



## **Cycling as an inclusive mode of travel? A study of the diversity of cyclists in Flemish cities**

29 November 2023





# Our mission

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## STIMULATE PEOPLE TO MAKE SUSTAINABLE CHOICES IN THEIR MOBILITY

For us mobility can only be truly sustainable if the mobility system **is affordable, ecological, safe, accessible and just for all.**

➔ **Modal & mental shift  
for all**







## (Local) policy ambition

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### LET'S INCREASE CYCLING

- Sustainable
  - Can be part of the solution for transport poverty
  - Overall cycling levels and the bicycle's modal share rise
- => our policy works!





# This might mask social inequality

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## LOOK BEYOND OVERALL CYCLING LEVELS

- Are all groups within society cycling more frequently?
- Does the increasing modal share include groups that were previously underrepresented in cycling figures?
- We need to understand the diversity and complexity within cycling





# Our research

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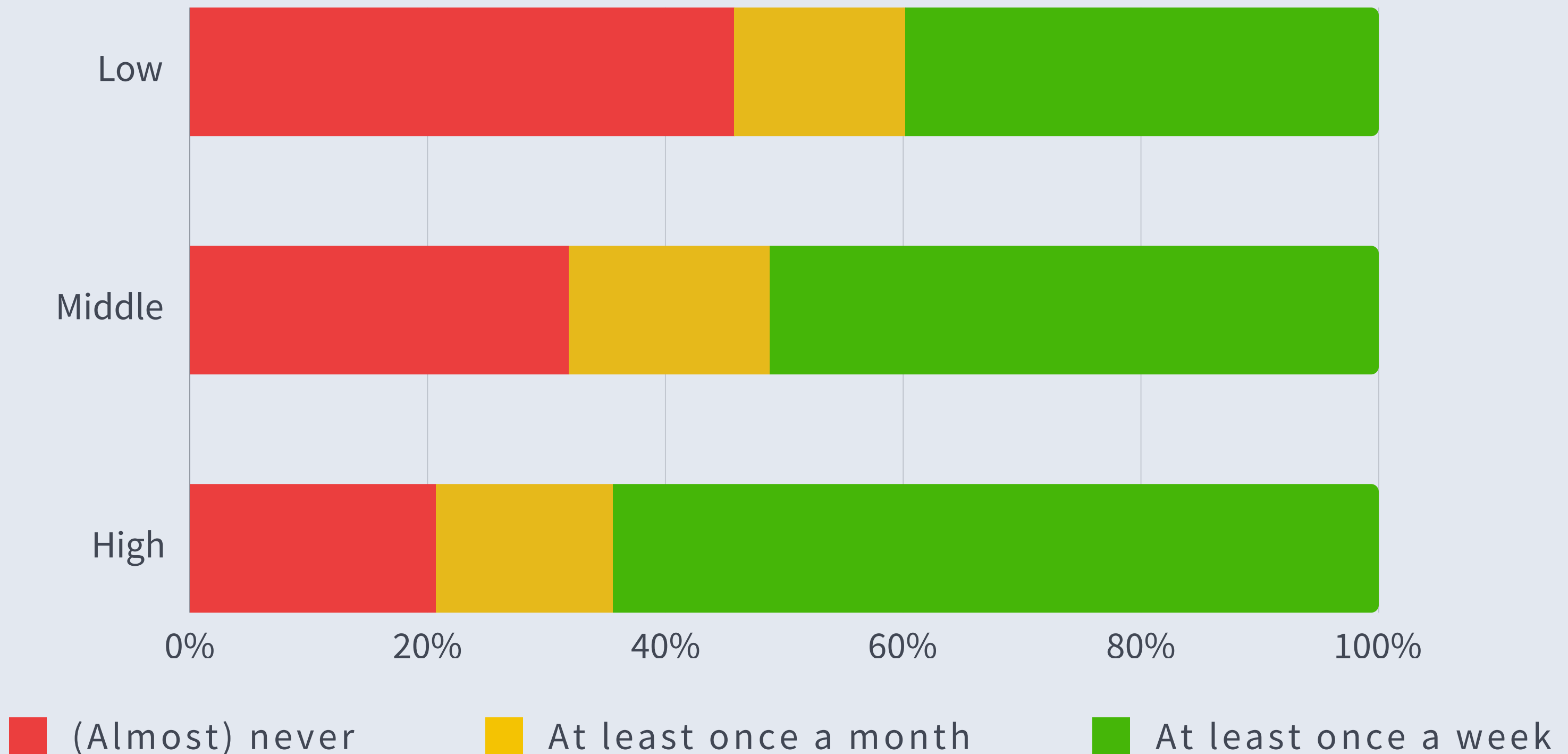
## A STUDY OF THE DIVERSITY OF CYCLISTS

