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Centre for Climate Change and Social Transformations

UNIVERSITY OF BATH

Bike to Brentford - Evaluating the impact of Brentford FC's initiative to encourage fans to cycle to football matches

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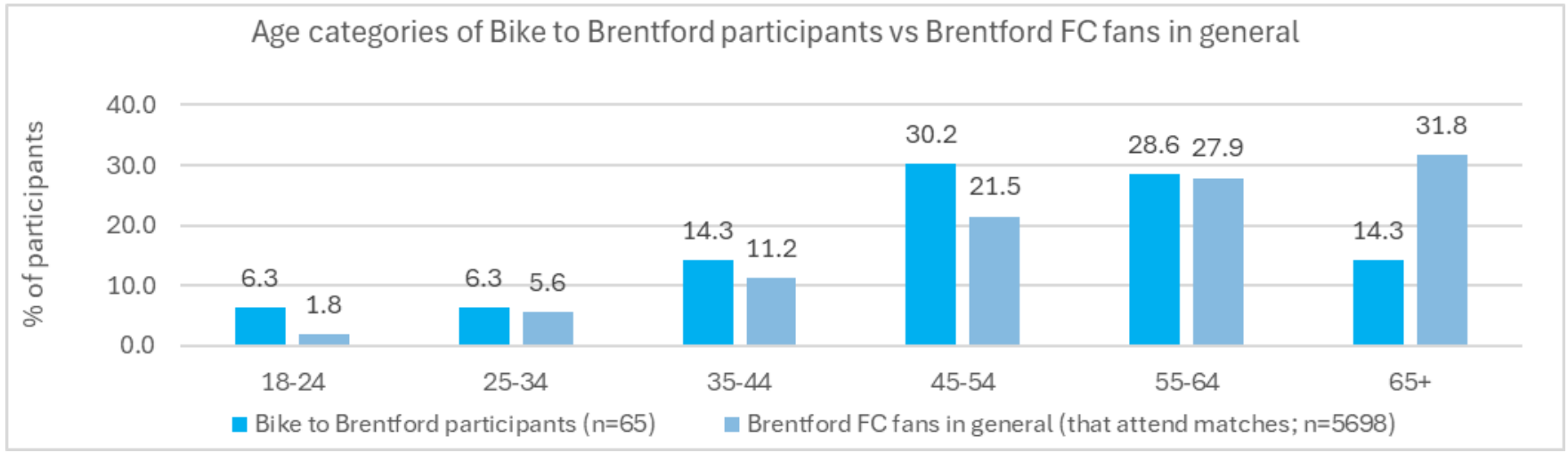
Executive summary

