

# Choosing Health? Choosing Activity

## A consultation on how to increase physical activity

### Submission by Sustrans

***“It is clear that in order to increase levels of physical activity, policies must make it easier for people to be more active as part of their daily routine – primarily through promoting active transport.....”*** House of Commons Health Committee Report on Obesity

### Introductory comments

Sustrans greatly welcomes the current cross-governmental focus on public health and physical activity. We strongly believe that government is taking the right course and that in our field of physically active travel, a strong commitment to environmental change, making walking and cycling easier for everyone, can bring major public health dividends and cost savings.

The prevalence of obesity and associated diseases is a consequence of the way we have planned our physical environment and transport systems to encourage sedentary lifestyles. To address this, we urge close integration of policy and strategy on obesity, coronary heart disease, cancer and diabetes with those on social inclusion, accessibility and sustainable development. We believe that combining the efforts of people in sectors such as planning, development and transport with those of the health sector is the best way to increase levels of physical activity, as part of a healthy and happy lifestyle.

Changes to the environment, making it easier, safer and more attractive to walk and cycle, and reducing our - often unintended - bias towards the car, can bring about major change in the travel choices people make. Incorporating active travel - walking and cycling - into the daily routine can make a major contribution to the government’s physical activity targets.

There is however a specific flaw in the consultation: the exaggerated reliance on sport as a mechanism for increasing physical activity. Sport is clearly important, and brings benefits beyond those relating to public health, but it should not be over-valued as a way to encourage sedentary people to become active. References within the document to “sport and physical activity” are not helpful; sport is simply one of a number of forms of activity to be encouraged.

This flaw is also visible at present in the implementation mechanism for the strategies of the Activity Coordination Team. Of all types of physical activity, only sport is represented at ACT level. This has no doubt contributed to the disproportionate focus on sport in policy drafting, and also in the distribution of resources to physical activity pilot projects. Certain areas of lifestyle physical activity (gardening, for example) have been almost completely overshadowed.

This issue needs urgent attention, either by bringing national specialists in other types of physical activity into the ACT or by establishing a non-specific delivery agency for physical activity of all kinds.

We have responded to detail issues in the consultation document below, section by section. Thank you for the opportunity to contribute in this way; should you wish clarification of any matter, please contact Philip Insall, Active Travel Director, on [philipi@sustrans.org.uk](mailto:philipi@sustrans.org.uk).

## 2. Choosing activity

### **Potential key goal for influencing behaviours:**

*Ensuring that people in all parts of society get the information they need to understand the links between activity and better health.*

Sustrans does not believe that the provision of this type of information should be the key goal, although it is likely to be important. The creation of consumer demand for activity, or tackling its suppression, is more likely to be effected by environmental changes. In particular, we do not expect individual health to be the primary motivating factor in people choosing to be more active: factors such as convenience, cost saving, fun, fashion and social conformity are likely to be more influential. In the context of travel and physical activity, environmental factors of course include the cultural, such as working practices, and access to information, such as walking and cycling equipment and routes or how to use public transport.

A Demos study published two days before the House Health Committee report into obesity nicely illustrated children's overriding concern suppressing physical activity: fear of traffic<sup>1</sup>. In our view, the key goal must be to remove the environmental impediments to physical activity and enhance those environmental factors which promote it. In the field of travel and transport, this means:

- reducing vehicle speeds and volumes
- enforcing traffic law
- improving walking and cycling facilities of all kinds
- changing the cultural environment, such as working practices
- tackling fiscal incentives to sedentary travel such as subsidised car parking
- developing fiscal incentives to active travel.

Information provision, both on the desirability of more active lifestyles and on the practicalities of how people can achieve them, should then support this environmental change.

Brief case studies are provided at the end of this submission, covering the National Cycle Network, two TravelSmart individualised travel marketing projects, and the community-focused Pedal Back the Years project in Cornwall. These illustrate our views.

We support the reference in point 2.3 to “the creation of, or improved access to, places for physical activity, combined with distribution of information”, and would like to stress that this should explicitly include walking and cycling infrastructure, not only destinations aimed at physical activity such as leisure centres.

### 3. Choosing activity in education

**Potential key goals for promoting activity in education:**

*Encouraging activity in early year's settings, schools, further and higher education.*

*Extending further the use of schools, further and higher education facilities as a community resource for sport and physical activity, including out of hours use.*

It is important not to overlook the importance of the school journey. We would like to see far more emphasis on active travel to school, which can incorporate physical activity into the daily routine and inculcate healthy habits for local journeys. Both healthy and unhealthy travel patterns can be established for adult life. The health implications of school travel are clearly significant.

