Evaluation data shows over 80% of Urban Cycle Loan participants take up regular cycling.

The key objective of London Cycling Campaign’s (LCC) Urban Cycle Loan is to get more new cyclists in London. This is achieved by providing access to high quality bikes backed-up with personal support to let people explore if cycling can be one of their main forms of transport. The loan period is long enough for participants to notice health improvements, cost savings and experience their local area in a different way.

The Urban Cycle Loan programme has successfully created over 2000 new cyclists in the last three years. Schemes have been set up in the boroughs of Enfield, Lewisham, Lambeth and Southwark. Up to 500 participants can pass through each borough scheme every year, with 2559 people completing the programme so far. After the four week loan period each participant has the option to buy their bike at an affordable price.

**Key Findings:**

The report examines the effectiveness of the Urban Cycle Loan programme in producing long term behaviour change and modal shift that Transport for London and borough councils want to see.

- 81% of participants are still cycling 3 months after finishing the programme
- The majority are using their bikes to commute, for leisure and everyday trips
- 78% have encouraged a friend or member of their family to start cycling
- 82% of participants have seen an improvement in their health and well-being
- People tend to use their cars and the bus less after completing the scheme

The targeted programme is designed to engage people who want to take up cycling but do not have access to a cycle. This targeted approach leads to far higher success rate than general cycle promotion or one-off cycle training.

The LCC provides continued support during and after the programme through LCC membership and providing access to a number of events and rides put on by our local community groups.
How the programme works:

- Schemes are set within a fixed location, usually based on borough boundaries
- The scheme is open to people who live, work or study in a borough
- Interested people apply to join the scheme and are invited to a convenient induction session
- Participants can select from a range of bikes including commuter hybrids, folding bikes or electric bikes plus a range of kit and accessories
- Induction includes bike fitting plus advice on safe urban cycling
- Participants are mentored throughout the 4 week loan period by LCC with one-to-one advice
- Each borough scheme has its own tailored weekly e-mail to encourage everyday cycling
- Participants are required to fill out a weekly cycle diary and complete follow-up questionnaires
- Cycle training is arranged to coincide with the loan period if required
- Participants return bike or arrange purchase at the end of loan period
- London Cycling Campaign membership is included to keep participants engaged with cycling and help them easily access guided rides and other local support

Evaluation method

The data used to evaluate the scheme has been gathered from participants of the Lewisham, Lambeth and Enfield cycle loan schemes. The Southwark scheme was excluded from the evaluation data as it has been running for only 6 months.

Each participant was asked a series of short questions in an online survey to determine how effective the scheme has been at helping them change behaviour. Follow up surveys were asked of all participants except for those who had completed the scheme less than 3 months ago.

Report summary

The results are combined to show the average across all three schemes. However, analysis of any of the individual data sets confirms our key findings.

- The data shows that after three months, the participant’s behaviour change has become embedded with an average cycling retention rate of 81% (78% Enfield, 81% Lambeth & 83% Lewisham).
- The data demonstrates the creation of secondary beneficiaries, by the participant encouraging friends and family to cycle.
- The data highlights a notable improvement in health and well-being across all the schemes.
- People who have actively participated in the scheme are using other modes of transport less (especially bus and car), in favour of the bike, the mode which sees the most significant decrease varies from borough to borough, but the trend remains.
- Those who have declared that they’re no longer cycling state access to a bike as the key reason alongside road safety fears. This trend is seen across all the schemes.

Summary reports for each borough are available. The survey had 206 respondents in total, with the majority (165) coming from Lambeth (80) and Lewisham (85).
Embedded Behaviour Change

The following graphs represent data collected from the participants of the Enfield, Lambeth and Lewisham cycle loan schemes.

The programme has a cycling retention rate of 81% after three months, those no longer cycling state issues such as access to a bike and road safety concerns. The lowest retention rate across all three schemes was Enfield with 78%, whilst the highest was Lewisham with 83%.

Those still cycling after three months tend to use their bike for commuting, leisure cycling, short journeys and everyday trips, using their bike on average 3 days a week.
78% reported encouraging someone else to cycle. Only 22% of respondents said they had not encouraged anyone else to cycle, whilst 28% said they had encouraged a friend to cycle.

Participants that have seen an improvement in their health and wellbeing

Mode of transport now used less frequently