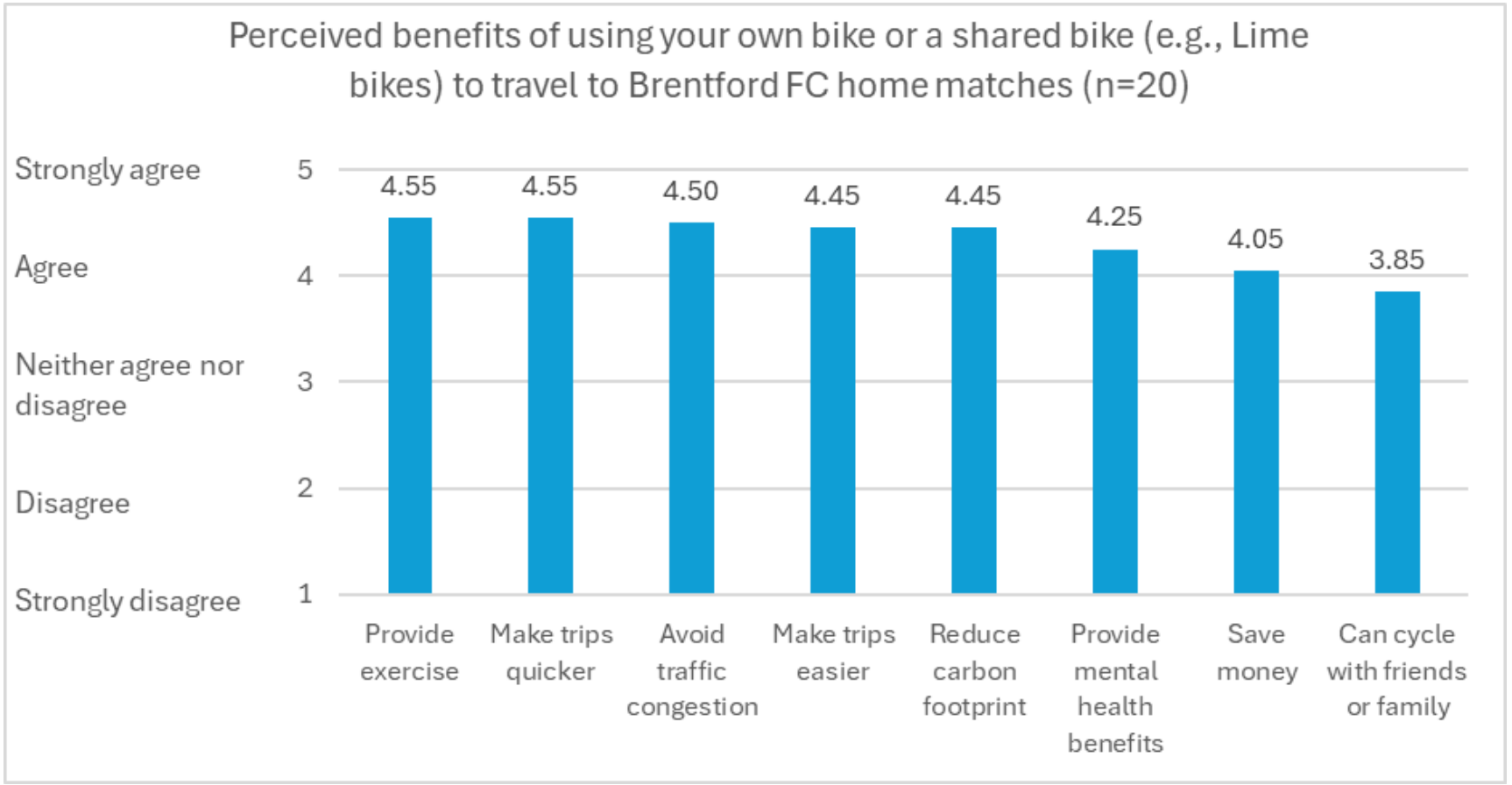
- *Bike to Brentford* is a Brentford FC initiative to encourage cycling to home matches. The club provides secure bike lock ups, opportunities for group cycling, and incentives for participation.
- *Bike to Brentford* has increased uptake of cycling amongst fans travelling to home matches - this includes a shift from driving by 5% of initiative users.
- Bees fans reported multiple benefits of cycling to the Gtech stadium; the most important benefits are getting exercise, quicker, easier trips, and avoiding traffic congestion.
- *Bike to Brentford* has reduced carbon emissions; participants saved an estimated 310 kilograms of CO_2 equivalent (kg CO_2e) from cycling to matches in 2025. For comparison, 310 kg CO_2e would equate to charging a typical smartphone 37,200 times.
- Almost one in five (19%) fans said they are open to cycling to home matches in the future; if these fans chose to cycle to the Gtech, the estimated emission reduction would be over 12 tonnes CO_2e per year.
- *Bike to Brentford* encourages wider behaviour change*;* 56% of those taking part said they are more likely to cycle more, outside of attending Brentford FC matches.

Overview of *Bike to Brentford*

- *Bike to Brentford* is one of several initiatives by Brentford FC to encourage fans to use sustainable modes of travel to games. *Bike to Brentford* took place in Spring & Autumn 2025, and Spring 2026. It will run again in Autumn 2026.
- A range of age groups took part, with the largest proportion in the 45-54 and 55-64 age categories (see chart below).
- Women are currently underrepresented in *Bike to Brentford*; 10.8% of *Bike to Brentford* participants are female, compared with 18.2% who typically attend Brentford FC matches.



Perceived benefits of cycling to Brentford FC home matches



The most important benefits of cycling to the Gtech stadium are:

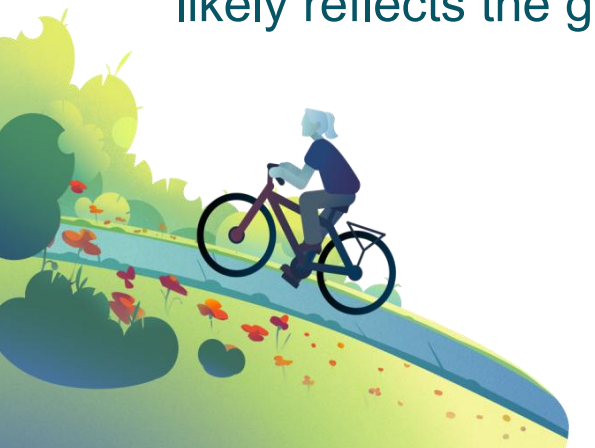
1) Providing exercise

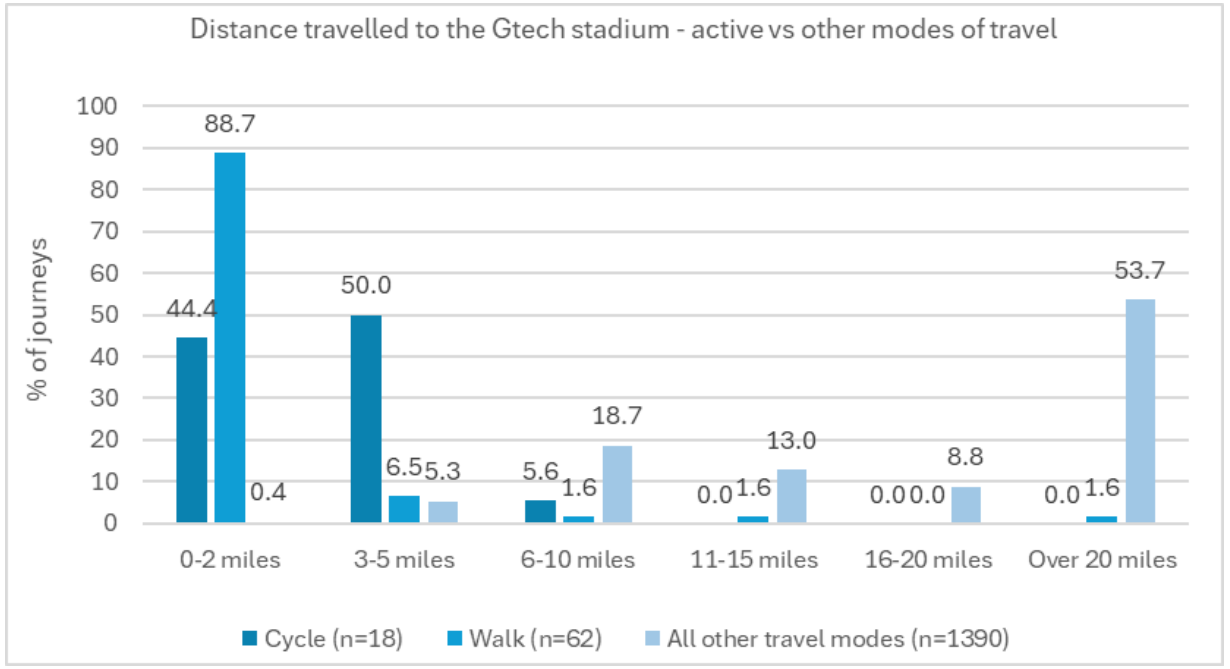
2) Making trips quicker

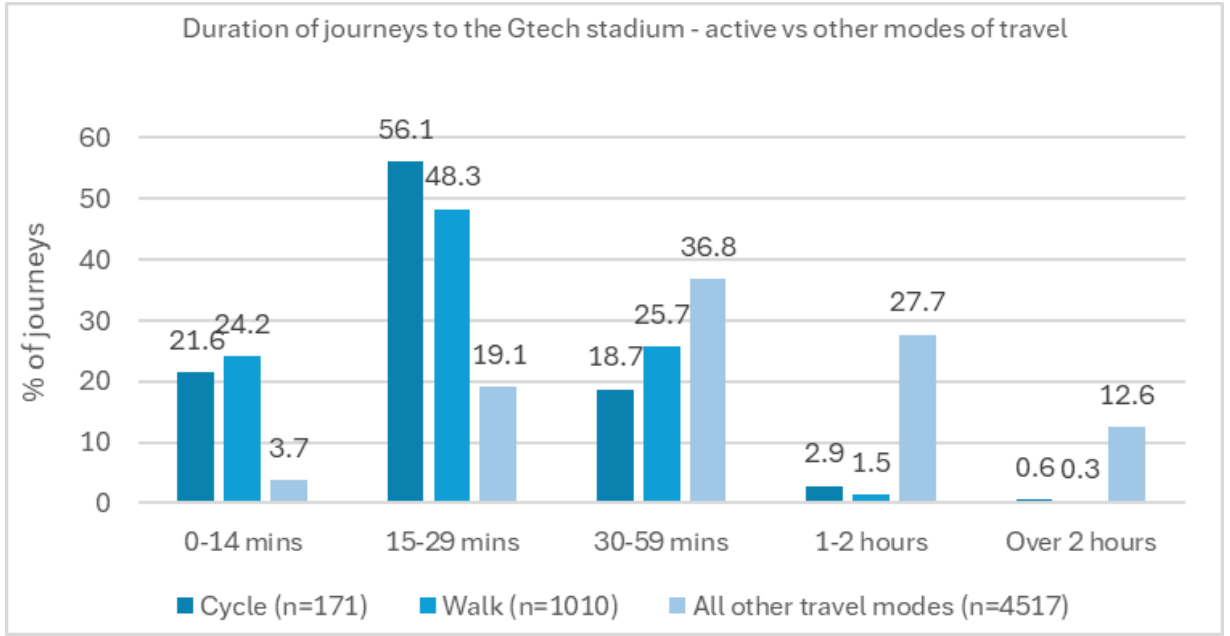
3) Avoiding traffic congestion

Distance & duration of *Bike to Brentford* journeys

- 2.4% of Bees fans often cycle to matches; this increased to 3.1% during *Bike to Brentford*.
- 93.8% of *Bike to Brentford* participants used a pedal bike and 6.2% used an e-bike.
- Most cycle journeys (94.4%) are 5 miles or less.
- Cycle journeys are comparable with walking journeys in terms of duration. Journeys using other travel modes typically take longer, which likely reflects the greater distances.

