

Cycling in Pennine Lancashire - a quick profile.

1.0 Participation levels in Cycling

Sport England's Active People Survey (APS) is the largest telephone survey in Europe around sport and physical activity. Their on-line diagnostic tool allows us to model participation rates in specific sports across Lancashire.

Last year's survey (APS3) data cannot yet be interrogated to provide sport specific data, so the survey from 2007-2008 (APS2) has been used to generate the data below.



More information about the Active People Survey, can be found on the [Sport England web site](#).

1.1 Infrequent once-a-month cycling

District	% of population who participated in Cycling in the last 4 weeks*	Trend from the previous year (APS1)
Blackburn with Darwen	7.03%	Decrease by 0.21%
Burnley	7.48%	Increase by 1.21%
Hyndburn	8.33%	Increase by 2.09%
Pendle	8.83%	Decrease by 0.66%
Ribble Valley	10.51%	Decrease by 1.31%
Rossendale	8.34%	Increase by 1.39%
North West Average	10.12%	Increase by 0.76%
National Average	11.72%	Increase by 0.65%

* = at least one continuous cycle ride in the last month that lasted at least 30 minutes either for recreation (sport or fitness) or utility (i.e. cycling to the shops)

Source - Active People Survey 2 (2007-2008)

1.2 Frequent cycling (at least once a week)

District	% of population who participated in Cycling in the last 4 weeks*	Trend from the previous year (APS1)
