



Horsham Cycle Challenge 2013

**Getting more people cycling by understanding
behaviour change**



Evaluation report prepared by:

Challenge for Change

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TRAVELWISE®

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"I think it was an absolutely fabulous idea - really brought together all work mates who enjoyed going out of a lunch time - and bought out the competitive streak in us all!"
– Non-Cyclist

"I think it was a fantastic way to get people thinking about their fitness and the method of transport they use to get to work....cycling is a really great option as it's free, fun and gets you fit!" – Occasional Cyclist

"What I really appreciated was the fact that it raised awareness of cycling and doubled the number of people at my work who left the car behind - if only briefly!" – Regular Cyclist

Executive Summary



Outline of the Challenge

Love to Ride Horsham (www.lovetoride.net/horsham) was established in early 2013 and rolls on as the online community for cyclists of all abilities in the area.

Challenge for Change delivered the first Horsham Cycle Challenge on this platform in July 2013. The initiative aimed to increase the number of people cycling in Horsham. This mirrored the focus of the successful LSTF large bid and addressed various requirements of a broader programme of sustainable travel initiatives and infrastructure developments.

The behavioural change programme allowed organisations to compete against one another to see who could encourage the most staff to cycle for at least 10 minutes, during the three week Challenge period from Monday 1 July to Sunday 21 July 2013. The Challenge focused on participation and not miles to ensure a fair competition that encouraged non- and occasional cyclists, as much as regular cyclists. Try-a-bike sessions with led rides, free bike loan and organised group rides were offered throughout the Challenge period to provide a fun and easy way to participate.

During the Challenge period, 48 organisations participated, and 455 people recorded over 21,033 miles via 2,421 trips. The 48 participating organisations employed between them more than 5,300 people, showing the reach of the Challenge's marketing effort.

Evaluation of the Challenge

This report details an evaluation of the Challenge. Participants were surveyed at baseline when registering into the Challenge (July 2013) and three weeks (August 2013) and three months (October 2013) after participating. The results of these surveys have been analysed. The three-week Post Challenge Survey and the three-month Post Challenge Survey achieved response rates of 28% and 23% respectively.

For the purpose of this report, registrants have been grouped into one of the following groups:

- **Non-Cyclists** - People who had either not cycled at all or only a few times in the year before the Challenge (46% of registrants).

- **Occasional Cyclists** - People who had either cycled only a few times a month or about once a week before the Challenge (27% of registrants).
- **Regular Cyclists** - People who had cycled two days or more each week before the Challenge (27% of registrants).

Top-line results

The Horsham Cycle Challenge programme has successfully influenced the behaviour of the key target audiences in Horsham. The top-line results are:

1. Participation of new cyclists

One of the aims of the 2013 Challenge was to encourage people who are not currently cycling to start cycling, with a specific target of encouraging 300 non-cyclists to take part in the Challenge. With 269 non-cyclists registering and 204 going on to record a trip this is a very good proportion of non-cyclists despite achieving less than the target. 46% of all registrants were non-cyclists.

2. Increase in cycling frequency

Three months after the Challenge:

- 54% of non-cyclists at baseline reported cycling at least once a month or more often, with 35% now cycling once a week or more;
- 23% of those classed as occasional cyclists reported cycling two days a week or more.

3. Increase in cycling to work frequency

Three months after the Challenge:

- 12% of non-cyclists reported cycling to work at least one day a week;
- 4% of participants who reported travelling to work by car at baseline had switched to cycling to work as their main mode of transport.

4. Adding value to local projects that aim to promote cycling and sustainable travel

Following the Challenge, participants were given the opportunity to state an interest in cycling activities or information in a survey. Most respondents wanted information about bike maintenance (n=57), led group rides (n=25) and assistance planning a cycle route (n=23).

Key Recommendations

There is an opportunity for Travelwise, West Sussex County Council and their partners to continue the legacy of the Challenge by implementing the follow-up interventions, promote adult cycle training schemes and information about cycle routes directly to those who requested it; offer bike maintenance courses to benefit as wide an audience as possible; and build a relationship with the organisations that were involved in the Challenge to engage them in further cycling activities.

The database of over 600 cyclists and 50 businesses in the area is a great resource and could be used for research purposes, to consult on plans for new infrastructure with cyclists of all abilities, to promote the annual programme of cycling events in the area and to continue to support those cyclists who have shown a change in behaviour through the Challenge by incentivising them to keep cycling. There is a high level of interest from Challenge Champions in continuing to Champion cycling in their workplace and explore implementing a grants scheme to help workplaces improve their facilities.

Conclusion

The Horsham Cycle Challenge programme has successfully engaged a large audience of potential and existing cyclists in the area. Positive behaviour change has been measured amongst the key target groups of non- and occasional cyclists as a result of the Challenge. Continuing to attract non-cyclists into the programme would remain the key focus of a repeat Challenge, as well as attracting new organisations to take part and increasing participation within existing organisations. It is recommended that a 2014 Cycle Challenge be run to continue with increasing rates in cycling and cycling to work, evident in the results obtained during 2013.

Section One

Introduction



In July 2013, Challenge for Change delivered the first Horsham Cycle Challenge through the successful West Sussex County Council (WSCC) Local Sustainable Transport Fund bid (LSTF). The Challenge was a behavioural change programme, based on social marketing theory, designed to encourage more people in Horsham to cycle more often. This report provides data and feedback on the Challenge and evidence to show the outcomes of the Challenge, based on participant research.

1.1 Background

The first Horsham Cycle Challenge took place from 1 – 21 July 2013 and successfully encouraged a total of 455 participants to take part. The Challenge encouraged people to experience what it was like to actually ride a bike, through events, incentives and peer encouragement.

Rides were recorded online via a dedicated Horsham Cycle Challenge website, which encouraged organisations and the individual departments within them to compete against each other to see who could encourage the most staff to cycle for at least 10 minutes. The Challenge focused on participation rather than mileage, to ensure a fair competition that engaged non- and occasional cyclists, as much as regular cyclists. It also helped to foster a sense of teamwork and a cycling culture within participating groups by motivating existing cyclists to seek out and encourage their non-cycling friends to get involved.

The design of the promotional materials and website used black and white images of cyclists including bike hangers aimed at existing cyclists to encourage their non-cycling colleagues to take part, specifically in the try-a-bike sessions.

Try-a-bike events were held at various workplaces to give participants the opportunity to try cycling for 10 minutes. These events also included a free bike tune up by a Dr. Bike mechanic.

1.2 Aims and objectives

Aims

The aims of the Challenge are:

- To encourage people who are not currently cycling to start cycling.
- To encourage occasional cyclists to cycle more regularly.
- To encourage those who are not currently cycling to work to cycle to work.
- To add value to local projects that aim to promote cycling and sustainable travel in Horsham.
- To provide measurable results so that stakeholders can see that the Challenge programme has made a real difference to the number of people cycling in Horsham.

Objectives

1. To encourage at least 60 businesses to register in the Challenge.
2. To encourage at least 1,000 people to participate in the Challenge each year.
3. To encourage at least 300 non-cyclists to participate in the Challenge.

Section Two

Marketing, Promotion and Incentives

Louise Skipton-Carter and Sharon Frankland were appointed as the Challenge Managers. Their role was to encourage as many new organisations and people to take part and to support them throughout the Challenge programme.

2.1 Promotional materials

A range of promotional materials were used to promote the Challenge: A4 posters, A4 business factsheets, A4 paper registration forms and A6 postcards. Different messages were used in order to target different audiences – non-cyclists and existing cyclists.



Mini flyers (to hang on bikes or inside on plants and computers) were targeted at existing cyclists:



Printed materials were complemented by a Challenge website (Section 2.2), web banners and targeted emails to participants before, during and after the Challenge period. Some emails went to all participants, whilst others were targeted at specific groups within the database, for example:

- **Emails to Workplace Champions** – gave tips and ideas on how to promote the Challenge and encouraged them to become actively involved in the Challenge by organising social rides for their team.
- **Emails to new cyclists** – focussed on the “Cycle for 10 minutes and win!” message and highlighted incentives such as the free cinema tickets and prizes.

All publicity for the Challenge took a friendly, non-lecturing approach. Instead of focusing on promoting the benefits of cycling and physical activity, it encouraged people to simply give cycling a go, have fun with their workmates and in turn discover the benefits for themselves. Publicity clearly highlighted the prizes and incentives available, which are detailed in Section 2.3.

