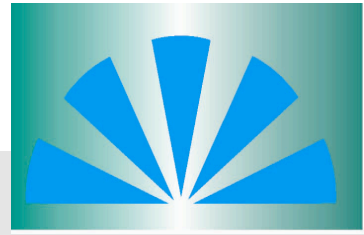


BOWLES GREEN LTD



Engaging Ethnic Minority Communities in Cycling

Consultants' Report

January 2008

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A list of consultees and other contacts has been provided separately

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January 2008

1 EXECUTIVE SUMMARY

Introduction

This study of how to engage ethnic minority communities in cycling was commissioned by Blackburn with Darwen Borough Council and Lancashire County Council in response to a low level of participation amongst Asian ethnic communities in East Lancashire, rapid growth of this population (evidenced by higher proportions of younger people) and the resulting implications for transport, health and other planning.

District/Area	Percent	Profile
Blackburn with Darwen	20.5%	Indian and Pakistani
Pendle	14.5%	Mostly Pakistani
Hyndburn	8.5%	Mostly Pakistani
Burnley	7.0%	Bangladeshi and Pakistani
East Lancashire	11.8%	-
England & Wales	4.3%	-

The methodology for the study was as follows:

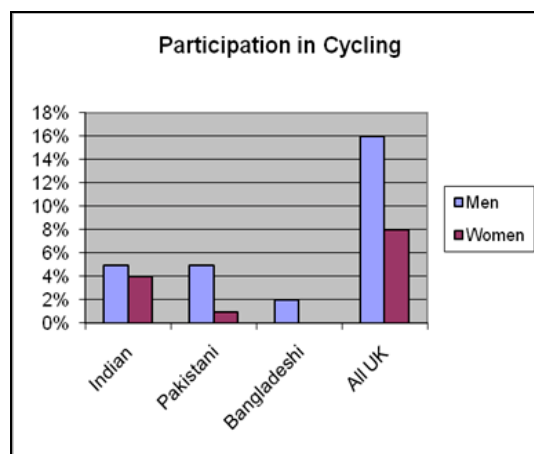
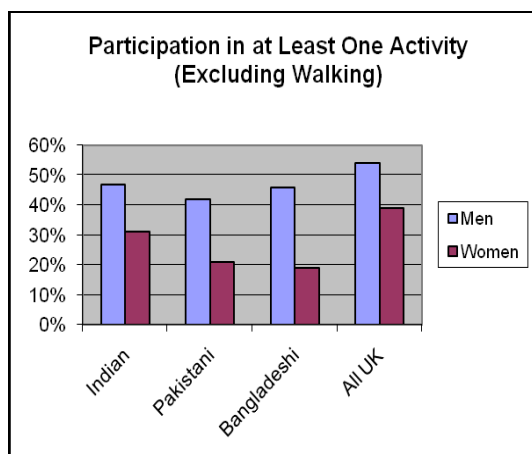
- Reviewing existing research into participation in physical activity by Asian ethnic minority communities
- Identifying and consulting those involved in sporting/recreation and other activities with the Asian ethnic community in East Lancashire
- Identifying and consulting the managers of similar schemes run elsewhere in the country
- Analysis and conclusions
- Focus group research to test our research conclusions with members of the Asian ethnic minority community in East Lancashire
- Analysis and recommendation of pilot projects

Research and Consultation Findings

High levels of coronary heart disease, diabetes and mental health amongst the Asian ethnic minority community is well documented in scientific and health journals. All of these, and other health problems, can be reduced through regular exercise.

Overall, 40% of members of ethnic minority communities take regular physical activity (excluding walking) as opposed to 46% for the UK population as a whole. However, rates of participation vary significantly between the sexes, different ethnic communities (in this study Indian, Pakistani and Bangladeshi) and different activities. For example:

- More Asian men participate in physical activity than Asian women
- Asian women participate significantly more in keep fit than Asian men
- Participation in cycling is below 5% for all Asian men and women; it ranges between 5% for Pakistani men to 0% for Bangladeshi women compared to 16% for men and 8% for women amongst the whole UK population



Similarly, the barriers to engaging in physical activity varies between the sexes and different ethnic communities, but there are some common barriers, including home & family commitments (especially for women), work and study commitments (especially for men), lack of money and lack of facilities.

Consultation and focus group research also identified a number of cultural factors which also act as barriers, including:

- Cycling is seen as an activity for males of low status
- Women (and some men) would be ashamed to be seen cycling by their peers
- Asian men would not want their wives to be seen cycling
- Many are suspicious of projects introduced by people from outside of the community and disillusioned by projects which end when the funding runs out

A number of further cultural factors act as barriers for specific groups, for example:

- Young Asian Muslims attend mosque after school and so have little free time
- Many Asian families operate car-sharing networks to transport their children between home, school and the mosque
- Young Asians are expected to reflect the wealth and status of their parents and cycling does the opposite
- Asian women's clothing is not appropriate for cycling
- Young Asians think cycling isn't 'cool' – they would rather drive or car share

Good practice in encouraging members of the Asian ethnic community to cycle includes:

- Plan for long timescales – do not rush projects. Rather work slowly to build confidence and trust
- Be realistic and honest in what you want to achieve and what you promise
- Understand and provide for the sensitivities of the specific audience targeted
- Work through existing community groups

Life stage is also an important factor in the likelihood of cycling.

Conclusions and Recommendations

Analysis of the research concluded that promoting keep fit is likely to be the most effective way to encourage members of Asian ethnic communities to take regular

exercise, since this can accommodate a range of cultural sensitivities (same sex groups, location, etc).

Promoting cycling to Asian ethnic communities would be best targeted at four groups:

- Young children (to influence behaviour at an early age)
- Young adult males (who enjoy competition)
- Women (because of the key role they play in families and because they have a higher understanding of health issues)
- Indian and Pakistani communities (since Bangladeshis participate least)

Four pilot projects are recommended, as follows:

Pilot 1: Asian Women: Programme of Monthly Guided Social Rides

A programme of monthly social/leisure, guided rides for Asian women only made on traffic free or low traffic routes away from Asian community areas. If the ride is of a duration that would normally include a meal, then providing free food would significantly increase the attractiveness of the rides. Key elements are:

- Provision of ladies bicycles for use on the rides free of charge
- Introductory training in riding a bicycle
- Transport to location for rides
- 12 monthly guided rides of 1-2 hours (need to check duration and timing with participants)
- Traffic free rides
- Free food if appropriate

Pilot 2: Young Asian Men: Cycle Competition

A programme of competitive cycling events for young Asian men operated as an additional activity by an existing gym/fitness project. The actual nature of the competition should be devised in consultation with the target audience, but the focus groups suggest that mountain bike races would appeal most. Since few will own a bicycle, mountain bikes should be provided free of charge. The key elements are as follows:

- Organised, evening competitive cycling events
- Prizes for competition winners and an overall 'series' prize
- Free use of appropriate bicycles and equipment for the events

Pilot 3: Blackburn College: Cycling Initiative

Forming a cycling club or initiative at Blackburn College to organise a programme of activities including:

- Leisure cycling events
- Competitive cycling events
- An incentive programme for cycling to college – with 'loyalty prizes'
- A programme of support, including:
 - Events to raise the profile of the project (for example a promotion using Pennine Events' cycle smoothie maker at an induction session, during lunchtime at the refectory, in the college foyer, etc)

- Cycle training
- Supply of reduced cost bicycles
- Cycle maintenance training
- Installation of secure cycle storage facilities on the College premises (already included in current modernisation programme)

Pilot 4: Young Children's Project

A programme of activity aimed at encouraging young children to cycle, including training, activities and providing re-cycled bikes delivered through schools which have a high proportion of pupils from Asian ethnic communities. Mosques, which have schooling for children up to 14, could also be considered as a delivery route. Young offenders in the Asian ethnic community could also be included in this pilot scheme.

The pilot should include the following:

- Cycle training courses for children at schools
- Cycle maintenance training for children at schools
- Providing bikes for children who sign up to training and maintenance courses (these could be re-cycled bikes)
- Identifying safe routes to school
- Providing a programme of activities- for example cycle orienteering events, treasure hunts, etc at suitable locations (urban and country parks, etc)

Supporting Activity

It is recommended that delivery of the pilot projects is supported by the following co-ordinated activity:

- Raising awareness generally amongst Asian ethnic minority communities of the benefits of cycling
- Seeking to implement projects that are sustainable in the long term by delivering a range of benefits to partners and participants
- Including measures to encourage pupils from Asian ethnic minorities to cycle in School Travel Plans
- Researching baseline data in East Lancashire and closely monitoring the pilot projects
- Providing facilities for cycling, including routes, hire, tuition, etc

2 BACKGROUND & METHODOLOGY

Background to the Study

- 2.1 Almost 12% of the population of East Lancashire (Blackburn with Darwen, Burnley, Hyndburn and Pendle) is from ethnic minority groups – 46,000 people out of a total resident population of 396,000.

Table 1: Ethnic Minority Populations in East Lancashire

District/Area	Percent
Blackburn with Darwen	20.5%
Pendle	14.5%
Hyndburn	8.5%
Burnley	7.0%
East Lancashire	11.8%
England & Wales	4.3%

2001 Census

- 2.2 The ethnic minority population of East Lancashire is made up mostly of people of Asian ethnicity. However, the profile does vary between districts, as shown in Table 2.

Table 2: Cultural Profile of East Lancashire's Ethnic Minority Communities

District	Profile
Blackburn with Darwen	Indian and Pakistani
Pendle	Mostly Pakistani
Hyndburn	Mostly Pakistani
Burnley	Bangladeshi and Pakistani

- 2.3 Population growth amongst the Asian ethnic communities of East Lancashire is significantly higher than for the white ethnic community. Within a short time, Blackburn will join Leicester, Newham and Brent as having a larger black minority ethnic population than white ethnic population.
- 2.4 Table 3 summarises the ethnicity of school pupils in East Lancashire; the high proportion of young people of Asian ethnic origin is evident.

Table 3: Asian Ethnic School Pupils in East Lancashire

District	All Asian	Bangladeshi	Indian	Pakistani	Other
Blackburn with Darwen	29.8%	0.8%	13.5%	14.5%	1.0%
Burnley	16.2%	4.4%	0.3%	11.0%	0.5%
Hyndburn & Ribble Valley	11.9%	0.3%	0.6%	10.7%	0.3%
Pendle	28.2%	0.3%	0.1%	27.4%	0.4%

Source: Department for Families, Children and Schools, 2007

- 2.5 Black and minority ethnic communities experience greater levels of coronary heart disease, diabetes, and mental health problems, all of which can be reduced through regular participation in physical activity; this situation is well documented in scientific and health journals.
- 2.6 At the same time, as evidenced in section 3, below, participation rates in physical activities are lower amongst black minority ethnic groups than amongst the white ethnic community. The need to address this situation in

order to tackle differences in levels of health and to minimise the impact on the health budget is obvious.

- 2.7 Driving Up Participation in Sport (2004) Sport England recognises that 'In an increasingly multi-cultural population sport will need to be more sensitive to the barriers that impact on these groups and provide the types of activities that appeal to them within environments that are accessible and welcoming'.
- 2.8 This study has been commissioned to investigate opportunities to increase participation in cycling by members of East Lancashire's Asian ethnic minority communities.

Methodology

- 2.9 The study methodology included the following stages of work:
- Compiling a database of contacts working with ethnic minority communities in East Lancashire
 - Identifying good practice experience from elsewhere
 - Consultation with practitioners to identify effective methods of engaging ethnic minority communities in cycling and other forms of physical activity
 - Testing our understanding gained through the above research in focus groups in East Lancashire
 - Recommending a way forwards.

3 PARTICIPATION

3.1 Published research on participation in cycling and other physical activity by members of the Asian ethnic community is summarised here. Overall, there is little data available at a local level. Most of what exists is national or regional/sub-regional research, or has been published following focus group research.

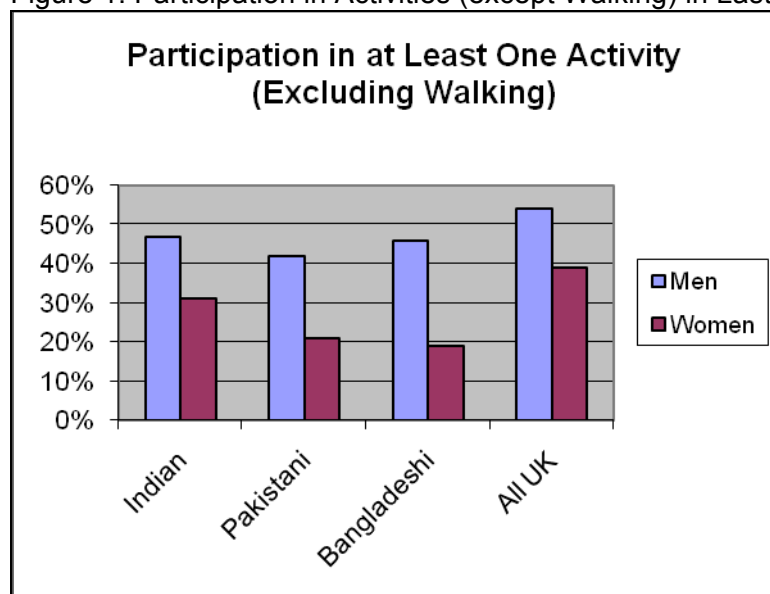
3.2 Levels of participation and factors affecting participation, and non-participation are considered. The information is drawn from the following key studies:

- Sports Participation and Ethnicity in England, 2000, Sport England
- Physical Activity From our Point of View: Qualitative research among South Asian and black communities,

Participation

3.3 Overall the average participation in activities is lower amongst members of ethnic minority groups than for white ethnic people. The average rate of participation for all people in the UK is 46% and 40% for members of ethnic minority groups.

Figure 1: Participation in Activities (except Walking) in Last 12 Months

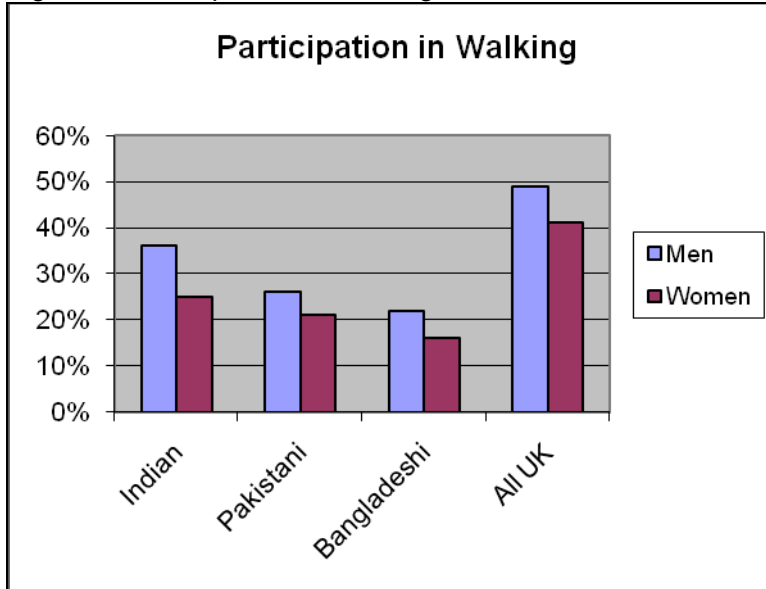


GHS – General Household Survey

3.4 There is considerable variation, however, between participation by people from different ethnic minority communities and between the sexes, as shown in Figure 1, above. Bangladeshi and Pakistani women in particular have low average participation rates compared to all women.