Parental participation is of great importance; we need to ensure that parents are aware of the importance of physical activity for young peoples' health, encourage their children to lead an active lifestyle and set a good example. This of course means that we need to address the behaviour of adults as well as children.

We recommend in particular:

- schools to be measured and rated on their effective facilitation of walking and cycling by pupils, staff and visitors, including within the Ofsted regime
- all schools, colleges and universities to have travel plans
- supervised, covered cycle parking at all schools, colleges and universities
- adequate, signed pedestrian and cycle access to all schools, colleges and universities – maintaining priority over motor vehicle accesses
- area-wide 20mph zones around schools
- pride-of-place car parking to be removed.

The Safe Routes to Schools (SRS) concept was introduced in the UK by Sustrans in the 1980s, and we still provide a national information service to this day. All English and Welsh highway authorities now have a SRS component in their Local Transport Plan and the Department for Transport, Scottish Executive and National Assembly for Wales have established networks of travel plan co-ordinators. We feel that this progress, laudable though it is, should be seen as the beginning of a much more intensive programme of investment in active school travel. A brief selection of case studies is attached at the end of this submission, to illustrate the effectiveness of Safe Routes to Schools approaches.

## 4. Choosing activity in the workplace

### **Potential key goals for promoting activity in the workplace:**

*Encouraging employers (in the public, private and voluntary sectors) to engage and motivate staff to be more active.*

*Providing employers with support, such as practical advice and examples of best practice, on enabling and promoting activity in the workplace and promoting and disseminating best practice for an active physical and cultural environment.*

Sustrans believes that probably the greatest opportunity to increase levels of physical activity in the workplace setting is through travel; to, within and associated with work.

The Department for Transport is leading work to promote the development of workplace travel plans. Evidence from travel plan evaluations shows an average reduction of 18% in the proportion of commuter journeys by car as driver, with substantial increases in walking and cycling<sup>2</sup>. This work should be intensified.

However, the implementation of travel plans at NHS sites is lagging behind other sectors. In particular, PCTs have largely failed to implement travel plans, and those developing travel plans do not commit adequate staff resources; good practice is scarce, and generally depends on committed individuals volunteering and carving out some time among their other responsibilities.

This situation needs attention; as suggested at point 4.8 the public sector, and NHS in particular, should show leadership here. Government at all levels and the NHS should have clear, known targets for:

- encouragement of active travel among its own staff, removal of barriers to this (such as working practices, lack of changing rooms etc)
- removal of financial and other incentives to car use
- enhancing accessibility of healthcare and other public services – not least in improving access for the most deprived people
- appointment of a nominated Travel Plan Coordinator
- take up of the TransportEnergy Best Practice programme of the DfT (free travel plan consultancy for sites based in England).

Many major employers, including government at all levels and the NHS, are important generators of motor traffic and thus share responsibility for the experience of people walking and cycling in the street environment. Employers should ensure their staff and suppliers drive and park legally and courteously.

We feel we must challenge the assertion in point 4.7 that sponsorship of local sports teams would be a way for employers to support those taking exercise. No evidence is offered, and this seems unlikely to be the most cost-effective way for employers to increase physical activity levels among their staff.

## 5. Choosing active travel

### **Potential key goals for promoting active travel:**

*Ensuring high quality, well-targeted facilities for walking and cycling.*

*Extending further school travel plans and encouragement of safe, healthy travel to school.*

*Raising awareness of the health benefits of walking and cycling as part of the daily routine.*

On the whole, even when motivated to take more exercise, people will not travel to a facility, change into special clothing, engage in planned vigorous exercise and continue to do so over the long term. In contrast, one obvious way to accumulate physical activity regularly is to travel by bicycle or on foot<sup>3</sup>. Environmental interventions can promote physical activity<sup>4</sup> by making local environments perceivably attractive and safe, to meet everyday travel needs for all types of trip<sup>5</sup>.

The opportunities for increasing physical activity through travel are substantial given typical trip lengths. Car is the dominant mode of transport for all trips over one mile. Car usage increases with trip length; 61% of trips between one and two miles are by car and 79% of trips between two and five miles<sup>6</sup>. In addition, many trips use more than one mode; there is an active component to most public transport journeys.

We are pleased to see the goals proposed here and support them, with one very significant addition. Our physical and cultural environments have been planned – largely unintentionally – to promote the use of sedentary forms of transport and discourage walking and cycling. It is quite critical that, alongside the measures proposed in this chapter to promote active travel, action be taken to remove many of the advantages offered to private motor transport and address its dissuasive effects on walking and cycling. This action would include:

- reducing vehicle speeds and volumes
- enforcing traffic law
- changing the cultural environment, such as working practices which enforce car use
- tackling fiscal incentives to sedentary travel such as subsidised car parking

In general, we recognise and welcome the clear cross-government commitment to promoting walking and cycling. However, this can only produce results if sufficient resources, both capital and revenue, are made available and if the delivery agencies – local authorities, the NHS, schools etc – are performance managed on their active travel achievements.