- We looked into the diversity of cyclists in 13 Flemish cities
- ‘Citymonitor’ data: representative survey on a municipal level; mobility as one of the topics
- Main takeaway: socio demographics (gender, age, education, income, origin) play a significant role in bicycle ownership and usage
- Different groups use the bicycle to a different extent and for different reasons



# Taking the bicycle for short distances

## BY EDUCATIONAL LEVEL

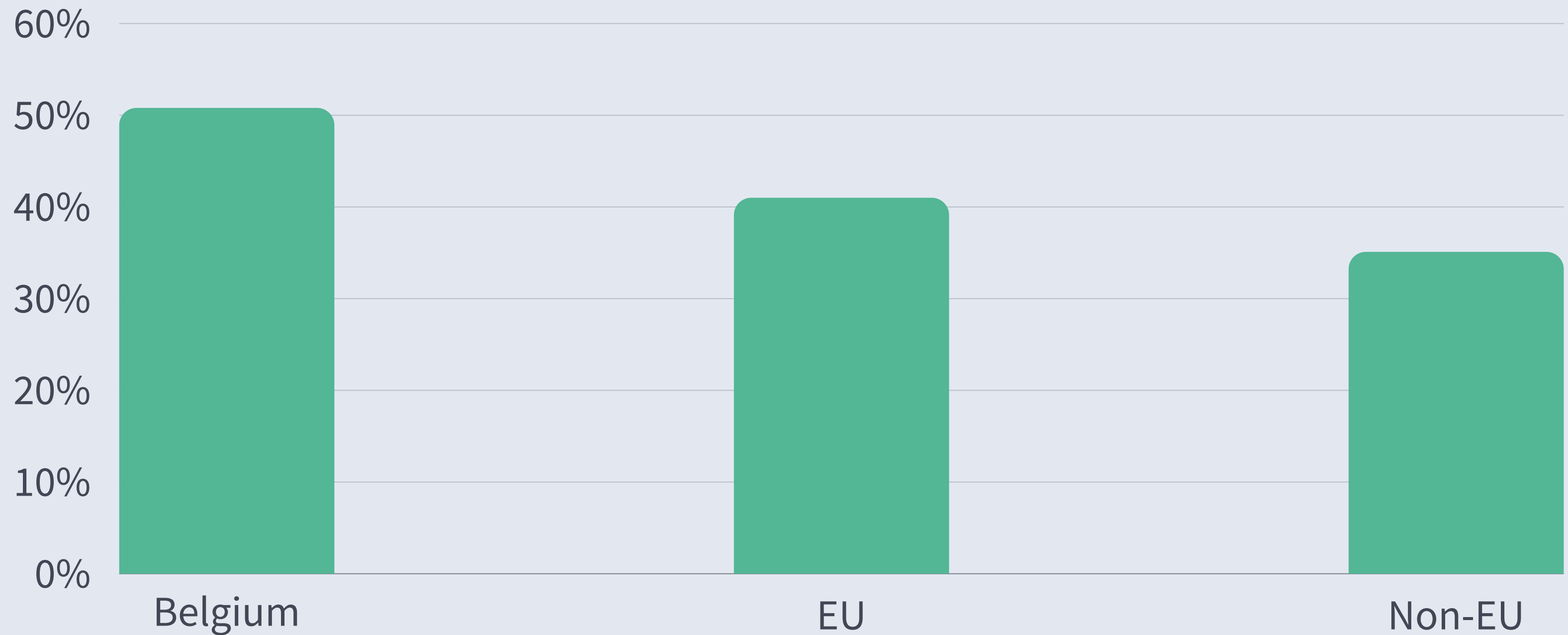




# Taking the bicycle to commute



## BY COUNTRY OF ORIGIN







# ‘The cyclist’ doesn’t exist

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## TAKE THE DIVERSITY OF CYCLISTS INTO ACCOUNT

- Goal: make cycling more inclusive and increase the bicycle’s modal share across the board, not just among the usual suspects
- We shouldn’t aim cycling policies at the cyclist in general
- We need tailored policy initiatives and targeted actions to ensure all groups in society start cycling (more)



# Fietsschool

VERANDERT  
LEVENS





# Fietsschool

VERANDERT  
LEVENS

**Fietsschool**  
LEREN  
FIETSEN

**learning how to ride  
in 15 lessons of 2  
hours.**

**technical skills,  
traffic code, street  
skills**

**Fietsschool**  
BLIJVEN  
FIETSEN

**Fix your Bike  
workshops**

**extra training  
opportunities**

**Fietsschool**  
SAMEN  
FIETSEN

**Bike Buddies**

**Family Days**

**Fietsschool**  
MIJN  
FIETS

**My Bike workshops**

**Loaner Bikes  
(Wenvelo) with  
purchase option**



# IMPACT

A group of people, including men, women, and children, are cycling on a city street. They are wearing helmets and some are wearing high-visibility vests. In the background, there is a brick building with a sign that says 'AXA' and some trees. The sky is blue with some clouds.

