

Business Studies

Y12 Summer work

Topic: Cycling in the UK



Task: Save this document, insert your solution, bring the finished document or a print out after the summer.

Sources used by teacher:

MINTEL

About Mintel

The world's leading market intelligence agency.

Our expert analysis of the highest quality data and market research will help you grow your business.

<http://www.ctc.org.uk/resources/ctc-cycling-statistics>



Numeracy task/ data interpretation:

1. How many people cycle and how often? Express this data in a graph of your choice.

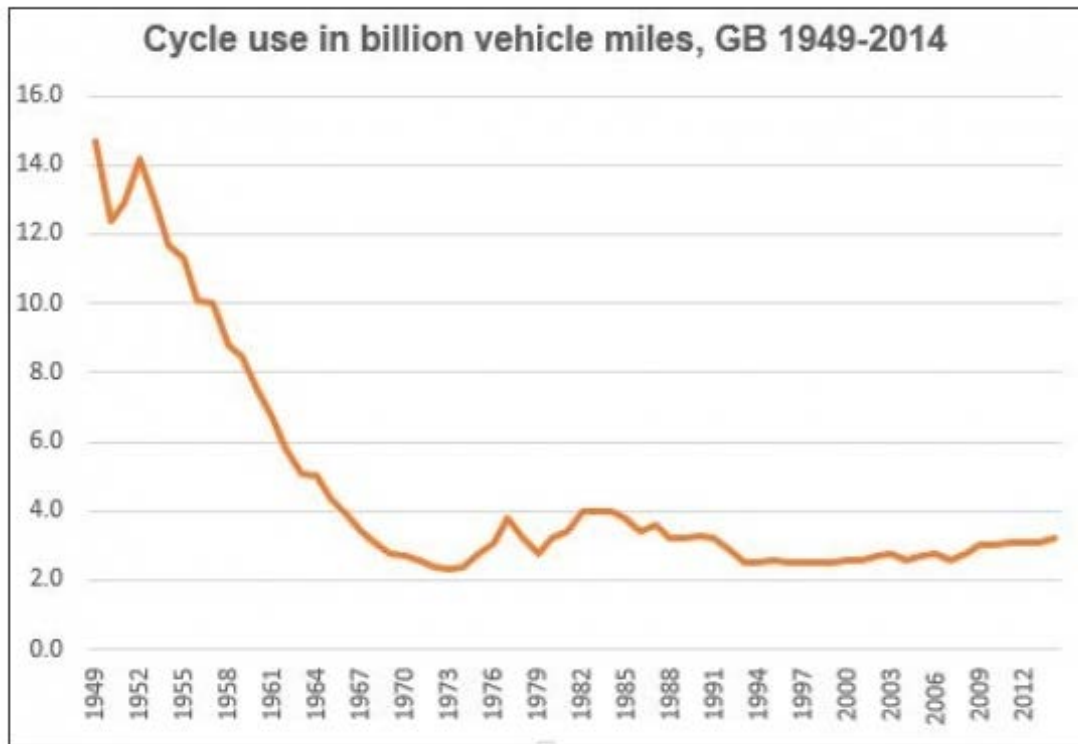
According to the National Travel Survey (NTS 0313):

- About 8% of the population aged five+ cycles three or more times a week (around 4.64 million people).

Otherwise, of over-5s, about:

- 8% cycle once or twice a week;
- 4-5% cycle less than once a week, but more than once or twice a month;
- 6% cycle once or twice a month (although the Active People Survey, based on a much larger sample of the population, found that around 15% of people in England cycled at least once a month);
- 6% cycle less than once a month, but more than once or twice a year.

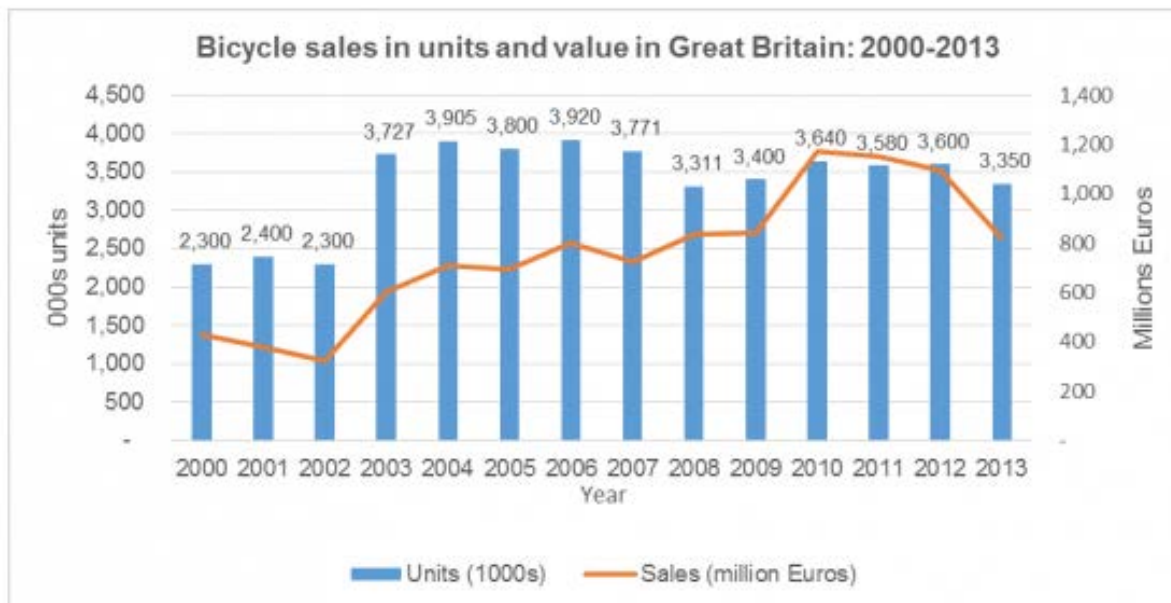
2. Is cycle use increasing in Britain? Analyse this graph. What does it show?