This shift in transport spending priorities away from motor traffic and towards smaller local projects to facilitate walking and cycling should on aggregate save

money. Internal Sustrans forecasts are that a commitment of under £250 million per annum over the next seven years would by 2012 generate an additional 1,200 million cycle trips per annum, in England. This would compare favourably with the cost of catering for ever higher levels of motor traffic.

The time is now ripe to develop fiscal incentives to active travel, such as employee benefits to reward the higher attendance and productivity levels of physically active staff.

We should like ministers and senior civil servants to lead by example, walking or cycling at least 10% of their official local journeys (those where security considerations allow). This would go a long way to showing their genuine commitment to the physical activity message.

The London congestion charge scheme is a major public health intervention. Predictions for the scheme were that it could reduce air pollution and associated hospital admissions for respiratory and heart disease, decrease noise, traffic collisions and casualties, and increase healthy physical activity by making it safer and more attractive to cycle and walk; the latter benefit is clearly already being achieved. Congestion charge schemes should be encouraged across the UK.

We would also like to see the re-introduction of the Fuel Tax Escalator. This would send a signal that, over the long term, the government will shift the balance of advantage from unhealthy and polluting forms of transport to cleaner and healthier ones. It is true that fuel taxes are unpopular, but this is partly a presentational issue; a whole package of fiscal measures may now be under consideration to tackle obesity and declining health, and the fuel tax escalator can realistically be presented as a component of such a package.

There is a need for intensive demonstration of the cost-effectiveness of healthy travel planning. An ideal opportunity would be the Thames Gateway development area; this could be developed as a health promotion zone, with travel, housing, land use, agriculture and food, and other policy areas combining to promote healthy behaviour, and monitored intensively.

Regarding examples quoted within the consultation document, please find attached more accurate and up-to-date case studies on TravelSmart interventions, and updated reference attribution. Please note also that Bike It, referred to under the heading "Cycling Initiatives" is a project developed by Sustrans with the cycle industry, and so Sustrans should be listed as a partner to the NCSB and others in the preceding reference.

## 6. Enabling an active community

### **Potential key goals for enabling an active community:**

*Continuing to make our public spaces more accessible and attractive to those wanting to be active and creating and maintaining a wider range of opportunities for activity through sport and other recreational activities.*

*Developing more opportunities for people who are not in education or work – including older adolescents, people with disabilities, parents of young families, unemployed and retired people.*

The first of these proposed goals is, we feel, mistaken in its focus. Public spaces, in the widest sense (including, for example, pedestrian footways alongside streets and roads) should indeed be made more accessible and attractive, but the focus on sport and recreation cannot address more than a proportion of community activity.

The second goal, while entirely supported, seems an unnecessary subdivision of the community. All members of the community should be supported in physical activity; this goal might usefully be reworded to include everyone, while making clear that people not in education and work should be fully included.

Likewise in point 6.1, we cannot support the emphasis on leisure and sport, but the reference to ensuring that “our buildings, streets and open spaces need to be safe, well-planned, well designed and properly managed and maintained” is of supreme importance in this context.

Point 6.2 refers to the ongoing programme of government to tackle anti-social behaviour. We strongly support this and believe that the “feel” of people’s environments is likely to be a major determinant of their ability to engage in physical activity. We strongly urge that more be done to address anti-social behaviour by drivers, including speeding and pavement parking.

We also most strongly welcome the mention of the new Manual for Streets, with “updated and improved design guidance on all aspects of local street design, including narrower, more pedestrian-oriented residential streets and better cycling facilities”. This should make a profound difference to people’s ability to become active.

In this context, we would like to see more work on Home Zones – residential areas designed or redesigned such that the motor car becomes a (welcome) visitor rather than a dictator over the whole community. Best Home Zone practice in continental Europe has seen the development of urban communities where people meet and socialise, children play and local motor traffic still moves virtually unimpeded, all in the same streets. Better accessibility by non-motorised travel contributes to health and well-being by enabling more physical activity but also by reducing the adverse effects of traffic such as noise, air

pollution, road danger and community severance. These are all very important well-being issues.

Points 6.5 et seq address active recreation, but without adequately considering how users should travel to it. Due provision needs to be made for active access, as to other destinations.

