

# Monitoring Report Year Three



# What is Travel Actively?

Travel Actively is a portfolio of 50 projects being delivered by the Active Travel Consortium: a partnership of leading walking, cycling and health organisations committed to providing opportunities for 1.8 million people to become physically active through active travel.

The consortium is funded by more than £19.9 million from the Big Lottery Fund's Well-being programme, which provides funding to support the development of healthier lifestyles and to improve well-being. Details about the Big Lottery Fund's programmes and awards can be found online: [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)

## Travel Actively into the future

The Travel Actively partners have demonstrated over the past three years that we are professional, effective and competent. We have shown excellent value for money, and above all we have revealed the appetite in communities across England to walk and cycle.

Now we are looking to the future. In a world of dwindling resources, strapped budgets and increasing obesity, we offer solutions. In the coming year we will work with our public health expert partners to develop detailed recommendations on walking and cycling, but for now here are three things that governments at all levels can do to make the roads safer, improve public spaces, cut the healthcare costs imposed by physically inactive lifestyles and clean up the environment:

- **put walking and cycling centre stage in transport, planning and public health policies and strategies** – coordinated action through cross-sector working could make a real difference
- **invest in walking and cycling** – for ring-fenced budgets to be allocated by national government departments to enable local delivery of projects that increase walking and cycling levels and decrease car travel
- **Department for Transport and Department of Health to renew the Active Travel Strategy** – showcasing best practice project delivery and reinforcing the need for cross-sector working on transport and health at a local level.

Travel Actively is going to be more visible, talking to governments, publishing more evidence, contributing to policy. Most of all, you will see us at the local level, with community-led projects, volunteer champions, expert advice to local authorities and campaigns when they are needed. Work with us to roll back obesity and inactivity and promote cleaner neighbourhoods and healthier lives.

Led by Sustrans, the consortium includes:



LOTTERY FUNDED

# Foreword



Empowering individuals and enabling communities to deliver social, economic and health benefits is currently at the top of many agendas. The impact that not-for-profit organisations can have in delivering work which achieves this should not be underestimated. Our consortium, Travel Actively, is leading the way in demonstrating how hundreds of thousands of people can be supported to take positive steps to improve their health and their local communities.

Our combined experience shows that looking at people's needs, addressing their concerns and equipping them with the tools to overcome barriers is the best way to achieve successful, long-lasting, impactful results. The excellent case studies in this report demonstrate that we could not be better placed to achieve these goals. CTC's Community Cycling Champions project reached over 21,500 people in 2010 alone. 69% of respondents involved in Living Streets' Walking Works project reported a sustained increase in their walking levels in 2010. All the projects in our portfolio demonstrate that putting people at the heart of what we do creates healthier, happier and empowered communities and individuals and leaves a lasting legacy for future generations.

One of the key reasons why the work carried out by Travel Actively is so effective is because our values, as organisations dedicated to transforming lives through

removing barriers and enabling positive change, are at the heart of all we do. Our commitment, drive and passion, as well as our experience of delivering cost-effective solutions at a local level, is what makes our methods work.

We are exceptionally proud of what the consortium has achieved over the last three years. This report demonstrates the legacy the consortium's work will leave: by inspiring and motivating individuals to make choices which will have a positive impact on their lives, we have brought long-lasting change to the lives of individuals across the UK, as well as delivering social and economic benefits across society.

A handwritten signature in black ink, appearing to read 'Tony Armstrong', written over a light grey background.

Tony Armstrong  
Chief Executive  
Living Streets

**Partner:** Sustrans

**Scheme:** Active Travel

## Increasing everyday walking and cycling

Sustrans' Active Travel projects work with communities and partner organisations to enable more people to increase levels of physical activity by walking and cycling as part of their daily lives.

The 10 projects work with hard-to-reach and traditionally less active groups, including people with learning disabilities, physical and mental health problems and Black and Minority Ethnic groups.

During 2010, Sustrans' Active Travel projects reached over 23,000 people and involved 68 project volunteers.

In 2010, our monitoring data revealed that across the whole programme:

- participants of all ages engaged with the project, with 18% aged over 55.
- 26% described their ethnic background as Asian, Black, Mixed or other Minority Ethnic group
- 56% were female and 44% were male
- **55% of participants in cycling activities said the amount of time they spent cycling had increased**
- **56% of participants in walking activities said the amount of time they spent walking had increased**
- respondents said the main benefits of participation were: becoming more active (48%), meeting interesting people (47%), feeling healthier (46%) and feeling fitter (also 46%).



Sustrans volunteers and staff in Ashington

## Making active travel the obvious choice in Stockton

Sustrans' Active Travel project has increased walking and cycling throughout Stockton Borough.

The project operates from the Stockton Hub, a drop-in community resource centre providing support for people who want to start walking and cycling. Activities include guided cycles, health walks, cycle skills, maintenance training and a bike loan scheme. Of the people using the bike loan scheme in 2010, 41% had not cycled for at least five years and 44% said they could not cycle without a loan bike.

