



**cycle  
BOOM**  
DESIGN FOR LIFELONG  
HEALTH & WELLBEING

Space for oldies? Ageing society, older people and the UK 'cycle boom'

Tim Jones | Oxford Brookes University

Cycling and Society Annual Symposium 2014

**EPSRC** Pioneering research and skills  
**Lifelong Health & Wellbeing** Research for Healthy Ageing  
**OXFORD BROOKES UNIVERSITY**  
**CARDIFF UNIVERSITY** PRIFYSGOL CARDFYF  
**University of Reading**  
**UWE BRISTOL** University of the West of England




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DESIGN FOR LIFELONG  
HEALTH & WELLBEING

A study to understand cycling amongst the older population in the UK and how this affects independence, health and wellbeing.

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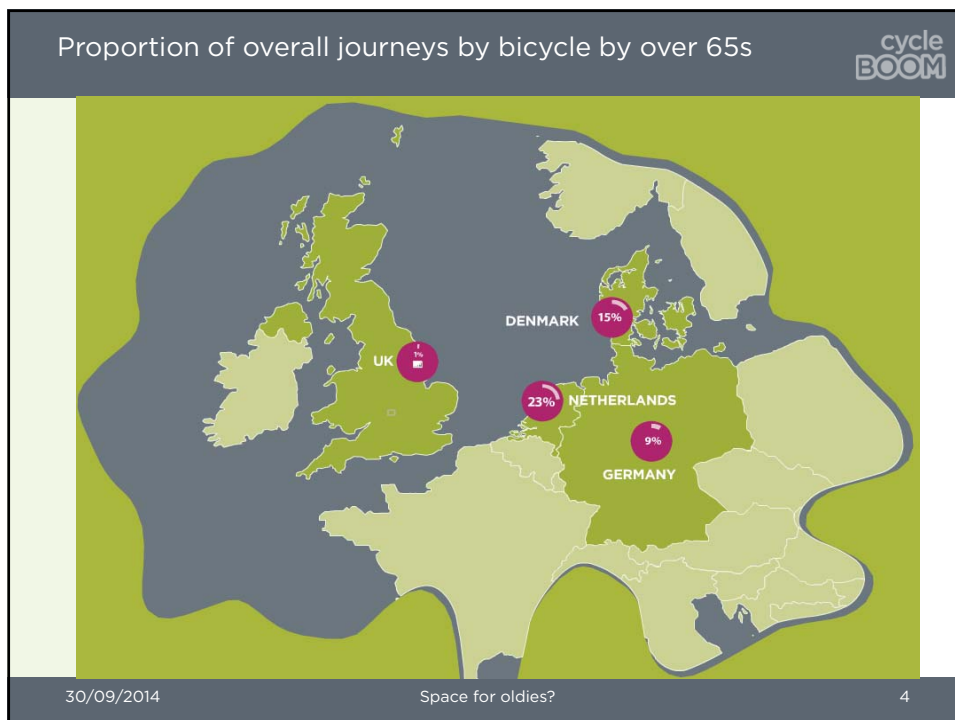
## cycle BOOM premise...