We must protest at the misrepresentation in point 6.8, which states “Sport, including walking, makes up 20% of the activity carried out by people who do sufficient activity for health benefit”. Sport makes up 8% of this physical activity, according to the Activity Coordination Team itself. Walking, which is a mode of active travel and not a sport, makes up 12%. To combine the two seriously misstates the situation; official documents should not do this.

Point 6.14 – perhaps unintentionally – presents sport as being the only route to increased activity for people with disabilities. We feel this is unlikely to be realistic, and suggest that moderate lifestyle activities such as walking and gardening are likely to be more inclusive.

Older people illustrate well the importance of an activity-friendly environment. In the Netherlands both men and women of 60 years and older use the bicycle for approximately a quarter of their trips<sup>7</sup>. The difference is due to an environment designed and maintained over many years with cycle usage in mind.

## 7. An active health system

### **Potential key goals for enabling an active health system:**

*Health professionals increasing the provision of advice to patients on lifestyle, particularly on physical activity, both routinely and opportunistically.*

*Services developed within the community healthcare system to provide ongoing support to achieve sustainable behaviour change.*

*NHS providers and Primary Care Trusts, working more closely with local government and private and voluntary sectors to create access to opportunities for physical activity.*

We support the goals identified in this section but would apply the caveat already mentioned several times in this response: it is most important that the physical activity recommended and referred to by healthcare practitioners should be wide ranging and accessible to the most sedentary, so over-reliance on sport should be avoided.

In particular, we recommend that existing performance management systems, such as the NHS star rating systems and controls assurance scheme, should take more account of the extent to which physical activity and active travel are facilitated – for staff, patients, visitors, contractors etc – and also what progress is being made on reducing incentives to sedentary behaviour. Many NHS trusts, for example, provide heavily subsidised car parking places for non-essential car users, a perk for which no equivalent is offered to non-driving staff.

NHS bodies can also influence local partners, such as local authorities. We would like to see the resourcing and influence of the public health and health promotion functions raised at all levels of the NHS, and these functions exerting more influence on their local environments and communities, for example through Local Strategic Partnerships and Local Public Service Boards, to make physical activity and active travel easier.

The NHS is the largest employer in the UK and is a huge generator of travel by patients and visitors. By the same token it is potentially an icon of good practice in sustainable, equitable and healthy travel as it moves forward with the development and implementation of better access regimes for healthcare sites. This work can be enhanced by the provision of safe routes to health care facilities, giving people real choices and opportunities to use active travel modes. The potential impact of such interventions on health is large, precisely because of the scale of the NHS and its influential role in life in the UK<sup>8</sup>. It could also reduce the costs to the NHS of appointments missed due to travel problems.

The NHS, as a service provider, employer and client, should play a leading role in the promotion of lifestyle physical activity, to help achieve the government's physical activity targets:

- NHS trusts should be managed and star rated on their success in promoting and achieving increased levels of physical activity, including elements relating to the trust's own trip generation: staff travel and patient transport
- improved training for frontline healthcare professionals on the promotion of physical activity and its incorporation into daily life
- adequate, signed pedestrian and cycle access to all NHS buildings – maintaining priority over motor vehicle accesses
- supervised, covered cycle parking at all NHS buildings
- all NHS buildings to have travel plans – for visitors as well as staff
- Finance Directors to identify full cost of subsidised car parking provision for staff and ensure that all non-driving staff receive equal or greater perks; the NHS Finance Director should ensure that they do this.

## 8. Enabling local delivery

### **Potential key goals for enabling and active health system:**

*Development of a national framework for increasing activity in the context of the White Paper on improving health.*

*Supporting coordination at regional and local level for increasing physical activity.*

Sustrans believes that the target of 70% of the population to meet the At Least Five a Week recommendations may be too high. However, we do support government in its determination to set challenging targets. Not to do so would be to shirk the immense challenge facing us as a nation.

Even more important is the commitment to deliver on these targets. In the transport sector, the realistic and widely welcomed targets in the 1996 National Cycling Strategy are not being met, because although programmes capable of meeting them existed in 1996, resources were not made available. If we are to meet even revised physical activity targets, all the member Departments of the Activity Coordination Team will have to play their part.

Greater intersectoral collaboration is needed, at both the national and local level, to ensure that transport and land use developments, the culture of government departments and local authorities, and the full range of programmes help promote and sustain physical activity through active travel (and of course in other ways too).

How best to implement the strategies of the Activity Coordination Team is a central question. At present, this implementation is distorted by the fact that, of all types of physical activity, only sport is represented at ACT level. This has led to a disproportionate focus on sport in policy drafting and in the distribution of resources to physical activity pilot projects. In Sustrans' field, the virtues of active travel have been apparent to policy makers, but other areas of lifestyle physical activity (gardening for example) have been almost completely overshadowed. This issue needs urgent attention, either by bringing national specialists in other types of physical activity into the ACT or by establishing a non-specific delivery agency for physical activity of all kinds.