2.2 Website analytics

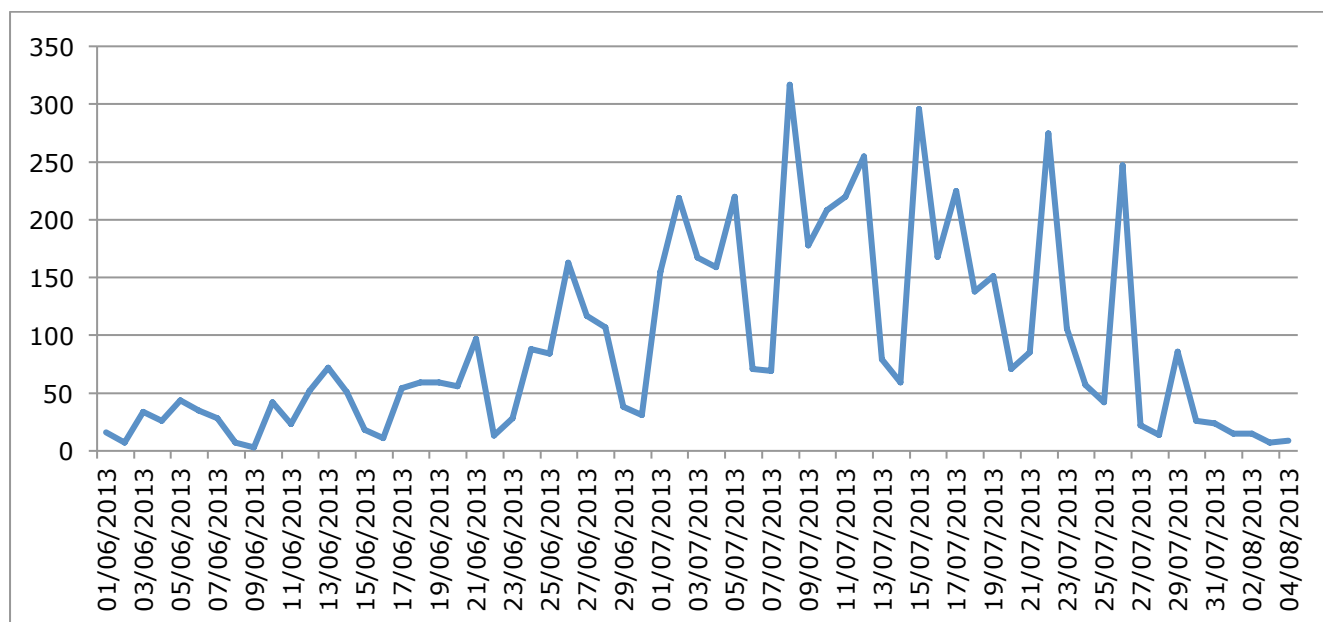
Organisations, departments and individuals were encouraged to register their involvement and record their cycling activity on the website www.lovetoride.net/horsham. The website displayed live results and enabled a quick and easy comparison of individual and team results to motivate further participation, with statistics relating to distance, trips, calories and carbon savings.

The analytics statistics for the website have been recorded and analysed specifically for the month before, during and the two weeks after the Challenge period, from 1 June to 4 August 2013:

- **5,918** visits (65% from returning visitors, 35% from new visitors).
- **2,151** absolute unique visitors.
- **91** visits on average per day.
- **04:41** minutes spent on average on the site.
- **32,706** page views.
- **6** page views on average per visit.

Most of the traffic to the website (63%) was direct, followed by searches (25%) and referring sites (12%).

Figure 1: Visits per day



2.3 Incentives and prizes

The following competitions, incentives and prizes were used to attract the key target audiences into the Challenge:

- **Team Participation Award** – The organisation in each size category that encouraged the highest proportion of staff to ride a bike for the Challenge won a certificate and large designed cake. The two largest size categories (500+ and 250-499) also won a raft building team challenge for up to 24 individuals.
- **Cinema Tickets** – 165 cinema tickets for The Capitol were awarded to those who cycled for the first time in over a year for the Challenge and their encouragers, as well as those who rode a bike at a try-a-bike session.
- **Weekly Prizes** – There were three weekly prize draws, one in each week of the Challenge. These draws encouraged participants to record at least one trip a week for any purpose: leisure or work. Prizes included two £500 bikes, spa days, restaurant vouchers and cycle accessories.
- **Most miles cycled** – One month's free membership at [Broadbridge Heath Leisure Centre](#) was awarded to the person who logged the most miles during the Challenge.

Section Three Challenge Results



3.1 Top-line Results

The results from the 2013 Challenge, which relate to trips that were recorded within the three-week Challenge period, from 1 to 21 July, are presented in the table below.

Table 1: Top-line results for the 2013 Horsham Cycle Challenge

Top-line results	2013
Organisations	48
Participants	455
Non cyclists	204
Distance (miles)	21,033
Total trips	2,421
% trips for transport purposes	46%
CO ₂ saved (kg)	2,570
Energy burnt (million kJ)	2.3

The organisations and departments which encouraged the most people to cycle for the Challenge were:

Table 2: Participation Award Winners

Size Category	Place	Organisation	% Participation
500+	1st	West Sussex County Council	4.1%
	2nd	RSA	3.1%
200-499	1st	Trend Controls Ltd	17.0%
	2nd	NOVARTIS	13.0%
	3rd	Horsham District Council	12.0%
50-199	1st	Assurity Consulting Ltd	28.0%
	2nd	Millais School	25.0%
	3rd	Slinfold Golf & Country Club	16.0%
20-49	1st	IDEXX	85.0%
	2nd	Science and Maths faculty - Collyers	80.0%
	3rd	Business Services - Assurity Consulting Ltd	32.0%
7-19	1st	Estates - Horsham District Council	91.0%
	2nd	Maths - Millais School	64.0%
	3rd	Integrated Support - West Sussex County Council	63.0%
3-6	1st	Future Webs	100%
	2nd	Wellbeing Hub - Horsham District Council	100%
	3rd	Nationwide Coaches	100%

Events

Over the course of the Challenge, 9 events took place in workplaces and the town centre, to encourage both new and existing cyclists to take part in the Challenge. These events were successful in encouraging more than 200 individuals to take part.

Section Four

Data Collection



The data recorded and collected as part of the Challenge was critical for analysing and evaluating the Horsham Cycle Challenge programme and understanding changes in participants' behaviour.

4.1 Data collection

Three surveys have been completed by participants in the programme, at the start of the Challenge, three weeks and three months after the Challenge:

Survey	Baseline (May-Jul 2013)	Post Challenge Survey 1 (Aug 2013)	Post Challenge Survey 2 (Nov 2013)
N responses	620	173	141
% response rate	-	28%	23%

The first Post Challenge Survey aimed to discover what perceived barriers participants had to cycling more often in the future and to explore their intended future cycling behaviour, whilst the second one explored any changes to cycling behaviour since the Challenge. Incentives were offered for each survey to encourage completion.

4.2 Representative sample

It is important to ascertain whether the participants who responded to the Post Challenge Surveys are representative of all who took part in the Challenge. A representative sample means that the survey results can be extrapolated to represent all Challenge participants.


To test whether the participants who completed the Post Challenge Surveys were representative of all participants, their cycling behaviour, gender and age have been compared against those given at baseline.

Table 3: Comparison of sample

Cycling behaviour at baseline	% of all Challenge registrants	% of all Post Challenge Survey 1 respondents	% of all Post Challenge Survey 2 respondents
Not at all	23%	26%	19%
A few times	23%	19%	23%
1-3 times a month	14%	15%	14%
Once a week	13%	13%	15%
2-3 days a week	12%	9%	9%
4 or more days a week	15%	17%	21%
Male	51%	42%	39%
Female	49%	58%	61%
15 yrs or less	1%	1%	1%
16-19 yrs	2%	1%	1%
20-24 yrs	6%	4%	3%
25-34 yrs	23%	20%	18%
35-44 yrs	29%	29%	33%
45-54 yrs	29%	32%	32%
55-64 yrs	11%	12%	12%
65 yrs or older	1%	1%	1%


Section Five

Registrations into the Challenge



The Challenge succeeded in attracting a wide audience of organisations and cyclists of all levels of cycling experience.

Key Points

- 52 organisations registered into the Challenge, and 48 (92%) of them participated.
 - 455 of the participants who registered to take part (78%) went on to record a trip during the Challenge.
 - Over 400 people in Horsham have now registered onto the website and engaged with the Challenge.
- 

5.1 Organisations

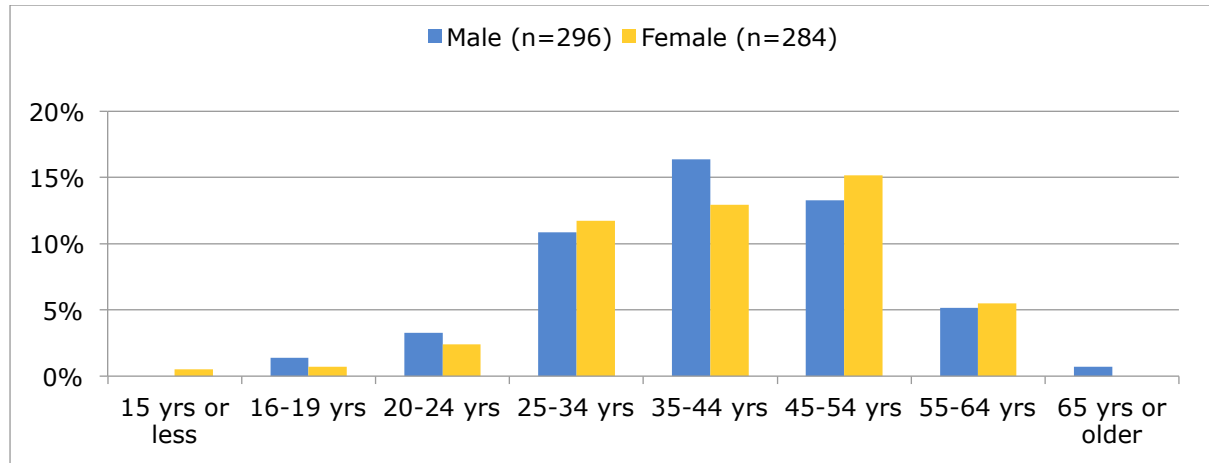
52 organisations confirmed that they would take part in the 2013 Challenge. Participants in 48 of these confirmed organisations went on to record a trip (92%), therefore there were 4 organisations that registered but did not participate. Appendix 1 shows a list of all organisations registered into the Challenge.