Existing cyclists are encouraged to cycle more frequently by joining the Stockton Hub to take advantage of secure cycle parking and travel advice including maps. The project removes barriers preventing people from cycling more regularly, with 63% of Hub members stating that secure cycle parking was their primary reason for joining.

In September 2010, Sustrans ran Stockton's BIG Challenge - a month long free competition to encourage people to walk and cycle to work to improve health



A member of the Sustrans team offers active travel advice in Stockton

and reduce absenteeism. Cycling on at least two days per week increased during the Challenge from 59% to 72% and walking increased from 48% to 66%. After the challenge, 93% of respondents maintained or increased these levels for walking and 72% for cycling.

### Result

The number of participants in Stockton achieving 30 minutes or more of physical activity on seven days a week increased by 46%. Numbers of respondents travelling actively for more than one hour per week increased from 77% to 81% for walking and 36% to 49% for cycling.

29% of 136 respondents said they were using their car less, with 38% reducing car journeys by at least one to five miles a day.

### Conclusion

Sustrans' Active Travel projects work with a wide range of people, increasing physical activity and improving health and well-being. 98% of participants said they will continue to walk and cycle in the future, demonstrating the long-term impact of Sustrans' Active Travel projects.

**Partner:** Ramblers

**Scheme:** Get Walking Keep Walking

## Improving health by increasing walking

The five Ramblers Get Walking Keep Walking projects successfully engage with inactive people living in urban areas, encouraging them to improve their physical health and mental well-being by walking regularly and independently in their area.

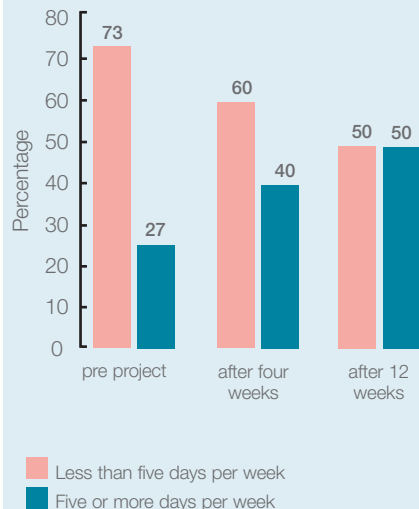
The programme involves a 12-week plan delivered locally combining information and motivation with led walks and other activities. DIY Get Walking Packs, including a nationally accessible online version, enable people to follow the walking plan independently.

During 2010, Get Walking Keep Walking reached 56,047 people and involved 249 volunteers.

Monitoring data at registration and at 12 week follow up revealed that (of the 1,720 people who completed the survey from the 14,440 people who registered with a local Get Walking Keep Walking project in 2010):

- 57% of programme participants lived in the top fifth most deprived wards in England
- 49% described their ethnic background as Asian, Black, Mixed or other Minority Ethnic group
- participants who achieved 30 minutes or more of moderate **physical activity** on five or more days per week **increased from 27% to 50%**
- participants who travelled actively on five or more days per week increased from 57% at registration to 68%
- participants who walked for leisure on five or more days per week increased from 22% to 34%
- almost **nine out of 10** beneficiaries **reported improvements to their mental well-being** and half reported improved social well-being.

Percentage of participants achieving 30 minutes or more of physical activity from weeks 0 to 12



## Reaping the social benefits of walking in Sheffield

The Get Walking Keep Walking project in Sheffield is successfully targeting those most in need of support.

One such programme targeted a public group of older people with the majority being over 65. The walks began from Crystal Peaks Shopping Centre and had 13 regular attendees.

Most participants rarely walked prior to joining the group but, as a result of the programme, they increased the number of days they walked each week and the amount of time spent walking each day. This increase was particularly significant for short everyday journeys, for example to the shops and other local amenities.

One participant, Maralyn, lacked energy and felt unhealthy as a result of unsociable shift-work and an inactive lifestyle. As well as encouraging her to walk more, the programme motivated her to become the key contact who kept the group going once the Ramblers' initial intervention had ended.



As well as losing weight, helping her sleep better and enabling her to discover local scenic walking routes, Maralyn benefited socially from the group. The members became well-acquainted as they walked and talked, and Maralyn described the walk as “a real social event.”

### Result

After engaging with the Get Walking Keep Walking programme in Sheffield, the participants' levels of activity increased. The follow up survey showed that, on average, beneficiaries were active for 30 minutes or more on four days per week compared with three days at registration, an increase of one day per week. Participants who achieved 30 minutes or more of moderate physical activity on five or more days a week increased from 27% to 50%.

### Conclusion

The Ramblers' Get Walking Keep Walking programme engages with a diverse range of people in terms of age and ethnicity, and inspires and motivates beneficiaries to walk more in their everyday lives and for leisure. As well as increasing levels of physical activity, the projects result in additional benefits including increased confidence, social interaction and mental well-being.

