

# A beginner's guide to engaging new audiences: working with adults cycling less regularly (once a month)



## Why work with this audience?

One of the biggest barriers currently stopping adults from cycling more frequently is the perception that it is not safe.

Out of 28 European countries, the UK comes 25th for the proportion of people using their own cycle or scooter on a typical day.<sup>1</sup>

One in four of us do fewer than 30 minutes of physical activity a week.<sup>2</sup>



## What are the barriers?

- Initial engagement as cycling is not an area of interest or used for journeys by anyone they know.
- Lack of cycling knowledge and skills.
- Non-regular cyclists are likely to be regular motorists and potentially unaware of the benefits of cycling.
- Assumption that cycle journeys take longer and are less convenient than alternatives.
- Little understanding of cycle routes and infrastructure in the local area.



## What can I do to help?

- Be prepared to answer questions, no matter how small and welcome more.
- Be social and prepare to talk about a range of topics, other than cycling.
- Tailor events for beginners and ask about any previous knowledge to keep it relevant and engaging.
- Keep cycle terminology simple.
- Hold events at venues where other modes of transport are used, such as free parking facilities and local railway stations.
- Deliver in areas of high footfall and in venues with a sociable atmosphere.
- Consider events as part of wider non-cycling community events.
- Vary event times and days, and keep sessions short.
- Deliver events that demonstrate how people could cycle in their local area, and how to cycle for certain journeys, such as commutes.



## How can I reach this audience?

- Everywhere! Use various promotional methods to reach as many potential participants as possible. Include appropriate images that non-regular cyclists can relate to.
- Utilise social media really well. Post to own page as well as ensuring events are shared with local groups. Use platforms such as Instagram, TikTok and X to reach a wider range of people.
- Display as many posters as you can, in local venues and locations where events will be delivered.
- Deliver events in areas of high footfall to raise awareness.
- Ensure that promotion mentions specific details, like if the event is free or incentives are on offer.



<sup>1</sup>European Commission, 2019 <sup>2</sup>Sport England, 2024