

Cycle Ipswich and Diversity

11 June 2015

Diverse?

- Gender (inc re-assignment)
- Ethnic groups
- Religion
- Age
- Disability
- Sexual orientation
- Pregnancy
- Marital status
- Health
- Wealth
- Education

Equality Act
(2010)

Ethnic minority and deprived backgrounds

<https://www.tfl.gov.uk/cdn/static/cms/documents/barriers-to-cycling-for-ethnic-minorities-and-deprived-groups-summary.pdf>

‘By 2007 the percentage of BAME people in Ipswich was estimated to have risen to **14.3%**, taking it one of the most ethnically diverse local authorities in GHG. However, stakeholder consultation undertaken as part of the 2008 Strategic Housing Market assessment suggests **this underestimates the current position due to EU migrant workers and foreign nationals** living, often temporarily, in the town.’

<http://www.colchester.gov.uk/CHttpHandler.ashx?id=2891&p=0> on 2007 census

A few stats....

- BME not as active, especially women
- 4.7% white adults cycle 'v' 2.6 % BME
- < 7% cyclists BME
- 3 x more cyclists with household income > £52,000 than < £15,559

Barriers....

- Cost
- Storage/housing
- Weather
- Poor cycling facilities (an issue in Ipswich??)
- Safety
- Recreation, not mode of transport
- Religious commitments (car share, women)
- Clothing
- Low status perception (some communities expected to reflect wealth)
- Not cool!

How to encourage cycling...

- Sky ride
- Bike and helmet hire
- Youth services and councils funding bike events
- Long term strategic partnerships
- Role models
- Face to face
- 'Tuition and coaching played key role'
- 'Minority' tutors/female
- Students become instructors

Buts.....

BUT:

- Resource intensive
- Difficult to sustain in long term

BUT (again):

- Targeting easiest (white middle class) groups further marginalises the minority and deprived groups

No one size fits all:

Respond to specific needs of local people, which needs these communities to be involved in any initiatives.

[http://us5.campaign-archive2.com/?
u=43184729f6323c856374a27fe&id=fbeee8d0
0c&e=b4a451f6ff](http://us5.campaign-archive2.com/?u=43184729f6323c856374a27fe&id=fbeee8d00c&e=b4a451f6ff)