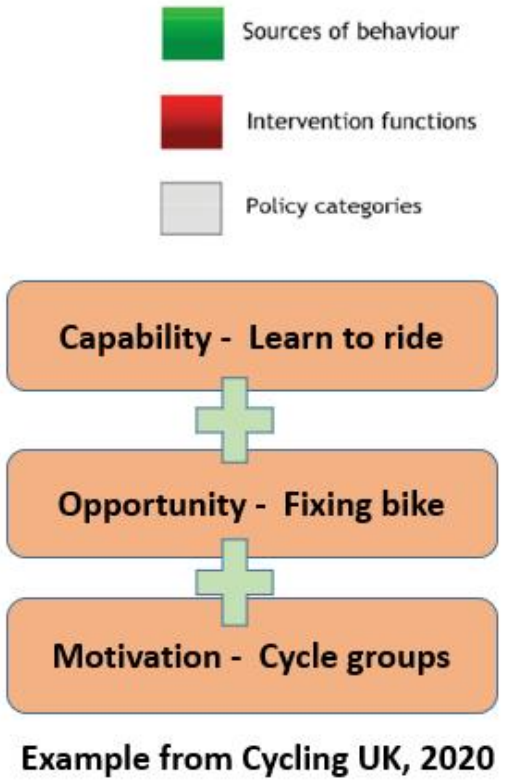




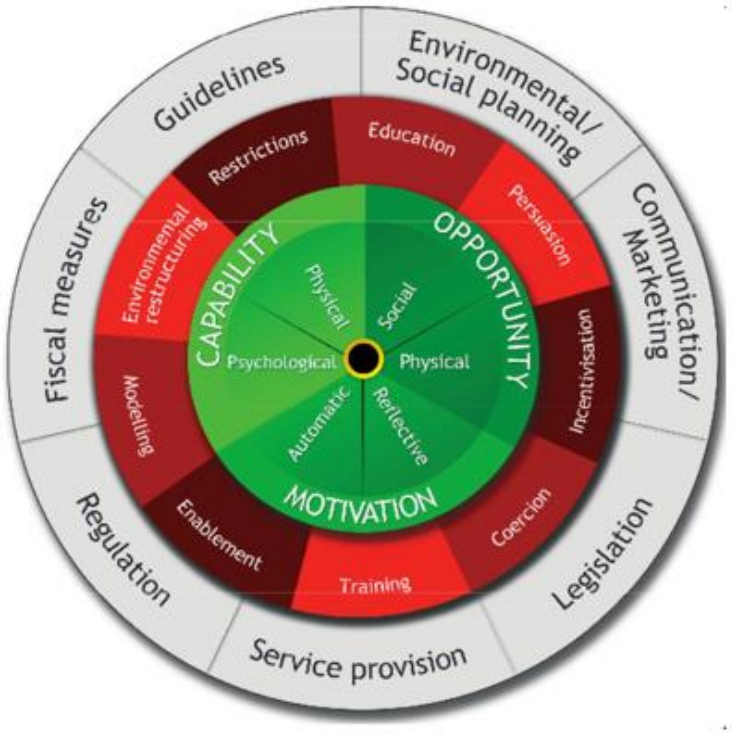
- Adult Cycling Lessons
- Led Bike Rides
- Bike Maintenance Classes
- Bike Buddy Support
- Social Cycling Events
- Bike Loan
- Family Cycling

Womenonwheels.org.uk





Example from Cycling UK, 2020



Behaviourchangewheel.org

Alternative legacies?

e.g.

volunteering

University of Strathclyde Glasgow

Active Mobility Hub

Active Mobility Hub @University of Strathclyde, Glasgow

An inter-disciplinary research and practice group at the University of Strathclyde co-researching the movement of people around places











Since September 2022, Strathclyde's Active Mobility Hub has been developing trust between diverse researchers with an interest in active mobility.

Disciplines including transport engineering, education, behaviour change, entrepreneurship and the arts are communicating and working together with communities towards tackling the grand sustainability, climate and public health challenges.









Inter-disciplinary approach

RESEARCH AND KNOWLEDGE EXCHANGE

Methods development

FROM LAB TO LANES

Reflective processes

AUTHENTIC CONVERSATIONS

Community links

HARNESSING LOCAL ACTION

Academic rigour

PROFESSORS AND STUDENTS

EXAMPLE PROJECTS:

- "OPENING A CONVERSATION AMONG ROAD USERS IN GLASGOW"
- "EXPLORING THE POTENTIAL OF LONG-DISTANCE CYCLE ROUTES"
- "PLAY STREETS EVALUATION"
- "ENGAGING VEHICLE DRIVERS IN ACTIVE MOBILITY RESEARCH"
- "UNDERSTANDING BARRIERS TO PARTICIPATION IN BIKE BUSES"

contact: Deirdre.Harrington@strath.ac.uk
James.Bonner@strath.ac.uk

www.actify.org.uk/strath-activemobility

Recycle me with paper

University of Strathclyde Glasgow

Royal Charter since 1964
Useful Learning since 1796

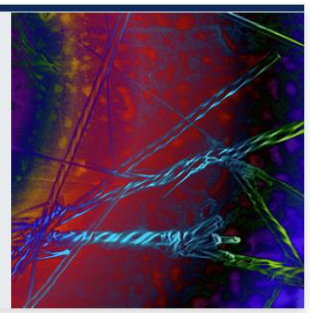
Deirdre.Harrington@strath.ac.uk

Thank you to:
Dr. James Bonner
Strathclyde Active Mobility Hub
My mother for taking me to the ‘big city’ to watch the Tour de France in Ireland



Active Mobility Hub

Engineering and Physical Sciences (EPSRC) IAA



Smarter Choices, Smarter Places
Supporting Sustainable Travel

Adapted by author from Michie, Atkins and West (2014)

	Physical capability - physical skill, strength or stamina	I can cycle around a parking lot but less comfortable on roads when the low-quality cycle ways just stop.
Capability	Psychological capability – knowledge or psychological skills	Do I have the 'bandwidth'? to get out the door this rainy morning with the neighbours watching and with the risk of getting abuse from drivers?
Opportunity	Physical opportunity – afforded by the environment, location, cues	There are low quality cycle lanes that I can use and I can access a working bike but I have nowhere to store the bike in my tenament.
	Social opportunity - afforded by interpersonal influences, social cues and cultural norms	Women on bikes isn't usual in my town, my family think I am trying to 'better myself' and my pals take the mick out of me when we go for drinks.
Motivation	Reflective motivation – plans (intentions) and evaluations (beliefs)	I have good intentions to cycle more often and I know it is good for my mental and physical health but I believe drivers are out to get all cyclists.
	Automatic motivation – emotional reactions, desires, impulses	I feel embarrassed when I get lost out on new roads