5.2 People

The Baseline Survey for the 2013 Challenge was completed by 586 people, indicating that they had registered to take part.

455 of the participants who registered to take part (78%) went on to record a trip during the Challenge. To date, over 400 people in Horsham have now registered onto the Challenge website and engaged with the Challenge.

Figure 2: Age and gender of registrants (N=580¹)



- The largest group of participants was aged 35-44 years (29%), followed by 45-54 years (28%) and 25-34 years (23%).
- 49% of participants were female.

¹ The number of males and females do not equal the total number of registrants (N=586) due to missing data.

Section Six

Survey Results



The Challenge surveys presented a great opportunity to observe the behaviour of a large group of cyclists in Horsham. This information shows us how the Challenge has influenced participants' cycling and travel-to-work behaviour. The results of the Baseline and both Post Challenge Surveys are reported in this Section².

6.1 Change in general cycling behaviour

Key Points

- 269 registrants (46%) had either cycled not at all or only a few times in the year prior to the 2013 Challenge.
- Amongst non-cyclists, those who stated an intention to cycle more often after the Challenge showed a similar increase in reported cycling behaviour three months later, compared to those who stated that they would cycle about the same/less often (55% and 50% respectively).
- 35% of those classed as non-cyclists at baseline reported cycling at least once a week three months after the Challenge.

6.1.1 Cycling behaviour at Baseline

Table 4: Before taking part in the Challenge, approximately how often have you ridden a bike in the last 12 months? (N=586)

Gender	Not at all	A few times	1-3 times a month	Once a week	2-3 days a week	4 or more days a week
Male (n=299)	17%	18%	15%	13%	17%	20%
Female (n=285)	30%	27%	13%	13%	7%	10%
All (N=586)	23%	23%	14%	13%	12%	15%

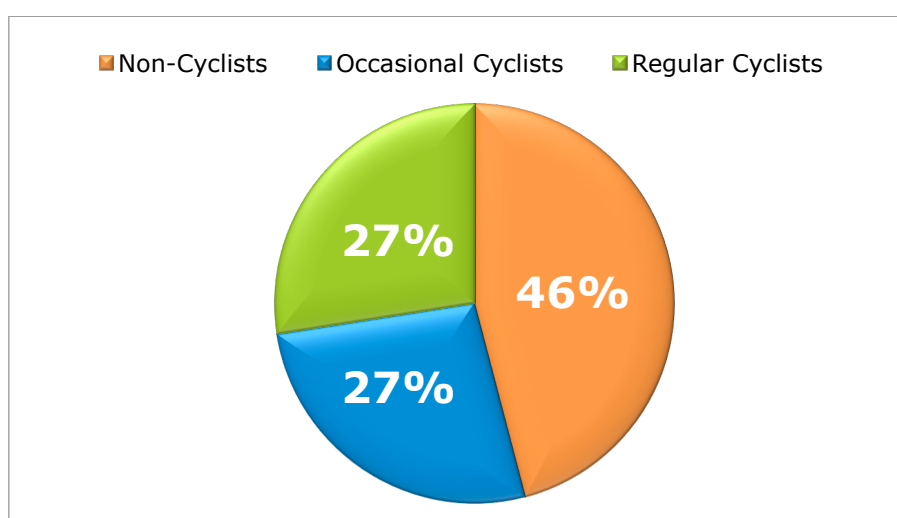
- 136 registrants had not cycled at all in the year prior to the Challenge.
- The largest group of registrants had not cycled at all in the year before taking part in the Challenge (23% of total registrants).

² Those who completed the Baseline Survey are referred to as 'registrants' throughout this report. The term 'participants' refers to those who went on to record a trip.

From this data, Challenge registrants have been grouped into three broad segments based on their cycling behaviour:

- **Non-Cyclists** - People who had either not cycled at all (classed as 'new cyclists') or only a few times in the year before the Challenge.
- **Occasional Cyclists** - People who had either cycled only a few times a month or about once a week before the Challenge.
- **Regular Cyclists** - People who had cycled two days or more each week before the Challenge.

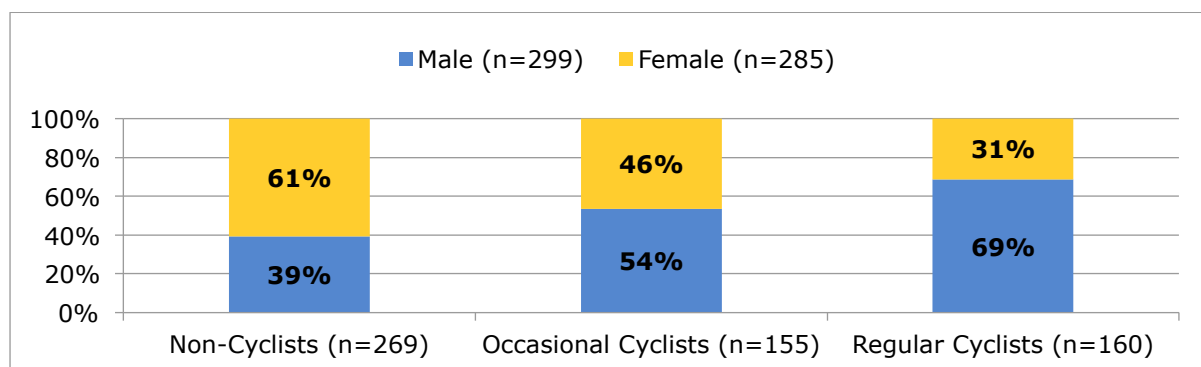
Figure 3: Before taking part in the Challenge, approximately how often have you ridden a bike in the last 12 months (n=586)?



- 269 registrants (46%) had either cycled not at all or only a few times in the year prior to the 2013 Challenge.
- In 2013, on average, Workplace Cycle Challenges in the UK attracted 31% non-cyclists and 19% occasional cyclists. The results achieved in the Horsham Cycle Challenge therefore compare very favourably and show that the programme attracted a well above average proportion of the key target audience into the Challenge.

Gender differences amongst the three segments were also looked at.

Figure 4: Before taking part in the Challenge, approximately how often have you ridden a bike in the last 12 months? (N=584³)



- The differences in gender across the audience segments followed the typical pattern found amongst cyclists: with a higher proportion of females as non-cyclists (61%) and a higher proportion of males as regular cyclists (69%).

The 2013 Challenge aimed to maximise participation levels within the largest participating organisations.

Table 5: Participation levels amongst the largest participating organisations

Size Category	2013	
	Average	Max
500+	2%	4%
200-499	8%	17%

³ This number is lower than the overall number of registrants (N=586) because gender data was missing for 2 registrants.

"Inspired by the Challenge, I got my bike fit to ride again, and out of the shed. Therefore I am much more inclined to go out and ride." - Non-cyclist

"I enjoyed it and will now push myself to do more." - Occasional Cyclist

"Weather (and fitness!) improving." - Regular Cyclist

6.1.3 Did intentions translate into action?

It is interesting to find out whether those participants who stated that they intended to cycle more often after the Challenge, actually did so. To assess this, the cycling behaviour of the key audience, non-cyclists, at three months after the Challenge was compared to their stated intentions three weeks after the Challenge.

**Table 7: Changes in cycling behaviour three months after participating in the Challenge, relative to cycling intention three weeks after the Challenge (n=28)
– Non-cyclists only**

3 Weeks Post Challenge		3 Months Post Challenge						% Increased Cycling
Cycling intention	% of baseline registrants (with data)	Non-		Occasional		Regular		
		Not at all	A few times	1-3 times a month	Once a week	2-3 days a week	4 or more days a week	
More	71%	5%	40%	20%	10%	25%	0%	55%
About the same/Less	29%	25%	25%	13%	0%	25%	13%	50%

- Of the 28 non-cyclists who completed both the three week and three month follow-up surveys, 71% stated that they intended to cycle more often after the Challenge. 25% of them went on to cycle two or more days a week three months after the Challenge.