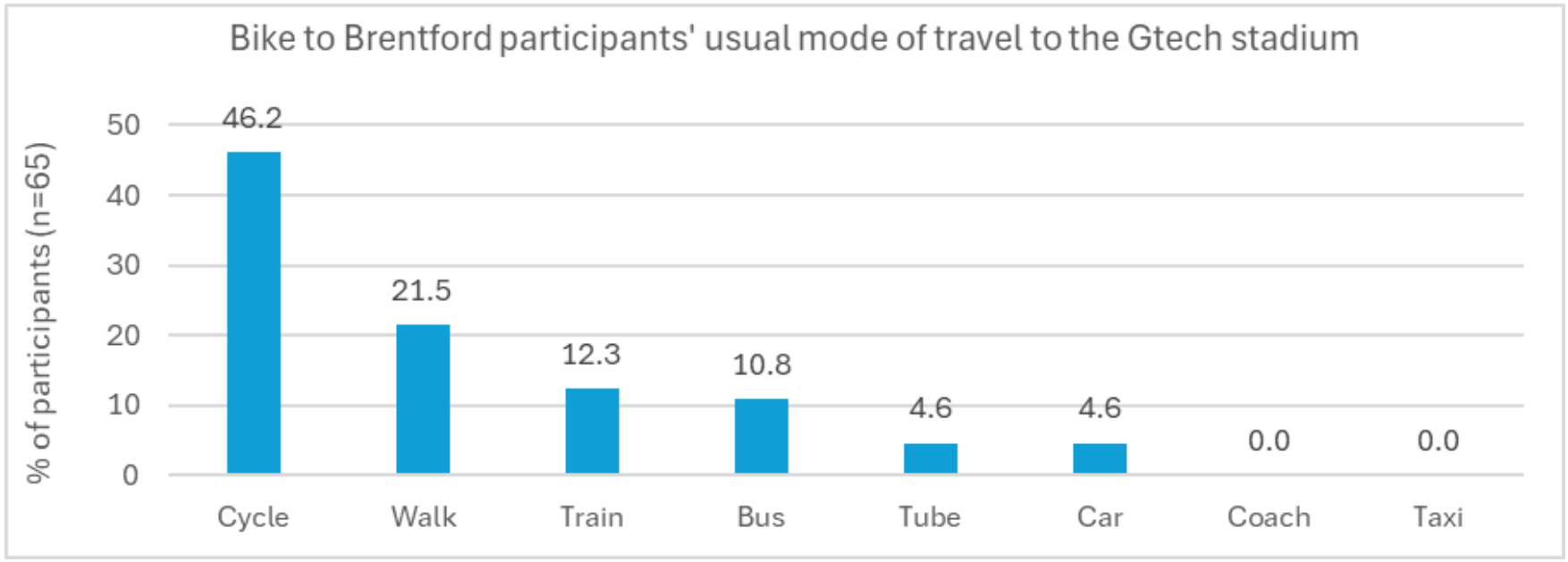






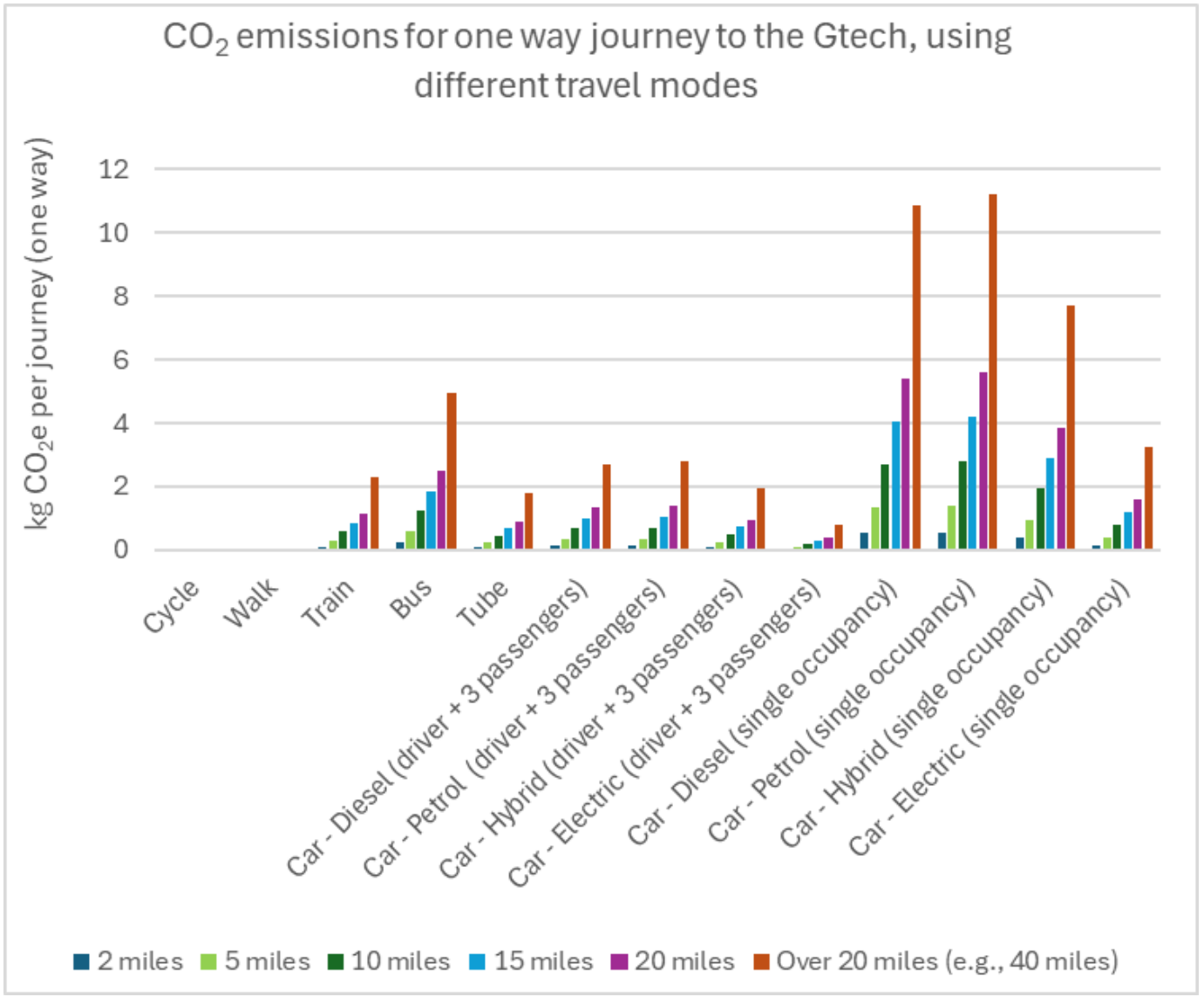
Travel mode shift

- Over two-thirds (67.7%) of *Bike to Brentford* participants usually cycle or walk to the Gtech stadium and so *Bike to Brentford* may not have resulted in changing travel behaviours for these fans.
- However, 27.7% usually use public transport and a minority (4.6%) usually drive; these fans did change their travel behaviour to take part in *Bike to Brentford*.



CO_2 emissions for different travel modes

- This chart show the kilograms of CO_2 equivalent (kg CO_2e) emitted from using different modes of transport for various distances, using emission conversion factors from Greenhouse gas reporting: conversion factors 2021 - GOV.UK.
- Brentford surveys included distance categories (e.g., 0-2 miles, 3-5 miles). For each distance category, the kg CO_2e for the upper limit is presented in the chart (e.g., for the category '3-5 miles', the kg CO_2e for 5 miles is presented).
- Cycling and walking have zero emissions.
  - Public transport and car-sharing have much lower emissions than driving alone.