## Partner: Living Streets

## Scheme: Walking Works

# Reducing stress by walking to work

Living Streets' Walking Works national campaign encourages more people to walk to and from work, and to walk more during their working day.

Free resources such as pledge cards and posters are available from the website and a regular e-bulletin provides all the latest walking tips and news about incentives such as the annual Walk to Work Week.

Walking Works directly supports businesses to help them promote walking through the Walk Champion schemes and by providing online support for those who pledge to walk more.

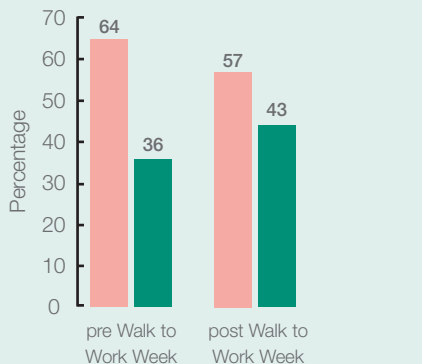
### In 2010, of the 1,193 people who made Walking Works pledges:

- 20% described their ethnicity as Black, Asian, Mixed or other Minority Ethnic groups
- the main reason for pledging was to 'get more exercise and improve general well-being' (89%).

### Three months after making their pledge:

- **86%** said they regularly or occasionally met their walking pledge
- 52% said they felt fitter, 50% said they felt healthier and 44% said they felt less stressed and more active
- **69%** said walking for work purposes had increased since making their pledge
- 54% said the amount of walking they do for other journeys had increased and 57% said they walked more for leisure
- walking at lunchtime on three or more days increased from 43% to 52%.

Percentage of **Walk to Work Week** participants achieving recommended levels of physical activity of 30 minutes or more on five or more days per week



Participants achieving recommended levels of physical activity on less than five days per week

Participants achieving recommended levels of physical activity on five or more days per week

## Wigan Council employees prove that walking works

In 2010, 10,028 individuals registered for Living Streets' Walk to Work Week, an annual event encouraging people to try walking as an alternative to driving to work.

175 employees at Wigan Council walked their way to the top of the national leader board, clocking up an impressive 3,891 miles together – the equivalent of two and a half journeys from Land's End to John O'Groats and back.

Wigan Council coordinated the event through a staff team challenge, with teams of five or six people working together to clock up as many walking miles as possible.

Staff were encouraged to leave their cars at home and activities such as led walks to local parks provided motivation for people to try walking. Banners and flyers were used to promote the event internally and the competition also featured in the local newspaper, generating plenty of positive publicity.



Walk to Work Week 2010 in Wigan

The Council persuaded other organisations to take part in order to take advantage of friendly local rivalries and enhance the competitive spirit amongst staff.

The benefits of the week were clear to Wigan Council's Sustainable Travel Officer, Dawn Jones:

“It takes cars off the road and so reduces congestion and pollution – a real priority for the Council.”

### Result

In total, employees' efforts amounted to a potential saving of 634 kilograms of CO<sub>2</sub> emissions. Staff enjoyed Walk to Work Week so much that they felt once a year wasn't enough. As a result, the Council now organises its own walking events on a more regular basis throughout the year.

### Conclusion

Walking Works increases physical activity and the positive results are sustained long-term. The number of respondents achieving 30 minutes or more of physical activity on three or more days per week increased from 61% at the time of the pledge to 80% 12 months on. After 12 months, 73% of respondents said that the amount of walking they do for work reasons had increased.

**Partner:** Sustrans

**Scheme:** Bike It

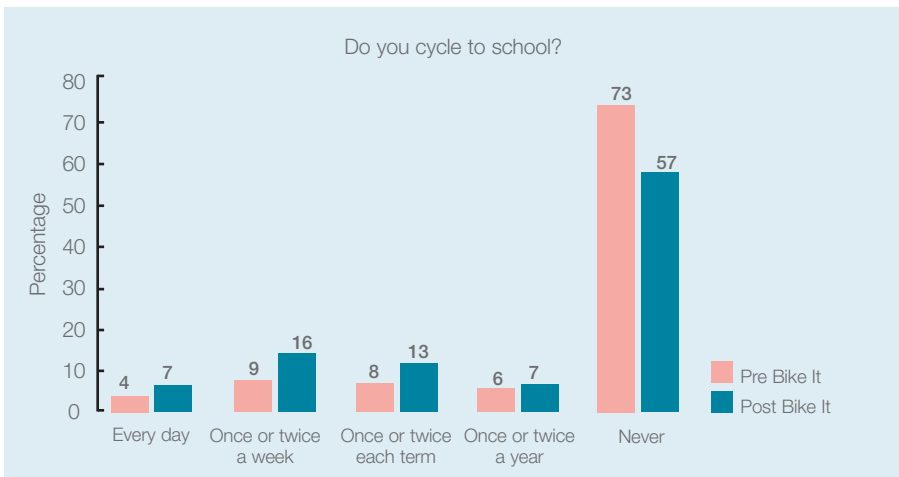
## Giving young people the confidence to cycle

Sustrans' Bike It project works directly in schools to give children the information, skills and confidence they need to cycle and walk to school. Bike It officers work with the school to develop School Travel Plans, provide support for the school champions and organise fun events, classroom activities and bike skills sessions. The aim is to increase levels of cycling and walking long after the Bike It officer has left, with Sustrans' School Mark scheme in place to encourage and monitor this.