3.5 Participation in walking (for 2 miles or more) shows a similar pattern, as shown in Figure 2.

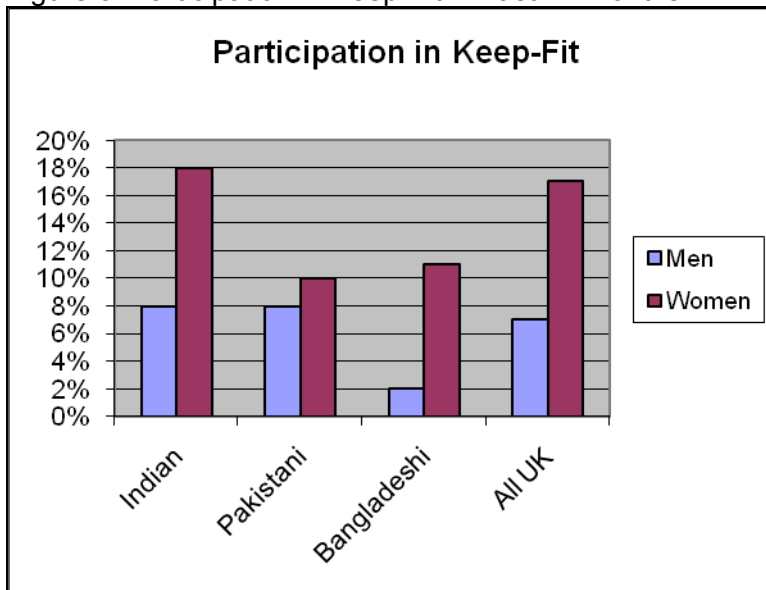
Figure 2: Participation in Walking in Last 12 Months



Sports Participation and Ethnicity in England, 2000, Sport England

- 3.6 Participation in keep-fit shows a different pattern. More women than men participate, overall and within the ethnic minority groups. Also, significantly more Indian women participate in keep fit than do Indian men.

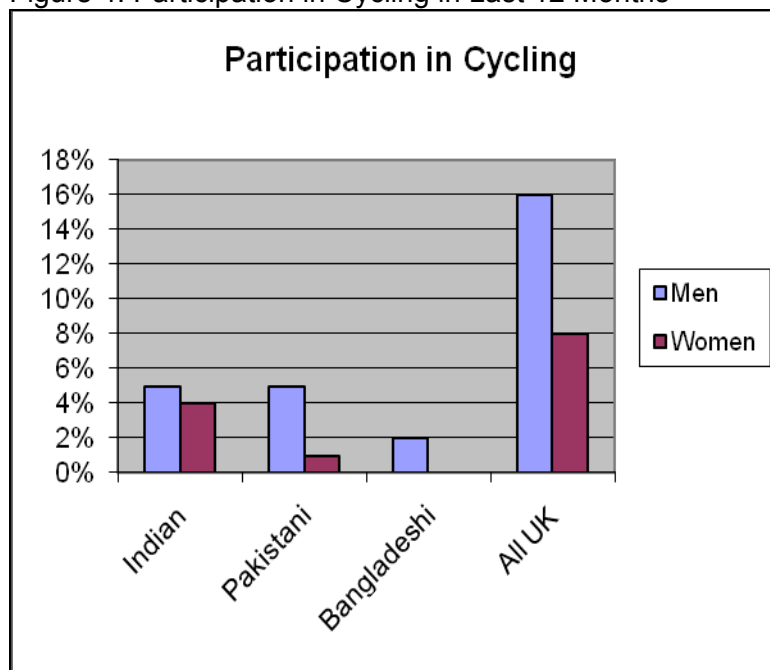
Figure 3: Participation in Keep-Fit in Last 12 Months



Sports Participation and Ethnicity in England, 2000, Sport England

- 3.7 Participation in cycling by all three Asian ethnic groups is low in comparison to the national average. Participation in cycling amongst Bangladeshi and Pakistani women is very low.

Figure 4: Participation in Cycling in Last 12 Months



Sports Participation and Ethnicity in England, 2000, Sport England

- 3.8 Home and work commitments are the main barriers to participate in cycling – which is seen primarily as a recreational activity rather than as a means of transport. Home commitments are the main barrier to most women and work or study commitments are the main barrier to most men.
- 3.9 However, there are also other significant barriers, including lack of facilities (presumably lack of bicycles and places to cycle), lack of money and being too lazy or embarrassed by being seen cycling.

Table 4: Barriers to participation: Bangladeshis

Barrier	Male	Female
Home/family commitments	38%	42%
Work/study commitments	13%	18%
Lack of money	18%	18%
Lack of facilities	41%	53%
No-one to go with	16%	2%
Too lazy/embarrassed	10%	0%

Sports Participation and Ethnicity in England, 2000, Sport England

Table 5: Barriers to participation: Indians

Barrier	Male	Female
Home/family commitments	37%	49%
Work/study commitments	49%	35%
Lack of money	18%	13%
Lack of facilities	29%	25%
No-one to go with	8%	6%
Too lazy/embarrassed	11%	12%

Sports Participation and Ethnicity in England, 2000, Sport England

- 3.10 Lack of money is a more significant barrier to Pakistanis than to Bangladeshis or Indians.

Table 6: Barriers to Participation: Pakistanis

Barrier	Male	Female
Home/family commitments	31%	44%
Work/study commitments	55%	29%
Lack of money	20%	14%
Lack of facilities	25%	25%
No-one to go with	8%	4%
Too lazy/embarrassed	5%	6%

Sports Participation and Ethnicity in England, 2000, Sport England

- 3.10 Findings in relation to which sports members of Asian ethnic communities would like to participate in need to be treated with caution as stated aspirations do not necessarily lead to changes in behaviour. However, they are a useful indicator of 'latent demand'.
- 3.11 Approximately a tenth (9%) of Bangladeshi men and half as many (4%) women said that they would be interested in participating in cycling.
- 3.12 Cycling is less appealing to Indian men than Bangladeshi men, but more appealing to Indian women. It did not appeal at all to Pakistani men or women in the national survey.

Table 7: Sports Bangladeshis Would Like to Participate In

Sport	Male	Female
Swimming	9%	21%
Soccer	18%	0%
Badminton	17%	10%
Self Defence/Martial Arts	8%	11%
Cycling	9%	4%
Tennis	4%	8%
Motor Sports	8%	2%
Cricket	8%	1%
Ice Skating	0%	7%

Sports Participation and Ethnicity in England, 2000, Sport England

Table 8: Sports Indians Would Like to Participate In

Sport	Male	Female
Swimming	10%	22%
Keep Fit/Yoga	5%	19%
Badminton	6%	12%
Cricket	11%	2%
Tennis	5%	6%
Self Defence/Martial Arts	4%	6%
Squash	5%	3%
Soccer	8%	0%
Cycling	3%	5%
Motor Sports	5%	0%

Sports Participation and Ethnicity in England, 2000, Sport England

Table 9: Sports Pakistanis Would Like to Participate In

Sport	Male	Female
Swimming	14%	16%
Cricket	12%	4%
Badminton	6%	10%
Keep Fit/Yoga	1%	13%
Tennis	4%	9%
Soccer	8%	2%
Squash	6%	2%
Self Defence/Martial Arts	5%	4%
Motor Sports	5%	1%
Weight Lifting	5%	0%
Netball	0%	4%

Sports Participation and Ethnicity in England, 2000, Sport England

Contributing Factors

- 3.13 The wider reasons for lower participation rates amongst black and ethnic minority communities were studied in qualitative research commissioned by the Health Education Authority in 1997 (Physical Activity From Our Point of View); these are summarised in the following paragraphs.

Benefits of Physical Activity

- 3.14 Perceived benefits of physical activity amongst members of the Asian community were:
- General good health
 - Well-being (mental fitness)
 - Good body shape (being popular, desirable)
 - Feeling happy, less stressful
 - Sweating is important to expel toxins and for weight loss – doesn't happen naturally in a cold climate
 - Compensation for health abuses (bad diet, smoking)

Health Influences

- 3.15 Members of the Asian community were influenced about health in a number of ways, including:
- The media (TV, film, radio and newspapers)
 - Family and friends (family was identified as a significant influence)
 - School (especially PE lessons)
 - Religion
 - Fatalism (some older Asians believe one's health is pre-ordained)
- 3.16 The research identified a lack of healthy role models within the Asian community.

Barriers to Physical Activity

3.17 The main barriers identified were as follows:

- Lack of time (difficulty of coping with long working hours and the demands of family)
- Cost (especially in relation to membership and attendance fees for health clubs)
- Lack of facilities (close to where people live)
- Lack of consideration for cultural sensitivities (health facilities are 'English', they do not allow for Asian community sensitivities)
- Lack of motivation
- Life stage – (especially for mothers)
- Lack of perceived importance of physical activity
- Laziness
- Physical activity not seen as enjoyable and competition from more enjoyable activities (cinema, being with friends, etc)

Overcoming the Barriers

3.18 Physical activity is often associated with a particular sport – e.g. cricket or working out in the gym. These are not necessarily seen as attractive. There is little awareness of the concept of an active life and the benefits which come from this.

3.19 Looking good was felt to be something that appeals to most young people and so would be a powerful attracting factor. Providing free or low cost activities would address the cost barrier, which is significant to the less well-off and to older people who feel that growing old is a time to relax and slow down rather than a time to pay for physical activity.

Promotion Strategies

3.20 There was felt to be a general lack of promotion of opportunities for physical activity. There is a need for promotion to engage people in activity and to remind them to continue to take part in healthy exercise. Approaches that Asians thought would be effective are:

- Promoting activity as fun, something that is easy to do and sociable
- Adopting scare tactics – can you afford not to do it for health reasons?
- Using role models

3.21 Word of mouth was thought to be the most effective method of promotion. Other suggestions including printed material distributed in DVD rental boxes, large, colourful posters and leaflets with information to follow up the above.

Anecdotal and Other Information

3.22 Some other useful information was contributed by consultees, though it has not been possible to collaborate this with research evidence. It is summarised here.

- Extended families and other groups operate car sharing networks for transporting children between home, school and the mosque; this

serves a number of purposes – it is a way of making sure children reach their destination, a safe way of travelling, sharing costs and time.

- Older children are expected to reflect the status and wealth of their family – owning and travelling by car is a key way to do this, whilst riding a bike has the opposite effect
- It is more acceptable for older teenaged children within Asian ethnic communities to engage in activities in mixed sex groups than for young children and younger teens
- Some areas of East Lancashire have almost 100% white ethnic population (for example Higher Croft, Meadow Head, Millhill, Roe Lee and Shadsworth); these are effectively 'no-go areas' for people from Asian ethnic communities. Provision of cycle routes must take this factor into account
- The Criterion Cycle Race in Colne and the Tour of Pendle are well attended by all sections of the community and so holding similar events in other East Lancashire towns is likely to raise the profile of cycling amongst the Asian community
- Cycle events at Witton Park in Blackburn have attracted participants from ethnic minority communities
- Use of skate parks by children/youngsters from Asian ethnic communities appears to be low in East Lancashire

3.23 Whilst not specific to the Asian community, focus group research undertaken in Padiham during research into demand for off-road recreational cycling identified demand amongst young people for off-road (mountain bike) routes and cycle hire located close to home. Facilities for cycling being developed at Witton Park in Blackburn and Towneley Park in Burnley could help meet this demand.

4 EXPERIENCE FROM ELSEWHERE

- 4.1 Desk research identified a number of organisations and individuals already working with ethnic minority communities on various projects to increase participation in physical activity or on other forms of community development in the North West and other parts of the UK.
- 4.2 A list and contact details are included in the Appendix. The aim of this research was to:
- Identify any available data on rates of participation in cycling and other forms of physical activity by members of ethnic minority communities
 - To identify good practice in developing and managing schemes
 - To identify potential pitfalls and failure factors
- 4.3 Notes from the consultations are included in the Appendix. The findings are summarised here.

Data on Participation Rates

- 4.4 Other than the national participation surveys, little information is available on rates of participation by ethnic minority communities in different places. However, the following impacts give some understanding of the likely effects of different kinds of schemes:
- Cycle to school projects in Leicester encouraged approximately 50% of pupils to cycle to school during promotional weeks. The longer term impacts are increases of between 3 and 5 times the number cycling regularly (30-40 pupils) at 8 schools
 - Substantial numbers of bicycles (1,500) given away free in Leicester have led only to small increases in regular participation in cycling
 - Pendle Leisure Trust Ladies Keep Fit sessions attract 40-50 Pakistani women to each of 4 to 5 sessions a week
 - There are approximately 1,200 members of the Bangor Street Healthy Living Centre, 50% male and 50% female and this number is increasing at approximately 50 members per month
 - Camden Borough Council provides cycle training for 8-900 year 5 and year 6 pupils at schools with a high BME attendance

Approaching Asian Communities

- 4.5 There is considerable experience of engaging Asian ethnic minority communities. Good practice experience includes the following:
- Work through established community groups and local people (staff and volunteers) to deliver projects. Asian ethnic communities will feel more comfortable with this
 - Elders in particular can be suspicious of the motives of outsiders. It is important to avoid white middle class males telling an Asian community what it should do.
 - Ask what people want to do and build on this
 - Identify and train up volunteer instructors from within the Asian ethnic community. Also listen to these people's ideas and suggestions
 - Make any activities as low cost as possible

- Use locations and have operating times which are convenient for the target audience
- Use locations which are away from the target community to minimise the 'embarrassment factor'; this is significant
- It is important to work against any potential for embarrassment, including showing people how to do things so that they will not be embarrassed by not knowing in front of their peers
- Asians prefer to undertake activities inside, where they will not be seen by neighbours; this is one reason keep fit is popular with Asian women
- Need to be conscious of sensitivities regarding 'white' and 'Asian' areas. For example Asians are fearful of going into the white area of Bank Top in Blackburn
- Single gender provision is essential (less important for younger people, but a must for adults); women would be reluctant to attend mixed gender groups
- Provision of recreational activities for families can be popular
- Ensure any provision is informal and that everyone taking part already knows each other

Men and Women – Key Differences

- 4.6 There are some key differences in good practice experience in approaching Asian men, women and young people.