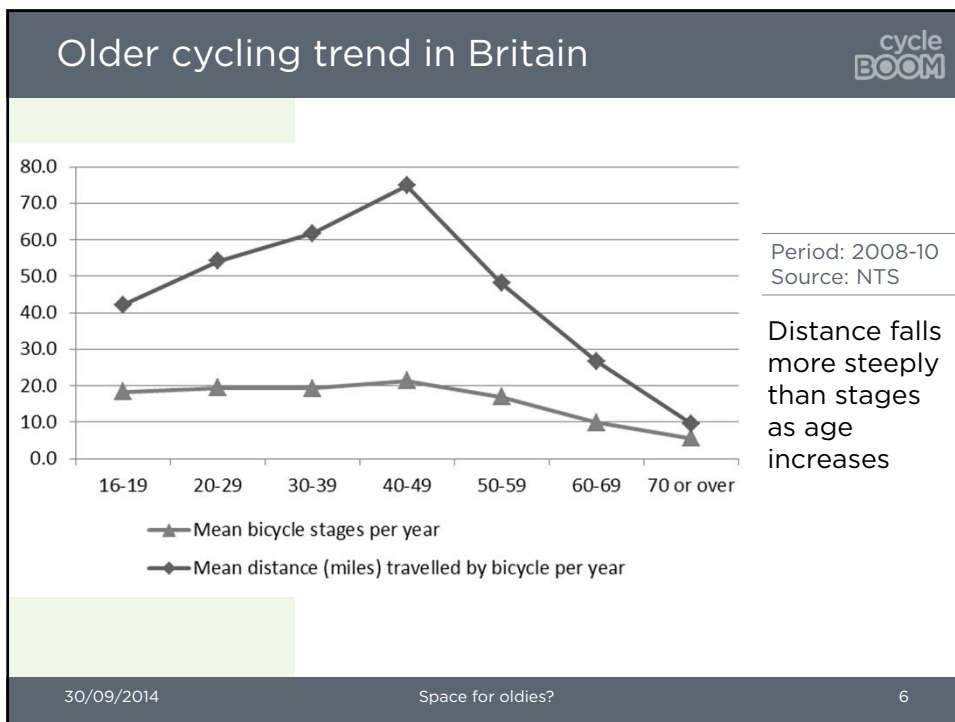
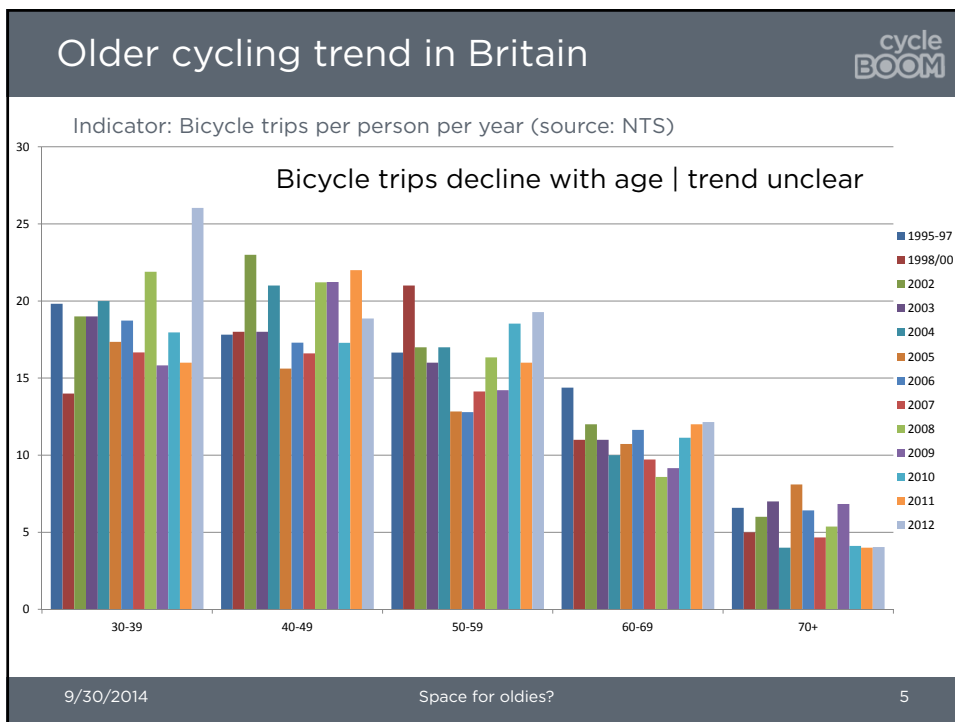
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- Little understanding of cycling among older people - older people perceived as lacking ability to cycle
- Lack of policy discourse on older cycling - focus on commuting
- Infrastructure projects focus on instrumental facets - direct, time saving - and typically ignore experiential component - affect.