6.1.4 Behaviour change three months on

Changes amongst the wider group of participants who responded to Post Challenge Survey 2 (regardless of whether they responded to Post Challenge Survey 1) are shown in the table below.

Table 8: Changes in cycling behaviour three months after participating in the Challenge (N=136)

			3 Months Post Challenge						% Increased Cycling
			Non-		Occasional		Regular		
Baseline		n	Not at all	A few times	1-3 times a month	Once a week	2-3 days a week	4 or more days a week	
Non-	Not at all	26	27%	23%	12%	19%	15%	4%	73%
	A few times	31	6%	35%	26%	16%	13%	3%	58%
Occasional	1-3 times a month	19	0%	26%	42%	26%	5%	0%	32%
	Once a week	20	0%	10%	15%	35%	40%	0%	40%
Regular	2-3 days a week	12	0%	8%	0%	8%	58%	25%	25%
	4 or more days a week	28	0%	0%	4%	0%	4%	93%	-

- 54% of non-cyclists at baseline reported they are now cycling once a month or more, three months after the Challenge.
- 35% of non-cyclists reported that they are now cycling weekly (once a week or more often) three months after the Challenge.
- 23% of those who were occasional cyclists at baseline reported cycling regularly three months after the Challenge.
- Overall, 15% of participants were cycling less frequently three months after the Challenge, compared to 50% who were cycling more frequently⁴.

⁴ This figure excludes regular cyclists who cycled 4 or more days a week, as this is the upper limit of cycling frequency that the survey allows.

Participants were asked why they had cycled more often in the three months since the Challenge.

Figure 6: What is the main reason(s) that you cycled more in the last 3 months?



"The Challenge got me motivated to get my bike from the back of the garage and consciously use it for smaller journeys rather than drive. A fitness element also means I try to cycle more often." – Non-Cyclist

"My cycling normally increases in the summer months when the weather is better and I have more leisure time." – Occasional Cyclist

"Summer holidays, good weather, new bike and the Challenge made me rediscover cycling." – Regular Cyclist

6.2 Frequency of cycling trips to work

Occasional and regular cyclists were asked how frequently they had cycled for work in the three weeks prior to completing the Baseline Survey. The same question was repeated in Post Challenge Survey 2 to assess behaviour change three months after the Challenge.

Key Point

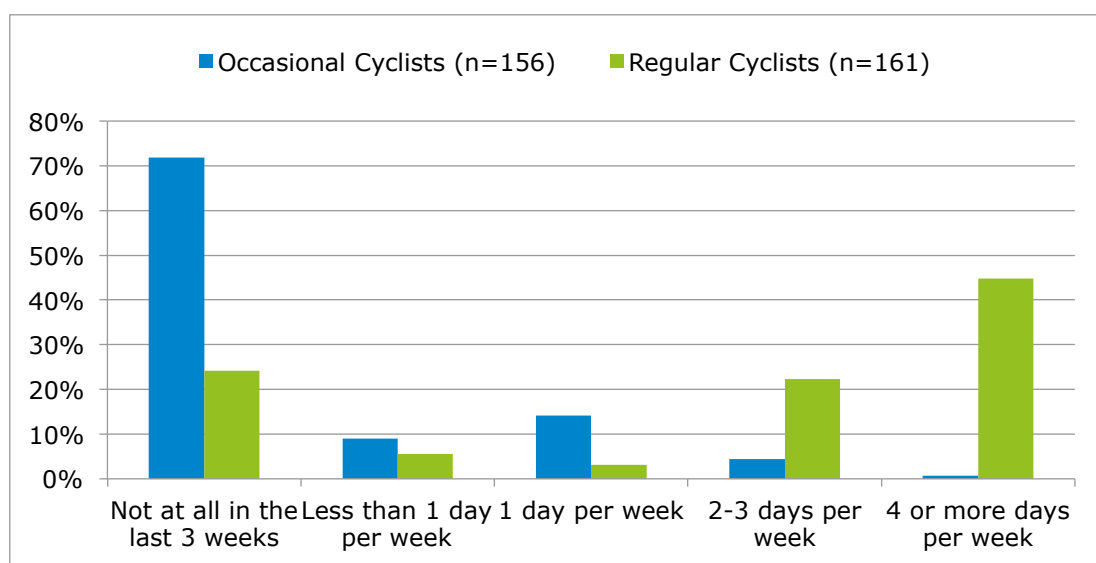
- 12% of non-cyclists reported cycling to work at least one day a week three months after the Challenge.



6.2.1 Trips to work

Baseline

Figure 7: In the last 3 weeks, about how often have you cycled to work? (N=317)



- 5% of occasional cyclists reported cycling to work two or more days a week, whilst 72% did not cycle at all to work.
- Unsurprisingly, regular cyclists reported more frequent cycling trips to work than occasional cyclists, with 70% of regular cyclists cycling to work at least one day per week, compared to 19% of occasional cyclists.

Three months on

Table 9: Changes in cycling to work three months after participating in the Challenge (N=73)

Baseline	n	3 Months Post Challenge					% Increased Cycling
		Not at all in the last 3 weeks	Less than 1 day per week	1 day per week	2-3 days per week	4 or more days per week	
Not at all in the last 3 weeks	31	81%	6%	6%	3%	3%	19%
Less than 1 day per week	3	67%	33%	0%	0%	0%	0%
1 day per week	7	43%	29%	14%	14%	0%	14%
2-3 days per week	8	13%	0%	0%	88%	0%	0%
4 or more days per week	24	8%	0%	0%	4%	88%	-

- Of those who reported cycling less than two days a week to work at baseline, 7% reported cycling to work regularly (at least two days a week) three months after the Challenge.

The cycling trips to work of non-cyclist participants were also looked at as some have reported general increases in cycling behaviour.

Table 10: Changes in cycling to work amongst non-cyclists three months after participating in the Challenge (N=51)

Baseline General Cycling Behaviour	n	3 Months Post Challenge					% Increased Cycling
		Not at all in the last 3 weeks	Less than 1 day per week	1 day per week	2-3 days per week	4 or more days per week	
Not at all	23	83%	4%	0%	9%	4%	17%
A few times	28	82%	7%	4%	4%	4%	18%
All Non-Cyclists	51	82%	6%	2%	6%	4%	18%

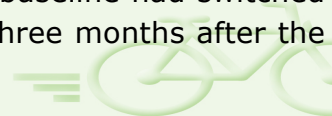
- 12% of non-cyclists reported cycling to work at least one day a week three months after the Challenge.

6.3 Modal shift

In the Baseline Survey, registrants were asked how they usually travel to work on most days. If they used more than one mode of transport, they were asked to select the one that they use to cover the longest distance.

Key Points

- At baseline, non-cyclists accounted for 58% of those who drove alone to work, whilst occasional cyclists accounted for 31%, and regular cyclists for 11%.
- 4% of those who travelled to work mainly by car at baseline had switched to cycling to work as their main mode of transport three months after the Challenge.



Baseline

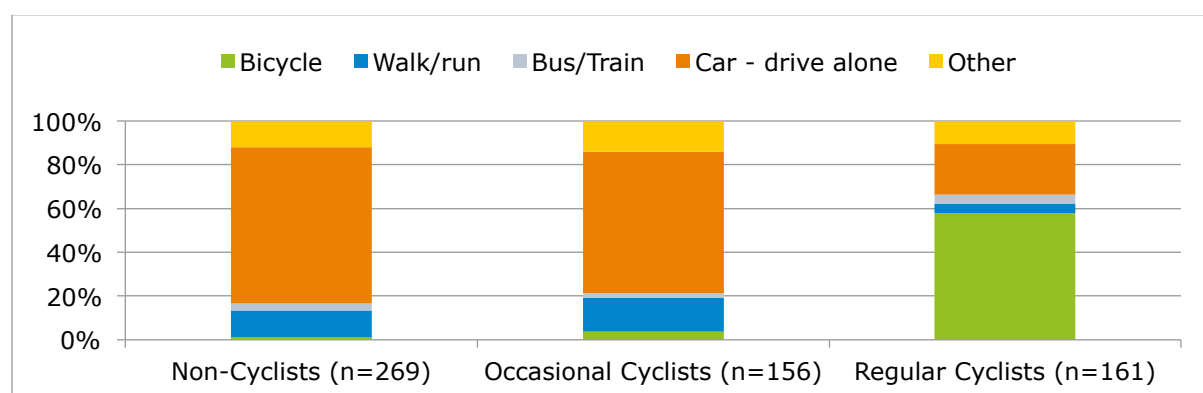
Table 11: How do you usually travel to work on most days? (N=586)

Audience Segment	Car – drive alone	Bicycle	Car – with passengers	Walk/run	Bus	Train	Do not work	Work from home	Other
All (N=586)	56%	17%	9%	11%	2%	2%	1%	2%	1%

- Driving in a car alone was the mostly frequently reported method of travel to work (56%), followed by bicycle (17%), walking or running (11%) and car with passengers (9%).