Asian Men

- Asian men are attracted by competition, so making an activity competitive can attract participation
- Asian men are not answerable to anybody. They are, however, influenced strongly by their religion
- Need to be sensitive to embarrassment; this can be an issue with older men who may be embarrassed by failing or being beaten in competition
- Asian men in general are rather sexist. They would not want to be embarrassed by having their wives seen cycling or undertaking other physical activity
- Asian men view the gym and some other forms of physical activity as 'body-building' and this is not appealing to the majority

Asian Women

- Mothers are the main carers and educators. Information and delivery needs to work in the language the mother is most comfortable with
- Asian women have little free time after looking after the family and have little or no access to childcare; providing activities at suitable times is particularly relevant to them
- Asian women are very sensitive; they need to feel wanted and to feel that their sensitivities are being taken into account
- Asian women's clothing is not convenient for cycling in. Women need a place to change into appropriate wear.
- Asian women, rather than men, are targeted by many organisations which want to influence the behaviour of Asian ethnic communities; competition for their attention is high

Young People

- Working with schools has proven to be successful in increasing participation in cycling by young people from Asian ethnic communities (Leicester City Council, Wheels within Wheels)
- Young people are less likely to be constrained by cultural issues than adults and older members of Asian ethnic minority communities

Attitudes Towards Cycling

- 4.7 Cycling as a means of transport is unlikely to be popular amongst the Asian ethnic communities of East Lancashire. Cycling is perceived as transport for poor people and is unlikely to appeal as an alternative to the car
- In Asia, only men cycle; it is not the done thing for a woman to cycle
 - Awareness of where to cycle is low amongst Asian ethnic communities
 - Few Asians know how to ride a bicycle.
 - Since few cycle, there are no 'role models'
 - Very few Asians own or have access to a bicycle
 - There is no concept of cycling for health amongst Asian ethnic communities
 - The hilly nature of East Lancashire is off-putting to many, who see cycling up hill as hard work
 - Anecdotally, officers at Blackburn with Darwen Borough Council are aware of use of ownership of bicycles by Asian children, who use them to travel between home (Audley, Little Harwood) and local parks (Queen's Park, Corporation Park)

Project Management

- 4.8 Project managers should take the following into account when planning and delivering projects for ethnic minority communities:
- Plan for long timescales and do not rush projects
 - Be realistic. If you say that you will do something, make sure you deliver it (don't promise what can't be delivered)
 - Get to know the community, how it works and its sensitivities beforehand.
 - Staff/people delivering projects need to be committed themselves and 'practice what they preach'

Promotion

- 4.9 The following aspects of promotion were identified:
- Offering free food can be a strong incentive
 - Asian radio is popular and could be an effective promotional method
 - Any promotional images must feature people from the Asian ethnic community
 - Word of mouth is the most effective form of promotion, but this depends on successful engagement in the first instance
 - There are many different dialects of Urdu – be sure to use the right one for each community
 - Some organisations (e.g. Surestart) and councils (e.g. Burnley Borough Council) provide translation services; although it is important to provide information and instruction in the appropriate language, experience suggests that language is unlikely to be a major barrier

Funding

- 4.10 Whilst projects have benefited from a wide range of funding sources, these are normally provided for a limited period of time and long term sustainable funding appears to be an issue for most projects.

Other Issues

- 4.11 Other issues identified are as follows:
- Muslims are against gambling and some can be reluctant to use a facility of project which is funded by the National Lottery
 - Working through existing groups already engaged in some other form of physical activity is most likely to generate a response to cycling
 - Some ethnic minority communities have no reluctance to cycle – for example Somalis and members of the Muslim community who have moved to the UK from another country where cycling is common (such as The Netherlands)

5 FOCUS GROUP RESEARCH

5.1 Focus groups were held in order to:

- Confirm our understanding of the issues and opportunities learned from the secondary research
- Confirm that the issues and opportunities are relevant to the East Lancashire ethnic minority communities
- Test likely response to projects to increase participation in cycling by members of East Lancashire's ethnic minority communities

5.2 Focus groups were organised as follows. In the event, Blackburn College could not organise a group because of the timing – during the exam term. However a face to face consultation was held with the Student Support Officer who subsequently consulted several colleagues.

Table 10: Focus Groups

Sponsoring Organisation	Profile of Participants	Date and Location
Bangor St Healthy Living Centre	Young people from the local Asian community	7 th June, Bangor Street Centre, Blackburn
Chai Centre Healthy Living Centre (East Lancs. PCT)	Young adult males from local area – mixed origin	8 th June, Chai Centre, Burnley
Pendle Leisure Trust	Asian ladies, wide age range. Members of fitness group	24 th July, Silverman Hall, Nelson
Pendle Pakistani Welfare Association	Mixed group of young Pakistanis	10 th August, PPWA Offices, Market St, Nelson

5.3 Notes of the findings of each focus group are described in Appendix 4. The key findings from the focus groups are as follows:

Target Groups

5.4 The groups most likely to respond to initiatives to increase participation in cycling (and other forms of physical activity) are young people (in particular older, male teenagers and adult males) and women. Older teenagers and young adult males are least likely to be affected by religious and cultural traditions which constrain cycling, whereas young teenagers are still heavily influenced by their parents and attend Mosque after school. Older people and adult men are less likely to respond for a range of cultural and lifestyle reasons; older people are more constrained by their cultural traditions and men have limited time and don't give a high profile to physical activity.

Barriers to Participation

5.5 A number of barriers to cycling which appear widespread amongst members of ethnic minority communities and already identified during the consultation were confirmed during the focus groups; these are:

- Cycling is not a fashionable thing to do (and not the done thing for women to do)
- People do not want to be the first to cycle as they would be embarrassed by the attention this would receive from other members of the community

- People do not want to be seen cycling by other members of their community
- Access to bicycles and storage of bicycles is a problem for some people
- There is a general perception that cycling on roads, in traffic is unpleasant and dangerous

Young People

- 5.6 The youth focus group confirmed much of what was identified during the secondary research described above. In addition, the following views specific to young people from Asian ethnic minority communities were identified:
- Image is key. Cycling is not considered to be 'cool', nor are cycling helmets
 - Young people don't want to be the first to cycle because they would be laughed at. However, they would be willing to join in if more people were already doing it
 - Lack of bicycle ownership could be addressed by providing free use of bicycles or by giving away free bicycles
 - Crime – theft of or damage to bicycles is a significant barrier to owning and using one
 - Lack of facilities for parking, secure storage, etc both at home and at places young people go is a further barrier
 - Cycling was perceived as boring in relation to use of a car. Adding an entertainment (music) system to a bike would make it more attractive
 - Cycling, especially on busy, urban roads is perceived as dangerous
 - Over 14s have more free time, but are probably less impressionable than younger children and more likely to be developing an interest in cars
 - There appears to be interest in cycling events or trips out of the community to cycle. These would need to be single sex to gain parental consent

Young Adult Males

- 5.7 Young Asian males appear less concerned about being embarrassed by cycling in their communities of being commented on in a negative way for cycling. They were particularly attracted to the activity of cycling as a competitive activity and the social aspects of competitive cycling.
- 5.8 However, a number of sensitivities need to be taken into account as follows:
- Cycling for utility purposes was not seen as attractive; young Asian males would prefer to take the bus or a car, especially in poor weather
 - There is a preference for exercising in the gym where there is a variety of different machines (including exercise bikes) and where people can socialise easily at the same time as exercising
 - There also appears to be a greater interest in other types of leisure activities in preference to cycling
 - Bicycles and equipment for cycling is perceived as expensive
 - There are no role models for cycling in the Asian community or on TV
 - There was a strong feeling that cycling on busy roads was unpleasant and dangerous
 - People's knowledge of places outside of their community (home and work) is very limited

Asian Women

- 5.9 Despite the fact that they are so busy, there appears to be an increasing awareness of the link between physical exercise and good health, as well as a willingness to participate in physical activity of various kinds amongst Asian women.
- 5.10 However, participation by women is unlikely to lead to self-motivated regular participation in cycling; it is more likely to be enjoyed as a possibly regular, but probably relatively infrequent organised group leisure activity.
- 5.11 In addition, a number of sensitivities specific to this audience need to be taken into account, as follows:
- Must avoid being seen by members of their own community as this would be too embarrassing; need to organise cycling trips in other places
 - Few have a bicycle or access to one; it would be important to supply bicycles, ideally free of charge
 - Asian women do not want the hassle of owning, storing and maintaining a bicycle, they just want to turn up and ride
- 5.12 Because of the importance of the mother in Asian ethnic communities, Asian women are a key group. Cycling by family members is unlikely to occur if the mother is anti-cycling; similarly if the mother is pro-cycling it is more likely that family members will cycle.

6 CONCLUSIONS & RECOMMENDATIONS

Conclusions

- 6.1 Having considered the above research findings, it is possible to conclude that:
- Participation rates in physical activity are lower in ethnic minority communities than they are in the white ethnic population
 - Participation rates vary between different ethnic groups and between the sexes
 - Participation rates also vary by different kinds of physical activity
 - Lower rates of participation amongst Asian ethnic communities are due to a range of cultural, financial and physical barriers
- 6.2 Experience from within East Lancashire shows that it is possible to engage Asian ethnic communities in regular physical activity, most effectively in keep fit and use of a gymnasium. The main reasons for this success appear to be:
- Locating facilities within or close to Asian ethnic communities makes it easy and convenient for people to participate
 - Providing closed, indoor sessions, and providing same sex instructors addresses key cultural barriers
 - This kind of cultural activity appeals as it also fulfils a social function
- 6.3 Experience from elsewhere in the country shows that it is possible to increase the level of participation in cycling within ethnic minority communities and that:
- Projects to encourage school pupils to cycle have been successful
 - Providing free bicycles without supporting activity (cycle training, events, maintenance training, etc) does not appear to increase participation
- 6.4 The above findings were confirmed by the local consultation and focus groups.
- 6.5 It is the consultants' conclusion that it would be possible to increase participation in cycling amongst Asian ethnic minority communities in East Lancashire, but that:
- Keep fit, delivered in organised, single sex sessions (especially for Asian women) and gym, with single sex sessions at local facilities (for Asian men and women) is the most effective way to encourage regular participation in physical activity
 - Providing keep fit has a low capital cost, as there are suitable buildings close to places where the ethnic minority communities live, but requires instructors
 - Providing gym facilities has a higher capital cost and also has a revenue cost in providing instructors/supervisors
 - Promoting cycling is less likely (than promoting keep-fit/gym) to increase regular participation in physical exercise
 - There are capital (providing cycles) and revenue (providing transport, tuition, leadership, etc) implications to promoting cycling

Table 11: Summary of Barriers to Participation

Barriers to Participation in Cycling	Indian				Pakistani				Bangladeshi			
	Men	Women	Boys	Girls	Men	Women	Boys	Girls	Men	Women	Boys	Girls
Embarrassed to be seen by neighbours												
Embarrassed to be seen by peers												
No access to a bike												
Hassle of owning a bike												
Prefer to travel by car/bus												
Gym more attractive												
Gym more convenient												
Fear of crime (theft of/damage to bike)												
Lack of cycle-friendly infrastructure												
Low interest in physical activity												
Home/family pressures cause lack of time												
Work/study commitments cause lack of time												
No-one to go with												
Lack of facilities												
Lack of money												

Key

Relatively serious	Relatively minor
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- 6.6 Whilst there is conflicting evidence in relation to increasing participation in cycling to school, the recent ban on student parking at Blackburn College does present an opportunity to promote an alternative mode of travel. What is clear is that simply providing free bicycles is not effective; projects need to include a package of measures appropriate to the specific target audience, including providing bicycles, organised events, tuition, cycle routes, etc.
- 6.7 There are key life-stages during which members of the Asian ethnic communities are likely to be more or less likely to cycle, or have time for recreational cycling. These are summarised in Table x, below.

Table 12: Life Stages

Life Stage	Factors
Young children (pre-school)	Totally influenced by parents
Children aged 14 and under	Little free time as they attend Mosque after school each day
Young people aged over 14	More free time. Less constrained by cultural traditions than younger age groups and older people. Likely to be busy with study (male and female) and helping around the home (female).
Parents	Busy earning a living and bringing up the family
Older people	More constrained by cultural traditions. Less fit and less active than younger stages

Recommendations

- 6.8 The following recommendations are made in respect of promoting cycling to ethnic minority populations in East Lancashire:

Target Audiences

- 6.9 Target audiences should be:

- Young children
- Young adult males (including older teens)
- Women
- Indian and Pakistani communities

Methods of Approach

- 6.10 The most effective methods of approach would be:

- Through existing community groups/organisations already involved in providing physical activities
- Through education establishments for over 14 year-olds
- Through Mosques and primary schools for younger children

Pilot Projects

- 6.11 It is recommended that the client runs three or four pilot projects, one targeted at each of the three priority audiences identified above. The following principles should apply:

- The three projects should be delivered through partner organisations
- The projects should be realistically resourced in terms of funding, expertise and time
- Their objectives should be:
 - To increase participation in cycling amongst the target audiences
 - To provide the skills to enable the partner organisations to promote cycling in the longer term
 - To monitor the impacts in order to inform future policy

6.12 The recommended pilot projects are as follows:

- 1 Asian Women: programme of monthly guided social rides
- 2 Young Asian Men: cycle competition
- 3 Blackburn College: cycling initiative

6.13 Whilst experience from elsewhere in the UK elsewhere suggests that drop-off rates for schemes promoted to younger children are high once schemes end, this is an important group and influencing young people can have a life-long effect. For this reason, a fourth pilot for young children is proposed.

1 Asian Women: Programme of Monthly Guided Social Rides

Description

6.14 A programme of approximately 12 monthly social/leisure, guided rides for Asian women only made on traffic free or low traffic routes away from Asian community areas. If the ride is of a duration that would normally include a meal, then providing free food would significantly increase the attractiveness of the rides.

Objectives

6.15 The objectives for the pilot scheme should be:

- To encourage Asian women to take part in the programme of cycle rides
- To change current negative perceptions of cycling amongst Asian women (in relation to cycling by themselves and their children)
- To create longer term demand for cycling after the end of the pilot project

Rationale

6.16 Focus group research shows interest in cycling as a recreational/social activity by Asian women already involved in keep fit. Providing bicycles, tuition (by female instructor) and guided rides away from Asian communities, all free of charge, will address the known cultural and other barriers.

Key Elements

6.17 Key elements of the pilot are as follows:

- Provision of ladies bicycles for use on the rides free of charge
- Introductory training in riding a bicycle
- Transport to location for rides

- 12 monthly guided rides of 1-2 hours (need to check duration and timing with participants)
- Traffic free rides
- Free food if appropriate

Measures

6.18 The following monitoring is proposed:

- Questionnaire survey of all participants as they join the programme to measure perceptions of cycling in a quantitative manner
- Recording number of person rides
- Questionnaire survey of all participants at end of programme to measure perception changes

Possible Partner(s)

6.19 Possible partners are:

- Pendle Leisure Trust, Nelson
- Chai Centre, Burnley
- Bangor Street Healthy Living Centre, Blackburn
- Health & Fitness Office BwDBC

2 Young Asian Men: Cycle Competition

Description

- 6.20 Programme of competitive cycling events for young Asian men operated as an additional activity by an existing gym/fitness project. The actual nature of the competition should be devised in consultation with the target audience, but the focus groups suggest that mountain bike races would appeal most. Since few will own a bicycle, mountain bikes should be provided free of charge.
- 6.21 Ideally there will be a programme of approximately 6 events over a 12 month period. Events should take place in the evenings, after work. Ideally there would be prizes for individual event winners and an overall prize for the series winner.
- 6.22 An optional session could be run on bicycle maintenance to encourage further interest and involvement. Similarly, providing a session on competitive cycling, with a presentation and footage of different kinds of competition could increase awareness and interest.