At the local government level, we feel the Public Service Agreement targets and Comprehensive Performance Assessments should include measurement of success in promoting and achieving increased levels of physical activity as core elements.

- local authorities should be performance managed on their effective implementation of measures to facilitate walking and cycling as daily travel choices
- adoption of housing and urban planning principles aimed at reducing need to travel and journey lengths

- local authorities to be performance managed on their action to tackle pavement parking
- adequate, signed pedestrian and cycle access to all official buildings, stations, retail and leisure developments, maintaining priority over motor vehicle accesses
- supervised, covered cycle parking at all official buildings and public destinations
- all official buildings and public destinations over 50 employees to have travel plans – for visitors as well as staff.

## Background: Sustrans' work programme

Sustrans has over 25 years' experience in practical projects to change the physical environment so that sustainable, physically active ways of travelling are more accessible. Our projects constitute environmental interventions with a significant impact on public health. They include:

- the National Cycle Network: 13,000 km of routes, one third traffic-free, for walkers and cyclists. Network usage has grown by 30% per annum since 2000, and two thirds of users claim to be more active thanks to its existence
- Safe Routes to Schools: national advice and information programme assisting over 3,000 schools to improve walking and cycling access for children and adults
- Active Travel: practical projects to increase walking and cycling levels across communities, research the health impact of sustainable transport measures, and address the role of the NHS in accessibility and social inclusion
- TravelSmart: individualised travel marketing campaigns, which promote alternatives to the car by offering personalised travel advice and encouragement to walk, cycle and use public transport more often
- Local access projects, such as Safe Routes to Stations, encouraging more walking and cycling
- Liveable Neighbourhoods: developing residential areas where the community decides who has road priority, streets become social spaces and the car is just another road user
- Volunteer Rangers: over 1,500 volunteers across the country with a wide range of skills, working with their communities on major Sustrans projects
- International: supplying technical information to over 50 countries, and collaborating with the most advanced cities on European transport projects
- Travel behaviour research: now the UK's largest independent monitor of cycling levels, on and off the National Cycle Network, and an increasingly significant monitor of walking.

Sustrans is a member of the National Alliance for Physical Activity and the Physical Activity Forum Southwest, and is a founder member of Move4Health.

<b>Case study title</b>	The UK National Cycle Network
<b>Delivery partners</b>	Over 1,000 local authorities, statutory, voluntary and private sector bodies, coordinated by Sustrans
<b>Type of intervention</b>	Infrastructure creation, marketing and usage promotion
<b>Who benefits?</b>	50% of usage by bike, 48% walking, 2% wheelchairs, riding, skating, jogging etc. Traffic-free sections are used by people with restricted mobility and vision, have seats etc, and most are fully wheelchair accessible
<b>Govt Depts/sectors</b>	Transport, environment, health, leisure and tourism, land use, economic development
<b>Description</b>	<p>The National Cycle Network (NCN) was originally proposed in 1993, based on examples in other countries. It is two-thirds on-road – low traffic minor rural roads and back streets, and traffic calmed sections of more major roads – and one-third on traffic free paths. By the end of 2003 total NCN route length was 8,200 miles (UK), including some interim sections yet to meet full standards.</p> <p>NCN technical standards are published by Sustrans with DfT approval, and have been adapted for use in numerous countries. Sustrans and others publish maps and guides, there is a dedicated website with interactive mapping, and the NCN media campaign generates <b>XXX</b> media mentions a year – popularising cycling as well as the NCN itself.</p> <p>Sustrans Research and Monitoring Dept measures NCN usage and other travel behaviour.</p>
<b>Outcomes</b>	<p>In 2003 the NCN carried 126 million trips (2000 = 60 million, 2001 = 74 million, 2002 = 97 million)</p> <ul style="list-style-type: none"> <li>• almost exactly half were on foot and half by bike</li> <li>• usage of existing sections rose by 10% over 2002 (10% 2001 - 02 and 3% 2000 – 01)</li> <li>• 35% of users could have used a car for their trip</li> <li>• 72% of users claim to be more active due to the NCN</li> </ul>

