

# Putting a Positive Spin on the Story of Cycling



Join us in our mission to get more people cycling...

As the name suggests, this is a project about cycling. It has the **people who cycle** at its heart - the reasons they do it, and the value they get from it. Whilst infrastructure and road safety are important, our focus is the **life-affirming thoughts and experiences** that inspire people to travel on two wheels. By tapping into **positive memories of cycling**, we aim to encourage more people to get on a bike - and improve their health, happiness and surrounding environment.



## Helping Older People to Re-discover Cycling

Our most recent work saw our **University of Bristol** team partner with local cycling charity, **Life Cycle UK** - who run gentle, group bike rides exclusively for over-55s. We met with some of their riders at a workshop co-organised by **No Bindings** and used creative writing, drawing and structured interviews (plus coffee and cake!) to capture their stories and memories of cycling. They reflected on what has kept them active through middle age and beyond, or what motivated them to dust off their handlebars and give cycling another go.

Turn over to find out what they said...



<https://positivespin.blogs.bristol.ac.uk/>



[www.lifecycleuk.org.uk/over-55s](http://www.lifecycleuk.org.uk/over-55s)

# Older People and Cycling: What We Learned



**When the group of over-55s recalled their early memories of cycling, they fondly spoke of:**

- Dads who let go of saddles after promising they wouldn't
- Boyfriends who cycled to lectures, who became husbands who cycled to work
- Aunts in their 80s who went everywhere by bike

**They told us they now choose to cycle because:**

- It's still a great way to spend time with family and friends (and make new ones)
- You get a sense of achievement (for example, completing your first ride in 20 years)
- You are free to explore and see the world differently

## Our Call to Action

So far our funding has enabled us to engage with policy makers, test our ideas on a small-scale and forge relationships with local organisations who share our vision. But we've **bigger, bolder and more beautiful ideas** about bicycling in mind!

**If you are doing similar things - whether that's in Bristol or further afield - we want to hear from you!**

We're looking to blur the edges between academia, statutory agencies, healthcare professionals, the voluntary sector and the general public, and simply concentrate on everyone's "inner cyclist". Our measure of success is straightforward – to convince at least one more person to get back on two (or possibly three) wheels - and have fun!

**Join us in our mission to share the joys and freedoms of cycling with everyone!**

### Get in touch...

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