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# Objectives

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"For too long the focus has been on advising individuals to take an active approach to life. There has been far too little consideration of the social and physical environments that enable such activity to be taken."

Pamela Das and Richard Horton  
'Rethinking our approach to physical activity' (2012) The Lancet, Vol 380, No.9838, 2012, p187.

Develop a better understanding of how the design of our towns and cities, and bicycle technology, is shaping older people's experience of cycling



Create a toolkit for policy makers and practitioners to support and promote older cycling

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# Policy relevance

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Populations ageing across the EU | Increasing focus on 'healthy ageing'

Maintaining independence/preventing disability - important for wellbeing in later life

Access to activities outside the home

Social engagement

Sense of control



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# Impact

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Developing more inclusive neighbourhoods, towns and cities

Designing products suited to the growing market of older people

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# Engagement beyond the academy

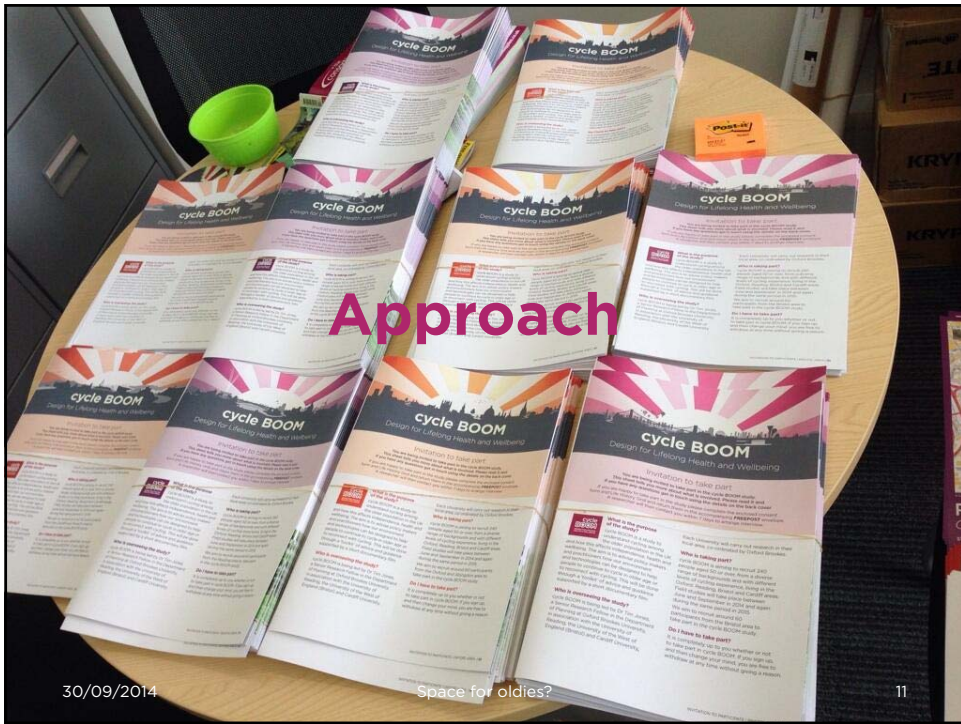
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- Website <http://www.cycleboom.org>
- Twitter
- Blog
- Newsletters/Articles
- Seminars/Conference Presentations/Schools
- Documentary film
- Toolkit

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Population

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**WHO?**  
240  
People aged 50-59 and 60+

CARDIFF  
BRISTOL  
OXFORD  
READING

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# HOW?