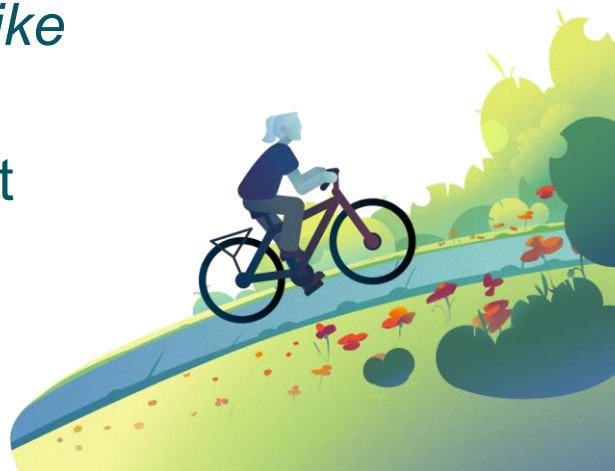
Estimated CO_2 emission reduction due to *Bike to Brentford*

- *Bike to Brentford* participants saved an estimated 310.2 kg CO_2e from cycling to matches in 2025 (from 1,432 journeys over 7 matches, based on reported distance and mode shift).
- If *Bike to Brentford* participants cycled to all home league games during a season, the estimated annual emission reduction would be would be 841.9 kg CO_2e.
- There are approximately 15,250 Brentford FC fans at each home game and 18.5% (i.e., 2,825 fans) said they are open to cycling to home matches in the future (but do not currently cycle). If this 18.5% chose to cycle to the Gtech stadium, the estimated emission reduction per match would be 656.2 kg CO_2e (this CO_2 reduction: 1) includes current *Bike to Brentford* participants, and 2) assumes a similar mode shift & journey distance as current *Bike to Brentford* participants).
- If 18.5% of Brentford FC fans cycled to all home league games during a season, the estimated annual emission reduction would be 12,467.7 kg CO_2e (or 12.5 tonnes CO_2e).