**62%**

keeps cycling  
after the  
courses

**75%**

reports  
increased  
autonomy

**95%**

reports  
improved  
physical and  
mental health

**1000**

beneficiaries  
reached

**257**

educated  
trainers



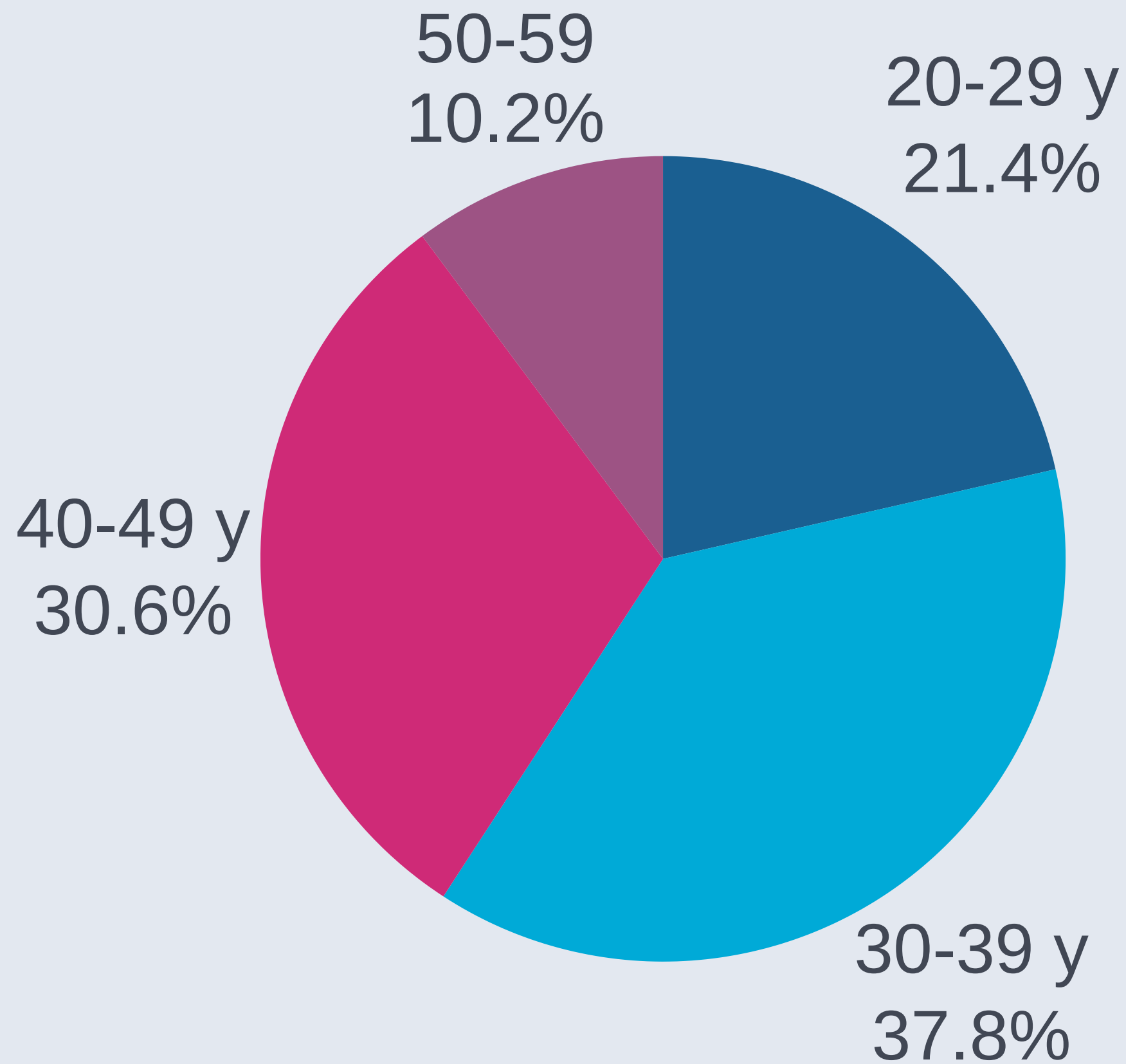
**1 euro = 1,60 euro**

**avoided health care costs**

**within 1 year**







## Target group

9/10 female

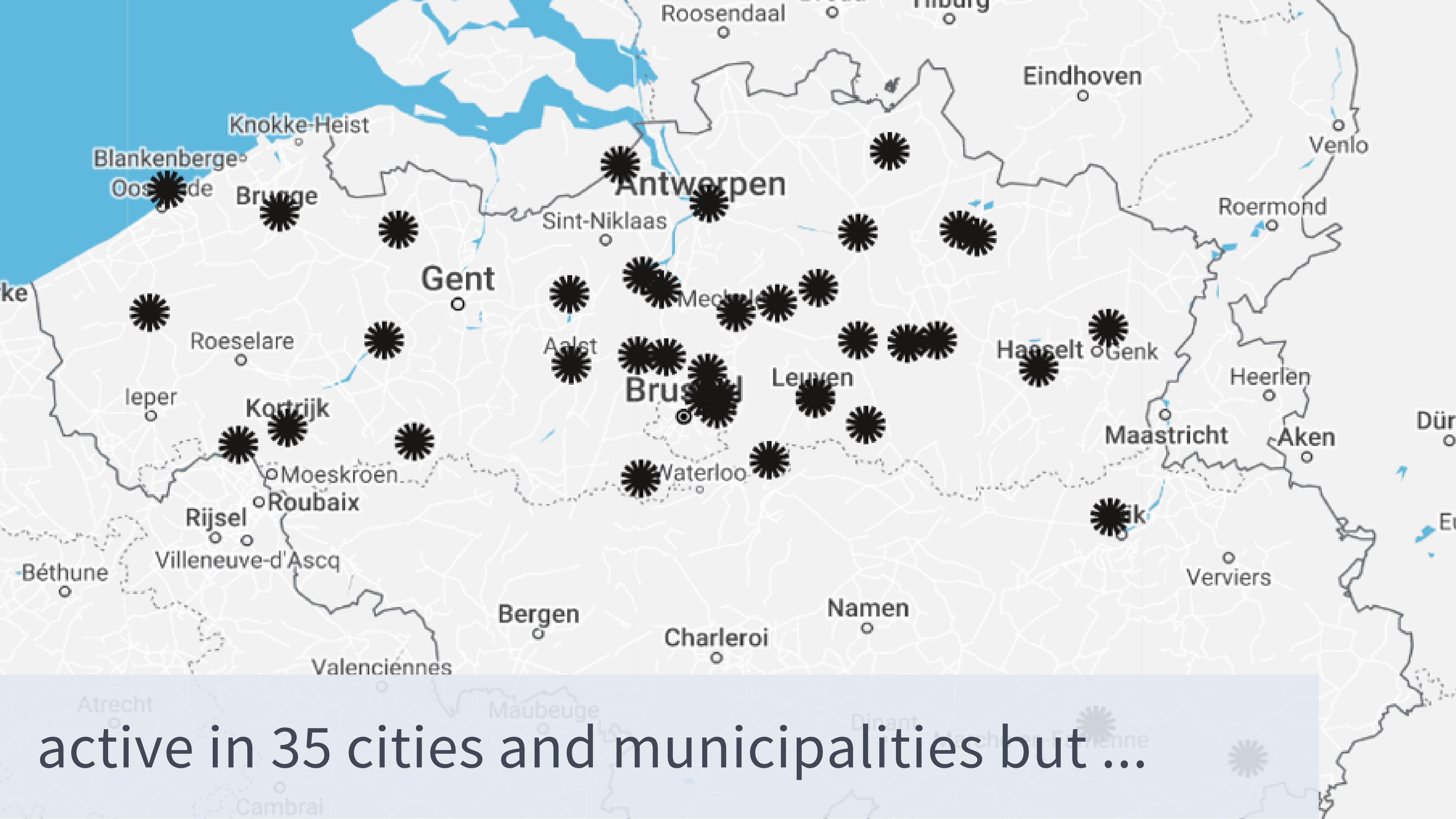
9/10 newcomers

2/3 lower educational level

2/3 lower income percentiles

140 nationalities





active in 35 cities and municipalities but ...



# Scaling to 100 Cycling Schools

## More support for local organisers

### Enable local organisers to:

- manage subscriptions
- manage volunteers
- measure impact
- communicate their offer
- get insurance
- access knowledge base





# About us



**MOBIEL 21**

**[www.mobiel21.be](http://www.mobiel21.be)**

info@mobiel21.be  
tel: +32 (0)16 23 94 65



**Fietsschool**

**DE FIETSSCHOOL**

**[www.defietsschool.be](http://www.defietsschool.be)**

fietsschoolleuven@mobiel21.be





MOBIEEL21

ZET MENSEN IN BEWEGING