Objectives

- 6.23 The objectives for this pilot should be as follows:
- Encourage young Asian men to participate in the programme of events
 - Promote cycling as a means of getting/staying fit
 - Create long term demand for cycling/cycling events amongst young Asian males

Rationale

- 6.24 Young Asian males are attracted by the idea of competition and it appears that those already involved in physical activity will be more likely to respond to this pilot. Organising the pilot through an existing gym would mean potential participants can design the programme to fit their own needs and preferences.

Key Elements

- 6.25 The key elements of the pilot are as follows:
- Organised, evening competitive cycling events
 - Prizes for competition winners and an overall 'series' prize
 - Free use of appropriate bicycles and equipment for the events

Measures

- 6.26 The following monitoring should take place:
- Measuring the number of people taking part in each event and the programme
 - Evaluate the programme by an end of programme questionnaire or discussion session
 - Measure evidence of demand for further sessions and other kinds of participation in cycling by an end of programme questionnaire survey

Possible Partner(s)

- 6.27 Ideal partners for this project would be the Bangor Street Healthy Living Centre and facilities at Witton Park operated by Blackburn with Darwen Council.

3 Blackburn College: Cycling Initiative

Description

- 6.28 Forming a cycling club or initiative at Blackburn College to organise a programme of activities including:
- Leisure cycling events
 - Competitive cycling events
 - An incentive programme for cycling to college – with 'loyalty prizes'
 - A programme of support, including:
 - Events to raise the profile of the project (for example a promotion using Pennine Events' cycle smoothie maker at an induction session, during lunchtime at the refectory, in the college foyer, etc)
 - Cycle training
 - Supply of reduced cost bicycles
 - Cycle maintenance training
 - Installation of secure cycle storage facilities on the College premises (already included in current modernisation programme)

- 6.29 In the longer term, impacts could be maximised by the provision of traffic free routes or (to a lesser extent) cycle lanes on roads, on routes between Asian ethnic residential areas and the College.
- 6.30 Blackburn College is not able to run projects which are exclusive to a single ethnic group. The project would be open to all students, but efforts could be made to encourage Asian heritage students to participate.

Objectives

- 6.31 The objectives of the pilot would be:
- To increase the level of cycling by students from ethnic minority communities
 - To change the perceptions of cycling amongst students from ethnic minority communities

Rationale

- 6.32 Blackburn College has recently banned parking by students in its car parks. This will create pressure for alternative parking and will probably lead to a switch to other modes of travel for some students.
- 6.33 In addition, student liaison groups have identified a need for new leisure and competitive events.

Key Elements

- 6.34 The key elements of this pilot are listed above.

Measures

- 6.35 Ideally a monitoring programme would first establish a baseline figure for the current level of participation in cycling and quantify the perception of cycling amongst students from ethnic minority communities. It should also include the following:
- Number of participants in the different scheme elements
 - Changes in perception of cycling (measured by before and after questionnaires)
 - Number of people cycling to college regularly

Location

- 6.36 Experience outlined above demonstrates the importance of taking cycling into places where Asian ethnic community groups already meet. However, existing and planned facilities at locations such as Witton Park in Blackburn could provide more specific facilities, without the need to transport bikes and other equipment.

Possible Partner(s)

- 6.37 Blackburn College has expressed a willingness to develop a pilot scheme. A recent student travel survey which informed the College Travel Plan

revealed that 0% of students travelled to college by bike and it has a target to increase travel to college by bike to 1.5% over the next 5 years.

4 Young Children's Project

Description

- 6.38 A programme of activity aimed at encouraging young children to cycle, including training, activities and providing re-cycled bikes delivered through schools which have a high proportion of pupils from Asian ethnic communities. Mosques, which have schooling for children up to 14, could also be considered as a delivery route.
- 6.39 Young offenders in the Asian ethnic community could also be included in this pilot scheme.

Rationale

- 6.40 Experience from a similar scheme in Camden, London, had success with year 5-6 year group pupils and with youth offenders. If resources allow, the pilot should include other year groups in order to identify the most productive age groups.
- 6.41 It should be accepted that similar schemes elsewhere – for example in Leicester – have experienced a rapid drop off in participation following the end of the scheme, or activity at a particular school. However, this target group and pilot scheme are included on the grounds that influencing young people is more cost effective in the long run.
- 6.42 The pilot scheme should be run with schools which are located close to safe cycling routes so that parents will feel more confident in allowing their children to cycle to school.

Key Elements

- 6.43 The pilot should include the following:
- Cycle training courses for children at schools
 - Cycle maintenance training for children at schools
 - Providing bikes for children who sign up to training and maintenance courses (these could be re-cycled bikes)
 - Identifying safe routes to school
 - Providing a programme of activities- for example cycle orienteering events, treasure hunts, etc at suitable locations (urban and country parks, etc)

Measures

- 6.44 Monitoring should count the number of pupils (and young offenders) being trained, the number of sessions attended and the number of pupils regularly cycling for recreation and to school.

Possible Partners

6.45 Possible partners are as follows:

- The education authorities
- The Police
- The Probation Service

Supporting Activities

6.46 A co-ordinated approach to encouraging members of ethnic communities to cycle is likely to be most effective. The following activities are recommended:

- Raising awareness
- Funding
- School travel plans
- Research
- Providing facilities

6.47 It would be advantageous to ensure co-ordination of these activities in time and space.

Raising Awareness

6.48 A general campaign to raise awareness of the benefits of cycling should be run, targeting Asian ethnic communities in East Lancashire. Delivery methods should include the following:

- Asian radio stations
- Imans at Mosques
- Community centres in Asian areas
- Social cohesion officers
- Asian women, particularly mothers
- Cycle races in East Lancashire Towns (include routes through Asian ethnic community areas)

Funding

6.49 Long term sustainability of schemes has proven difficult to achieve throughout the country. This very fact has created a situation where many people are suspicious of new schemes as they know they will end after a short time, when the money runs out.

6.50 It is important that funding for schemes such as those described above is included in Local Transport Plan funds and that schemes are delivered in ways that provide benefits and outputs for the delivery partners, to encourage higher levels of partnership funding. Possible partners (for funding and delivery resources) identified during the project include:

- Bangor Street Healthy Living Centre
- The Chai Centre
- East Lancashire Regional Park
- Groundwork Trusts
- Generation Active Programme

- Haslingden Asian Sports Group
- Local authorities
- Pendle Leisure Trust
- Primary Care Trusts
- Sport England (subject to results of new Service Level Agreement)
- Sporting Equals (Sports for Communities Project)
- Surestart
- Sustrans
- Wheels within Wheels

School Travel Plans

- 6.51 School Travel Plans will vary from school to school to take account of a range of factors including the profile of pupils, local environment, type of school, etc. As such, there is no 'one size fits all' solution for incorporating activity to encourage cycling by pupils from ethnic minority communities in plans.
- 6.52 However, activity to encourage pupils from ethnic minority communities to cycle could be supported by School Travel Plans if they consider the following:
- The barriers to cycling by boys and girls, summarised in Table 13 (see following page) and described above
 - The importance of Mothers in Asian ethnic minority communities
 - Promoting the benefits of cycling in a group as an alternative to existing car/lift sharing arrangements (cost, health, well-being, etc)
 - Location of the school in relation to areas with high Asian ethnic population, the school and safe routes between (including and 'no-go' areas)
 - Opportunities to work in partnership with community and religious organisations to encourage participation in cycling to school
 - Opportunities to participate in the pilot projects proposed in this report

Table 13: Summary of Barriers to Cycling by Boys and Girls in Asian Ethnic Minority Communities

Barriers to Participation in Cycling	Indian		Pakistani		Bangladeshi	
	Boys	Girls	Boys	Girls	Boys	Girls
Embarrassed to be seen by neighbours						
Embarrassed to be seen by peers						
No access to a bike						
Hassle of owning a bike						
Prefer to travel by car/bus						
Gym more attractive						
Gym more convenient						
Fear of crime (theft of/damage to bike)						
Lack of cycle-friendly infrastructure						
Low interest in physical activity						
Home/family pressures cause lack of time						
Work/study commitments cause lack of time						
No-one to go with						
Lack of facilities						
Lack of money						

Key

Relatively serious			Relatively minor
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Research

- 6.53 Whilst there is national research on participation in cycling amongst members of ethnic communities, there is no baseline data at a local level and relating to the target groups identified for the pilot projects. It will be important to establish this baseline data for each of the proposed pilots before they are delivered. This will necessitate some form of quantitative surveying – Citizen’s Panels could be the most cost effective method.
- 6.54 Additional research should be undertaken during each of the pilots to monitor the following:
- Response of target participants to the pilot – identifying factors which encourage and discourage participation
 - Longer term monitoring of participants to understand the impact of the scheme on behaviour

Providing Facilities

- 6.55 Providing specific facilities for cycling, such as those at Witton Park in Blackburn are important in providing a base for activities and helping to raise awareness. Local authorities should consider opportunities to make

similar provision at parks which are close to Asian ethnic communities or regularly used by them; these could be incorporated into wider park development plans, such as Parks for People funding bids (one is currently being prepared for Memorial Park in Padiham).

- 6.56 In addition, opportunities should be sought to provide off-road cycle routes to schools and work places in and close to areas of high Asian ethnic population.

APPENDIX

1. Consultation Interview Transcripts
2. Focus Group Topic Guide
3. Focus Group Transcripts
4. Background to Bangladeshi, Indian and Pakistani Cultures

APPENDIX 1: CONSULTATION INTERVIEW TRANSCRIPTS

Bangor St Healthy Living Centre, Blackburn

Do you have/know of any research on participation in cycling or physical activity by people from ethnic communities?

No

Name of Project:

Healthy Living Centre

Project Aim/Objectives/Targets/History:

- The HLC is an initiative more than just a physical centre
- It was developed by a partnership between the PCT and BwDBC
- It is semi-autonomous with its own management board
- The original 5 year funding will end in July but they are hopeful of securing sustainable funding
- The primary focus is to increase physical activity and health awareness amongst the local population

How Was The Project Set Up?

- The poor health statistics for the area was used to secure the funding
- Takes a community-led approach - Action teams look at specific issues and devise appropriate ways of tackling them through engaging local groups.
- These teams have been given training in carrying out community consultation.
- They also go to established community groups (e.g. coffee groups),
- This has led to the setting up of a range of facilities and activities (e.g. community gym, tai-chi etc), which have all proved successful & popular.
- This approach has led to a feeling of local ownership
- All activities are based on the mantra "What Do You Want to Do?" – they advocate a peer-led approach (e.g. youth group focus on establishing what other young people would like)
- Promotion is mainly by word of mouth

Successes:

- The community-led approach has meant they've not faced opposition or a reluctance amongst the local population to get involved
- Reasons they suggest why the gym is popular:
 - Curiosity and interest in the new facility
 - Convenient local location
 - Cheap (£24 a year)
 - Accessible and appropriate opening times
 - Single-gender provision
 - Social aspects of the users (i.e. maintains the community feel)
 - Some users as a result of GP referral

Main Lessons Learnt:

- Don't rush it
- Don't promise what you can't deliver
- Carry out what you say
- It takes time to follow a community-led approach – it took 18 months to establish the youth group.
- Need to take them away from their own neighbourhood to do outside activities
- Language issues – often the need to produce materials in 3 main languages
- As the mother is the main carer & educator the items need to be translated into the language she is most comfortable with

Pitfalls:

- There is a small issue with some of the Muslim population who won't use the centre as it is Lottery funded (i.e. from the proceeds of gambling).
- This means that they downplay any lottery involvement when they promote health activities
- Crank It Up Bike Workshops (Bank St Centre):
 - Idea came from the fact that they saw that a number of people were cycling to the centre on bikes in a v poor state of repair
 - Got poor take up and so stopped after a few weeks
 - They suggest it was not promoted very well and they did not engage the community when setting the format

Other Studies/Projects/Contacts That Might Help Us:

- They have some statistics on usage:
 - Approx 1200 active members of the gym
 - Increasing by approx 50 a month
 - Roughly a 50:50 male/female split

Other Information:

- They suggest that cycling as a means of transport is very unlikely to happen amongst the BME community. Mainly for the reasons already found in the other research (i.e. Poor person transport etc)
- Promoting cycling for the physical activity benefits is suggested as a much more realistic approach
- 99% of the BME population in the area are Muslim
- They make no specific different approaches to the different ethnic backgrounds
- The Bank Top area of Blackburn has a clearly defined & segregated split between white and Asian communities. The Asian community are fearful and won't go into the white section.
- Stansfield St centre is looking to set-up a bike recycling project.
 - The bikes would then be sold or made available for people to borrow.
 - AM is working with them to develop it & James Syson is involved
 - The main reason behind setting it up was they were looking to set-up a practical workshop for the day centre users (mainly people with mental health issues / disabilities)

Suggested Engagement Methods:

- Outreach
- Go to existing groups
- Use local staff & volunteers
- Talk to the youths playing football in the local park

Focus Groups:

- They recommend it's best to keep the distinct groups separate (i.e. youth, female etc)
- The Youth Focus Group would not have any issue with an outsider leading the project (They meet on Thursdays 7-9pm with approx 12-13 people).
- Adult Focus Group – AM could set this up but needs more consideration.

Blackburn with Darwen Borough Council and Blackburn Primary Care Trust

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

Aware that someone from Bolton University has just been carrying out a research project into Engaging Ethnic Communities in Sport

Name of Project:

1. Walk this Way & Wheels Around Witton. Currently does 2 weekly sessions.
2. Public Health with S Asian Communities

Project Aim/Objectives/Targets:

Not clearly specified at the meeting but surmised as improving the health amongst the Asian community.

Walk this Way does not specifically target Asian community but is making efforts to engage them.

How Was The Project Set Up?