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Blackburn with Darwen	7.03%	Decrease by 0.21%
Burnley	7.48%	Increase by 1.21%
Hyndburn	8.33%	Increase by 2.09%
Pendle	8.83%	Decrease by 0.66%
Ribble Valley	10.51%	Decrease by 1.31%
Rossendale	8.34%	Increase by 1.39%
North West Average	10.12%	Increase by 0.76%
National Average	11.72%	Increase by 0.65%

The participation rates above are modelled rates based upon the 500 people for each district that were questioned during 2007-2008.

2.0 Cycling Sports Clubs

Lancashire Sport Partnership's club database can be accessed from our [website](#). The data is constantly being updated and modified as sports clubs details change. At this current time, the database is showing the following cycling clubs within Pennine Lancashire:

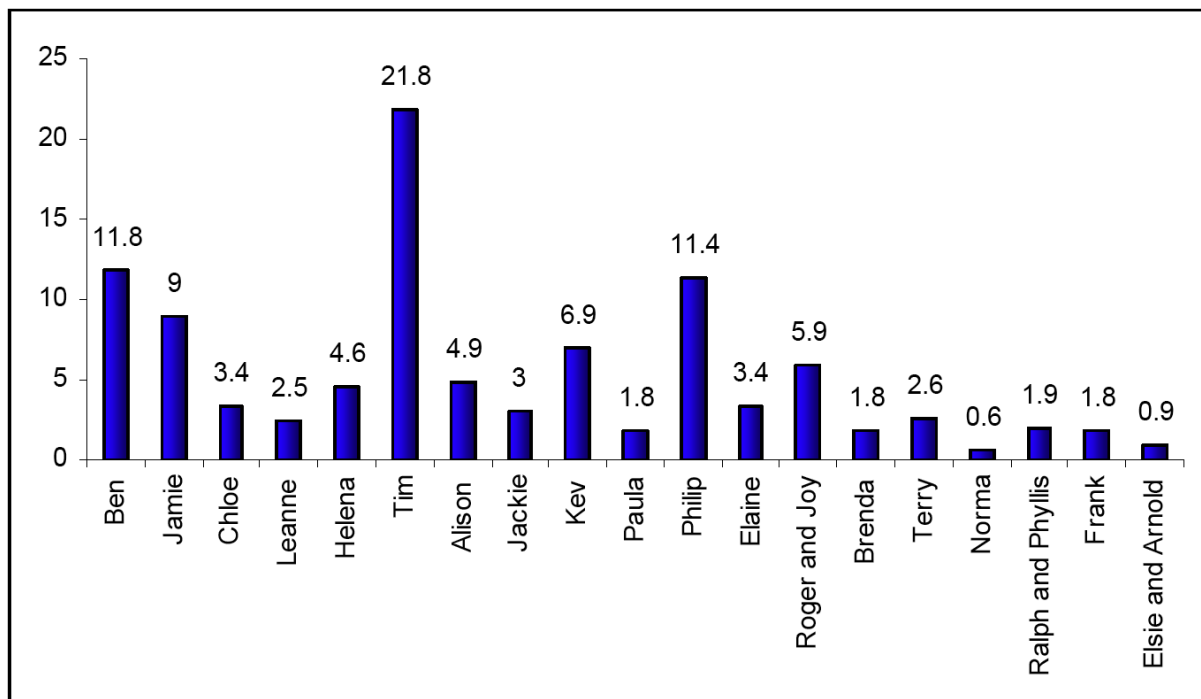
District	Clubs
Blackburn with Darwen	1 Club: <ul style="list-style-type: none">• North Lancashire Road Club, BB2 6DE
Burnley	No results
Hyndburn	2 Clubs: <ul style="list-style-type: none">• Blackburn & District Cyclists' Touring Club, BB1 4ED• North Lancashire Cyclists Touring Club, BB1 4ED
Pendle	1 Club: <ul style="list-style-type: none">• Pendle Forest Cycling Club, BB9 8RW
Ribble Valley	No results
Rossendale	1 Club: <ul style="list-style-type: none">• Rossendale Road Cycling Club, BB4 9AR

