

# Bikes and cars related to shopping-sales in innercities

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## Context of the problem

Dutch policy: reduce the use of cars and stimulate the use of bikes and public transport

## Problem discription

Shop-owners are afraid that due to this policy their profits/sales will decrease.  
Are the shop-owners right?

## Study

### Question 1

What are the influences of cyclists and car-users on the sales of shops in innercities?

### Answer 1

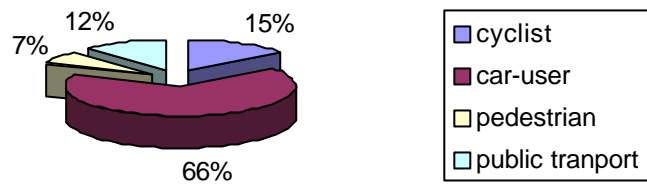
#### 1a. Expenses in the innercity of Breda

	cyclist	car-user
per visit	107	197
per week	181	126

15% of the car-users = potential cyclist

#### 1b. Shopping-sales per transportmode in innercities

### Sales per transportmode in Breda



## Question 2

What are the consequences of bike-stimulating and car-limiting measures on the shopping-sales in innercities?

### Answer 2: The direct consequence is not measurable

#### 2a. Dutch experience:

- in some cities: negative
- in most cities: positive

#### 2b. It's possible to estimate the consequence based on the following factors:

main points	Factors
balance quality and reachability of the innercity	<ul style="list-style-type: none"><li>- quality innercity</li><li>- reachability innercity</li><li>- balance quality-reachability</li><li>- pressence of other innercities / shopping centres in the neighbourhood</li><li>- quality and reachability other innercities / shopping centres</li></ul>
the image of the innercity	<ul style="list-style-type: none"><li>- the image of the innercity</li></ul>
modal-split	<ul style="list-style-type: none"><li>- percentage regional visitors</li><li>- consumeraspects (nader specificeren)</li><li>- size of the shoppings (aankopen)</li></ul>
aspects by the transportmode	<ul style="list-style-type: none"><li>- spendings per transportmode</li><li>- visiting-frequency of the innercity per transportmode</li></ul>

## Call for answers and suggestions

### Question 1

Do you think that, based on answer 1a, bike-stimulating and car-limiting measures will have a positive or a negative influence on the shopping-sales in innercities?

### Question 2

How do you think, regarding to answer 1b, that the share of cyclists can be increased and the share of the car-users can be decreased, without negative consequences for the shopping-sales in innercities?

### Question 3

Can cities justify bike-stimulating and car-limiting measures for their city, which are based on an interpretation of the factors from answer 2b?  
Are there any factors missing?

### Question 4

Do you know any (foreign) studies about this subject or related to this subject?

## Reactions received at Vélo Mondial

### Question 1

Do you think that, based on answer 1a, bike-stimulating and car-limiting measures will have a positive or a negative influence on the shopping-sales in innercities?

### Reactions question 1

Dutch reactions: positive, but with a remark that a loss of car-users must be compared with enough extra cyclists

Foreign reactions: positive, it's a way to convince the (local) authorities that bike-stimulating measures don't have to have a negative influence at shopping sales. In foreign countries the infrastructure is aimed at the car-user. One of the reasons for this is that the authorities think that a cyclists is economic not interesting. This research proves that this does not have to be true.

### Question 2

How do you think, regarding to answer 1b, that the share of cyclists can be increased and the share of the car-users can be decreased, without negative consequences for the shopping-sales in innercities?

### Reactions question 2

- free parking for bikes (positive experiences in Apeldoorn)
- public bikes (problem in The Netherlands: robbery of bikes)
- new bikes: more room for luggage
- producers of bikes have to promote the bike more
- 'APK fietsparkeren' (DPQ bike parking):
  - the right bike shelter at the right place
  - origin, route, destination
  - three indicators for the need of bike parking:
    - distance
    - price
    - quality
- cycling system in Odense (Denmark): infrastructure aimed at the cyclist + green gulf for cyclists

### Remark question 1 + 2

It can be a good idea to compare these results of answer 1a en 1b with the parking costs. This also can create a more positive view of the cyclists related to shopping sales in innercities

### Question 3

Can cities justify bike-stimulating and car-limiting measures for their city, which are based on an interpretation of the factors from answer 2b?

Are there any factors missing?

### Reactions question 3

Positive reactions: it seems to be a good method

Some people missed the length of the time spent in the innercity. It's not missing: it's part of the factor quality. The factor quality is the most important factor in the whole method.

The only missing factor is the number of visitors in a certain innercity.

**Question 4**

Do you know any (foreign) studies about this subject or related to this subject?

**Reactions question 4**

I had some reactions, but I didn't had the time to check them.