- Recognition of lack of participation amongst Asian community. Recognised that specific sessions needed to be set-up. They have some bikes available for participants to use.
- The longer ride is the most popular
- Bangor Street Healthy Living Centre (see below):
 - Submitted a bid in tender process for the HLCs
 - Has a community action team with representatives from the local community involved in the establishment of the new health projects (e.g. women's gym which now has 800 members)

Successes:

- Bangor Community Centre – Healthy Living Centre
 - Established in existing building
 - Very well used building for community and private events (e.g. weddings, adult education courses)
 - Set amongst area where population is 90% S Asian
 - Lot of money has been pumped in for health projects (e.g. Fitness for Life)

- MD uses a minibus to take them to the walks
- Some of the participants trained up to become Walk Leaders
- Reasons for the projects that succeed:
 - Be committed
 - Be consistent
 - Be patient

Main Lessons Learnt:

- Be patient and it is crucial to get to know them & earn their trust. Takes time to do.
- Be honest about the reasons for the project and the likely outcomes
- Lack of staff & financial resources to develop projects is a big barrier.
- Need to use researchers that speak their language / dialect
- Very few men take part, mainly been women but then this also mirrors few white men taking part.
- The Indian community is most involved. Pakistani and Bangladeshi are most reluctant.
- Pose the question – are the communities hard to reach or are the services hard for them to reach? They suggest it is the latter.
- The community does not spend much money on suitable equipment (e.g. walking boots)
- Promotion of the walks is through disbursement of the info by the PCT through their networks / contacts (e.g. word of mouth).
- S Asian men appear less interested in health issues (“feel that body takes care of itself”). Women are much more interested & aware.
- Starting to get some couples.
- They need mentors or role models
- Women are v conscious of who might see them – therefore taking them out of the area was key

Pitfalls/Things That Didn't Work So Well And Why:

- Wariness of new projects because a past record of short-term funded projects building up hopes then taking them away
- There have been a number of studies / consultations (not just health-related) which have built up expectations which have not been fulfilled. The community can therefore be a little cynical of studies.
- Men don't like to lose face (e.g. don't like to be beaten in a race).
- Activities that take them away from their community seem to work better (i.e. they don't like being seen doing exercise, especially women)
- Getting support of the Community Development Officer / Neighbourhood Engagement Officer can be crucial as they can be the key to accessing the community

Other Relevant Information:

- Blackburn Community Links have bilingual researchers
- There has been an increase in running at the Bangor Centre – due to a member of the community there setting up a running group (i.e. led by the community rather than tried to be established externally)
- Happy to be invited to a Focus Group. Suggest that we also invite members of the community that are involved in their projects.
- Many of regular walks scheme participants would be happy to be invited to focus group

- Getting verbal promotion at the Mosque can work but simply putting out flyers there would not.
- Bengali community least involved as they are mainly first generation and so concentrate on earning money and survival
- Reasons they suggest for low cycle rates amongst Asian population:
 - Hilly
 - Prefer to use cars
 - No concept of cycling for health or as a family activity
 - No training in how to ride a bike
 - Ladies cycling is not seen as a good image
 - Clothing issues
 - Cycling is seen as travel mode for poor people

Pendle Leisure Trust

Project Title:

Healthy Communities

This covers:

- Fitness for Life
- Cardiac Rehab
- Walking for Health
- Stop Smoking
- Exercise for Asian Women
- Silverman Gym

Lead Organisation:

Pendle Leisure Trust

Dates:

Continual programme run since 2002

Location:

Nelson & Brierfield

Scope Of The Survey / Programme:

- Have an average of 40-50 Asian (all Pakistani) women coming to each exercise class (4-5 classes a week)
- Also runs classes for Adult Education (a mixed race group) and in Accrington (has more of an ethnic mix)

Who Was Involved?

Pakistani ladies aged 14-82 yrs from Nelson & Brierfield

How Did They Set It Up?

- Formed out of the Exercise on Prescription scheme
- Was noticed that no Asian's were attending. This did not reflect the incidence of health issues amongst the Asian population.

- Obtained funding from Diabetes UK to set up initial project to specifically target Asian ladies.
- Developed the group through personal contact & focussing on little details that can make all the difference to the ladies. For example, showing them how to open a locker door so they do not get embarrassed by not knowing what to do.
- The original sessions were set up in Brierfield with the Pakistani Welfare Association. Came about because some ladies told the PWA they wanted exercise sessions and a group was formed. Word of mouth spread it to Nelson.

Main Lessons Learnt:

Asian ladies are very sensitive – they need to feel wanted and that their individual sensitivities are taken into account.

Successes:

- The numbers and regularity of participation
- This success is down to the relationship leader has built with the ladies. Attendance goes right down if leader is away.
- Group is interested in doing other activities
- Increasing support amongst the ethnic communities for exercise

Pitfalls / Problems:

- The fact that only Asian women are involved has put off white women
- Did try to set-up sessions for Asian men but was not a success – feedback suggested they're too busy working and view that gym is for body building
- On-going success is totally reliant on leader – the ladies attend more because of the relationship they've built up.

Other Relevant Information:

- Some of the group have remarked that community groups / leaders may have hidden agendas & that some people in the community are suspicious of them
- Language issues are overcome by use of body language
- PWA recommended that all promotional materials were produced in English only as there will always be English speakers in the group
- Some of the ladies would be interested in being on the Focus Group but only if leader was present.
- The group would attend any community venue as long as it's not too open

What Other Studies And/Or Projects Are They Aware Of:

Not aware of any

Organisation: The Chai Centre, Burnley

Name of Project:

Run a variety of health activities directed at the Asian community in the local area

Who Was Involved?

Most of their gym users are through GP referral – i.e. they didn't come voluntarily

Main Lessons Learnt:

Key Issues:

- Cost & accessibility
- Asian community prefer to do things inside – where they won't be seen by neighbours
- Lack of awareness of where they can cycle
- Need for cycle training – few know how to ride a bike
- Be patient – it takes time for word to get around
- For an outdoor activity to be a success the group would have to be taken away to a different area
- Need for Ladies only & family sessions
- Men may prefer if it is seen as a challenge / competition as they can be v competitive
- Elders can be suspicious of motives of outsiders
- Societal factors:
 - Men not answerable to anybody
 - Lack of time for women due to looking after the family and other priorities (e.g. housework)
 - If a woman was seen on a bike, word would get round v quickly
 - It's possible that some women hide behind these and use it as an excuse
- Many of the factors that reflect why white people don't cycle much are also applicable

Main Influences On Behaviour:

Religion, especially amongst men (religion is the main influence on their views / attitudes)

Access To The Gatekeepers:

Best to link with other groups already working with the community (e.g. Age Concern, Surestart)

Other

- They don't feel language is an issue
- They get a number of women coming from Nelson to exercise as they won't exercise in their own area

Why Asians Don't Cycle as a Means of Transport:

- Cars predominate
- In Asia it's only men who cycle
- No practical clothing
- Not the done thing
- No Asian men cycle here so no role models
- Is seen as something for poor people

Pitfalls/Things That Didn't Work So Well And Why?

- Lack of interest shown in their Tuesday walks
- Some classes have been poorly attended but they did not consult before setting them up

Their Focus Group Thoughts:

- Best to go to an existing group (e.g. breakfast club) & hold it informally (n.b. it may not be wholly representative). Therefore the date and time would be set by that.
- Needs to be led by someone from within the community
- Mixed groups would be inhibited and probably won't get women attending
- They get a poor response to survey questionnaires and suggest they are not worth doing although they may possibly work through schools
- Offer free food
- Best to keep it informal & for everybody on the group to already know each other
- A prior briefing may be useful but not too specific
- Maybe link to a Mosque to form a male group?

Age Concern has a day care group on Thursdays

An alternative to holding a specific Focus Group would be to go to a variety of existing groups

They would be keen to host a pilot scheme

Is it best to target first those people who already go to the gym / are interested in health activities before looking to involve non-enthusiasts?

Chai Centre - Danehouse Healthy Living Centre

Lead Organisation:

East Lancs Primary Care Trust

Location:

Danehouse, Burnley – deliberately built in area of high Asian population

Scope Of The Survey / Programme:

Healthy Living Centre

Who Was Involved?

Deliberately based in an area of 80% Asian population. Mainly Pakistani & Bangladeshi

How Did they Set It Up?

Community consultation from the beginning. Community suggested what the centre should contain. A group drawn from the community carried out the consultation. Door to door & Focus Group.

Main Lessons Learnt:

Language issues – used interpreters from Surestart. Also found that people would bring along a friend who would translate for them

Some sessions they've tried to promote (e.g. smoking cessation) have not been taken up. Feel this is because many people are secret smokers and so won't come out in public to accept the need.

Also feel education issues are behind it – many people don't realise why it's important to eat healthily, take exercise, not smoke etc, particular amongst older people

Dieticians view on why there's a high incidence of type 2 diabetes, high blood pressure, cancer etc amongst the ethnic groups is that whilst they try to eat same diet and use same cooking methods, the ingredients available in this country are not as healthy

Successes:

High usage
Users Forum

Pitfalls / Problems:

Centre is actually in Pakistani area & Bangladeshi population are not using it – they don't see it as being in their area. Therefore they are having to set up activities in the Bangla area

Tameside Metropolitan Borough Council

Do you have/know of any research on participation in cycling or physical activity by people from ethnic communities?

Name of Project:

Cycle-Ops Adventure

Project Aim/Objectives/Targets:

To work with young people and the community of Tameside. Aiming provision at 11 to 19 year olds. To offer Cycling, bike maintenance, build a bike, orienteering and other outdoor activities. Making our provision as accessible as possible.

Developing projects that positively promotes inclusion. Girls and women's events etc.

Recent events have included a large presentation from the Asian community in Tameside.

How Was The Project Set Up?

Started as a local voluntary provision 4 years ago, now a statutory provision run by Tameside Youth Service.

Who Was Involved?

The local community of West End in Tameside, and Ashton Regeneration Team.

Successes:

Now a vibrant provision, offering OCN packages Of accreditation, ranging from Bike Maintenance to Personal development and self esteem courses.

Main Lessons Learnt:

To time manage better in the future, and to get the publicity out to a wider audience. Better communication!

Pitfalls/Things That Didn't Work So Well And Why:

Offering our services to too many people at once!

Other Studies/Projects/Contacts That Might Help Us:

The Water Adventure Centre. We support this project with a Black and Asian Women's event held annually.

Wheels within Wheels

Meeting Notes:

- They are not aware of any studies
- They work with schools and have up to 60% Asian in their groups but no distinction is made in recruiting. (i.e. it's only in post-ride evaluation they find this out) – They do no specific targeting.
- In particular they have noticed an increase in girls taking part.
- Therefore they will be starting MTB courses for Asian school girls in Nelson
- They say that up to 90% of Asian girls do no activity (n.b. not sure where evidence is for this)
- His view is that the lack of interest in cycling is down to historical reasons:
 - First generation immigrants worked long hours and sent all their spare money back home so had little disposable income
 - This meant none had cars and little money for transport in general
 - Now the second generation are not sending money back and instead focus it on their children
 - The culture of careful spending and saving has resulted in considerable savings bank amongst the families
 - This money is now being spent on cars as they are seen as a status symbol – “fashionable to get a better car than your neighbour”
 - Girls are not given much opportunity as most of the emphasis from the family is on the boys.
 - Cycling and Health in general are deemed low priorities
- The Imam of the Nelson Mosque would be a useful contact
- Asian Radio is popular and so would be a useful means of communication
- His view on why cycling appears to be a v popular means of transport in Asia but not amongst Asian population in UK:
 - Cars are relatively expensive (compared to wages) in Asia and so many can only afford bikes
 - Most of the Asian community in Lancashire are now 2nd or 3rd generation and so are not aware of what conditions and habits were like in Asia
- There are tensions between different sects within the community. For example a community group may only target their own sect

- Sect leaders would only come together on major issues (e.g. response to earthquake in Pakistan)
- The mother is the main educator in the family
- Family commitments are a hindrance to having any spare time

Wakefield District Council

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities:

Re: cycling – some of the rides have been open to ethnic minorities. We have photos but nothing specific – as we are all inclusive so wouldn't just open something up to one specific group.

We deliver cycling proficiency to local schools and create safe routes to school.

David Walton has been working with a group called Lightway Leisure Centre,

Name of Project:

Next Generation for Ethnic Kids

Project Aim/Objectives/Targets:

Wanted to develop series of bike rides through Wakefield District – self supporting. We hoped to build up a cycling group and get bikes and storage space at centre – funding sourced. So that Asian lads could have a bike lock up with bikes and then do bike rides on regular basis. Increase cycling by ethnic minorities.

How Was The Project Set Up?

Just through contact at Leisure Centre built it up between us. We have a bike pool anyway. Regular bike rides – every Tuesday night. doing similar thing with young offenders and disabled.

Who Was Involved?

A guy used to work for local youth service and we got chatting and developed this between us.

Successes:

Very rewarding but come to end because Wakefield has axed cycling jobs

Main Lessons Learnt:

Younger group of kids – not very good no road sense so we went off road and changed the route accordingly, then taught them road safety. 9-11s, then 14-16 had more idea. Did basic cycling proficiency with them

Pitfalls/Things That Didn't Work So Well And Why:

Adapted routes to fit the level cycling.

Bradford & Airedale PCT, Walking for Health

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

Not aware of any research

Name of Project:

Walking for Health primarily but also involved in other health-related projects within Bradford.

Project Aim/Objectives/Targets:

Not specified but they are now working on cycling with one group in particular

How Was The Project Set Up?

Someone from within the existing health group came up with the suggestion

Who Was Involved?

The group (i.e. women from the community) & Nurjahan

Main Lessons Learnt?

- Vital to have an in-depth understanding of the community before trying to engage with them
- The council try to employ people from within the communities they are trying to work with
- Successes are due to:
 - Combination of a member of staff working closely with some one from that community to lead the project
 - It takes time to engage this person and develop the relationship
 - Accept that the normal group forming dynamics will apply (i.e. storming, norming, forming, performing)
 - Doing the activity away from their area
- The suggestions need to come from within the community for it to work
- Involve the community in establishing the focus groups & engage them in the research project not wait until the solutions are proposed
- Don't set false expectations
- Messages are only properly followed if they are given by someone who clearly believes and is seen to practice it themselves
- Have to go out to the community – they won't come to you / the services

Pitfalls/Things That Didn't Work So Well And Why:

- Health projects that have simply promoted themselves by flyers.
- If the format, dates, venues etc are not checked with the community first then it's unlikely to work (example of health walks being put on in a place that puts off the community from going – being seen by neighbour, at wrong time etc)

Issues to Be Aware Of:

- Issues around women e.g. lack of childcare, men are still quite sexist

- Big issue “What the Neighbours Will Think” which strongly restricts what people may do – don’t underestimate the impact of this on health behaviour
- Advice on overcoming this:
 - Engage people within the community to make people feel more at ease
 - People at a grassroots level are more likely to be trusted than someone in authority / outside / from the council
 - The community won’t go to somebody seen as being from an established organisation but maybe would speak to someone from their community who works for that organisation
- Imperial legacy of white men seen as rulers – SE Asian community don’t take readily to white people telling them what to do
- Costs of equipment, clothing

Other studies/projects/contacts that might help us?

No data on health participation rates amongst SE Asian community but generally feels its increasing (e.g. observed through attendance rates on activities, people accessing services)

Leicester City Council

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

No

We have User surveys available showing numbers of people cycling, but haven’t looked at numbers from different communities. Have noticed that in areas where there is a high BME, there are lower levels of cycling, but haven’t done quantitative research into that.