The nine Big Lottery funded Bike It projects reached 32,597 pupils, parents and staff during 2010.

Hands up surveys in Travel Actively Bike It schools during the academic year 2010-2011 showed that:

- 50% of pupils in the pre-survey **said cycling would be their preferred way of getting to school** and 89% had access to a bike
- regular cycling (once a week or more) increased from 13% before engagement with Bike It to 23% after engagement
- pupils cycling to school once or twice a week increased from 9% before engagement with Bike It to 16% after engagement with Bike It
- the level of pupils who 'never' cycle to school reduced from 73% before Bike It to 57% afterwards.



## Working with pupils and parents to increase cycling

Bike It officer, Rachel Vann, works with schools in Birmingham to increase levels of cycling and walking. In her target schools, pupils cycling regularly (once a week or more) increased from 8% at the start of the year to 22% by the end. Regular walking increased from 65% to 73%.

Rachel started working with Colmore Junior School in September 2010 and immediately generated enthusiasm for cycling by arranging family rides. These were so over-subscribed that Rachel had to arrange separate rides for each year group, with up to 60 pupils and parents attending each.

The grand opening of a new cycle shelter, where all pupils who cycled received a free 'bike breakfast', further increased cycling levels. Rachel engaged with pupils, staff and parents and organised many activities and events, both in and outside of the classroom to help the school maintain high levels of cycling.

One initiative involved training a group of parents to be ride leaders, enabling them to arrange and lead their own bike rides.



A school Bike It crew in Birmingham

Parent and fully trained ride leader, Rachel Richards, described her experience of Bike It:

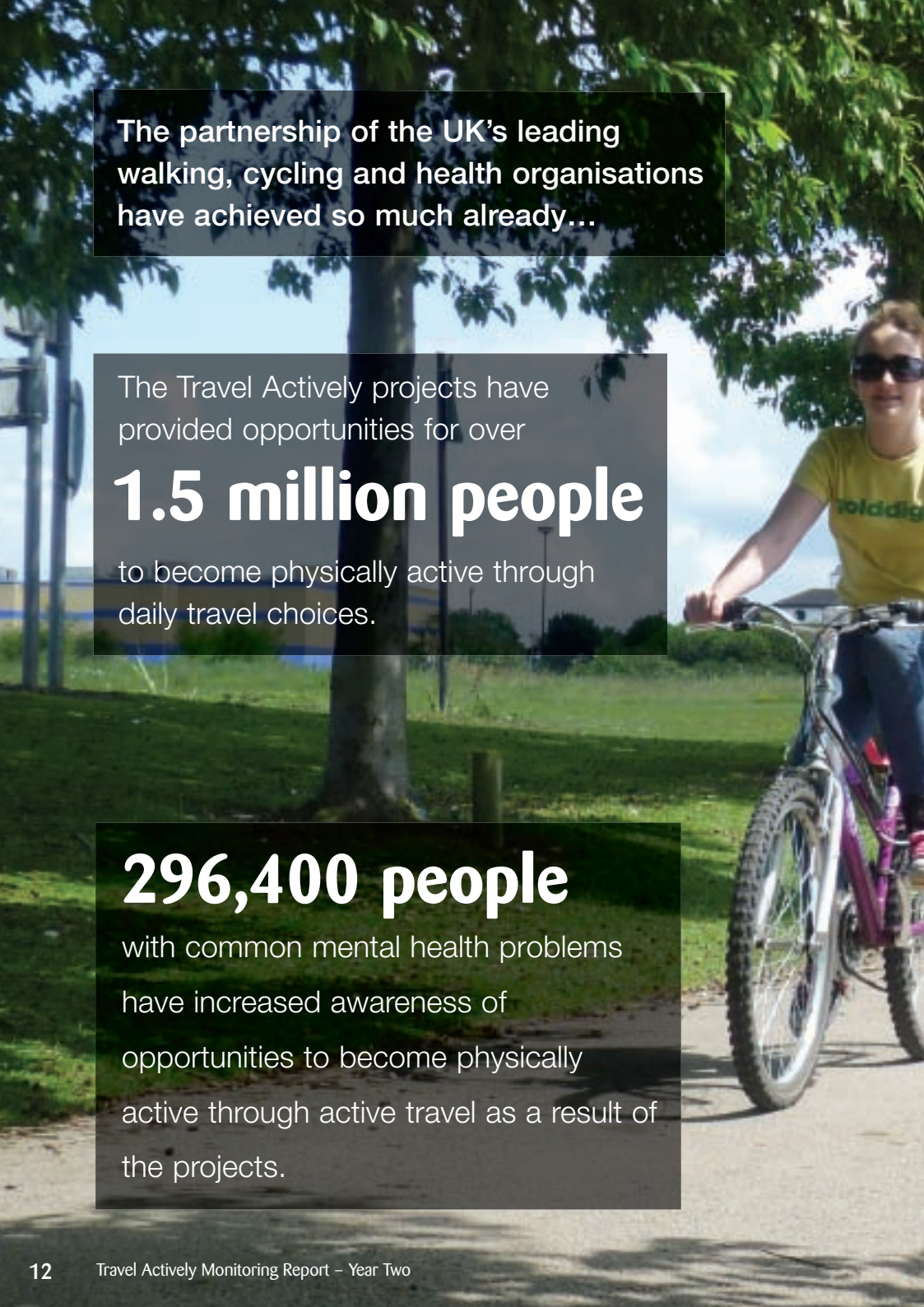
“ Bike It has given my children the opportunity to get involved with a whole range of fun cycling activities. As a ride leader, I love empowering other parents at school to have the confidence to ride their bikes with their children in a safe, friendly and fun environment. ”