The figure below shows mode of travel to work for non-, occasional and regular cyclists.

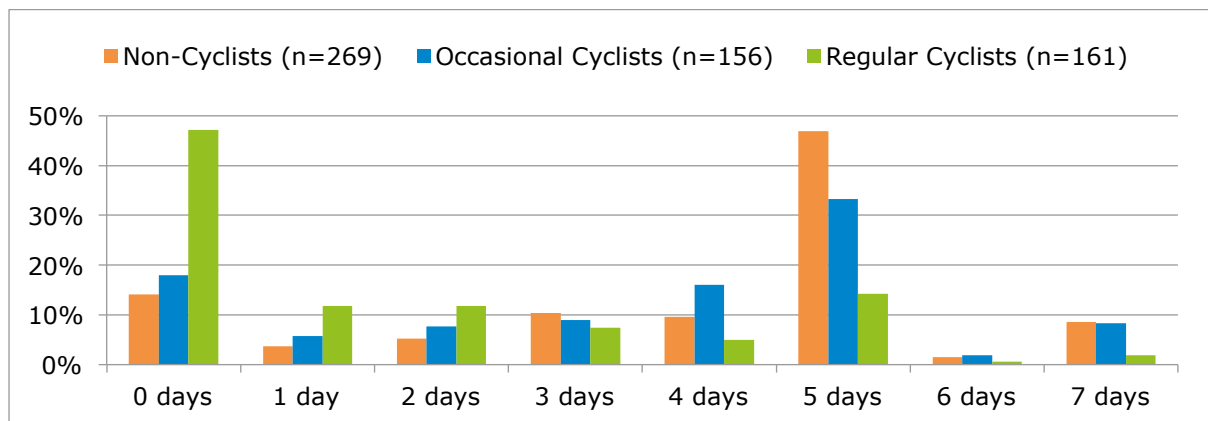
Figure 8: How do you usually travel to work on most days? (N=586)



- Driving in a car alone was the most common modes amongst non- and occasional cyclists (71% and 65% respectively).
- Non-cyclists accounted for 58% of those who drove alone to work, whilst occasional cyclists accounted for 31%, and regular cyclists for 11%.
- 12% of non-cyclists and 15% of occasional cyclists walk or run to work. This suggests that the dynamic nature of cycling to work is not necessarily a hindrance to this behaviour.
- Cycling was by the most common mode of transport to work amongst regular cyclists (58%), and 23% of regular cyclists drove alone to work.

In the Baseline Survey, participants were asked how often they had travelled to work by car in the seven days prior to filling in the survey. The responses amongst participants have been analysed to detect any shifts in travel-to-work behaviour three months after the Challenge.

**Figure 9: In the last 7 days, on how many days did you travel to work by car?
(Baseline Survey, N=586)**



- At the time of the Baseline Survey completion, over two-thirds of all non- and occasional cyclists (77% and 69% respectively) had travelled to work by car on at least three of the last seven days.

Three months on

Table 12: Changes in car trips to work three months after participating in the Challenge (n=135)

All Participants		3 Months Post Challenge - no. of days								% Decreased Car Trips
Baseline - no. of days	n	0	1	2	3	4	5	6	7	
0	33	73%	12%	0%	3%	0%	12%	0%	0%	-
1	16	38%	31%	6%	6%	0%	19%	0%	0%	38%
2	10	20%	0%	10%	30%	30%	10%	0%	0%	20%
3	15	0%	0%	13%	47%	13%	20%	0%	7%	13%
4	14	0%	0%	7%	14%	29%	43%	7%	0%	21%
5	38	5%	0%	3%	13%	21%	53%	0%	5%	42%
6	1	0%	100%	0%	0%	0%	0%	0%	0%	100%
7	8	25%	0%	0%	0%	13%	50%	0%	13%	88%

- Overall, 36% of respondents who completed the survey that were driving to work at baseline once a week or more, have reduced their car use by one day or more per week three months after the Challenge; whereas 28% were commuting by car more often.
- 22% of respondents who completed the survey that reported travelling to work by car at baseline, have reduced their care use by at least two fewer days three months after the Challenge.

Large modal shifts were measured by tracking the change in the main mode of transport to work from baseline to three months after the Challenge.

Three months on

Table 13: Modal shift from car to bike – journeys to work three months after participating in the Challenge (N=84)

Baseline	n	3 Months Post Challenge				% Switched to cycling
		Cycle	Car - drive alone	Car - share with others	Other	
Car - drive alone	74	1%	89%	5%	4%	1%
Car - share with others	10	20%	20%	60%	0%	20%
All Car	84	4%	81%	12%	4%	4%

- 4% of those who travelled to work mainly by car at baseline had switched to cycling to work as their main mode of transport three months after the Challenge.



ors

7.1 Barriers and motivators for participation in the Challenge

- Barriers to Champions getting colleagues involved included: distance from work, apathy and not owning a bike.

In the Post Challenge Survey 1, the Workplace Champions were asked for their main reasons for registering their organisation into the Challenge:

Figure 10: What was the main reason that your workplace registered into the Challenge?



"We were in the midst of launching a healthy workplace scheme and it fitted just right."
- Regular Cyclist



44 of the Workplace or Department Champions answered an open-ended question asking them what the barriers were to getting more colleagues to take part. These barriers and the frequency with which they were mentioned are presented in the table below.

Table 14: Barriers to getting more participation in the Challenge (n=44 Champions)

Barrier	Number of times mentioned
Distance from work/Travelling between sites/Dropping off children	12
Apathy	10
Not owning a bike/requiring maintenance/equipment	8
Lack of time/energy	6
Poor actual or perceived fitness/health	5
Fear (for safety)	4
Habit/routine	4
Poor promotion/incentives	3
Lack of facilities at work	2
Poor cycle routes	2
Cycling confidence	1
Restricted email comms	1
No management support	1

- The most frequently mentioned barriers distance from work (including needing a car to travel between sites or having children to drop off), apathy and not owning a bike.
- Other barriers included a lack of time or energy, poor actual or perceived fitness/health and fear of cycling.

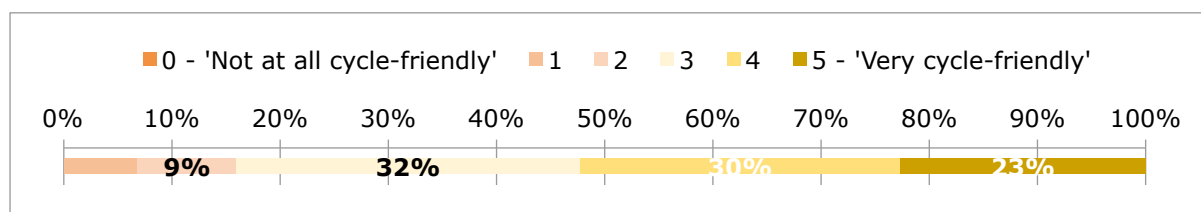
"Apathy - many of them cycle but just didn't get around to registering. Inconvenience - cycling to work is just too much hassle for some people." – Regular Cyclist

"Fear of change, other commitments such as taking children to school and some people haven't ridden a bike in a very long time. In the winter, unlit country roads can be very dangerous to ride when dark." – Regular Cyclist

"A lot of our staff live a long way from work and therefore couldn't cycle to work. I think if we had provided more opportunities on/around the site more could have participated." - Regular Cyclist

In Post Challenge Survey 1, Workplace and Department Champions were asked to rate how cycle friendly their workplaces were.

Figure 12: How cycle-friendly would you rate your employer? (N=44)



- Half of the Champions (52%) rated their workplaces highly on being cycle friendly with a score of 4 or 5 out of 5.

The Workplace Champions were also asked how they could be better supported and what would make it easier for them to encourage colleagues to take part:

- Badges to signal involvement
- Food and drink at events
- Information on cycle routes, benefits of cycling, tips on returning to cycling
- Longer Challenge
- More bikes to loan
- More events at lunchtime or after work
- More incentives, rewards
- More lead-in time
- More promotion, e.g. summary of weekly activities, social media

"Do bike riding days like the one in the park at the workplaces participating?" – Occasional Cyclist

"Badges and perhaps stickers about the Challenge saying something like 'I'm doing it - are you?' Also more 'have a go' sessions in the park." – Non-Cyclist

"Try to provide a greater presence and more social rides on the outskirts of Horsham." – Regular Cyclist

7.2 Cycling confidence and bike ownership

In the Baseline Survey, non- and occasional cyclists were asked about their cycling confidence, whether they owned a bike and what condition it was in.