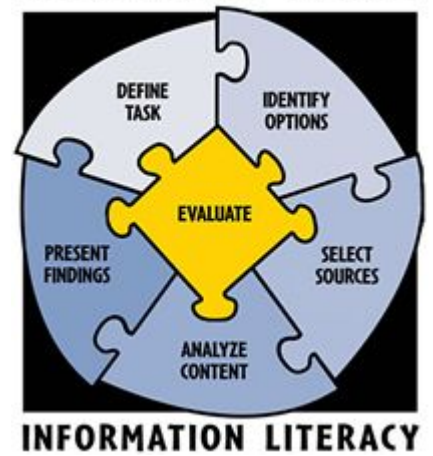


3. Where do people cycle the most? Express this in a chart/graph of your choice.

Proportion of residents aged 16+ who cycle at least 3 x a week for any length or purpose (England, 2012/13): top 21 local authorities	
Cambridge	38%
Isles of Scilly	27%
Oxford	26%
Cambridgeshire	14%
Hackney	13%
York	13%
Hammersmith and Fulham	12%
Boston	12%
Southwark	12%
Lambeth	11%
Norwich	11%
Richmond upon Thames	11%
Oxfordshire	10%
South Cambridgeshire	10%
North East Lincolnshire	9%
Weymouth and Portland	9%
Camden	9%
Wandsworth	9%
Bristol, City of	9%
Gosport	9%
New Forest	9%
Average for England	4.3%

4. How many cycles are sold in Great Britain? Analyse the graph below. What does it show?





Literacy task/Research:

1. Research the cycling market.

- a. Note down (copy and paste) your sources used
- b. Note down advantages of cycling (you need to research this)
- c. Note down disadvantages of cycling (see some information below)
- d. Note down any interesting developments and findings

2. Research task:

- a. Find out the following key terms and define
Market, Market research, Market growth, Market size, Market share

3. Voluntary extension task : Literacy

- a. Introduce the cycling market 1 (Paragraph)
- b. Analyse the advantages and disadvantages of the cycling in an essay. Use the data you have calculated and all your research. Make sure you use the terms you have defined and connectives in your sentences. You may want to plan your paragraphs. Make sure your essay is balanced (advantages and disadvantages - at least 2 paragraphs each)
- c. Evaluate the importance of the cycling market in the UK, you may want to refer to trends, compare to the vehicle market etc. (1 Paragraph)

Research provided for point 1.c

How risky is cycling?

- Around 67% of non-cyclists in Britain feel that it is too dangerous for them to cycle on the roads; and very nearly half (48%) of those who do cycle share this view. (ATT Fig. 2.4)

CTC believes that, unfortunately, the behaviour and attitudes of some road users, sub-standard highway layout and motor traffic volume and speed all conspire to make cycling feel and look more dangerous than it actually is.

Is cycling really that dangerous?

No. In general, cycling in Britain is a relatively safe activity.

Using official road casualty and road traffic reports, population stats and the National Travel Survey, CTC calculates that, on average:

- One cyclist is killed on Britain's roads for every 27 million miles travelled by cycle - the equivalent to over 1,000 times around the world;
- Each year, there are 8 million cycle trips for every cycling death;
- The general risk of injury from cycling in Great Britain is just 0.048 injuries per 1,000 hours of cycling.

Also:

- According to a paper that looked at sports injuries, tennis is riskier than 'outdoor cycling' (5 injuries per 1,000 hours for tennis, 3.5 for cycling). 'Rowing machine exercise' came in at 6 injuries per 1,000 hours;
- You are more likely to be injured in an hour of gardening than in an hour of cycling;
- As mentioned above, the health benefits of cycling outweigh the injury risks by between 13:1 and 415:1, according to various studies.

These facts, together with the reference sources, are included in our [road safety briefing](#).

Risk per billion miles: is it going up or down?

