



## Why work with this audience?

Cycling has the potential to reduce transport inequality and widen access to jobs and education.<sup>1</sup>

A third of adults from lower socio-economic groups are inactive.<sup>2</sup>

Targeted activities are essential so less affluent adults can benefit from the positive impact of physical activity.



## What are the barriers?

- The affordability of a cycle, other equipment and on-going maintenance.
- Lack of understanding about the cost benefits of cycling.
- People living in flats or smaller living spaces may struggle to store a bike.
- Lack of time for those individuals working long hours or shift work.
- A perception that cycling is an elitist sport and not for 'people like me'.



## What can I do to help?

- Encourage participants to join a cycle maintenance workshop to manage their own cycle repairs and save money.
- Offer familiarisation rides that cover local cycling infrastructure and facilities, promoting cycling for short local journeys to save on fuel and parking costs.
- If able to, provide cycles and other equipment for people to borrow free of charge.
- Deliver sessions at the weekend or weekday evenings and locate your events centrally for easy and convenient access.
- Use images that reflects the local community and normalises cycling. Show people wearing everyday clothing riding a range of cycles.
- Signpost to local cycle recycling schemes or provide advice on buying second-hand.



## How can I reach this audience?

- Contact local community centres and ask if they will share your event via newsletters and social media.
- Utilise your own social media and share widely across local community pages and groups. Consider investing in some targeted online advertising.
- Word of mouth is a powerful tool particularly in close-knit communities, ask participants to spread the word.
- Approach your local authority or housing association for cross-promotion and partnership.
- Reach out to NHS social prescribers working in your area and display posters in waiting room and at health centres.



<sup>1</sup>Vidal Tortosa et al., 2021    <sup>2</sup>Sport England 2024