The results above are purely based upon what are contained upon the Lancashire Sport Partnership database as of April 2010. If any more cycling clubs wish to be listed on this database, they can be added by going to the database registration [pages of our website](#).

3.0 Market Segmentation

Using a variety of lifestyle data from a number of sources, Sport England has developed 19 distinct segments of society based upon their habits and activities around sport and physical activity. For more information about market segmentation and how Sport England developed the segments please visit the [market segmentation website](#).

Some of these segments are more likely to get involved with certain sports than others. The graph below shows which segments are most likely to be interested in cycling.



Source: Sport England Market Segmentation - the % of each segment more likely to be cyclists

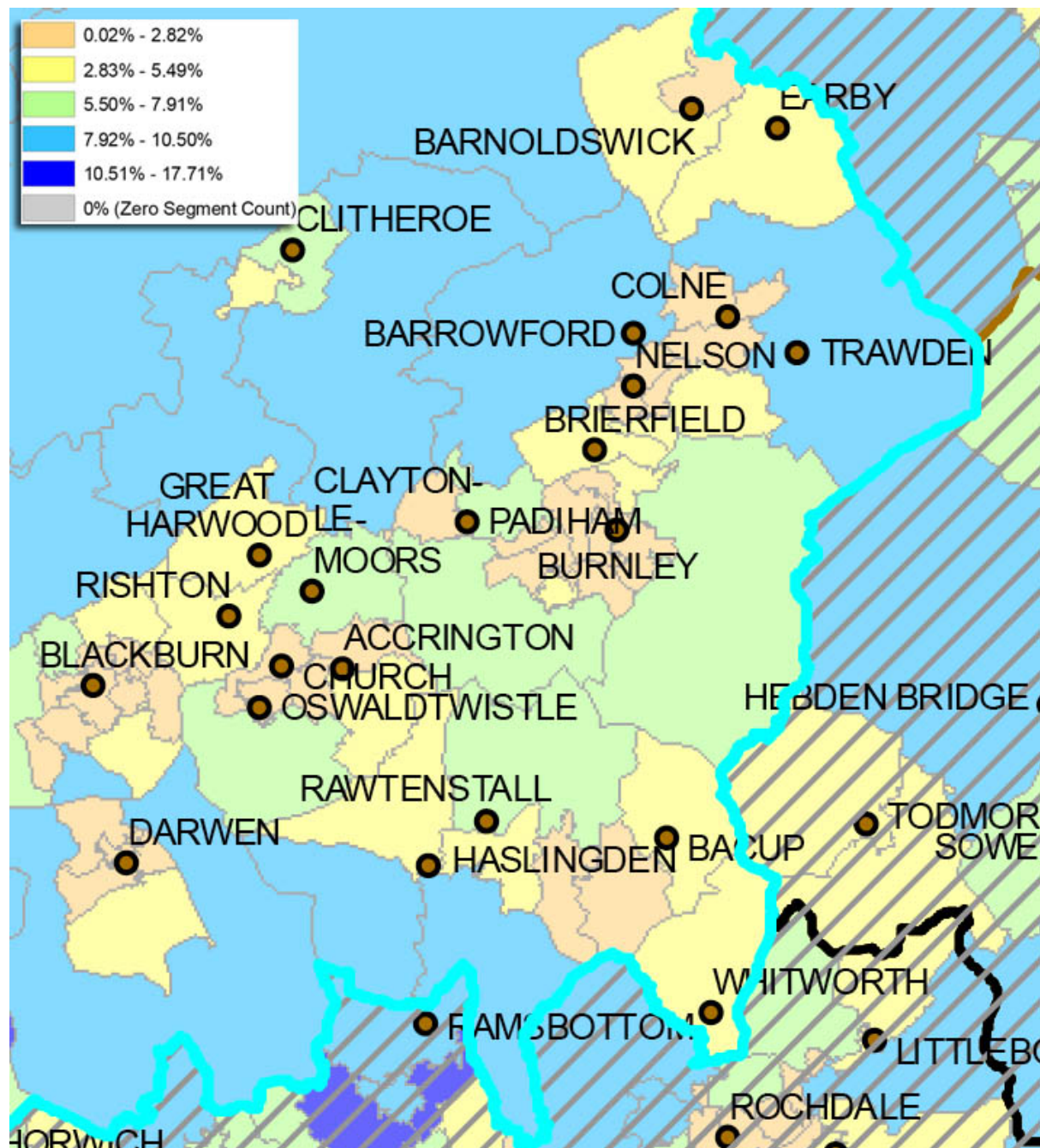
The top 5 segments most interested in cycling are listed below, in ascending order: (clicking each name will launch the fact-sheet associated with each segment).

- [Tim - Settling down males - \(Segment B06\)](#)
- [Ben - Competitive male urbanites - \(Segment A01\)](#)
- [Philip - Comfortable middle-life males \(Segment C11\)](#)
- [Jamie - Sports team drinkers - \(Segment A02\)](#)
- [Kev - Pub league team mates - \(Segment B09\)](#)