Key Points

- Two-thirds of the non-cyclists reported feeling “fairly confident” (44%) or “confident” (22%) when cycling on the road.
- 71% of non-cyclists reported owning a bike

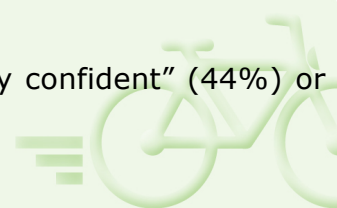
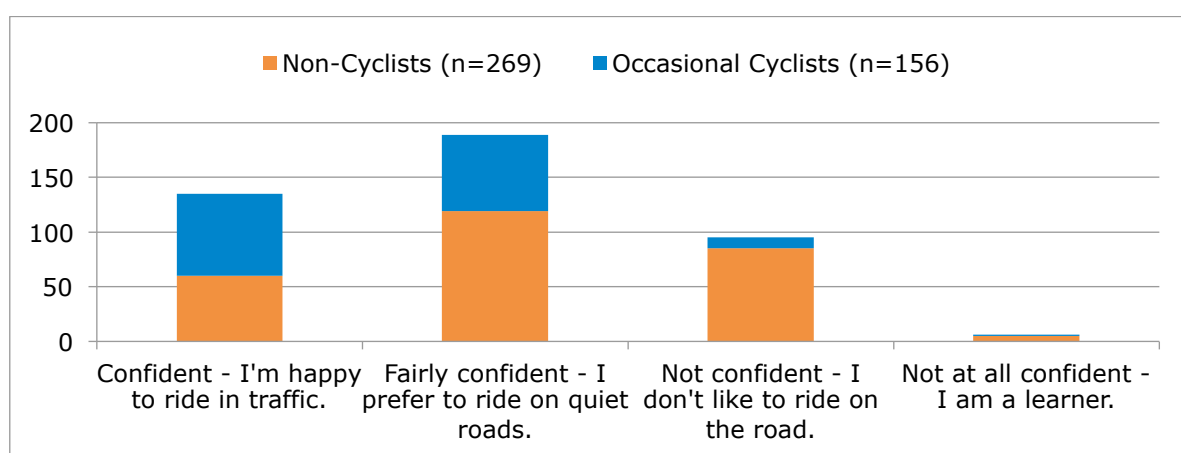
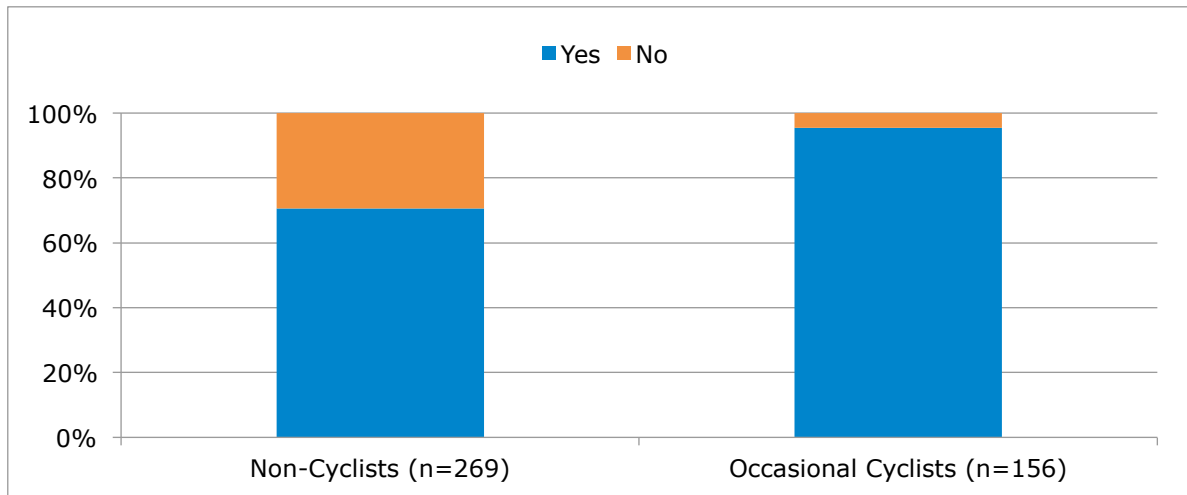


Figure 13: How confident do you feel when cycling on the road? (N=425)



- Two-thirds of the non-cyclists reported feeling “fairly confident” (44%) or “confident” (22%) when cycling on the road. Lack of confidence is not the reason these non-cyclists were not cycling prior to the Challenge.
- A third of non-cyclists reported feeling “not confident” (32%) or “not at all confident” (2%) on the road. Lack of confidence was definitely a factor in these participants not cycling much prior to the Challenge.
- 93% of occasional cyclists reported feeling “fairly confident” or “confident”, suggesting that there is little room for further training and confidence building.

Figure 14: Do you own a bike? (n=425)



- 71% the non-cyclists reported owning a bike. This shows that there is a relatively high bike ownership amongst this group and potential to encourage them to use their bike more often.
- 96% of occasional cyclists reported owning their own bike.

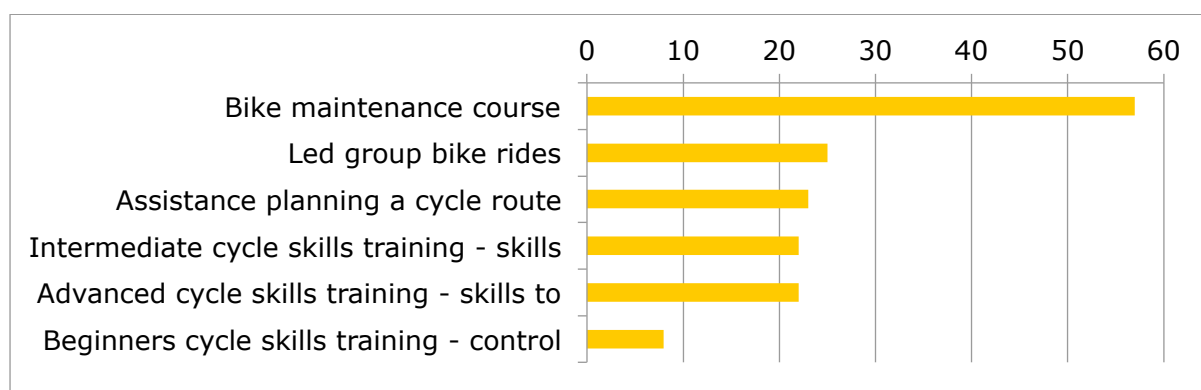
7.3 Interventions to encourage cycling

In order to help understand the barriers to cycling, non- and occasional cyclists were asked what training or information they were interested in having in Post Challenge Survey 1.

Key Points

- Most respondents wanted information about bike maintenance (n=57), led group rides (n=25) and assistance planning a cycle route (n=23).
- A reward scheme would encourage 88% of non-cyclists and 87% of occasional cyclists to cycle more.

Figure 15: Would you be interested in any of the following? (N=86)



- Most respondents wanted information about bike maintenance (n=57), led group rides (n=25) and assistance planning a cycle route (n=23).
- Only 30 participants were interested in beginner or intermediate cycle skills training.

Participants were also asked for any ideas on specific improvements for cyclists within Horsham. Suggestions were provided by 78 participants and their full responses are in Appendix 2. These will be most effectively analysed by someone with local knowledge of the area.

Section Eight

Results Summary



The Horsham Cycle Challenge was successful in engaging businesses and people to take part and successful in converting non-cyclists to become more frequent cyclists. The Challenge successfully influenced the behaviour of the key target groups (non- and occasional cyclists) and the aims set out at the start of the Challenge were achieved.

8.1 Aims

1. To encourage people who are not currently cycling to start cycling.

- *Intention of non-cyclists to cycle more often:* 46% (n=269) of registrants reported at baseline that they had not ridden a bike or had only ridden a bike a few times in the year prior to the 2013 Challenge. Three weeks after the 2013 Challenge, 81% of these non-cyclists who completed Post Challenge Survey 1 reported that they intended to ride a bike more often after the Challenge.
- *Non-cyclists report cycling more often:* 54% of non-cyclists at baseline reported they are now cycling once a month or more, three months after the Challenge. 35% of non-cyclists reported that they are now cycling weekly (once a week or more often) three months after the Challenge.

This shows a real change in behaviour and suggests that the Challenge was effective at encouraging people to take up cycling. Overall, over half (54%) of non-cyclists who took part in the Challenge are cycling more often three months after the Challenge.

2. To encourage occasional cyclists to cycle more regularly.

- *Occasional cyclists report intending to cycle more often:* 27% of participants reported at baseline that they had cycled 1-3 times per month or once a week before the 2013 Challenge. Three weeks after the 2013 Challenge, 38% of these occasional cyclists reported that they intended to ride a bike more often after the Challenge.
- *Occasional cyclists report cycling more regularly:* 23% of occasional cyclists reported cycling at least two days a week three months after taking part in the 2013 Challenge.

This shows real change in behaviour and suggests that the Challenge was effective at encouraging occasional cyclists to cycle more often.