Wider travel behaviour change due to *Bike to Brentford*

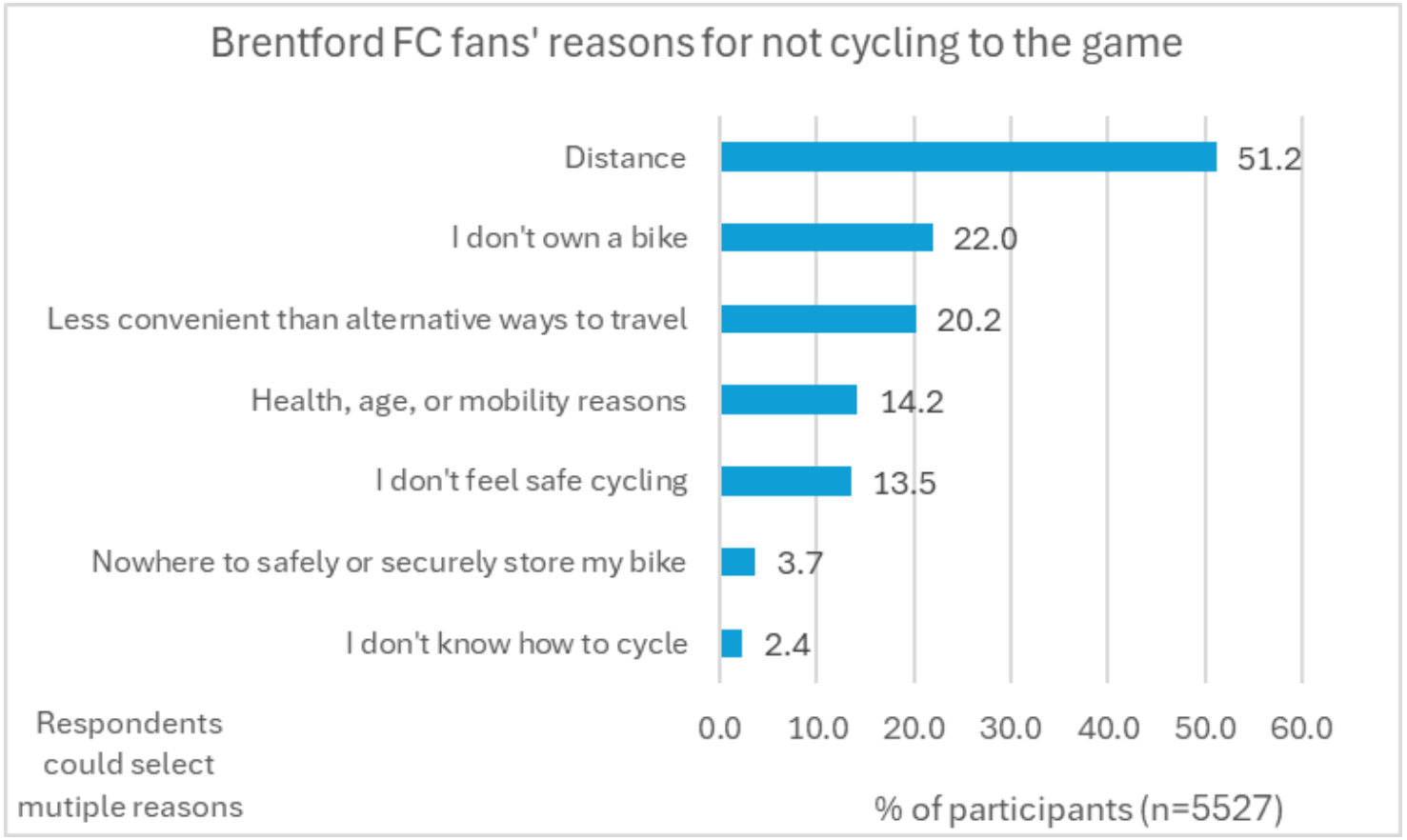
The surveys explored whether taking part in *Bike to Brentford* influences fans to change travel behaviours in their daily life, not just on match day:

- 55.6% of *Bike to Brentford* participants said they are more likely to cycle more outside of attending Brentford FC matches.
- Over one-third (36.4%) of *Bike to Brentford* participants now cycle more frequently in their daily life. This may further reduce CO_2 emissions, particularly if these bike journeys replace car journeys.
- One in four (25.0%) of those who now cycle more frequently say *Bike to Brentford* was 'very important' in motivating this increase in cycling. The remaining 75.0% say *Bike to Brentford* was 'somewhat important'.