Name of Project:

- Distributing recycled bikes – Bikes for All (Groundwork Trust) – these have been distributed in areas with high BME. They have been targeted at areas with high BME, and also special need adults.
- Also running a cycle training project to all schools, teaching children to ride bikes. This is making particular headway in poorer areas with high BME. Also looking at providing training to parents, this is a good way to target women BME especially those who have expressed a need for training.
- Sustrans bike officer is working with 8 schools in especially hard to reach schools in outer city areas. This has had general (not just BME) dramatic uptake and they have seen 3-5 fold increases in people cycling (from virtually no one cycling, to 30-40 cycling regularly).
- Also run periodic ‘Cycle to School’ projects supported by training. In the promotional weeks, around 50% of the school cycle to school.

Who Was Involved?

- In the recycled bike project:
 - Bikes for All (Groundwork)
 - Cycle Magic (community project)
 - Sustrans
 - Local clubs
 - Local schools

Successes:

Recycled Bikes – 1500 bikes rescued from landfill, and redistributed to people.

Main Lessons Learnt:

They think that maybe the bikes should not have been given away for free – perhaps a price should have been put on them so that people did not just turn up for something that was given for free, but instead, people who actually wanted them would have paid a small amount and actually used them.

Also wondering about tying in the Free Bike and Bike Training projects, so that for example, people who have the training get the bike as a reward. They feel that maybe people don't use the bikes because they go out once and then don't feel confident on it, or get a puncture and don't know what to do about it.

Pitfalls/Things That Didn't Work So Well And Why:

Although a large number of bikes were given away for free, only single figures say they are cycling more.

Manchester Leisure BME Swimming Programmes

Nature Of The Projects:

There are many swimming sessions that operate across the city whereby BME clients participate, where they have no cultural or religious considerations to adhere to. Where there are these considerations, sessions have been difficult to establish (details provided further in the report), and are still relatively small in numbers.

Sessions were established in 2004, and were ad hoc and often cancelled due to the inability to provide a female instructor or lifeguard. Since coming into post in 2004, a more robust programme has been established, in the main due to the engagement of a female swimming instructor assigned to these sessions. Due to the consistency of this provision numbers have grown and so have the sessions and the type of sessions offered e.g. general swim / aqua fit / learn to swim.

Scope Of The Programme:

Due to the cultural and religious requirements for certain BME groups, we are only able to provide access in the main one pool – that being Levenshulme. Therefore recruitment is within a fairly tight locality unless we provide transport as we did with the Indian Ladies group – this then becomes significantly more expensive. Due to the deprivation of many areas within Manchester cost / transport can be significant barriers to participation, and so as is often the case with much of Manchester Leisure's physical activity provision either no cost or a nominal fee is charged.

Who Was Involved?

Manchester Leisure Sports Development, in partnership with Central Locality Physical Activity Referral Project, ALFA (Active Life For All) initially established the sessions. Manchester Leisure provided pool time and ALFA provided the instructor and client referrals – this was initially between 2 and 5 people. As numbers increased via word of mouth, ALFA felt it was not their remit to continue funding a

“community” session, as they are specifically assigned to provide activities for Chronic Disease patients. Manchester Leisure took over full funding costs and provided the female swimming instructor. For these particular sessions word of mouth still proves to be the main source of new clients, with two of the four sessions running at full capacity. Working with older BME participants, they were recruited via enquiries from the Indian Community Group; transport had to be provided for this group.

How Did You Set It Up?

Liaison with Sports Development / Indoor Leisure to gain pool access and create an understanding of service delivery to these groups. Funding is via Sports Development, for pool hire and instructor costs.

Main Lessons Learnt:

In order to successfully provide the opportunity for females with strict cultural and religious considerations to participate in swimming, a different way of operating had to be adopted. This being - to ensure that a female only instructor and/or lifeguard be present during the sessions, that no males would access the sessions at any time, and that changing facilities would be strictly female only.

For older BME participants, transport also had to be provided to encourage participation, as this was a significant barrier to accessing the sessions.

As a service provider we also learnt that only two of our community facilities was actually able to deliver swimming in accordance with the strict cultural and religious requirements of certain groups – this being in the main Muslim Women, as there has to be an absolute guarantee of privacy from any male presence, this also necessitates the need for a female only lifeguard and/or swimming instructor. With most of our centres offering communal changing, and pools being overlooked, or used as access routes to other areas of the centre, only two sites are currently able to cater for this groups needs. These are Levenshulme and Withington Leisure Centres.

Successes:

Due to the ability to provide a private and safe environment with a female instructor, participation has significantly increased, as has the amount of sessions provided. This is continuing to grow, and can only have a positive effect upon an individuals mental and physical health.

Pitfalls / Problems

There is a lack of BME female swimming instructors / lifeguards that can prevent certain individuals / groups from participating. As a service provider we were only able to provide a White female instructor, which in the main was accepted by most attendees. More needs to be done to recruit from BME groups to ensure we can cater for the diversity within our communities.

The physical logistics of our centres will continue to be the main barrier to swimming participation for certain BME groups. Wherever new centres are established it is essential that these considerations be taken on board in the planning stages.

Also, Are You Aware Of Any Other Studies That Have Been Carried Out Into Engaging Ethnic Communities In Any Form Of Physical Activity Either Nationally, Regionally Or Locally?

Sport England NorthWest would be the best place to gain this info. Manchester Leisure with Salford University is currently in the process of conducting a survey / report into BME participation, but as yet it is still ongoing.

Northumbria University

Just starting research project with Northumbria University looking at engaging ethnic groups in cycling. Funded through Higher Education Council. Primarily focussed on Newcastle but Andy has done work in Bradford so he's linking that into it. Bradford study was mainly a review of impact of Barclays Spaces for Sport project

Main Lessons Learnt:

E.g. study into Asian football discovered that whilst a lot of Asians play football it's all outside of main structures (e.g. leagues) and so not picked up on normal studies

Pitfalls / Problems:

- Be aware of tensions that exist within the communities
- Be aware that there are many different dialects of Urdu and this will affect which groups can be engaged.
- Suggests its worth speaking to people within the council who work amongst ethnic groups to get a greater understanding of the ethnic community issues

What Other Studies And/Or Projects Are They Aware Of:

Said there's been a lot of work in Manchester. E.g. looking at engaging Somali groups in swimming

National Sports for Communities Project

Lead Organisation:

Sporting Equals

Dates:

On going

Location:

Nationwide

Scope Of The Survey / Programme:

Still on-going.

What Other Studies And/Or Projects Are They Aware Of:

Many projects are single-sex, especially if for the SE Asian communities. E.g. women-only gym, aerobics, swimming, walking groups etc. Women tend to be the most targeted audience.

Other Information:

- They have set- up regional forums. Raheim will check with the projects he's aware of and then pass on contact details
- Local voluntary organisations can be a good source of local info and contact into the communities as many have developed good relationships with them.
- There are many similarities between what's happening now with BME to what happened with Irish immigrants over past 100yrs (i.e. started out in large family groups in single areas, often deprived then gradually started to spread, family size reduced and so less clustered.

Wheels of Change

Project Aim/Objectives/Targets:

Funding from Forestry Commission, who wanted to increase participation of people on their land (funding just finished so project has come to an end). The Wheels of Change coordinator did lots of field work with community groups and got people on board. Took people from St Pauls (inner city Bristol) to the Forest of Dean in a minibus, hired bikes and took people for a ride. They finished the day with a barbeque. It was a huge success and happened regularly. The Asian women in particular were keen because it was off road and they were not confident cycling on roads.

The funding was not all for encouraging ethnic minority groups to cycle, but one strand of it was.

How Was The Project Set Up?

- Funding from Forestry Commission
- Run by Lifecycle UK
- The coordinator did lots of outreach work with community groups.

Who Was Involved?

- Forestry Commission
- Lifecycle UK
- Lots of community groups – and the word spread from there.

Successes:

It was deemed a great success.

Main Lessons Learnt:

The key was that the coordinator was a great people person. He was not from a BME group, or very good with paperwork etc, but was fantastic with people and got everyone excited about it.

He did lots of outreach work with community groups after a really successful day out, the word spread out from there.

Other

They have also offered free 1-1 cycle training to people in specific postcode areas, or with specific health conditions that would benefit from gentle exercise. They try to be less defined by boundaries these days because within a postcode you can have a lot of deprived housing but also some wealth areas, and vice versa.

Other Contacts Which Might Help Us?

Lifecycle UK have done some work with some 'great people' in Blackburn Darwen. They did some cycle instruction in a park years ago. They can't remember the names of the organisation but said that they were great and involved in the community.

Calderdale Metropolitan Borough Council

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

Haven't done any research specifically in Ethnic minority communities, but anecdotally, seen a big increase in the levels of cycling in those communities. Seen a lot of Asian children particularly riding bikes. Don't know why – possibly because they don't have access to cars?

From 2000-2005 took part in the 'Yorkshire and Humber Hands Up Survey' – one day in Oct all kids asked how they got to school. (Not just ethnic minorities)

Now all but one of their 110 schools carrying out the mandatory (DFES) electronic surveys 3 times a year into how they are travelling to school. First results just in for Jan so hope to be able to see increases in future.

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity?

- None aimed specifically at Ethnic minority groups – just aimed at all.
- Mainly focus on road safety skills. And because these appear to be lacking more in the ethnic communities, they may have spent more time with these communities.
- Their main project is cycling proficiency (level 2 of National Standard).
- Project Aim/Objectives/Targets:
 - Train around 1500 kids/yr, in years 5 and 6. ½ day on basic skills (DVD) and a week later, 1 day on the road learning how to turn left and right safely.
 - Also doing more skilled work in high schools, e.g. route planning, safety etc.

Successes:

Don't know of any projects that have not gone well. Always get positive feedback from kids if bikes are involved, if the project is well structured and organised.

Main Lessons Learnt:

Pitfalls/Things That Didn't Work So Well And Why:

One project that was not so successful was that they put a bike shelter in a school with a high number of children from ethnic minority groups, but it was not well used. They think this was because it was not very good and the school were not keen to promote it. So now doing some work with Road Safety team to help improve safety and confidence in that school and hope then it will be used more.

Other Studies/Projects/Contacts That Might Help Us:

Once we have specific projects in mind, Andy would be happy to talk through other projects that may be helpful.

Barnsley Metropolitan Borough Council

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

Haven't done any, and not aware of any. Their ethnic minority account for less than 1% of the population, so they are behind on this issue. They have just established a 'Black and Ethnic Minority Group, and will be looking at transport/accessibility of transport etc, but not specifically cycling, and it is very early days for this group.

Bradford

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

None that she is aware of.

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity?

None that she is aware of, although a project brief has just landed on her desk from the PCT (primary care trust) which looks like that kind of project.

The PCT has done lots of work on encouraging physical activities within ethnic minority groups, for example 'Walking for Health', which focussed specifically on ethnic minorities and women.

Leeds

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

No

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity?

Have not carried out any cycling project at all aimed specifically at ethnic minority groups. Have some cycle routes that go through areas with high numbers of ethnic minority people, but have not done anything different in these areas.

Rotherham

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity?

Not carrying out any project that focuses specifically at any one group. They do cycle training in schools, but that is aimed at all groups, and does not leave any group out. They have a reasonable spread of the different community groups in their area and don't have any project that targets, or leaves out any group.

Think that in S Yorkshire, Sheffield has some good examples for us - a project possible in Healey?

Manchester City Council

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

Not aware of anything

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity?

Not aware of anything that aims specifically at any group. They do have a magazine to promote cycling and within that they profile various people. They recently profiled an Asian lady who cycles to work in the centre of Manchester. This wasn't done to specifically focus on a particular ethnic group, but they thought it was important to profile her, along with other people. (available at www.gmltp.co.uk, or www.cyclegm.org.uk)

Nottingham City Council

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

No

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity

No nothing springs to mind for cycling or any other physical activity that has been focussed on any one community group. They have done lots of cycling infrastructure work, but nothing that focuses on any one group.

Suggested looking at Sustrans website as they have done a bench marking project which looks at what the different Authorities are doing.

Birmingham

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

No

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity?

Can't think of anything they are doing themselves, but:

Has just received an email about a cycle ride in Birmingham in aid of Islamic relief (www.cyclere relief.com for more details)

Lambeth

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

No

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity?

The area is around 37.5% BME, and that he is providing free cycle training for adults and all schools in their area which has been well received. They have an Active Walk Programme. They offer 5 one hour guided walks, one in each of the 5 areas of their borough each week. These tend to be health focussed, for e.g. doctors can refer people to them, but they also have great social benefits.

The 78mile Capital Ring walk also goes through their area in two parts, and they have produced leaflets which give info on the area and buildings etc next to the walk.

Also do awareness raising e.g. they recently participated in the Capital Women's Conference, and provide info on their webpage.

These activities are aimed at all groups, but they do have a good relationship with BME community groups in the area and ensure that they know what is available.

Camden

Do You Have/Know Of Any Research On Participation In Cycling Or Physical Activity By People From Ethnic Communities?

No

Are You Running Any Projects To Engage Ethnic Minorities In Cycling Or Other Physical Activity?

They have a diverse community, with lots of community groups. They don't target any specific group because they have so many, but they do find that all groups are well represented in their cycling training projects and that they get a good balance of the different groups.

The majority of the training is to year 5 and 6 at school (85%), around 8-900 children.

The other 15% is free training to adults (beginners, confidence building, and on road cycle training classes). They supply some bikes but encourage people to bring their own bikes.

They also run women only cycle training groups, and the council help pay for the childcare.

Also work with youth offenders – police donate bikes which young people on reparation orders then fix and so learn bike repair skills. The bikes get into a good condition and now they are looking at how to distribute them.

They are inundated with people wanting this cycle training because people are fed up with the public transport, and with the congestion charge.

Other Studies/Projects/Contacts That Might Help Us:

Targeting churches was an effective way of targeting ethnic minority groups, because there is a high church attendance from these groups, and they also have attached youth groups.

APPENDIX 2: FOCUS GROUP TOPIC GUIDE

Ice-breaker with Smoothie-maker

Mark to set up and run smoothie maker

Purpose of the Session

Explain the following:

- The UK Government, and Lancashire County Council locally, are trying to increase participation in cycling because it reduces car journeys (with impacts on climate change) and because it improves health
- Participation in cycling by members of the Asian community is very low, yet the Asian population is growing very fast
- The Council is keen to understand the opportunities to increase participation in cycling – for pleasure and for utility journeys – by members of the Asian communities in Lancashire
- Bowles Green Ltd and Pennine Events (you could just say we) have been contracted to carry out some research to see what members of the Asian community in East Lancashire think about cycling
- Our plan is to show you some images and to ask you some questions
- There are no right or wrong answers, we just want to hear what you think
- What you tell us will help us to develop some pilot schemes to test ways of encouraging members of Lancashire's Asian communities to cycle

Responses to Images of Cycling

Hand around the images in the order shown below and ask participants what they make them feel

1. Family in park with bikes
2. Traffic
3. Cycling on a traffic free route
4. Cycling on the moors
5. Cycling by the canal
6. Cycling to school
7. Cycle maintenance
8. NCN signpost

Perceptions of Cycling

Ask if anyone cycles and if so, to describe how they cycle

Ask if anyone has ever cycled and if so, to describe how they cycled

Ask if they have considered cycling for pleasure

Ask if they have considered cycling for going to the shops, visiting relatives, getting to work, etc

Ask what people think about the idea of cycling

Likes – Things that Appeal About Cycling

Ask what are the particular things that people like about cycling or about the idea of cycling

Dislikes – Things That Put People Off

Ask what are the particular things that people don't like about cycling or the idea of cycling

Reasons Why Don't People Cycle - Barriers

Lading on from the above, compile a list of the things that prevent people from cycling

If appropriate, explore these barriers further

How Can the Barriers be Overcome?