3. To encourage those who are not currently cycling to work to cycle to work.

- *Participants cycle more frequently:* 7% of participants who reported cycling less than two days a week to work at baseline reported three months after the Challenge that they were now cycling to work at least two days a week.
- *Modal shift from car to bike:* 22% of respondents reported travelling to work by car by at least two fewer days. Furthermore, 4% of participants who reported travelling to work by car at baseline had switched to cycling to work as their main mode of transport three months after the Challenge.

These results indicate that the Challenge motivated non-cycle commuters and encouraged them to cycle to work.

4. To add value to local projects that aim to promote cycling and sustainable travel.

- *Interest in cycling initiatives amongst non-Champion participants:* Most respondents wanted information bike maintenance (n=57), led group rides (n=25) and assistance planning a cycle route (n=23).

These results indicate that participants want more information and training.

8.2 Objectives

1. To encourage at least 60 businesses to register in the Challenge.
 - **52 organisations registered into the Challenge and 48 participated.**
2. To encourage at least 1,000 people to participate in the Challenge each year.
 - **586 people registered into the Challenge and 455 participated.**
3. To encourage at least 300 non-cyclists to participate in the Challenge.
 - **204 non-cyclists (45% of participants) participated in the Challenge.**

8.3 Summary of recommendations

Data on the barriers and motivators for cycling amongst key target groups can be used to design interventions to support cycling in Horsham. To maintain the momentum created by the Challenge and to further increase the frequency of cycling amongst Challenge participants, we recommend that West Sussex County Council and its partners:

- Promote adult cycle training schemes directly to those participants who requested such training and to those who reported low confidence cycling on the road.
- Use the results of this report to work with organisations to improve Workplace Travel Plans and to set up events (e.g. cycle rides/routes, Dr Bike etc.) that Champions reported that they wanted to hold.
- Work with participating organisations to improve facilities for cyclists, especially those where facilities were poor or absent.
- Work with the organisations where Champions have indicated an interest in further championing cycling and where support has been requested.
- Continue to improve the infrastructure for cyclists in the city.
- Utilise the database of over 600 cyclists in the city to promote follow-on interventions in the city and to communicate with cyclists of all abilities.

Challenge for Change strives to improve the Challenge programme year-on year and have examined feedback from participants and stakeholders in Horsham. For the 2014 Horsham Cycle Challenge, Challenge for Change would aim to:

- Send out a 'save the date' email as soon as the Challenge dates have been confirmed so that organisations can start planning their involvement with the Challenge earlier.
- Have a longer lead in time for the project so that the promotional materials can be printed ready for the start date of the Challenge Manager.
- Make sure that the Challenge Manager can start work 9 weeks before the Challenge, can work the days allocated, especially 4 days a week during the Challenge period.
- Run events in the lead up to the start of the Challenge in order to raise awareness and engage people earlier in the programme.

- Run a higher profile PR campaign in the lead up to and during the Challenge to attract more people if budget allows e.g. through outdoor media, advertising and events.
- Encourage the industrial estates to take part in the Challenge; design a suitable method for them to record their rides e.g. a wall chart. Run a try-a-bike session at an industrial estate or business park so that several organisations can take part together.
- Incentivise Champions to promote the Challenge more widely in their organisations by introducing prizes or recognition specifically for Champions, based on the participation of their team.
- Introduce more results on the website to help recognise the efforts of those who encourage the most new cyclists and the Champions who are encouraging the most staff to take part e.g. Top Encouragers and Top Champions league tables.
- Set up the opportunity for bike loan during the Challenge period and ensure that the process is clear and is promoted via all possible channels to ensure good take up e.g. website, emails, calls to Champions.

Section Nine Conclusion



The results show that the 2013 Horsham Cycle Challenge programme has positively influenced the cycling behaviour of participants. The aims set out at the start of the Challenge were achieved. The Challenge was successful in encouraging people who are not cycling to start cycling, encouraging occasional cyclists to cycle more regularly and encouraging people who are not currently cycling to work to cycle to work.

Although the Challenge did not meet its target number of registered organisations, there is now a database of 53 organisations employing more than 6000 individuals across Horsham.

Key outcomes recorded three months after the Challenge include:

- 54% of non-cyclists at baseline reported cycling at least once a month or more often;
- 35% of non-cyclists at baseline reported cycling once a week or more often;
- 12% of non-cyclists at baseline reporting that they were cycling to work at least one day a week;
- 23% of those classed as occasional cyclists reported cycling regularly;
- 36% of participants are driving less frequently (at least one day less); and
- 22% driving at least two days less.

The programme attracted a relatively high number of non-cyclists (45%, n=204 versus the aim of 300) to take part. There is now a database of over 400 cyclists in the area. This database is a great resource which can be utilised for research purposes, to promote the annual programme of cycling events and to continue to support those cyclists who have shown a change in behaviour through the Challenge by incentivising them to keep cycling.

Attracting new organisations to take part in the Challenge and re-engaging this year's organisations would be the key focus of a repeat Challenge, as well as continuing to attract non-cyclists. Delivering a Workplace Cycle Challenge in 2014 will continue to increase rates in cycling and cycling to work, evident in the results drawn from the 2013 Challenge.

Appendix 1 – Organisation Registrations

The following table details the organisations that registered into the Challenge, together with their total number of staff, and total participating staff (Ps).

Table 15: Organisation Registrations (N=52)

Organisation	Postcode	Staff	Ps	New Cyclists
Age Uk Horsham District	RH12 1GZ	30	3	0
Assurity Consulting Ltd	RH13 5QH	65	18	0
Barclays Bank	Rh12	15	6	5
Best Practice	BN6 9PU	20	1	0
Bill's Restaurant	rh12 1eu	10	5	3
Carfax Dental Practice	RH12 1EB	15	1	0
cbp	rh135ql	3	0	0
Collyers	RH12 2EJ	250	19	7
Co-op North Parade	RH12 2DH	5	1	0
D K Beer Contracts Ltd	RH12 1TL	3	2	0
Eurovia Ringway	RH12 2RW	65	8	2
Farlington School	RH12 3PN	70	2	0
Fisher Clinical Services	RH12 4QD	450	2	2
Future Webs	RH12 3PA	3	3	2
Halfords	RH12 3TQ	28	1	0
Halifax	rh13 5eu	20	0	0
Helliers	RH13 8JD	3	1	1
Holbrook Primary School	RH12 5FT	48	13	1
Holy Trinity Playgroup	Rh13 6 PZ	7	4	2
Horsham District Council	RH12 1RL	487	57	25
Horsham in Bloom	RH12 1LX	8	1	1
Horsham Matters	RH13 5QR	15	4	0
Horsham NPT Sussex Police	RH12 2DJ	34	3	0
Horsham Piano Centre	RH13 5AA	3	1	0
IDEXX	RH13 9RT	20	17	9
Jobcentreplus	RH12 1HN	33	7	4
m.r printers	rh13 5rg	10	2	0
Mansell McTaggart	RH12 1EE	4	2	2
MASH Staffing	AA1 1AA	15	1	0
Millais School	RH13 5HR	174	44	6
National Westminster Bank	RH12 1FD	10	1	0
Nationwide Building Society	RH12 1EQ	25	1	0
Nationwide Coaches	Rh13 6RN	3	3	0
NOVARTIS	RH12 5AB	200	25	7
Orchard Surgery NHS	RH12 1PJ	12	1	0
P D Kitchens	RH13 9RT	8	3	0
RSA	RH12 1XL	1000	31	6
RSPCA	RH13 9RS	350	15	7
Rudgwick Parish Council	RH12 3DY	12	1	0
Sainsbury's Horsham	RH121SQ	150	1	1
Saxon Weald	RH12 1DT	148	22	6
Slinfold Golf & Country Club	RH13 0RE	50	8	8
Tanbridge House School	RH12 1SR	145	0	0
Tesco	rh12 3yu	549	0	0
The Company Hairdressing	rh12 1nw	3	1	0
The Creative Assembly Ltd	RH12 1JW	270	2	1
The Forest School	RH13 5NW	100	5	0
The Weald School	Rh149ry	150	1	0
Trend Controls Ltd	RH122PQ	204	34	4
Up & Running	RH13 5AF	3	1	0
West Sussex County Council	RH12 1XH	700	29	16
Winterhill Largo	RH12 1AT	20	1	1


Appendix 2 – Improvements for cyclists within Horsham

78 participants who completed the first post-Challenge survey gave the following suggestions on how to make improvements for cyclists within Horsham.