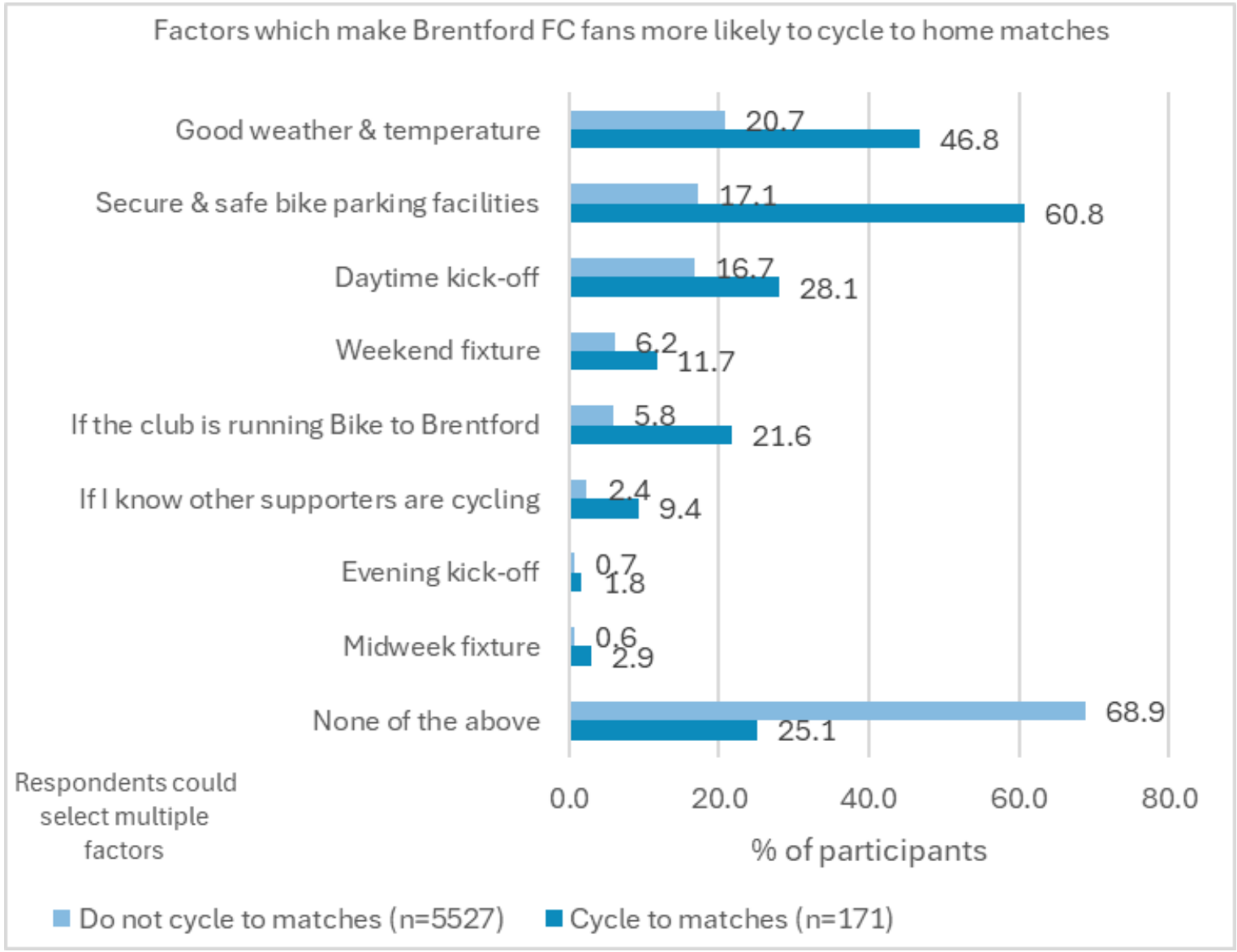


Barriers to uptake of *Bike to Brentford*

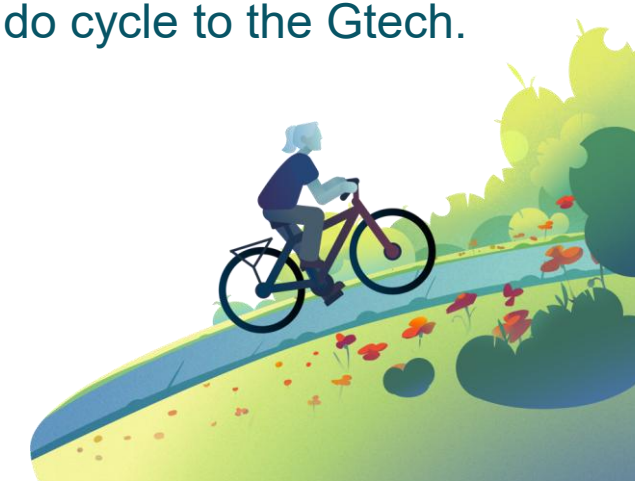
- Distance is the most important barrier to cycling to games, followed by not owning a bike, and cycling viewed as less convenient than alternative options.
- Participants also described other deterrents in their open text feedback: bad weather, a lack of cycle paths, unavailability of Lime bikes, and the impracticality of cycling with young children.