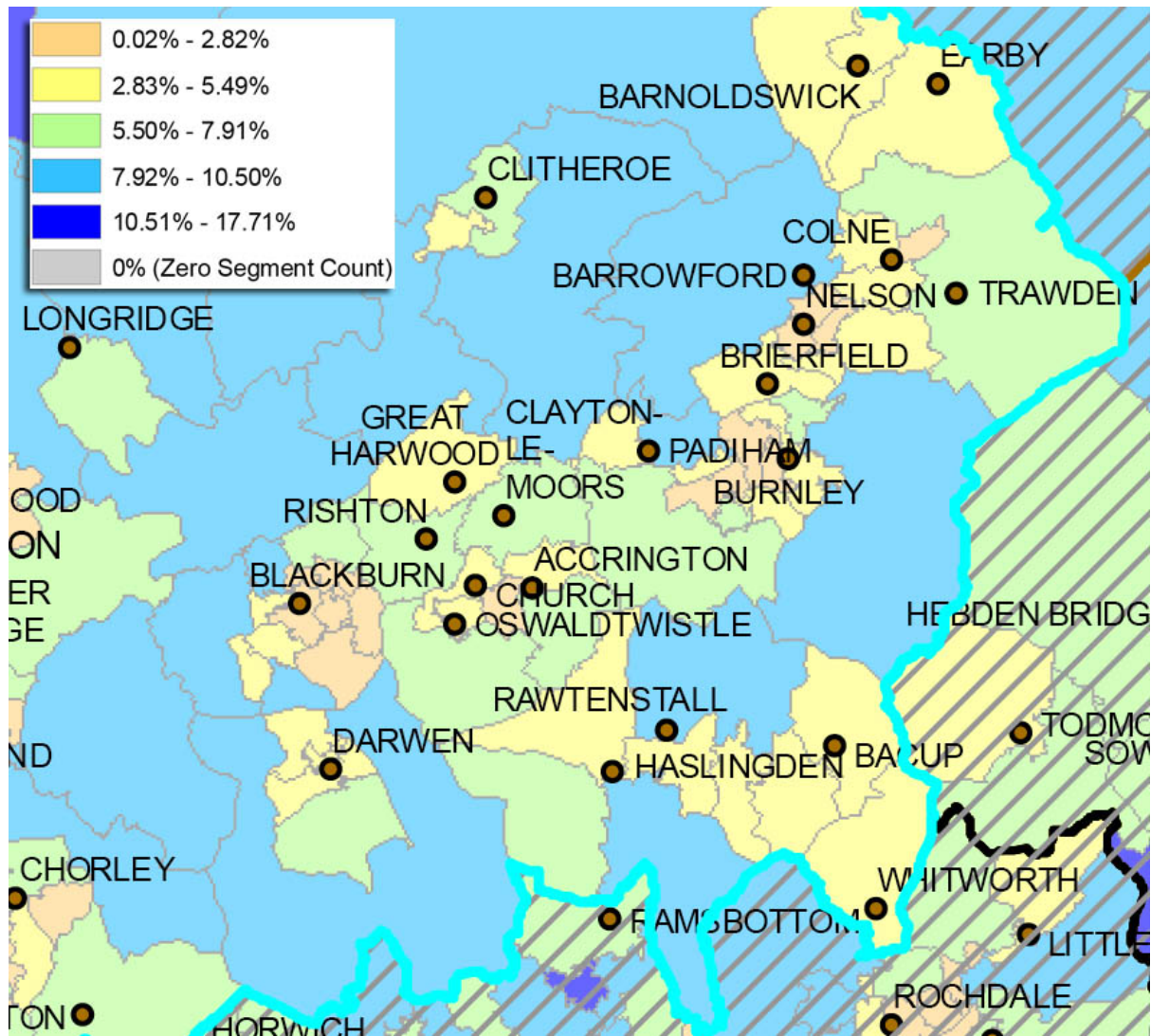
3.1 Where these segments live in East Lancashire

The following maps show the density of each segment based upon the local population. More detailed maps are available from Lancashire Sport Partnership upon request.

