



# Hywel Dda Health Board

## Overview

The Hywel Dda Health Board (HDHB) provides healthcare services for the population of Carmarthen, Ceredigion and Pembrokeshire. Since 2009, Sustrans Cymru has supported HDLHB in developing and delivering an overarching 'Sustainable Travel Action Plan' which addresses the Health Boards intentions to reduce the number of staff and site visitors travelling alone in their cars to hospital sites, and also to reduce business mileage.

Annual monitoring has been undertaken via staff questionnaires, and 2010 results indicate that 40% of staff live within 4 miles of their main place of work, and 67% live within 10 miles. This provides a clear opportunity to influence and increase the numbers of staff actively travelling, car sharing or using public transport to access hospital sites.

## Partnership working

The success of the project delivery to date has been due to the enthusiastic engagement, and strong leadership of the Sustainable Travel Plan Steering Group. Regular Steering Group meetings with 'champions' from each site, include personnel from Estates, Primary Care, Planning, Hotel Services, Environment, Finance, HR, IT and Communications departments. Free support from Sustrans, Local Authority representatives and Regional Travel Plan Coordinators (SWITCH and TraCC) are also integral to the programme.

Additionally, funding has been secured through TraCC Sustainable Travel grants and Carmarthenshire County Council has provided improved cycle route links and cycle storage at Prince Phillip Hospital, Llanelli.

## Location

4 hospitals: Bronglais General, Prince Phillip, Gangwili General and Withybush General

## Funding

£2,000 from TraCC Sustainable Travel Fund

## Contact details

### Sustrans Cymru

[sustranscymru@sustrans.org.uk](mailto:sustranscymru@sustrans.org.uk)

### SWITCH

[www.swwitch.net](http://www.swwitch.net)

### TraCC

[www.tracc.gov.uk](http://www.tracc.gov.uk)

### Hywel Dda Health Board

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## Delivering a change in travel behaviour

The Sustainable Travel Plan lead is enthused by the progress made at HDHB: "We have worked with our partners to deliver a range of opportunities to enable staff to choose to travel sustainably. In order to achieve a long term travel behavioural change, we are committed to working to positively impact not only the health of our staff, patients and visitors, but to address our environmental and equality commitments, too"

An excellent example of one travel behaviour change initiative is at Bronglais Hospital, Aberystwyth, where the maintenance staff have used the hospital pool bikes to their full advantage. One member of staff explained how: "Having a pool bike means I can use the bike to cycle to work, and also use it in work-time to get to jobs in departments which are off the main hospital site. It means I don't have to battle the daily traffic, save fuel costs and feel healthier."

## Interventions

A package of measures has been provided to support staff in walking and cycling to site more often:

- Free Dr Bike and cycle skills training
- Secure and covered cycle storage
- 'Health maps' (posters) show walking and cycling routes within 30 minutes of site
- Posters show site cycle storage and cycle route locations
- Staff 'travel champion' training for front-line staff
- Regular HDLHB wide 'Travel Road shows'
- Collaborative work with Health and Well-Being group e.g. Pedometer challenge
- Travel and transport dedicated web pages
- Route signing from local cycle network and local rail stations, to the hospital sites
- Local shops offer staff 10% off the cost of cycles and accessories.
- Maintenance-staff use bikes to attend multiple sites within same town
- Regular articles in internal newsletter
- HDHB wide car-share scheme

Additionally, posters showing the location of cycle storage (see image below), and health maps (which show walk and cycle routes within 30 minutes of a site) show another two ways that HDLHB have promoted active travel.

Further 'Quick wins' to promote active travel, and change travel behaviour have included: promoting facilities already available; increasing accessibility to travel information through 'travel road shows' and the HDHB web pages; and ensuring that partnership working is maximised.



## So what happens next?

These initial interventions will now be complimented by further discussions to hopefully develop the provision of car share bays, annual events such as a 'pedometer challenge' to engage staff in further active travel, greater monitoring and reduction of business mileage, and options for electric bikes and cars at key sites.

## Sustrans Active travel workplace toolkit

If you would like similar support to develop and deliver sustainable action plans in your workplace, contact: [sustranscymru@sustrans.org.uk](mailto:sustranscymru@sustrans.org.uk)  
Visit [www.activetravelcymru.org.uk/toolkit](http://www.activetravelcymru.org.uk/toolkit) to access the Sustrans Active travel workplace toolkit.

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