### Result

Cycling and walking levels in Rachel's target schools have significantly increased. During the first year of engagement with Colmore Junior School, the number of regular cyclists to school increased from 51 pupils (15%) to 99 pupils (27%).

## Conclusion

Sustrans' Bike It officers work with children, teachers and parents to create a healthy and long term cycling habit. It has doubled the percentage of children who cycle to school every day and has decreased the number of pupils who never cycle to school by 22%.



The partnership of the UK's leading walking, cycling and health organisations have achieved so much already...

The Travel Actively projects have provided opportunities for over

**1.5 million people**

to become physically active through daily travel choices.

**296,400 people**

with common mental health problems have increased awareness of opportunities to become physically active through active travel as a result of the projects.

# Over 337,000 people

have increased their physical activity levels by engaging in a Travel Actively project.

Cost-benefit analysis shows that for every

**£1** spent,

Ramblers' Get

Walking Keep

Walking generates

**£3.61** in social,

economic and

environmental value.

Sustrans' Active

Travel project in

Southampton has a

benefit to cost ratio

of **16:1**, (based on health benefits only).

Over **3,800** people have volunteered on Travel Actively projects.

Sustrans' Active Travel, Living Streets' Fitter for Walking and CTC's Community Cycling

Champions have engaged with

**35,600** under 16 year olds.

**Partner:** CTC

**Scheme:** Community Cycling Champions

## Removing barriers to cycling

CTC's Community Cycling Champions project works with communities and workplaces in 13 areas across England, eliminating barriers to cycling and encouraging people to adopt healthier, more active lifestyles. The project brings cycling to people of all abilities but particularly targets groups known to be less physically active and less likely to choose to cycle, including older people, people with physical and mental health problems, women and Black and Ethnic Minority groups.

CTC's Community Cycling Champions reached over 21,500 people in 2010.

From 2010 registration data, we found that:

- 3,605 participants took part in Community Cycling Champions project activities
- 17% of participants were referred to the project by a GP or health professional
- 48% of participants were male and 52% were female with ages ranging from 16 to 84
- 17% of participants described their ethnicity as Black, Asian, Chinese or Mixed
- 67% of participants were not achieving at least 30 minutes of physical activity on five or more days per week
- 65% were not achieving at least 10 minutes of active travel on five or more days per week
- only 21% of participants said that more than half of all their physical activity was active travel.



Employees participating in a Workplace Challenge

## A Workplace Challenge increases cycling to work in Swindon

CTC's Workplace Challenge is a national programme delivering economic, health and social benefits by promoting activities in the workplace to encourage more people to cycle.

Organisations, and individual departments within them, compete to see who can get the most staff cycling for at least 10 minutes during a three week challenge period. The teams with the highest percentage of staff cycling win an award. Spot prizes and other incentives encourage non-cyclists to give cycling a go.

The challenges prove to be highly successful at encouraging non-cyclists to take up cycling, increasing levels of cycling amongst occasional cyclists and motivating more people to cycle for transport.

In Swindon, CTC's Cycle Champions programme delivered a portfolio of cycling activities benefiting the local community including coordinating a Workplace Challenge. 831 people, including 65 who hadn't cycled for more than one year before the challenge, took part in the Swindon event in 2010. 50 organisations registered for the challenge including WHSmith,



A Workplace Challenge participant cycling to work

Nationwide, Swindon Borough Council and numerous small businesses.