- REVIEWING**  
Knowledge of cycling in older age and its impact

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- ANALYSING**  
Success in encouraging cycling in two European cities

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- INTERVIEWING**  
Older people about cycling in their lives

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- ACCOMPANYING**  
Older people on routine cycle journeys


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-  **TRIALLING**  
Electric bikes and their benefits compared with regular cycling

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## Testing novel research methods



Geo-locating & representing affect

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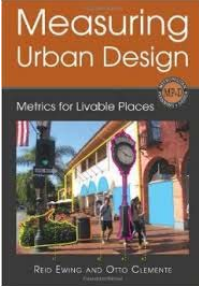
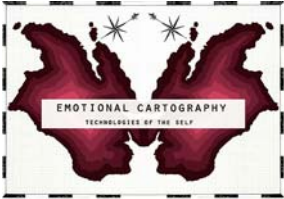
Representing affect | developing a UD vocabulary cycle  
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**theguardian**  
News | Sport | Comment | Culture | Business | Money | Life & style  
News / Cities

**Cities and their psychology: how neuroscience affects urban planning**  
The study of metropolitan areas and how their inhabitants interact with them is key to planning our future as a species

Colin Eitard  
theguardian.com, Tuesday 4 February 2014 08:00 GMT  
[Jump to comments \(8\)](#)



cB responding to call by Ann Forsyth and Kevin Krizek:

“...to take the experience of cycling seriously in urban design. This involves moving beyond a concern with safe and convenient facilities and complete networks to a more substantial interest in the experience of the environment from a cyclist’s point of view.”

Ann Forsyth & Kevin Krizek (2011) Urban Design: Is there a Distinctive View from the Bicycle?, *Journal of Urban Design*, 16:4, 531-549, DOI: 10.1080/13574809.2011.586239

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**OXFORD  
BROOKES  
UNIVERSITY**

**Some preliminary findings  
Life history interviews |  
Cycling Observation &  
Interview**





1. Cycling pathways cycle  
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**Heterogeneous**  
discovered | rediscovered | (dis)continued



**Constrained**  
body | gender | geography

**Resilient**  
enduring | adapting | imparting

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2. Observations of older cycling cycle  
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**Performance**  
Dutiful | law-abiding | avoid conflict

**Practice**  
unhurried | challenged - 'keeping up with the flow'  
| manoeuvres 'amplified'



**Experience**  
Adopt coping strategies to enhance and prolong  
cycling - space | time | technology - seek pleasure

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**3a. Experience of Brian and Ramona** cycle  
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<p><b>Brian</b></p>  <p>Ridden most of his life</p> <p>Accomplished-competent</p> <p>Cross city cycling</p>	<p><b>Ramona</b></p>  <p>Ridden on-and-off over past 10 years</p> <p>Lacks confidence in road environment</p> <p>Cycling in local neighbourhood</p>
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**3b. Practice** cycle  
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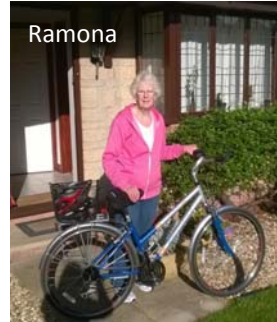
<p><b>Brian</b></p>  <p>Cycling unproblematic if you know what to do</p> <p>conscious of not impeding the flow of traffic</p> <p>potential to annoy/frustrate drivers</p>	<p><b>Ramona</b></p>  <p>avoid interaction with motor traffic</p> <p>"I get quite nervous on the roads, I am not a good road cyclist"</p> <p>cycling mainly resigned to paths and pavements in local neighbourhood</p>
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### 3c. Video Clips



Brian



Ramona

Tackling inclines

Right turns

Road position

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### 3d. Technology



Brian



Ramona

Adapted hybrid

Comfort: saddle | guards | seat-post | mirror


Carrying: rack

Security: camera | 'lugging' locks

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## Summary

cycle BOOM seeks to:

- Elevate status of older cycling | improve habitat for older cycling
- Develop novel methods of representing affect
- Place more emphasis on the experiential aspect of cycling
- Understand links between cycling and older people's wellbeing

Follow our progress at [www.cycleboomers.org](http://www.cycleboomers.org)