<b>Noteworthy features</b>	International repute; national status makes cycling appealing to non-cyclists; expansion continues; existing sections continue to show major year-on-year usage growth.
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<b>FFI contact</b>	<a href="http://www.sustrans.org.uk">www.sustrans.org.uk</a>
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<b>Case study title</b>	TravelSmart Bristol
<b>Delivery partners</b>	Sustrans, Socialdata, Bristol City Council, LifeCycle UK, First
<b>GO Region</b>	South West
<b>Type of intervention</b>	Individualised travel marketing
<b>Who benefits?</b>	Individuals, the community, transport operators
	<p>TravelSmart offers individuals local information on walking, cycling and public transport to enable them to make better informed travel choices.</p> <p>1,937 households taken from a random sample across Bishopston (north Bristol) were approached during April – June 2003. An introductory letter was followed by phone or door-to-door contact to establish their level of interest in the service.</p> <p>Households who expressed an interest in using alternative transport were offered a range of travel information and advice, including local bus information, local travel map, local cycling and walking leaflets, discount cards for cycling/outdoor shops, a ‘Walking the Way to Health’ kit including a step-o-meter, and a personal advice session. Regular walkers, cyclists and public transport users were offered a small reward for their travel behaviour.</p> <p>Travel surveys before and after the marketing measured the effects on travel behaviour.</p>
<b>Outcomes</b>	<p>There were high levels of community participation. 91% of households responded to the initial contact and 69% of these actually took part. Interim results demonstrate:</p> <ul style="list-style-type: none"> <li>• 6% increase in walking trips (per person per year)</li> <li>• 51% cycling</li> <li>• and 18% public transport</li> <li>• 10% reduction in car as driver trips.</li> </ul>
<b>FFI contact</b>	travelsmart@sustrans.org.uk

<b>Case study title</b>	TravelSmart Gloucester
<b>Delivery partners</b>	Sustrans, Socialdata, Gloucestershire County Council, Gloucester City Council, Vision 21, Quedgeley Parish Council, LifeCycle UK, Stagecoach, Swanbrook
<b>GO Region</b>	South West
<b>Type of intervention</b>	Individualised travel marketing
<b>Who benefits?</b>	Individuals, the community, transport operators
	<p>TravelSmart offers individuals local information on walking, cycling and public transport to enable them to make better informed travel choices.</p> <p>4,069 households throughout Quedgeley (south Gloucester) were contacted during May – July 2003. An introductory letter was followed by phone or door-to-door contact to establish their level of interest in the service.</p> <p>Households who expressed an interest in using alternative transport were offered a selection of travel information and advice, including local bus information, local travel map, local cycling and walking leaflets, discount cards for cycling/outdoor shops and a personal advice session. Regular walkers, cyclists and public transport users were offered a small reward for their travel behaviour.</p> <p>Travel surveys before and after the marketing measured the effects on travel behaviour. A further in-depth survey gathered people's reasons for travel choices and reactions to TravelSmart.</p>
<b>Outcomes</b>	<p>There were high levels of community participation. 93% of households responded to the initial contact and 62% of these actually took part. Interim results demonstrate</p> <ul style="list-style-type: none"> <li>• a 12% increase in walking trips (per person per year)</li> <li>• 35% cycling</li> <li>• and 18% public transport</li> <li>• 9% reduction in car as driver trips across Quedgeley.</li> </ul>
<b>FFI contact</b>	travelsmart@sustrans.org.uk

<b>Case study title</b>	Pedal Back the Years, Cornwall
<b>Delivery partners</b>	Cornwall Sports Action Zone, Countryside Agency, Health Action Zone, County and District Councils, PCTs, cycle hire firms, British Cycling, Sustrans
<b>GO Region</b>	South West
<b>Type of intervention</b>	Organised bicycle rides for older people in at risk groups
<b>Who benefits?</b>	People with health problems or disabilities, older people and pre- and post-natal women.
<b>Govt Depts/sectors</b>	Transport, health, sport, environment, training and employment, regeneration
<b>Description</b>	<p>A programme of easy, led bicycle rides for inactive people in hard-to-reach communities, provided free at point of entry and low cost thereafter.</p> <p>Participants are referred by GPs, Health Visitors, Community Midwives, physiotherapists, practice nurses, social workers and counsellors. Cornwall Action Zone Jobs Advisors can also use the scheme to talk informally to participants about employment opportunities.</p> <p>Riders are taken to Cornish sections of the NCN, or bicycles to isolated and deprived communities. Volunteer leaders tailor the rides to the participants' needs, and provide tuition. Baby-carriers and wheelchair-tandems allow the widest participation.</p>

<b>Outcomes</b>	<p>Between December 2002 and March 2004, 291 people enrolled and there were 778 individual rides.</p> <p>Pedal Back the Years has enabled participants to build confidence, learn new skills, widen their social network, increase their employability and develop a healthier lifestyle. Benefits include:</p> <ul style="list-style-type: none"> <li>• Inactive people becoming more active</li> <li>• modal shift from car-use to sustainable transport modes like cycling</li> <li>• helps to address long-term unemployment</li> <li>• supports local businesses out of season</li> </ul>
<b>Noteworthy features</b>	<p>An example of inter-sectoral partnership to achieve the cross-cutting benefits sought by government.</p>
<b>FFI contact</b>	<p>david.readman@centralpct.cornwall.nhs.uk</p>

