

Report Workshop H 5: Cycle Promotion Programs for Specific Target Groups

Get On Your Bike ! Bicycle and Traffic Lessons for Foreigners in Tilburg, the Netherlands.

The main argument of the presentation was to encourage migrant women coming to Holland to learn how to cycle. The presenter, Angela van der Kloof emphasised that by teaching foreign women to cycle many gains are experienced by the women including:

- Integration of foreign women into the Dutch community,
- More trips can be achieved (bikes are faster)
- Independence (eg don't need to rely on husbands to take part in activities)
- Self Confidence increases.

Lessons are given to women in both theory and practise. There are 4 locations with 4400 participants having completed the course. Other gains include that women then teach their children to cycle.

The Western Australian Cycling 100 Project

The presenter discussed that rational arguments are not adequate to encourage people to cycle. Eventhough Perth has a bicycle network, is relatively flat and is cool both in the mornings and evenings people still do not cycle to work (1% of commuters use the bike).

A scheme was set up where 1000 people were selected through a survey to ride to work by use of incentives including a free bicycle. The scheme was successful, increasing bike use in Perth.