Are there any specific areas where you think improvements for cyclists are needed within Horsham? Please be specific when describing a particular location.
A cycle straight on light or cyclelane if traveling West along East Street at the junction of Park Way and East Street
A footbridge is needed across the north side of Horsham bypass to gain access to quite country roads heading towards Ruspur
A281 Lower Beeding to Horsham. There is a proper tar macadam footpath/pavement along this road, which is not used by walkers. It is a busy road and if the footpath was improved, cyclists could use the path all the way along it. This would certainly encourage me to use it, and make me feel safer, as there is not a lot of room for both cyclist and car on the road.
advance stop boxes at junctions more cycle parking
Advance stop boxes on traffic lights on Albion Way.
Albion Way I also think that cyclists should be allowed to cycle across the Bishopric
An online log book for complaints or antisocial riding/driving/walking, for incidents to be later checked with CCTV, and punishments issued
Any chance of widening the railway bridge by the Horsham station? Footpath on the station side would help pedestrians a lot, and cycle lanes both ways!
AREA'S BY DENNE ROAD
As I live in Crawley it would be nice to have a cycle path along the A264, I might cycle to work then
Being new to Horsham I have difficulty with the cycle lanes, in particular in the centre of town. I have found myself going around the crazy dual road sections at times, and have felt unsafe due to the sheer weight of traffic. I'm not sure if there is a map of the cycle paths in the town anywhere?
Better cycle lanes - Many of the existing lanes are very narrow. Certain main roads have none.
Better cycle route from villages into town especially from Southwater over A24 in Rush hour would encourage more people and school children to cycle into town.
Crossing A24 at Southwater
Cycle lanes around Horsham are appalling - focus should be on cycle routes to schools where safe cycle lanes - as opposed to a few lines painted on the road should be created - also strict policing of parking in cycle lanes
Cycle lanes need re tarmacing, particularly north street outside The Capitol as this is very poorly maintained. I would like to see a cycle path over the railway bridge by Horsham Station as cars frequently get impatient waiting to pass and therefore drive dangerously
cycle path to Mannings Heath
Cycle paths!!!!!!
don't know Horsham very well.
General signage of cycle paths. Many cycle paths e.g. to Southwater are no use for a road bike or hybrid as it's far too uneven. It would be great to have smoother cycle paths.
Generally I think we're pretty lucky in Horsham even at peak times. One area of concern that fortunately I don't have to navigate very often, is in getting from the bike parking in Medwin Walk out to the Bishopric - so cutting across lines of traffic. Beyond that, if there are to be cycle lanes, then let's emphasise the need to keep them well maintained and smooth - eg North Parade. And where roads are not wide enough for cycle lanes eg Wimblehurst Rd is there a possibility of designating the footpath as joint cycle/pedestrian?
Given the recent spate of bicycle thefts, there should be public cycle racks, covered by CCTV at all times.
Horsham already has great cycling facilities.
Horsham's approach roads DO NOT cater well for safe cycling. If we want to encourage cycling, we need cyclists to feel safe.
I cycle along the A29 between Adversane and Billingshurst. Sometimes it feels very scary...lorries are particularly intimidating and don't often slow down or give comfortable room.
I don't live in Horsham, so I can't really comment. But I would like to see more cycle lanes which link up the Downs Link, because I would use this lunch time to go to Southwater Park.
I try to keep off any road that is busy as I was knocked off my bike as a child by a taxi, I have little faith in motorists when it comes to bikes!
I would like to see a cycle path around/in Horsham Park.
I'm not sure
Improve/add cycling lanes. Fill in pot holes!

It would be grat to be able to get from Southwater to Horsham without being on the main roads
Kings road cycle path is too narrow, drivers simply ignore it. All new housing developments should make provision for cycle paths.
less potholes and improved roads!!!! more cycle lanes
Live out of Horsham so can't comment
longer continuous bike lanes in more roads then we dont have to come onto the pavement
maintaining the roads and hedging etc nearer the kerb would make it more pleasant and safer
More cycle lanes around horsham would encourage more people (hopefully) to stop cycling on the pavements!
More cycle lanes or road markings for cyclists.
More cycle lanes round te busy roads
More cycle parking
More cycle paths and a better awareness of cyclists by road users.
More cycle stands/parking in town centre. Generally in Horsham: less potholes as these are really dangerous for cyclist.
more secure cycle stores in town centre
No
No
No, I cycle more in Southwater so can't comment.
none
None.
Not sure as I do not know Horsham that well apart from work.
Not sure at this time
Off road or cycle friendly route from Hopoast Park and ride in to town.
On the published cycle routes there are no updates when bridleways are temporarily closed-found this out the hardway after crossing the A281 at BBH. Lots of "kissing gates" which you have to carry a bike over, would be better to be able to open/close gates
over the rail way on parsanage road
Repaint the cycle lanes on St Leonard's Road
Road quality
Roundabout on Albion Way where there is a left turn into Swan Walk car park and a right turn towards the park. With the dual carriageway it is very difficult and dangerous for cyclists to turn right at this roundabout.
Safe routes for bikes into town from Redkiln Way, RH13 5QH
secure parking for bikes, maybe in swan walk along with the shop mobility office? or a pay locker in town?
Seems pretty good to me. Maybe some cycling routes signposted
Some means of crossing the railway from the east side of Horsham that doesn't means risking life and limb either over the bridge by the station or coming along Brighton road under the iron bridge. The park tunnels work, but is a footpath so forbidden for cyclists. Better separation of cycle paths from roads and footpaths would be good.
space in front of traffic at traffic lights
The A281 looks awful for cyclists!
The bike lanes are good in some areas (Redklin Way) yet virtually useless in the Littlehaven Station Road where it is too narrow and parked cars are in it.
The cycle facilities in Horsham are basically awful and in many ways misleading. The lanes are ill-conceived and leave to your own devices as soon as you reach anywhere that is remotely dangerous. Worse still, the presence of a lane gives the drivers of Horsham more reason to hassle you should you decide NOT to take the glass-strewn, pot-holed, drain-covered route. The town centre wardens seem to have some kind of incentive to stop responsible cyclists while they let the hooligans whiz by. The signs are misleading (for instance from the direction of the Malt Shovel towards the town centre is marked as a shared use path but the minute you hit the area outside the Lynd Cross you are apparently up for a big fine should you continue -contrary to the signs and the councils own cycle route maps.
The cycle link between Horsham Crawley needs to be improved. I could cycle to work if this was the case (I live the other side of Crawley and have good cycle routes until Ifield. I am not prepared to commute by bike on the A264!
The stretch of Parsonage road with bike track and a magnificent hedgerow that grows right across it. Have reported it to highways twice :X
The worst thing is how badly car drivers treat cyclists, but there's not really a way to fix that. So many drivers too closely overtake me, cut me up or pull out on me. I'm not a bad cyclist and I use the roads correctly but so many cars think they have priority.
There are not

There isn't any particular area within Horsham, but I do think the council should cut the hedges at the side of the roads more. I see cyclists, some quite young, veering into traffic because the brambles have grown out of the hedges and they don't want to get cut or stung by the nettles.
There need to be cycle paths on the main roads into Horsham.
There needs to be more cycle lanes running along side existing roads. Like Kings Road and Comptons Lane. There needs to be a zero tolerance on cars parking in cycle lanes. MORE cycle lanes = safe cycling = more people out enjoying their bikes. Lets be the first town to make a huge effort with cycle lanes. You ask anyone who likes cycling and they will explain how dangerous the roads are. Roads are only just wide enough for cars let alone space for bikes aswell. Plus if you want to make improvements why dont you fill a few pot holes, some of our roads around Horsham are embarrassing with the number of holes, which makes for a horrible cycle ride.
To be as specific as possible - safe crossings across/under/over A264 are needed - I cross at the marked pedestrian crossing opposite Langhurstwood Road, and I still find it pretty scary. Bad surfacing and potholes on Pondtail Road make cycling along it an unpleasant experience (but I vastly prefer it to Hurst Road - it's otherwise quiet and pleasant and feels safe).
Tower hill between Horsham and southwater
Unable to comment as not a resident.
Unfortunately I live on the coast but work in Horsham so can not comment on this
Where to start? The provision of cycling lanes is truly appalling. Why not start by getting the council members to ride round town a couple of times trying to follow the cycle routes? They are total joke. eg the 10 yard one by the catholic church in town, the white lines painted on roads that stop as soon as it gets to a narrow part of the road (north parade) so that cars then just squeeze you out. We are getting lots of new houses, but do they all have to have proper cycle lanes to make riding safe? Also, the cycle lanes that are there don't start/finish at logical places - they just cover part of journey, so don't actually make you any less likely to have a safe journey. If you are interested, I'm happy to cycle round with you and show you how rubbish it all is. But there probably isn't much point if you don't have any real political commitment to improving the situation.
worthing road, esp just above the Boars Head where it narrows, is dark and uphill additionally. Buses come very close.
Yes, loads! A couple of examples: 1. Albion Way is a major barrier. I would like to see cyclists being allowed to cycle from Guildford Road/ Bishopric straight across into the town centre. 2. Have a default position that one-way streets should be 2-way for cyclists, then have a programme of works to achieve it. 3. Have a continuous route across the centre of town both east/west and north/south. 4. We need cycle 'escape routes' out of town eg across the northern by-pass/A264. I could go on.....



Challenge for Change – Engine Shed, Station Approach, Bristol, BS1 6QH
Company Reg. No. 6409628. VAT Reg. No. 928 5078 95

Sam Robinson - sam@challengeforchange.com

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