Discuss each barrier – ask how (if at all) it could be overcome

Test Specific Ideas

Mark/Steve to discuss ideas from the research and ideas arising from the discussion

Other Considerations

Ask if there are specific cultural considerations which would make it easier for people to cycle. For example, mentioning issues raised in initial research (e.g. language, community leaders influence, same sex groups)

APPENDIX 3: FOCUS GROUP NOTES

BLACKBURN YOUTH CLUB FOCUS GROUP 7 JUNE 2007

Following an ice breaker using the Cycle Smoothie Maker, the group were shown a series of photographs and asked how they made them feel/ what they thought of them.

Additional questions were also asked of them, in bold in this text, throughout this process. The responses to the photos and questions are recorded here, in the order that they were made.

Response to Image - Photo of Family Riding Bikes in Park.

- Healthy Family
- Exercise
- Having fun
- Bringing a family together
- Socializing
- I don't like bikes – scared of falling off
- Happy

Question - Has Anyone Been Offered Cycling Lessons Before?

A number had, at primary school. Some mentioned that they had got their cycling licenses, that the lessons had helped, and one had bought a cycling helmet on the back of the lessons.

Question - Would You Go Cycling if a Trip Was organized?

Many would go if a mountain bike trip was organized. Considered that they could organize it themselves, but discussed where they would get the bikes from and where they would store them.

Only one of the 14 attending (at this point – some arrived later) said that they had a bike. Main reasons given for not having a bike were

- Can't ride here – too hilly
- Storage is a big problem - nowhere to store their bikes at home so parents get rid of the bikes
- At this age, they prefer to have a car than a bike
- One person had his bike stolen 4 times, and they stated that this was a big issue here for them.

Response to Image - Traffic.

- No bikes
- Pollution
- Overcrowded
- Traffic
- An everyday scene here – at certain times of day – you get used to it.
- Obesity, get on your bikes, save the NHS money, then go to work, and improve the countries GDP
- Would not cycle in this.

- Greater chance of an accident in this.
- I would cycle because you would get around faster
- No bike lane

Response to Image - Cycling on Traffic Free Route

Would that make a difference?

- Yes
- Healthy
- No cars. Safer – would rather have an accident on a bike than in a car
- It looks like a competition

This group would not wear helmets because they groom their hair.

Response to Image - Cycling on the Moors

- Looks dangerous - If anything went wrong you would fall off the mountain
- A sheep could run in your way
- Nice Scenery
- Billy no-mates
- Would only cycle as part of a group – as a social thing to do. Some here drive together as a social event

Question - If You See Someone Cycling to the Shops What do you Think?

- Good for him
- He likes to stay healthy
- I would take the micky – have funny digs at him
- If it was a girl I would check her out.

One person cycles to college. He has got no friends so he bought a bike. If two or three people rode to college, everyone would but it is an image thing. It is not cool.

There is a lack of facilities at stations etc to leave your bike.

Question - If we Organized a Trip Would you go?

Yes

Response to Image - Cycling by the Canal

- Looks nice

Question - Does Anyone Use the Canal?

- No
- It is not nice
- Nasty
- Industrial
- Poor condition
- Full of Tesco's Trolleys etc.

- Reputation of being vulnerable as an Asian on the Canal Path. There is nowhere to escape. It also runs through a part of town where Asians wouldn't go anyway because it is not safe. Security is a problem

Response to Image - Cycling to School.

- Good
- Community would talk if all cycled together as a mixed group. Not necessarily the parents of this group, but neighbours etc.
- Males and females can't mix like this. It would be too much trouble. If wanted to ride together would go to somewhere where their community would not visit and see them. Some dads do not know that this is a mixed youth group.
- Would get into trouble if all cycled together in this area

Question - Do Your Parents do Regular Exercise?

- One said everyday
- Most said no
- They cycled back in Pakistan as it was the only way to get around but they would not here
- They definitely would have taken a car if it was available in Pakistan
- Young families walk but only into town
- Mothers walk in the park, after dropping off children at school
- There are quite a lot of Asian families in the park at the weekend, but they do not walk a long way, it is more to picnic, visit the swings, and socialize
- If one day was dedicated to cycling people in the community would not say anything and then it would be OK to cycle in the community on that day

Response to Image - Cycle Maintenance.

- Training required
- Need to get it checked – an MOT – for safety
- Some bikes break every 2 minutes and that costs too much money
- Those with cars do maintenance on them and one said that he used to do maintenance on his bike (brakes and gears)
- Others said that they do no maintenance at all
- Need more entertainment on a bike – a music system for example.

Question - Why do You Not Like Cycling?

- Too tiring
- Too dangerous
- As you get older you see how dangerous it is and how much safer it is to be driving a car, especially at night.
- One of the males got arrested for cycling on a pavement – where he felt safer riding than on the road.

Question - Do You Know Where There are Cycle Paths in Blackburn?

- In the wrong places

Question - If There Were Good Ones, Would You Use Them?

- No
- Some thought yes

- Another thought that the group lacked experience of cycle paths and what a difference good ones could make

Question - If You go Into Town, How do You Get There?

- Walk – in 5 minutes
- Drive
- Cycle helmets are not cool. They make you look like a clown
- Some said that they would like it to be different, and easier to ride
- If some cycled, others would

Question - What Would Make You Cycle?

- Free bikes
- And Stylish helmets.

Question - Just a Free Bike or Training With it?

- Definitely training with it
- Training and a free bike at the end of it

Question - Where Would You Store Your Free Bike?

- In the garden.
- Would need storage. Maybe it would be better to provide the storage and people supply their own bikes. This may be easier

Question - What Kind of Bikes do You Like?

- Mountain bikes
- Suspension bikes

Question - How Much Leisure Time do You Have?

- After school/college/university, go home at 4-ish for a couple of hours and then free after 6
- Over 14s have more free time
- Up to the age of 14, the boys go to mosque after school until 7.30 and then have school and mosque homework. Any free time they have they play cricket or football

There is a gym at this community centre which is very popular. They have 1300 female members and 700-800 Asian men. The women like it because it is close and they don't go out of the community. They drop the children at school or mosque and go to the gym. It fits in. The men generally work 9-5 and so the gym is busy with them from 6-10 after work.

Question - How do You Feel When You Hear The Government or Council Sending Messages About What You Should Eat and How Much You Should Exercise?

- Did not feel that the government messages about eating and exercise were aimed at this age group, but at younger children

Other Comments

- Some play competitive sports for league and pleasure.
- Role models are important. Don't know any British Cyclists (some remembered Chris Boardman when reminded)
- Did not know that Tour de France was coming to the UK
- It was felt that Raleigh biking and Tour de France were for white middle/working class
- When they were young, they were into BMX and some into Mongooses.
- If they were to borrow bikes from a supply just established as a council service, they would have to travel to Whitton, but they would not cycle in Whitton Park because people from their community go there
- One female felt that if single sex cycle groups were organized, these would get more uptake than mixed groups

**FOCUS GROUP WITH PPWA YOUTH GROUP (YOUNGER TEENAGERS)
NELSON, 10TH August 2007**

6 people, mixed (aged 11-15)

Response to Image - Cycle Race

- Hard Work
- Tight clothes
- Speed
- Challenging
- Boring to watch but exciting to do
- Only done street-racing – informal amongst friends
- Approx 50% of them cycle regular. Mainly on the street. Weather dependent
- Cycle because it's fun
- Started because her cousins cycled
- Started when aged 5. Bike bought as a present
- The boys would take part in cycle racing if they had the opportunity
- Prevented through lack of knowledge of how to start cycle racing
- No history of cycle racing amongst the community. Not something to be proud of (i.e. cycling)
- No critical mass – feel inhibited trying to start
- They like taking part in sport – e.g. basketball, netball, hockey
- Encouragement to take part in sport comes from the family
- Parents encouraged them to get involved in sport

Response to Image - School Cycle Train

- Embarrassing to be seen doing that – fluorescent bibs, supervision
- Prefer to be individuals rather than be seen to take part in an organised activity, especially if in their neighbourhood or run by 'establishment'
- Would cycle in a group away from local area – not wanting to be seen. Feeling of embarrassment
- Image is very important to Asian children
- Grapevine is very extensive and rapid – word would soon get round about you doing something strange

Response to Image - Family Cycling

- Asian ladies do not want to be seen on a bike. Clothing issue
- Husband / parents would not stop a woman cycling but the women themselves are very conscious about their clothing and image
- If they had nice looking bikes then that would appeal more
- Lack of cycle training. But even if they were taught they would not ride locally – image issue
- The boys may cycle with their family
- Parents have strict control over them but not as strict as it was say 10 years ago
- Control comes from a desire to not let their children waste their lives
- The young people are more modern and whilst their faith has some control it is not as strict as used to be

Response to Image - Cycling in the Country

- Would appeal and would probably appeal if it was organised

- Keen to try mountain-biking
- Parents would not mind them going mountain-biking
- Cost is not a factor
- Are young Asians are keen to learn to drive
- The youth have control over their time but parents need to know where they are, particularly for girls
- Increase in youth that would perhaps go against their parents wishes

Response to Image - Guided Ride

- Does not appeal – prefer to be individual or go with their friends
 - One remembered the guided MTB Ride – would like to do it again
 - Would not cycle to school – embarrassment factor
 - Image is very important and would not want to do anything which might give negative impression
 - The young people mix freely with either sex.
 - No issue over language
-
- Limited info on where to cycle and how to get hold of information. Not that it bothers them
 - Girls would not cycle on roads – image issue

Question - How Would they Encourage their Community to Cycle?

- Needs a group to be formed to develop role models
 - Would cycle if their friends cycled
 - Not confident it would work by an outside person, even from within their community suggested forming a group – needs to develop from within their social circle
 - No role models from within their community
-
- How they perceive a cyclists depends on the type of bike, question why they do not walk
 - Look down on people who cycle to school – view them as odd
 - If a community leader suggested a sponsored cycle ride they say that it would probably get a good response

Response to Image - Children Cycling At School

- “Sad”
- Definitely could not picture themselves being that

Response to Image - Traffic Free Cycling

- Yes, could see the appeal in that

Question – What are the Benefits of Cycling:

- Getting fit
- Not that bothered about environmental issues

Question - How do They View Congestion

- Recognise as bad
- One was not too bothered about cycling in traffic but girls were

Question - What Would They Do to Get Their Community Cycling

- Get organised by the mosque

Other Comment

- Have sufficient leisure time in holidays but perhaps not during term-time (school, mosque, course-work)

**FOCUS GROUP WITH YOUNG ADULT MALES
CHAI CENTRE, BURNLEY
8TH JUNE 2007**

Response to Image – Photo of Family Riding Bikes in Park.

- Didn't seem that it had much in common with any of them
- Only one of the group cycles for fun, and this is simply as one of many activities he does

Response to Image - Photo of Traffic.

- Pollution unpleasant
- Noise unpleasant
- Congestion
- Bad thing
- Increase accidents
- Would not want to cycle in traffic
- Don't see the level of congestion as too bad locally
- See the government as responsible for taking the lead in reducing congestion
- See cars as increasing opportunities for people
- They use buses – but are concerned about increasing prices
- The weather is a major deterrent to them (and their community) wanting to cycle for utility reasons
- They saw cycling as a social activity rather than an individual activity

Response to Image - Cycling Along the canal.

- This was a scene they could picture and would cycle in
- Canal is used more nowadays by them – e.g. for walks

Response to Image – Cycle Racing

- Cycle racing appeals to them all. It is the competitive nature and excitement
- Their motivation for using the gym is to keep healthy, feeling better and socialising
- Cycling seen as expensive so equipment and kit can be an issue

Response to Image – Cycling in the Countryside

- Generally they all loved going into the country – for walks, picnics & driving
- One person cycles with friends to Pendle, Widdop, etc

Question - Who Has a Bike?

- Most of them and they indicated there was a high rate of cycle ownership amongst their peer group but only a few actually used them

Question - How Did They Learn to Cycle?

- Parents taught them
- Parents:
 - Make children aware of dangers of cycling
 - Supportive of them using the gym

Question - What Do They Generally Think About Cycling?

- They view cycling as a good thing & stated that there was no problem with cycling locally in terms of they would not receive any negative reactions
- However cycling not seen as common

Question - Why is Cycling Not Seen as Common?

- Working pressures – leave them feeling tired
- Prefer other leisure activities e.g. using internet
- Limited knowledge of cycle routes – where to go
- Look at people cycling and question why they don't have a car
- Very few role models or adult cyclists
- Cycling seen as hard work / lot of effort
- People prefer to go to gym as it offers more variety for exercise / more interesting

Question - What Do They Suggest to Increase Cycling in Their Community?

- Increase number of cycle routes & make them suitable and consistent etc – e.g. don't end part way down the road
- Don't insist on the wearing of helmets as these can be off-putting (image)
- Improve road safety – i.e. create environment where they don't have to worry about cars
- Need for role models
- Mirror the FIVE A Day Campaign – they feel there is not enough cycle promotion and gave as example this campaign as FIVE a day is now well known and message has got across
- Have more TV programmes encouraging cycling and creating role models

Question - How Would They Promote Cycling?

- TV
- Radio
- Leaflets
- Posters
- Internet & Local Radio (2BR)
- Community Leaders

Question - Are There Specific Cultural Issues That Should be Considered?

- They have no objections to ladies cycling and would go in mixed groups but question over who would like after children
- View that some religious leaders are not interested in health issues

**PENDLE LEISURE TRUST: ASIAN WOMEN
24TH JULY**

C30 ladies, mixed ages from early 20's to late 50's
Invited to talk to them following weekly fitness session

Set up smoothie maker and invited ladies to cycle. Two young ladies – 20's – both wearing trousers volunteered.

Question – Who has Cycled?

- Only two ladies, in their 20's admitted to having cycled
- One has an exercise bike at home but has not used it for some time

Question – Why do You Not Cycle?

- Cycling is seen as undignified
- Clothing makes cycling difficult
- Most would be embarrassed to be seen cycling by friends, family, neighbours and others in their community
- Not having a bike
- Fear of riding a bike
- Fear of traffic

Question – What Do You Like About Cycling?

- It is healthy – good way to get fit

Question – What do You Dislike About Cycling?

- Hard work especially going up-hill
- It's not something you would consider doing if you have a car
- Cycling is just not considered something we would do – people would mock us
- Maintenance was something no-one wanted to be involved in – they just want to get on a bike and ride

Question – What would Encourage You to Cycle?