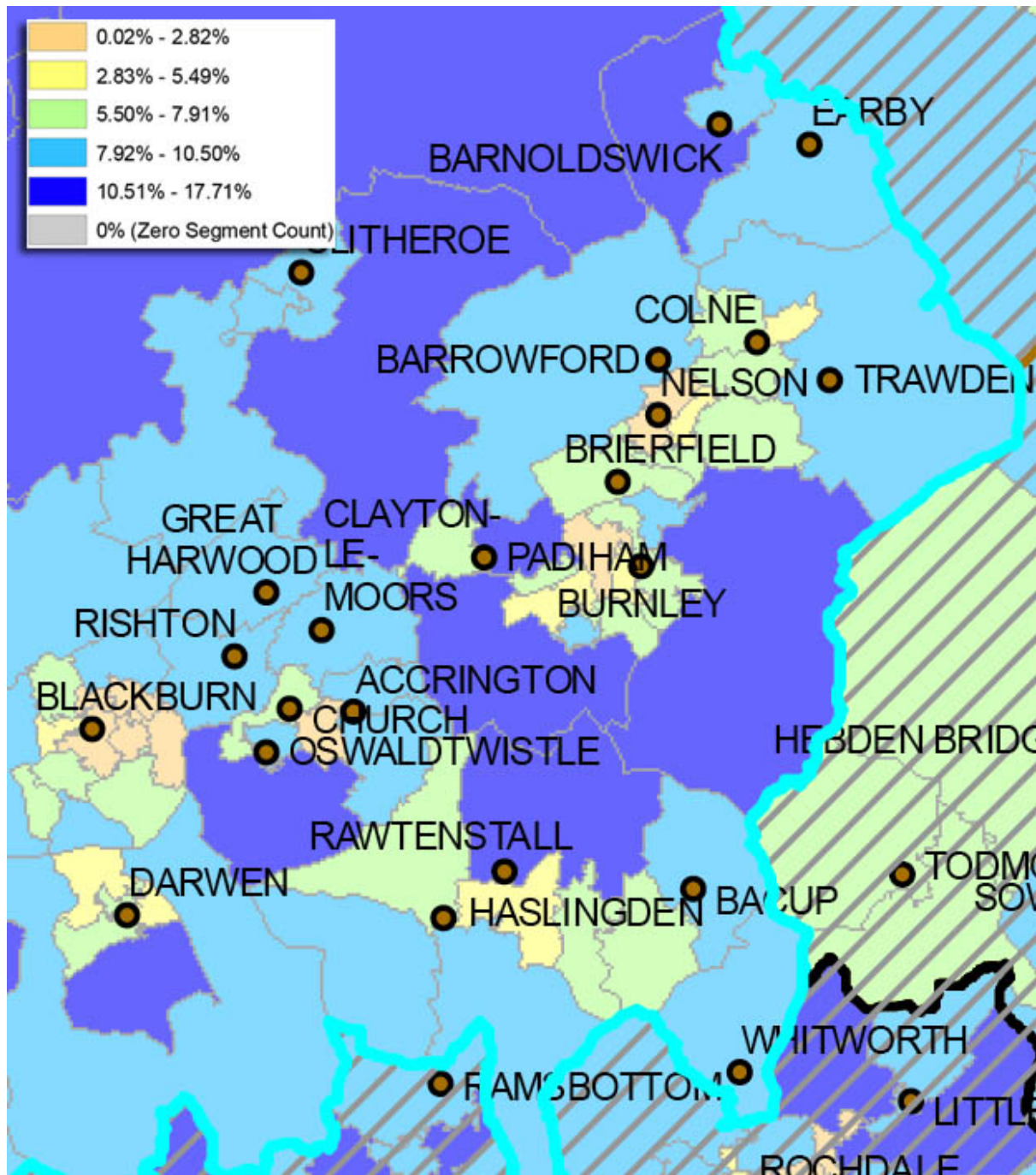
- Where Tim (21.8% likely to be cyclists) is most likely to live:



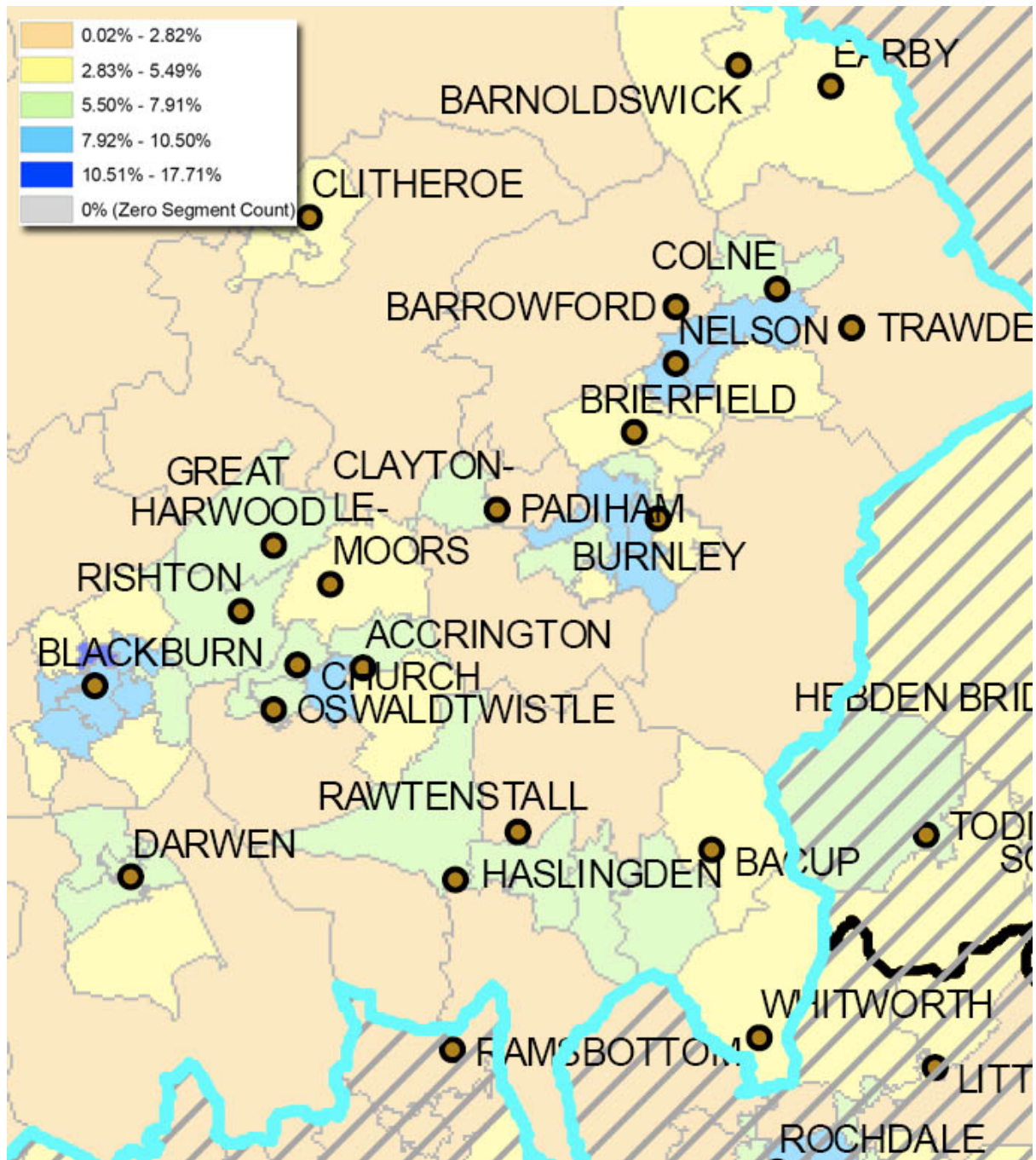
- Where Ben (11.8% of segment likely to be cyclists) is most likely to live



