

“People who are physically active reduce their risk of developing major chronic diseases by up to 50% ...and premature death by 20-30%.”

Sir Liam Donaldson,
Chief Medical Officer



Active Travel ...the best way forward

Sustrans has started a new Active Travel project in Lincolnshire.

East Lindsey Active aims to increase physical activity and well-being amongst inactive residents in the coastal area between Mablethorpe & Skegness.

This exciting project will include a range of interventions to encourage and motivate people to walk and cycle as part of their everyday lives.

The project will offer:

- walks & cycle groups, **bike recycling** scheme; workplace initiatives
- work with target **groups under-represented** in walking & cycling such as women, migrant and low-paid workers
- work with **residents of deprived areas** at risk of illnesses related to under-activity, e.g. hypertension; obesity

For more on *East Lindsey Active*, contact Alex Woollen:
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