- Having ridden on the smoothie maker I am going to start using my exercise bike again
- Organised rides away from where we live and away from our community
- Rides would have to be single sex – it would not be considered right for men and women to cycle together
- Provide bikes for us – ladies bikes with no cross bar
- A place to change onto sports clothes would be helpful, but not essential

Question – How Would You Promote Cycling?

- Through keep fit groups like this one
- On Asian radio
- Through people – leaflets are only useful to provide information (on where, when, etc) people will persuade us to cycle, not leaflets or posters

BLACKBURN COLLEGE
Belquees Rahman

Belquees had spoken to a number of colleagues before the meeting and so represented a wider view.

There are different ethnic Asian heritage groups within the College student population and this can sometimes lead to tension.

The College is about to ban student parking in its car parks. A lot of students drive so this will cause problems, possibly leading some to consider alternative modes of travel to college.

Would need to ensure any service or activity provided is available to all students – not just Asian Heritage.

Student committees have advised that they would like to have more organised activities and more competitive events and activities – cycling could be attractive.

There is an opportunity to promote a cycling club around regular events – organised rides, races, etc.

Cycling could be promoted through the September induction programme.

The club would work best if there could be some kind of incentive for participating in cycling – for example so many times riding to college to win a bike or MP3 player or something else attractive/useful.

Would like to work with BwDBC/LCC to establish a cycling project at Blackburn College

APPENDIX 4: BACKGROUND TO BANGLADESHI, INDIAN AND PAKISTANI CULTURES

The following information of aspects of Bangladeshi, Indian and Pakistani culture is provided as background to support future communication with members of Asian ethnic communities. It is from 'Diversity & Equality Information & Resource File: Getting it Right for Everyone', East Lancashire NHS Trust.

Bangladeshi Culture

Bangladesh is located on the largest estuarine delta in the world, formed by the confluence of the Ganges, Meghna and Brahmaputra rivers. Bangladesh is two thirds the size of the UK and has approximately doubled the population at 122 million. The land is fertile but prone to flooding, and each major flood also leads to waves of migrants. Bangladeshis in Britain are not so large in number; however they have become well established, particularly as restaurateurs.

Language

Bengali (Bangla) is the state language of Bangladesh. Most Bangladeshis in Britain speak a dialect of Bengali called Sylethi that has no written script. Some adults, especially women cannot read or write Bengali as they have had little formal education. Bengali literature is over a thousand years old. Modern Bengali literature including poetry is renowned. Rabindranath Tagore was awarded the Nobel Prize for literature before the First World War.

Naming Patterns

Bangladeshi Muslims often have long Muslim names with second and several other names followed by a hereditary or an Islamic surname e.g. Abdul Enamur Mohammed Uddin Rahman, but the person may be known by a calling name such as 'Mintu'. The formal Islamic name is normally saved for formal occasions only. Traditionally the family hereditary name is often first in the sequence however; some families are adopting the British system and are beginning to place it last.

History

Bangladesh has existed in its present state only for the last 30 years; however its roots lie in the ancient state of Banga, which has a written history dating back several thousand years (see the section on India). The British India Company dubbed it 'Bengal' in the 17th Century and it was a part of the State of India until 1947. When the sub-continent of India gained independence, the state of Bengal was partitioned, the Muslim majority area was named East Bengal, and together with the Sylhet district of the Indian Province of Assam it became a part of Pakistan. In 1956 under the adoption of the Constitution of Pakistan the area became known as East Pakistan. Bangladesh as an Independent country was established in 1971 following a civil war predominantly based on ethnic differences between East and West Pakistan and the inequalities in power. Upon victory in the hard fought civil war, East Pakistan renamed itself along ethnic lines, Bangladesh - meaning land of the Bangla speaking people.

Bangladeshi people have been in Britain for several hundred years, as this region was a recruiting area for the Indian Civil Service. Those that came were educated people and often from wealthy families or of royal descent. During World War II many Bangladeshi people fought for the Allies, both in the West against Germany

and Russia, and in the East against the Japanese. Many East Pakistanis came to Britain after WWII when Britain was recruiting people from the Commonwealth to help build its Welfare State.

The most recent migration to Britain has occurred in the 1970s and early 1980s, after the country was devastated in the Civil war that brought its independence. Three million Bangladeshis were killed and 10 million refugees crossed the border into India. Some people came to Britain at that time as asylum seekers and economic migrants.

Religion

The area had been Hindu for 3,000 to 4,000 years. Islam was introduced in the 13th Century and today Islam is the dominant religion of the country and 83% of Bangladeshis are Muslims. There are also significant Buddhist, Christian and Hindu minorities. (See sections on religions).

Festivals

It is difficult to give dates for Muslim Festivals as they are based on a Lunar Calendar. It is best to have a current Multi-faith Calendar to get accurate information

Culture and Lifestyle

The unique culture of Bangladeshis is visible in the larger Bangladeshi communities in Britain, for example Green Street in London. Utilising its geographical location, the cuisine is based around fish and rice and a lot of the music features fishermen's songs. The national costume and normal daywear is the sari for women and the men wear western dress or the 'lungi'. Traditionally girls wear dresses until puberty when more 'modest' Islamic wear is adopted. Women either cover their heads with the sari or a separate scarf and tend not go out to work, spending their time caring for children and the home. Men are likely to wear the Muslim cap.

Diet

A common dish Bangladeshis dish is rice and fish. In addition they eat various lentils, vegetables and halal meat (goat, lamb and chicken). Bangladeshis in Britain have the worst health indicators for heart disease (affecting even young men) and diabetes in middle age. Bangladeshi men have high rates of cigarette smoking and men and women chew paan - a leaf of a 'creeper' plant to which is added calcium carbonate and tobacco.

Indian Culture

Indian emigration has been taking place for centuries but never before in history India witnessed such massive movements of people from India to other parts of the world as in the 19th and 20th centuries. Among the immigrants of diverse nationalities, overseas Indians constitute a sizable segment. In terms of sheer numbers, they make the third largest group, next only to the British and the Chinese. The people of Indian origin with over 15 million population settled in 70 countries, constitute more than 40 per cent of the population in Fiji, Mauritius,

Trinidad, Guyana and Surinam. They are smaller minorities in Malaysia, South Africa, Sri Lanka, Uganda, UK, USA and Canada.

There were three broad patterns of overseas migration in terms of history and political economy: emigration that began in the 1830s to the British, French and Dutch colonies; emigration to the industrially developed countries during post-World War II period; and the recent emigration to West Asia.

Language

Hindi is the national language with English alongside it. Punjabi is the same oral language as spoken in Pakistani Punjabi however the written form differs. Indian Punjabi is written using the Gurumukhi script. Sanskrit is often learnt (as Latin is in Europe) but is not an everyday spoken language; however it is used by Hindu priests for religious ceremonies. Pali is used in the same way by Jains. The following are ethnic and/or state languages which are also officially recognised, and are spoken and written by people who originate from the areas or have lived there for any length of time: Assamese, Bengali, Gujarati, Kannada, Kashmiri, Malayam, Marathi, Oriya, Punjabi.

Naming Patterns

Many Hindus have three names – personal/first name, complementary/middle name and a surname, i.e. Mr Satish Chander Kapoor or Mrs Neelam Kumaria Sharma. Some common middle names are Devi, Gowri, Bala or Rani for women and Bhai, Chand, Das, Kumar, Lal or Nath for men. After marriage, the woman takes the surname of her husband. Many Hindus from the younger generation do not have a middle name, i.e. Raj Sharma, Lalita Patel. Gujarati Hindus use their father's name as their middle name, i.e. Mr Mahandas Karamchand Gandhi. Some married women adopt their husband's first name as their middle name but most women change their surname, taking the surname of their husband, i.e. Mrs Gita Subash Kotecha. Full names have three parts – for example:

Personal Name	Title Name	Family Name
Lalita	Devi	Sharma
Madan	Lal	Kapoor

Quite often first and second names are written as one, e.g. Lalitadevi or Madanlal. Family Name – sub caste names usually indicate the family's occupation and status. Due to the number of family members using the name, the father's/husband's first and middle names have been used as well as the family name.

History

Over the millennia's many civilisations have been established and fallen in the region known today as India, and Indians are an amalgamation of all of them. The original inhabitants, the Dravidians, built their cities more than 3,000 years ago and established Hinduism. The scriptures however speak of civilization dating to 11,000 years ago and some evidence of this has been found recently in the form of drowned cities in the Bay of Cambay. The 5th Century BC saw the rise of Jainism and Buddhism and Emperor Ashoka of the Maghda Dynasty made Buddhism the state religion. The next major external force was the raids of Muslim adventurers which led to the first Muslim rulers becoming established at Delhi in 1206AD. The Aryan or Vedic civilization was established around 16 Century BC. By the 16th Century Islam became the major religion in the North and the Deccan, and the

Portuguese, French, Dutch and British established trading posts on the subcontinent. The Mogul Empire was also at its height, and Islamic art flourished. It began to decline with the turn of the century. British East India Company took over Bengal and power was handed over to the British Government in the mid 19th Century. In 1885 the Indian National Congress was founded as a focus for nationalism and the struggle to gain Independence started.

From 1917 - 1947, Mahatma Gandhi led this struggle. Independence was gained but at the cost of India being divided into Independent dominions along religious lines, Pakistan (predominantly Muslim) and India (predominantly Hindu). However India is a secular state and approximately 10% of its population is Muslim.

Indians have been in Britain in significant numbers since the reign of Elizabeth I. They were sailors on trading ships who 'jumped ship' and women who came to work as Ayas (nannies). A population of 10,000 has been quoted from the era mainly at the main trading ports and in London.

During British rule, Indians were taken as indentured labourers to the West Indies, South Africa and Fiji, and recruited to build the railways etc, in East Africa. Many have since migrated to Britain. During the war years and from 1948 at the invitation of the British Government, many skilled Indian people left their homes to work in the UK. They came to fight in the Second World War, rebuild the country after the war and to build the Welfare State. Many state run services have recruited people from the commonwealth to help run services and especially to fill jobs that the indigenous population were unwilling to do because of low pay and low esteem.

Religion

The culture of India is a diverse mix of the Dravidian, Aryan, Mogul and British, Hindu, Jain, Buddhist, Muslim and Christian cultures and religions. The ancient languages of Pali and Sanskrit are at the root of the many of the major languages of India of which there are 16 regional languages. Hindi is the official language and English is also recognised, but there are also hundreds of local dialects. This is the complexity of a region that is 13.5 times the size of the UK and has a population that is 16 times larger than the UK. (Please refer to the section on religion)

Culture and Lifestyle

India has a distinctive classical music style and many forms of classical dance. It also has a thriving pop music industry and Bhangra is now an international beat. The movie industry affectionately known as 'Bollywood' is also extremely well established. The traditional dress is the Sari and Shalwar Khameez (tunic and trousers) for women and the dhoti, lungi (robe) and shalwar (trousers) for men. There are as many ways of tying saris as there are languages, and each region also tends to have distinctive pattern that marks a sari from that region. Life and culture is coloured by ethnicity and religion and the influences each of them have on the individual, the family and community. Approximately 80% of Indians are Hindu, 10% Muslim, 2.5% Sikh, 2% Christian and a significant number of Jain and Buddhist.

Pakistani Culture

Pakistanis are now the third largest ethnic minority group in Britain, however, very few details are known about their socio-economic position. The settlement of Pakistanis in England is the result of direct migration from Pakistan. It is relevant to point out that migration of Pakistanis into Britain was to fill unskilled textile jobs in Yorkshire and Lancashire textile mills. Those Pakistanis who entered Britain before the Commonwealth Immigration Act in 1962 were predominantly economically active men.

The so-called 'voucher system' gave the opportunity for those who were already in Britain to arrange jobs and vouchers for their relatives and friends. The 1962 Act had a decisive effect on the pattern of migration. It turned a movement of workers, many of whom who were probably interested in staying temporarily, into a permanent immigration of families.

The migration of Pakistanis to Britain started slowly and peaked in 1961 and 1962. However, some former seamen of Pakistani origin started settling in Britain in the early 1940s, leaving ports and moving inland. Two other factors contributed to the migration of Pakistanis into Britain. The first was the partition of India, when Pakistan (east and west) was created and the second was the construction of the Mangla Dam in Pakistan, in the early 1960s.

Language

Urdu and English are official languages of the state, but there are many other languages and dialects, the major ones being; Punjabi, Sindhi, Pashto, Baluchi, Pahari. Punjabi is the same oral language as spoken Indian Punjabi but the written form differs. Pakistanis write Punjabi using the Arabic script, therefore the written form will look the same as Urdu.

Some of the dialects have no written forms e.g. Pahari. Those with formal education will write standard Urdu and many people understand standard Urdu although they will speak only the dialect in the home.

Naming Patterns

Muslim names are complex in Western terms. In the Muslim system, the last name is not usually a shared family name. In most Muslim families each member has a completely different name, thus kinship cannot be identified or assumed. In Britain, people from the Indian sub-continent, i.e. people from India, Pakistan and Bangladesh are referred to as Asians. There are three Asian naming systems, corresponding to the three major religious groups, Muslims, Hindus and Sikhs.

The important difference in a Muslim naming system is that the last name is not usually a shared name. Therefore, in most Muslim families each member has a completely different name – for example:

Husband:	Mohammed Iqbal
Wife:	Anisa Khatoon
Sons:	Mohammed Rafiq Liaquat Ali
Daughters:	Samina Bibi Haseena Banu

Common Asian female title names are: Banu, Begum, Bi, Bibi, Khatoon, Akhtar. Common male title names are: Mohammed, Ullah, Ali, and Abdul. For example, a typical name is Mohammad Aftab Khan, which consists of: Religious name + Personal name + family name. It is better to address Muslims formally by their full name, not just title or last name as this is the current usage. In Britain, families have now begun to use a shared family name. Children in Britain are more likely to have been given their father's last name as a surname.

History

Pakistan as a state came into being in 1947 when the sub continent of India gained independence from Britain and was partitioned along religious lines. The North-West of the subcontinent, with a majority Muslim population, became Pakistan meaning the 'land of pure'. Muslims from other parts of India flowed into the region and Hindus and Sikhs flowed out. 12,600,000 refugees crossed the Pakistani/ Indian border, to be on the right side of the divide, many died, and some left out of disillusionment and settled elsewhere. During the war years and from 1948 at the invitation of the British Government, many skilled Pakistanis came to Britain and helped rebuild Britain after the War.

More recently because of the civil war and wars with India, the country became poor and Pakistanis have been travelling to Britain to seek an improved standard of life. Pakistan is more than 3 times the size of the UK and has double the population. It has mountains in the north and the valley of the Indus River in the east. Evidence of civilisation dating back to 2500 BC have been found in the Indus valley and the ruins of two cities from the era Mohenjo-Daro and Harappa are world famous (see section on India).

Religion

Islam is the official religion of the country and is professed to be practised by 97% of the population - Muslims. 75% of the Muslims belong to the Sunni sect and 20% to the Shi'ite sect with the remainder belonging to smaller Muslim sects. There is also a significant Christian population and 1.6% of Pakistanis are Hindus.

Vulture and Lifestyle

Port England undertook research in the UK into ethnic minorities and sport