



The Cycling Opportunity

Why we should help people to buy a cycle



Sustrans Report
11 September 2024



Who we are



We are **Sustrans**. We are a **charity**. A **charity** is an organisation that uses the money they make to help fix a problem they care about.



We work with **communities** to help people to be healthy and happy.



Communities are groups of people who have something in common, like their age or disability.



We make it easier for people to walk and use **cycles**. **Cycles** are things like bikes, tricycles or electric bikes.

About this project



We have set up a project called **The Cycling Opportunity**.



We wanted to find out how cycling can help people who are on a **low income**.

Low income means people who don't earn a lot of money.



People are on a low income for lots of reasons. For example, they might be studying, retired, or looking after someone else.

low income

In this booklet we use the words low income to mean people who don't earn a lot of money and people who don't work.



We wanted to find out if cycling is **accessible** to people on a low income.



Accessible means it is easy for them to do, and they have everything they need to do it.



We asked people who are on a low income what they think about cycling.



We asked them if they want to cycle.



We asked them what stops them from cycling.

What people told us



We asked people what they think in groups and a **survey**. A **survey** is a booklet with questions to answer.



Lots of people said they want a cycle, but they don't have the money to buy one.



Most people said a cycle would help them to be healthy and happy.



More than half of the people said a cycle would save them money.

A cycling voucher



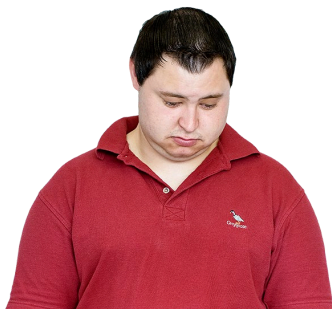
We found out that a cycle **voucher** would help people on a low income to buy a cycle.



A **voucher** gives people money off the price of something they want to buy.



We know that cycle vouchers have worked well before in the UK.



People on a low income often cannot use these vouchers.

Why we want to help people buy a cycle



Lots of people on a low income deal with **transport poverty**.

Transport poverty is when you can't use transport, like buses, trains or bikes because it costs too much money, or it isn't accessible.



It is harder for people on a low income to travel because

- they are less likely to own a car
- bus services have got worse
- train tickets cost a lot of money.



Cycling is cheap and it makes it easier for people to

- have a job
- do training, learn or go to school
- see friends and family
- spend time in nature
- be healthy.

Idea 1

A new cycle voucher scheme



We think there should be a new cycle voucher **scheme** in the UK for people on a low income.



A new cycle voucher scheme would help people on a low income to buy their own cycle.



It would also help pay for things like

- a cycle helmet
- a cycle lock
- cycle lights.



The voucher would give people 40% off the normal price of a cycle.



The new cycle voucher scheme would make cycling much cheaper for lots of people in the UK.



We know that many people would really like a new cycle voucher scheme.



It would be easy for councils and the government to start a cycle voucher scheme.



We think the government should test a new cycle voucher scheme in 5 areas in the UK.



We can then see if the scheme works or needs changing at all.

Idea 2

Being inclusive is important



The new cycle voucher scheme should be **inclusive**. **Inclusive** means people with different needs should be able to use it easily.



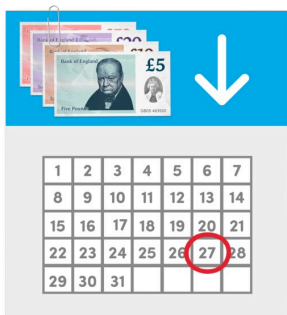
Lots of people on a low income are disabled or have health problems.



Some of these people may need special cycles that cost more money.



The new cycle voucher scheme should work with organisations that can help people cycle who have different needs.



A cycle voucher scheme should

- make it easy for people to find out about cycle vouchers.

For example, posters could be put up in places like colleges or job centres.

- be accessible for disabled people.

For example, giving extra support to people who need to spend more money on special cycles.

- make sure people can get help to choose the right cycle for them.
- help people learn how to use their cycle.
- help people who don't have a job to get a cycle.

Cycle shops should let people

- pay for their cycles over time
- buy second-hand cycles
- try out a cycle before buying it.

Idea 3

Making it easier to cycle



There are other things that would make it easier for people on a low income to cycle.



There needs to be safe and accessible places where people can lock their cycle.



There needs to be more cycle lanes in parts of the country that have less money.



People on a low income should be able to help decide **policies** about cycling. A **policy** is a set of rules.

How much the scheme will cost



We think 100,000 people in the UK would use this cycle voucher scheme.



We think people will do about 2 hours more cycling every week.



Our research shows that the scheme will cost the UK £18 million pounds.

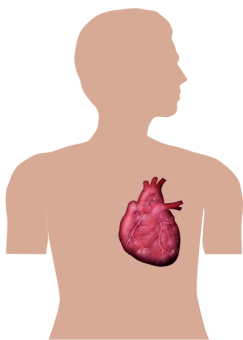
What is good about this new scheme



This new cycle voucher scheme will save more money than it will cost.



This is because people will do more exercise and be healthier.



If more people cycle the NHS will save money because less people will have serious illnesses.



People will also use cars less which is good for the planet and means the air we breathe will be cleaner.