### Result

The Workplace Challenge in Swindon encourages organisations to promote cycling to their employees and successfully increases cycling levels amongst occasional cyclists and non-cyclists.

During the challenge in 2010, participants in Swindon logged 4,812 cycle trips with over 49,000 miles being cycled. Of those trips, 3,363 trips were cycled for transport purposes saving 7,751 kilograms of CO<sub>2</sub>.

### Conclusion

During 2010 CTC's Cycle Champions projects reached a diverse range of communities and workplaces and delivered economic, health and social benefits. The project is successfully targeting less active people with 67% of participants not achieving the recommended 30 minutes of physical activity on five or more days a week prior to engaging with the project.

**Partner:** Living Streets

**Scheme:** Fitter for Walking

## Empowering people to walk more

Living Streets' Fitter for Walking projects provide communities who have the greatest health needs with the tools required to improve their local environment to encourage more people to walk.

By identifying key walking routes and barriers to walking through community street audits, liaising with local authorities and organisations and providing ideas and advice, Fitter for Walking promotes walking and enables communities to improve their walking environment.

Community members are invited to make a pledge to walk more often and Living Streets Awards are presented to neighbourhoods, groups and individuals who have increased walking and promoted safe, attractive and enjoyable streets where they live.

### Monitoring data from 2010 reveals:

- 1,150 participants registered with the Fitter for Walking project in 2010
- of the 83 participants that provided information on their ethnicity, 30% described their ethnic background as Asian or Asian British Indian
- the largest two age groups were 25 to 44 and over 65
- 696 families and individuals made a walking pledge in 2010.

### Of the 102 individuals who made a pledge and responded to the follow up survey:

- **85%** said they **meet their pledge regularly or occasionally**
- **77%** said that the amount of walking they do, for any reasons, **had increased** since they made their pledge

### Of the 10 families who made a pledge and responded to the follow up survey:

- nine families meet their pledge regularly or occasionally
- six families reported that their child is more positive about choosing a healthy option such as walking and five respondents said that they walk more as a family.

## Marks Gate community join together to increase walking

Living Streets helped the Marks Gate community in Barking and Dagenham create a better place to live and walk by improving the route from Marks Gate to the centre of Chadwell Heath. Local community groups and primary schools were heavily involved in the process.

A street audit identified issues like poor signage, unsafe subways, pavement parking and unattractive gardens. Project partners were thrilled when the Council gained funding from Transport for London to improve the route. The community got involved, taking part in awareness raising events, planting, litter picking and awarding certificates to residents with well-maintained gardens.

Thanks to everyone's efforts, the original walking route has become a fully-fledged walking corridor, with dropped kerbs, better surfacing and less clutter. The route is now clearly promoted with eye-catching walking maps created by local children, as well as new signs which indicate the route in walking minutes.



Pupils from Marks Gate Junior School created a walking map to help residents use the improved walking route

Jeanette Scipio, a member of local community group, Friends of Padnell Lake, described the impact of the project:

“ More people are getting out now, including young mums and people in wheelchairs. The surrounding area looks better too – last year we planted daffodils and now we’re planting climbers. ”

### Result

The Marks Gate community has won a Living Streets Neighbourhood Award for making their route more attractive and welcoming. Residents who previously did not know the route existed have now pledged to walk more frequently.

### Conclusion

Fitter for Walking projects engage with the whole community and implement positive changes encouraging more people to use local walking routes. In areas where routes have been improved, 89% of local residents say that it has encouraged them to walk more.

**Partner:** LCC

**Scheme:** Community Cycling Champions

## Tackling social issues by increasing cycling

London Cycling Campaign facilitates community grants for cycling projects in hard-to-reach communities in London. These include the elderly, people with mental health issues, refugees, women, people with disabilities and Black and Minority Ethnic groups.

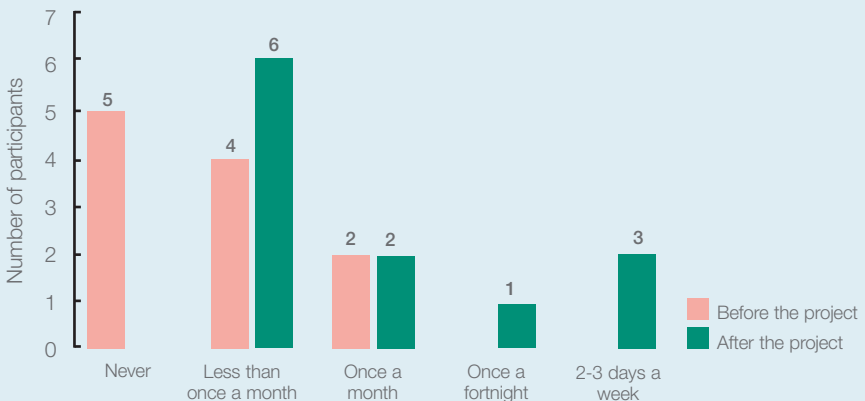
The aim is to use cycling to help tackle a variety of social issues, such as unemployment, health, crime, regeneration and tackling poor transport links.