<b>Case study title</b>	Safe Routes to Schools national programme
<b>Delivery partners</b>	Sustrans, local authorities, school communities
<b>Type of intervention</b>	Information programme with demonstration projects
<b>Who benefits?</b>	Pupils, parents, teachers, local communities, nationwide
<b>Govt Depts/sectors</b>	Transport, education, planning, road safety, community regeneration, Local Agenda 21
<b>Description</b>	<p>Sustrans piloted the Safe Routes to Schools concept in 1980, in England and Scotland; it was ahead of its time.</p> <p>A 1995 demonstration project with ten schools and four local authorities proved that levels of walking and cycling to school could be raised and car use reduced.</p> <p>Safe Routes to Schools offers publications, newsletters, support via phone, email and web, conferences and training for 'school champions' - parents, teachers, governors and pupils with a local SRS project. It conducts research and provides evidence to policy makers.</p> <p>Physical measures include re-allocation of road space to pedestrians and cyclists, safety zones with lower speeds, traffic calming, signs and crossings, and cycle storage. Educational measures include changes to school policy, cycle and pedestrian training, sustainable transport issues within the National Curriculum, and school events. The approach is child-centred; pupils use travel surveys and route mapping to explore travel issues and help find solutions.</p>
<b>Outcomes</b>	<p>Safe Routes to Schools has helped to open the way for initiatives such as the current DfT and DfES School Travel Plans initiative. It also has a direct impact; in 2003:</p> <ul style="list-style-type: none"> <li>• over 2,000 people used the SRS Information Service</li> <li>• 49,000 visited the SRS website</li> <li>• 3,000 schools are now logged as being active on SRS</li> </ul>