CTC believes that it's important not to measure the risk of cycling by the number of cyclist casualties alone (i.e. absolute numbers). How much cycling is going on comes into it too: i.e. more cycling casualties could simply reflect the fact that more people are out on their bikes. We therefore look at the risk of cycling per mile (or per trip) etc.:

- Calculations based on both traffic count and National Travel Survey data (2003-2013) suggest that the risk of being killed whilst cycling per billion miles cycled has dropped since 2005:

Absolute numbers

In absolute numbers, reported cyclist casualties for the last few years are as follows:

Cyclist casualties (Great Britain, 2005-2013)						
	2005-09 average	2009	2010	2011	2012	2013
Killed	130	104	111	107	118	109
Seriously injured	2,398	2,606	2,660	3,085	3,222	3,143
KSI	2,528	2,710	2,771	3,192	3,340	3,252
Slightly injured	13,934	14,354	14,414	16,023	15,751	16,186
All casualties	16,463	17,064	17,185	19,215	19,091	19,438

Source
RRC
GB
(RAS
3000
1)

How

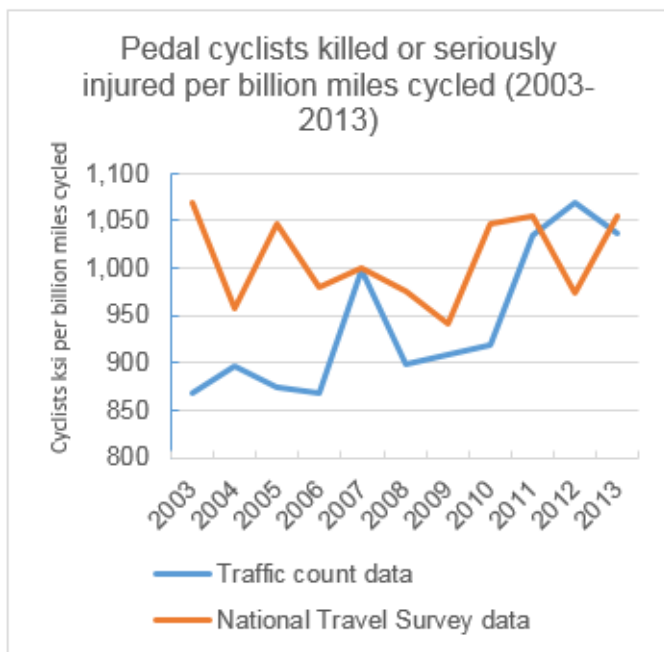
risky is cycling when compared to other forms of transport?

Per mile, cyclists are as likely as pedestrians to be killed on the roads. Cycling and walking, however, are both more risky than car driving, although motorcycling is the most risky kind of transport of all – 3.5 times more so than walking or cycling:

Casualty rate per billion vehicle miles, GB 2013		
	Killed	Killed or seriously injured
Car driver	2	24
Pedestrian	34	463
Pedal cyclist	34	1,036
Motorcycle rider	119	1,853

Source:
RRC
GB
(RAS
3007
0)

20.



Source for both the above tables: [RRCGB](#) (RAS 30013).

For more background on cyclist road casualties, see the Dept for Transport's useful summary, [Focus on Pedal Cyclists](#)

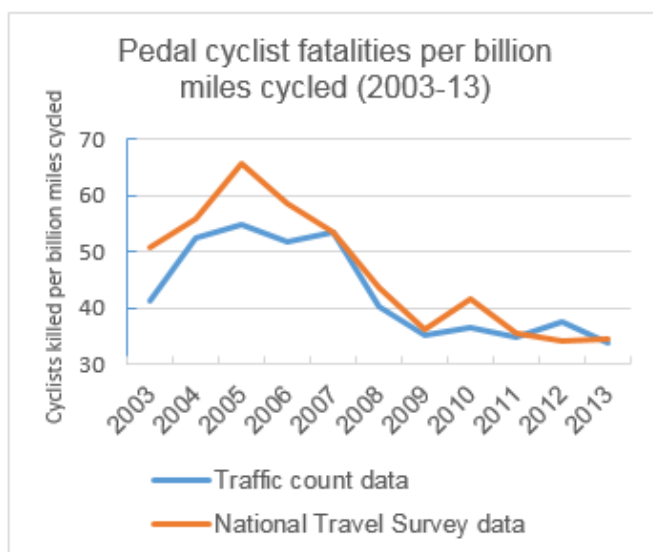
The 'safety in numbers' effect

There is good evidence to suggest that increasing cycling exposes each individual to a lower risk of injury: a doubling in cycling has been linked with a 40% increase in cycling casualties – or a 34% reduction in the relative risk to each individual. In 2009, CTC compiled evidence from over 100 English local authorities and found that it appears to be less risky to cycle in places where there are higher levels of cycle commuting. Providing well for cycling, of course, is key to such success.

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- When figures for cyclist fatalities are combined with those for reported serious injuries (KSI), the record for recent years is mixed and differs between sources, but it seems clear that the risk in recent years is higher than the 2005-2009 baseline average: