

# THE PEP's work on 'Jobs associated with cycling' under the PJGHT: Data collection guidance note

## THE PEP Partnership on Jobs in Green and Healthy Transport

The Transport Health and Environment Pan-European Programme (THE PEP) was set up in 2002 with the aim of contributing to achieving more sustainable transport patterns and a better integration of environmental and health considerations into transport policy in the pan-European region<sup>1</sup>. In this way THE PEP contributes to the development of a green economy by highlighting the links between transport, health and the environment, and the need to take better account of these interactions in policy making. However, there is currently a lack of information on the economic dimension of this relationship, particularly in relation to the number of jobs that might be generated by an increased focus on green and healthy transport. In order to strengthen the evidence base, in 2011 THE PEP launched a *Partnership on jobs in green and healthy transport* (PJGHT). One of the aims of the PJGHT is to explore the job creation potential of greener, safer and more efficient transport.

### Jobs associated with cycling

In 2014, the PJGHT produced a report that reviewed the evidence for the job creation potential of public transport, cycling and walking. Additionally, as the evidence was better for cycling, the report estimated, using a simple methodology, that around 76,600 cycling jobs could be created if 56 selected major cities in the pan-European region achieved the same cycling modal share as the Danish capital Copenhagen. This figure was considered likely to be an underestimate, as it only covered one city per country, and only a small proportion of the jobs that could contribute to making transport greener, safer and more efficient<sup>2</sup>.

### New data collection

The review undertaken to inform the previous report demonstrated that there is little quantitative information on the number of jobs associated with, and therefore jobs that might be created by, cycling. The current project, also being undertaken within the framework of the PJGHT and also with the collaboration of the European Cyclists'

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<sup>1</sup> <http://www.thepep.org/>

<sup>2</sup> World Health Organisation Regional Office for Europe "Unlocking new opportunities: Jobs in green and healthy transport", April 2014

Federation<sup>3</sup>, aims to further improve the evidence base with respect to the jobs associated with cycling by engaging directly with city authorities to identify the number of jobs associated with cycling in their city. This could also help cities to find out more about employment in innovative and sustainable transport in general and provide an evidence base that can be used for policy development. As the project aims to contribute to the development of the evidence base for jobs associated with cycling, its approach aims to be comprehensive, but it is recognised that this is likely to be challenging. Hence, it is also important to understand the challenges that are faced in identifying the number of jobs associated with cycling in order to inform future evidence-gathering activities under the PGHJT.

In order to ensure a consistent approach, a spreadsheet<sup>4</sup> has been developed into which cities are able to enter the number of jobs associated with various cycling activities. This document sets out some suggestions as to how such numbers might be identified. The following are the categories of jobs associated with cycling that would contribute to identifying the total number of cycling jobs, i.e. those jobs in:

- Shops selling and/or repairing bicycles and/or selling accessories, including dedicated cycle shops, and bicycle departments in larger shops.
- Wholesale bicycle dealers.
- Companies that design and manufacture bicycles.
- Bicycle rental companies.
- Bicycle messenger companies.
- Bicycle taxis or 'pedicabs'.
- Companies or public bodies that design, construct and maintain infrastructure for bicycles, including cycling paths and cycle parking facilities.
- Cycling administration in local authorities.
- Public bicycle hire schemes (if separate from 'administration').
- Cycling tourism, e.g. hotels or restaurants on touristic cycle routes.
- Cycling organisations, e.g. cyclists groups.
- Bicycle events, e.g. sporting events.
- Other, which is to be added by the respondent, as necessary.

Ideally, information for all of the above categories should be identified. However, it is recognised that this might be challenging, so the aim should be to identify as much of the requested information as possible. Many of the jobs in the categories listed above will be in private companies and, in a small number of cases, public administrations. Hence, the following approach might be used to identifying the numbers of jobs associated with cycling:

- **Identify a long-list of the relevant companies (and public administrations, if necessary).** A long-list of relevant companies might be identified from a number of different sources, e.g. registers of companies operating in a city, city-based (or even

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<sup>3</sup> <http://www.ecf.com>, the relevant contacts at the ECF are Benedicte Swennen ([b.swennen@ecf.com](mailto:b.swennen@ecf.com)) and Holger Haubold ([h.haubold@ecf.com](mailto:h.haubold@ecf.com)).

<sup>4</sup> 'THE PEP's work on 'Jobs associated with cycling' under the PJGHT: Data collection spreadsheet', which was circulated with this note.

national) business groups or trade associations, directories of contact details, web searches or engagement with local cycling groups. The extent to which it will be necessary to include other public administrations will depend on the way in which cycling policy is organised within the city.

- **Identify the number of jobs associated with cycling in each company and administration.** It is important to identify the number of 'Full time equivalent (FTE)' jobs, e.g. two people working two and a half days a week should count as 1 FTE job. Depending on the way in which information is collected and stored in your country, it may be possible to identify some relevant information from publicly-accessible data sources. Otherwise, it is likely that the best way of identifying the number of jobs associated with cycling for each company (or public administration) will be to contact the relevant company/administration. For companies that only operate in one of the above categories, e.g. a cycle repair shop or a bicycle rental company, the number of jobs associated with cycling will be the number of employees in the company. For public administrations and companies that have wider business interests, e.g. bicycle sales might be only part of the company's business, it will be important to identify (or estimate) the number of FTE jobs directly associated with cycling.
- **On the basis of the information received, estimate the total number of cycling jobs in the city associated with each category.** It will probably only be possible to identify the number of cycling jobs from a selection of the companies (and public administrations) contacted. Hence, it will be necessary to estimate the total number of cycling jobs in the city on the basis of the numbers received. In column D of the accompanying spreadsheet, please insert a description of the data collection and estimation process (or, if it was not possible to identify a number, please state the reason for this).
- **Insert the number identified into the accompanying spreadsheet.** Once you have been able to identify as many jobs associated with cycling as you can, please enter the numbers into the spreadsheet and return this by **31 August 2015** to Ian Skinner ([ian.skinner@tepr.co.uk](mailto:ian.skinner@tepr.co.uk)).

If you have any questions about the data collection process, please also contact Ian Skinner ([ian.skinner@tepr.co.uk](mailto:ian.skinner@tepr.co.uk)). Further information on the project, and on THE PEP's PJGHT more generally, can be obtained from either:

- Rie Tsutsumi ([Rie.Tsutsumi@unep.org](mailto:Rie.Tsutsumi@unep.org));
- Christian Schweizer ([csc@euro.who.int](mailto:csc@euro.who.int)); or
- Sara Radnaaragchaa ([sarangoo.radnaaragchaa@unece.org](mailto:sarangoo.radnaaragchaa@unece.org)).