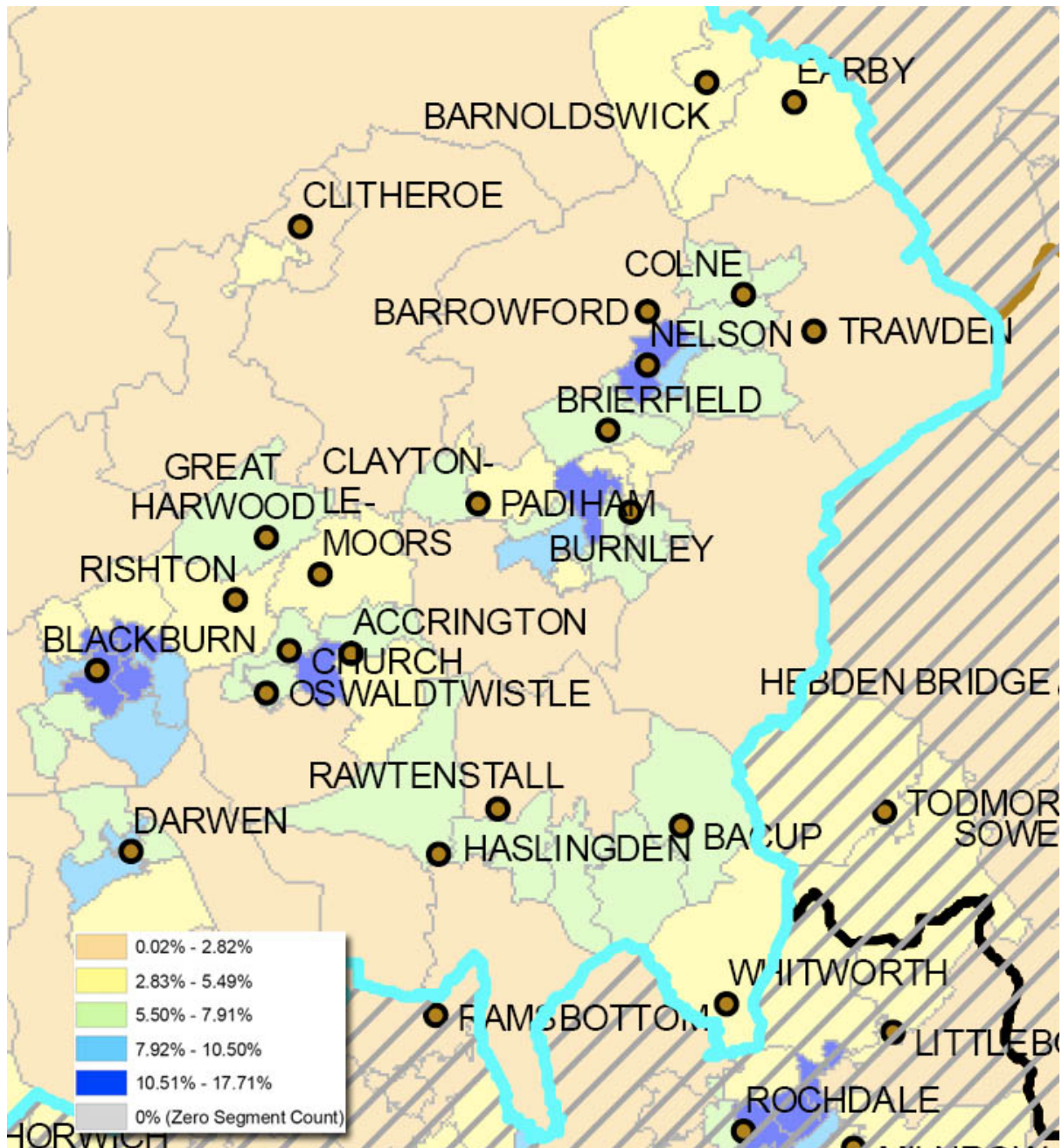
- Where Philip (11.4% likely to be cyclists) is most likely to live



- Where Jamie (9% of the segment are likely to be cyclists) is most likely to live



- Where Kev (6% of the segment is likely to be cyclists) is most likely to live



4.0 Further Information or Research

The Active People Survey has a number of questions related to cycling, and allows us greater insight into cycling habits across Lancashire, including statistics on:

- Number of days **any cycling** for at least 30 minutes (all that have done a five minute cycle)
- Number of days **any cycling** for at least 30 minutes (all adults)
- Number of days **recreational cycling** for at least 30 minutes (all that have done a 30 minute cycle)
- Number of days **recreational cycling** for at least 30 minutes (all adults)
- Number of days **moderate intensity recreational cycling** for at least 30 minutes (all cycling recreationally 30 mins mod intensity)
- At least one **recreational cycle** for at least 30 minutes at **moderate intensity** (all adults)
- Number of days **recreational cycling** for at least 30 minutes at **moderate intensity** (all adults)
- Effort put into **recreational cycling** usually enough to raise breathing rate?
- Effort put into **recreational cycling** usually enough to make you out of breath or sweat?

For further information about this report, or to request further research, please contact James Ventham, Marketing and Information Manager at Lancashire Sport Partnership.

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