The Community Cycling Champions grants provide cycling specific support to community groups including cycle training and bike maintenance sessions, bike loan schemes and organised bike rides.

**Monitoring data shows that during 2010:**

- LCC projects engaged with 1,030 people
- **over 700 people** became demonstrably **more active** as a result of the projects.

How often participants cycled before and after LCC's Community Cycling Champions project at the Link Secondary School in Sutton



## Developing social skills through cycling in Sutton

LCC has increased cycling levels and helped to develop social and personal skills at Link Secondary School in Sutton, a school for pupils aged 11 to 19 with speech and language difficulties.

Due to LCC's intervention, the school purchased 10 new bikes and had two members of staff trained as fully qualified cycling instructors in order to increase cycling opportunities for pupils, staff and families.

Through practical sessions, 39 pupils were given the chance to cycle and some pupils learned to ride a two-wheeler for the first time. An occupational therapist was on hand to improve pupils' balance and strength by helping them to cycle with stabilisers and saw the benefits of cycling firsthand:

**“Cycling has been very good for the children's confidence and balance and it has made them feel good about themselves.”**

Students who passed the first stage of training in the playground progressed to having their road skills assessed by taking



Participants in LCC's Agewell project learn cycling skills in Hammersmith, London

part in a led ride. 20 pupils experienced cycling on the road for the first time.

All pupils now cycle as part of the curriculum and many staff commute to work by bike.

Pupils developed confidence as a result of the project and some are now able to cycle independently. The school staff who have trained as cycle instructors are able to deal with the pupils' specific communication and language needs.

### Result

The project has reached 67 people at Link Secondary School, exceeding the target of 48. Through activities embedded in the curriculum and staff involvement, the project has directly led to 60 people becoming more physically active.

### Conclusion

London Cycling Campaign provided opportunities to cycle and support to 1,030 people from traditionally hard-to-reach communities in London during 2010. This increased levels of physical activity and helped to tackle a diverse range of social issues.

**Partner:** Sustrans

**Scheme:** TravelSmart

## Enabling families to reduce car use

TravelSmart (delivered by Sustrans in partnership with Socialdata) offers the tailor-made information and support that people need to help them to walk, cycle or use public transport to reduce car use.

The project delivers measurable reductions in car use by enabling people to make simple changes to their daily travel choices.

Results of the large-scale TravelSmart projects in Exeter, Lowestoft and Watford were released in 2010. These projects targeted 75,000 households with an offer of materials and services to support people in travelling more actively and sustainably.

### TravelSmart projects:

- achieve an average reduction in car trips of 11 per cent
- offer a **benefit to cost ratio of 7.6:1**

### Results of the three Travel Actively projects showed that:

- **cycling trips increased by up to 33%**
- walking trips increased by an average of 19%
- car driver trips decreased by an average of 12.6%
- the level of active travel per person has had a relative increase of 19% in Watford and 16% in Lowestoft.

### Increases in trips per person per year in Lowestoft

	Without TravelSmart	With TravelSmart	Relative change
Walking	217	259	<b>+19%</b>
Bicycle	43	51	<b>+19%</b>
Public transport	46	63	<b>+37%</b>

### Decreases in trips per person per year in Lowestoft

	Without TravelSmart	With TravelSmart	Relative change
Car driver	467	408	<b>-13%</b>
Car passenger	217	212	<b>-2%</b>

## Families in Lowestoft benefit from smart travel choices

Sustrans' TravelSmart project in Lowestoft has enabled families to substantially increase the number of walking, cycling and public transport trips they make, leading to a reduction in journeys made by car.

More than 20,000 households were contacted by the TravelSmart team over the course of the project and 67% of these were interested in receiving personalised information and advice on sustainable and active travel modes.

Project participants could choose from a wide range of resources including walking maps, cycling guides, timetables and one-on-one advice sessions. A local travel map was developed especially for the project, showing local shops, schools and green spaces and how to get to them on foot, by bike or by bus.

Tailor-made TravelSmart information packs were delivered to a total of 12,745 households in the target area. 89 home visits were made by trained advisors to discuss local travel options.

Sharon Cropley's family is just one of many to benefit from the project:



A TravelSmart home visit with a family in Lowestoft

“ Since TravelSmart visited, we've tried to cycle all of the silly little journeys that we used to jump in the car for. ”

### Result

The number of walking, cycling and public transport journeys in Lowestoft all increased due to the project. Walking saw the biggest gains in terms of the number of trips made with an additional 42 trips per person per year made on foot, a relative increase of 19%. Cycling and public transport use also increased, by 19% and 37% respectively. The number of car-as-driver trips reduced by 13%, the equivalent of 59 trips per person per year.