Enablers of uptake of *Bike to Brentford*



- For fans who do not cycle to games, good weather, secure bike parking facilities and daytime kick-offs are the most important factors that would encourage them to cycle.
- However, 68.9% stated they never intend to cycle to games.
- Good weather and secure parking are the most important factors for those who do cycle to the Gtech.



Recommendations

- Reported benefits of cycling to the Gtech include getting exercise, quicker trips, and improved mental health. Highlighting these benefits, together with the associated CO_2 emission savings, can be used in club comms to promote active travel.
- Secure, safe bike parking facilities are amongst the most important factors for promoting cycling - so ensuring there are sufficient spaces available is key.
- Many fans expressed an interest in cycling more in their daily life. The club can support this by continuing to provide a free bike maintenance service on match days, as well as bike-ability training to increase fans' confidence and competence.
- *Bike to Brentford* participants are younger and more likely to be male, than average Bees fans. Consider efforts to support women in particular to cycle.

- Distance is the primary barrier to cycling and most cyclists travel less than five miles to the stadium. For fans with longer journeys, car-sharing, public transport and electric vehicle parking could be promoted to help cut emissions.

Notes on the methodology & CO_2 calculations

- This report is based on data from 3 anonymised surveys: the *Bike to Brentford* feedback survey (completed after each match when *Bike to Brentford* was run; n=65), the Brentford FC post-match survey (n=5698, aggregated over 13 matches; some participants completed multiple post-match surveys), and the cyclists' follow up survey (n=20). All surveys were conducted in 2025; participation was optional and incentivised.
- The emission reduction estimates are based on *Bike to Brentford* participants' reported journey distance and mode shift and then extrapolated up to larger populations of Brentford FC fans in different *'What if'* scenarios. Participants in the Spring 2025 *Bike to Brentford* (n=47) were not asked the distance they travelled to the Gtech stadium; the distances used in the emission reduction calculations are therefore based on the Autumn 2025 *Bike to Brentford* participants only (n=18).
- Where *Bike to Brentford* participants stated they usually cycle or walk to the Gtech stadium, there is no assumption of emission reduction, as one active mode was substituted by another active mode.
- A minority (4.6%) of *Bike to Brentford* participants substituted a car for their journey to the Gtech. The average vehicle occupancy of car journeys to the Gtech was used in the emission reduction calculations (i.e., 2.3 people, including the driver). Regarding car fuel types, the calculations are based on the relative proportion used by Brentford FC fans (i.e., Petrol = 59.6% of cars, Diesel = 15.9%, Hybrid = 14.8%, Electric = 9.7%).
- Participants are assumed to use the same mode of travel for their return journey from the Gtech. The estimated emission reductions from mode shift presented on p7 of this report are therefore based on the journeys to *and* from the Gtech.
- The total number of *Bike to Brentford* participants was used in the calculations. The number of participants that used the bike lock ups (n=732 over 7 matches, or an average n=105 per match) was combined with the estimated number of bicycles parked in streets adjacent to the stadium on match days (approximate n=700 over 7 matches, or n=100 per match). The number of bicycles in the lock ups is an accurate count, whereas the number of bicycles parked in adjacent streets is an estimation and so entails a greater degree of uncertainty. If we only include Bees fans who used the bike lock ups in the calculation, a more conservative emission reduction estimate is 158.6 kg CO_2e from cycling to matches in 2025 (as opposed to 310.2 kg CO_2e).
- There are three main limitations of this study: 1) the calculations are based on reported data (i.e., survey responses), rather than observed data (i.e., accurate GPS measurements of the distances travelled); 2) there is uncertainty in the total number of *Bike to Brentford* participants, given the number of bikes parked adjacent to the stadium is an estimate; and 3) there is variation in the emission intensity within each mode of travel, particularly for cars given the different fuel types, makes, models, as well as driver behaviour and the terrain. The 'average' car is presented for each fuel type, using the UK Government typology and figures (from 2021). These limitations reduce the accuracy of the calculations, although they are still a useful indication of the mode shift emission reduction which can be attributed to *Bike to Brentford*.

Report produced by Mark Wilson & Lorraine Whitmarsh
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Brentford FC is working with researchers from the Centre for Climate Change and Social Transformations to evaluate the impact of *Bike to Brentford* on travel behaviours and reducing CO_2 emissions.

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