<b>Noteworthy features</b>	<ul style="list-style-type: none"><li>• partnership between school communities and local authorities</li><li>• child-centred, with pupils helping to reshape their own environment</li></ul>
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<b>FFI contact</b>	<a href="mailto:schools@sustrans.org.uk">schools@sustrans.org.uk</a>
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<b>Case study title</b>	Clayton High School Newcastle under Lyme
<b>Delivery partners</b>	School, Staffordshire County Council, Staffordshire University, Newcastle Borough council, LEA, Travelwise Road Safety Unit, Pupils
<b>GO Region</b>	West Midlands
<b>Type of intervention</b>	Cycle storage and School Travel Plan
<b>Description</b>	<p>Clayton High School is a mixed comprehensive school with 933 pupils, which secured a grant from the Health Action Zone to initiate a Safe Routes to Schools scheme.</p> <ul style="list-style-type: none"> <li>• weather protected cycle storage has been installed</li> <li>• a free locker, helmet and lock are given to each student who cycles</li> <li>• newsletters and pamphlets communicate the school's aims to parents and pupils.</li> <li>• the school has a strict cycling policy which requires pupils who wish to cycle to gain parental consent; the parent must check that their child's bike is roadworthy</li> <li>• when first brought to the school, bikes are checked by a member of staff for roadworthiness. A local bike shop has agreed to undertake free bikechecks</li> <li>• all feeder schools are provided with cycle training by Staffordshire County Council</li> </ul>
<b>Outcomes</b>	The cycle storage is full each day. This represents an increase from less than 12 bikes to an average of 50 each day.
<b>Noteworthy features</b>	A BUG group (Bike User Group) was set up with ex – professional cyclist Steve Douce. The group runs excursions and is an extra motivation for pupils to get on their bikes.
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<b>Case study title</b>	Go For Gold, Holmer Green School, High Wycombe
<b>Delivery partners</b>	Buckinghamshire County Council, teachers
<b>GO Region</b>	South East
<b>Type of intervention</b>	Incentive scheme for pupils walking to school
<b>Who benefits?</b>	Local community, pupils, parents, school
<b>Govt Depts/sectors</b>	Transport, education
<b>Description</b>	<p>Go For Gold is an incentive programme. An exclusion zone is set around the school and pupils can earn rewards by walking from outside the area. Pupils who live long distances away from school are encouraged to 'park and stride', so that even those who have long journeys are not excluded from the scheme.</p> <p>'Champion walkers' are rewarded with free tickets for Saturday swimming sessions or a chance to join a Saturday football club.</p> <p>Cycling has not yet really taken off, but during 2004 a cycle shed is to be installed.</p>
<b>Outcomes</b>	<p>Modal shift attributed to this scheme has been dramatic:</p> <ul style="list-style-type: none"> <li>• walking rose from 30% in 2000 to 59% in 2003</li> <li>• park and stride rose from 8% to 12%</li> <li>• cycling rose from 0% to 4%</li> <li>• car use declined from 62% to 25%</li> </ul> <p>The scheme is now running at 74 Buckinghamshire schools, and over a three year period there has been a sustained shift from car travel to walking.</p>
<b>Noteworthy features</b>	Pupils collect stickers for each journey they walk, and collect rewards along the way.
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<b>Case study title</b>	Joseph Leckie Community Technology College, Walsall
<b>Delivery partners</b>	Local Authority, School, Pupils, Local Community
<b>GO Region</b>	West Midlands
<b>Type of intervention</b>	Highway Improvements and Curriculum work
<b>Description</b>	<p>Safer routes to school and road safety are themes within the Year 7 PSHE programme every year. Achievements include:</p> <ul style="list-style-type: none"> <li>• speed surveys completed by pupils were used to justify a reduction of the speed limit on a local road from 40 to 30 mph</li> <li>• pupils were consulted on exactly where they wanted a toucan crossing to be positioned, and chose cycle storage for themselves. They have also presented their ideas for improvement to school governors and the local neighbourhood committee</li> <li>• cyclist training on routes to school and a free cycle loan scheme set up in school</li> <li>• new cycling and walking routes to school, including the toucan crossing, cycle lanes and advanced stop lines</li> <li>• Improvements to a narrow bridge and link to the NCN route</li> <li>• environmental improvements in a local park to address personal safety concerns</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• nearly 200 pupils use the new path into school and over 100 use the new toucan crossing. Surveys have shown that all pupils cross at the crossing and none to either side of it, demonstrating the value of effective consultation with young people</li> <li>• Traffic speeds on the main road at the crossing point have been reduced by at least 10 mph and there have been no reported accidents since the installation of the crossing.</li> </ul>
<b>Noteworthy features</b>	Excellent example of pupil empowerment and close collaboration with the neighbouring community.
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<b>Case study title</b>	Kesgrave High School, Ipswich
<b>Delivery partners</b>	Schools, parents, local authority
<b>GO Region</b>	East of England
<b>Type of intervention</b>	Cycle storage and cycle friendly policy.
<b>Description</b>	<p>Kesgrave High School has set out specifically to encourage bike commuting and school trips by bike, through measures such as:</p> <ul style="list-style-type: none"> <li>• secure cycling parking and lockers</li> <li>• school policies and strict rules about parents entering the site, communicated through the school website</li> <li>• longer lessons than usual, reducing the volume of books to be carried</li> <li>• allowing pupils to arrive early and leave late</li> </ul> <p>The provision of good quality cycle routes in adjacent housing estate has supported the school's initiatives.</p>
<b>Outcomes</b>	<p>Kesgrave is probably the school with the most pupils cycling to school in the UK (57% of 970 pupils). This has come about as a result of foresight by planners, investments in safe routes and an extremely proactive school.</p> <p>The enthusiasm of Kesgrave School has spread to its feeder primary schools.</p> <p>High levels of cycling and a network of safe routes mean that pupils are able to go on many school trips and participate in a wide range of out of school activities.</p>
<b>Noteworthy features</b>	Teachers and senior staff who regularly walk or cycle act as adult role models for pupils.
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<b>Case study title</b>	5 minute walking zone
<b>Delivery partners</b>	Parents and teachers at 15 schools, North Yorkshire County Council
<b>GO Region</b>	Yorkshire and the Humber
<b>Type of intervention</b>	5 minute walking zone set up around schools
<b>Description</b>	<p>A walking zone is a boundary line set up at five minutes walk from the school gates, measured by the pupils. Within this boundary line, parents, children and staff are encouraged to walk. People who live within the zone can no longer use the excuse that walking to school will take too much time.</p> <p>Those living outside can park near the boundary line and walk the last five minutes with their children, though it is stressed that they must find a 'socially acceptable' place to park. NYCC has introduced the use of pedometers as another way of getting young people interested in walking.</p>
<b>Outcomes</b>	<p>Using a walking zone not only reduces congestion around the school gates, but it provides the children with exercise.</p> <p>"The main thing was that the number of cars parked outside the school was much reduced." Sean Thomas, Year 5/6 co-ordinator.</p> <p>The county is now exploring an expansion of the walking zone scheme to all its schools.</p>
<b>Noteworthy features</b>	The zones are measured time "isochrones", not just circles on a map.
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## References

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