### Conclusion

TravelSmart data demonstrates that the project encourages families to walk, cycle and use public transport for more of their everyday journeys, leading to a reduction in the number of car trips made.

**Partner:** Walk England

**Scheme:** Walk4Life website

## Motivating people to walk for well-being

Walk4Life is part of the Change4Life movement that has been set up to encourage families and adults to eat well, be active and live longer by making small lifestyle changes leading to significant health benefits.

The Walk4Life website aims to inspire and encourage more people to walk by providing free online access to information about local walking routes and events and enabling users to track their progress.

Two new functions have recently been added which allow users to join walking groups and take virtual challenges, motivating people to walk more to improve their health and well-being.

- During 2010, the **Walk4Life website reached over 250,000 people**, and to date it has reached over half a million beneficiaries
- over **7,000 people have registered** with the site so far.



A Walk4Life event in Newham

## The NHS uses Walk4Life in Rotherham

The Walk4Life website is being used by many individuals and organisations in order to increase physical activity by encouraging people to walk.

In Rotherham, the website enhances the infrastructure of the Steps to Health programme: an initiative developed by NHS Rotherham and Rotherham Metropolitan Borough Council to promote walking in the city. The programme is multi-faceted and includes health walks and way-marked routes around the city, with the Walk4Life website providing a central database for the associated local walks.

The fitness test element of the Walk4Life website, which calculates a fitness score for users based on the time it takes them to complete specific walks, has proved to be effective in motivating people to walk. As a result, Steps for Health's commissioned service providers, which include The Primary Care Mental Health Team and Rotherham Institute of Obesity, are all signposting their patients to the website.

David is just one of the many people to have increased his level of physical activity as a result of the Walk4Life website:



A family enjoy a Walk4Life way-marked route

“The walk4life website is helping me in my resolution to walk every day by giving me a variety of walks and allowing me to monitor my progress. I feel part of a bigger thing which is helping me keep going. I can already feel the benefits of regular exercise and fresh air. I'm losing weight, and feel healthier and less stressed.”

### Result

Initiatives such as Rotherham's Steps to Health programme are directing people to the Walk4Life website so it can be used as a tool to locate local walking routes, find led walks and track progress and fitness. The website is effective in increasing physical activity levels, evidenced by NHS Rotherham's endorsement and use of it.

### Conclusion

The Walk4Life website is providing the public with the confidence, inspiration and encouragement to make walking a natural part of their everyday lives. By 2012 the project aims to have raised awareness of walking opportunities for 1.3 million people and to have increased physical activity levels for 150,000 people.

**Partner:** Living Streets

**Scheme:** Step Up

## Inspiring pupils to campaign for change

Living Streets' Step Up campaign motivates secondary school pupils to walk to school by increasing their interest in their local area and providing the skills required to campaign for improvements.

One initiative is Campaign-in-a-Box, where schools receive a kit containing everything they need to help pupils explore barriers to walking, develop solutions and share them with local decision-makers.

As part of the national walking challenge, Free Your Feet, secondary schools receive a free resource kit, including a DVD, banners and vouchers for the winner, and choose a suitable week to run the challenge. A Hands Up survey is conducted before and after the event to monitor increases in levels of walking.

In 2010:

- **31,323 pupils participated** in the challenge from 41 schools across 17 local authorities.
- the percentage of pupils walking none of their journey to and from school fell by 14% from the week before the challenge to the week after the challenge
- the largest increase in pupils walking some or all of their journey to school was at Park House School in West Berkshire with an increase of 24%



Pupils investigating local walking routes

## Pupils in Hexham campaign for better walking routes

In January 2010, Queen Elizabeth High School in Hexham used the Campaign-in-a-Box toolkit to explore ways of improving the area surrounding their school. A nearby road traffic incident motivated students to campaign for safer, more attractive and enjoyable walking routes to school.

Living Streets worked with students to investigate how the walking routes to school could be improved. They discussed the main walking routes used by students and then organised a walk to investigate the routes. The pupils photographed areas they felt could be improved including damaged pavements, litter and broken street lighting. On their return, they categorised the problems they had identified and used their knowledge and understanding of their peers and local routes to come up with solutions.

The pupils located the positive and negative parts of their local area on a map. They then collated their findings and recommendations into a presentation which they delivered to an audience of council officers, councillors and the local press.



Pupils developing their ideas in the classroom

One suggestion was to create a new footpath on a route currently within the grounds of the police station in Hexham, which would avoid the need for students to use an extremely narrow pavement on a main road into the town.

### Result

The project gave students an opportunity to express concerns about the safety of their walk to and from school and enabled them to propose practical solutions to local decision-makers. Living Streets have continued to work with the school throughout the academic year.

### Conclusion

The pupil-led approach of the Step Up project engages young people and enables them to make a real difference to their local area leading to increased walking and a safer school journey. Levels of walking in participating schools increased during the project and for the week after the project ended.

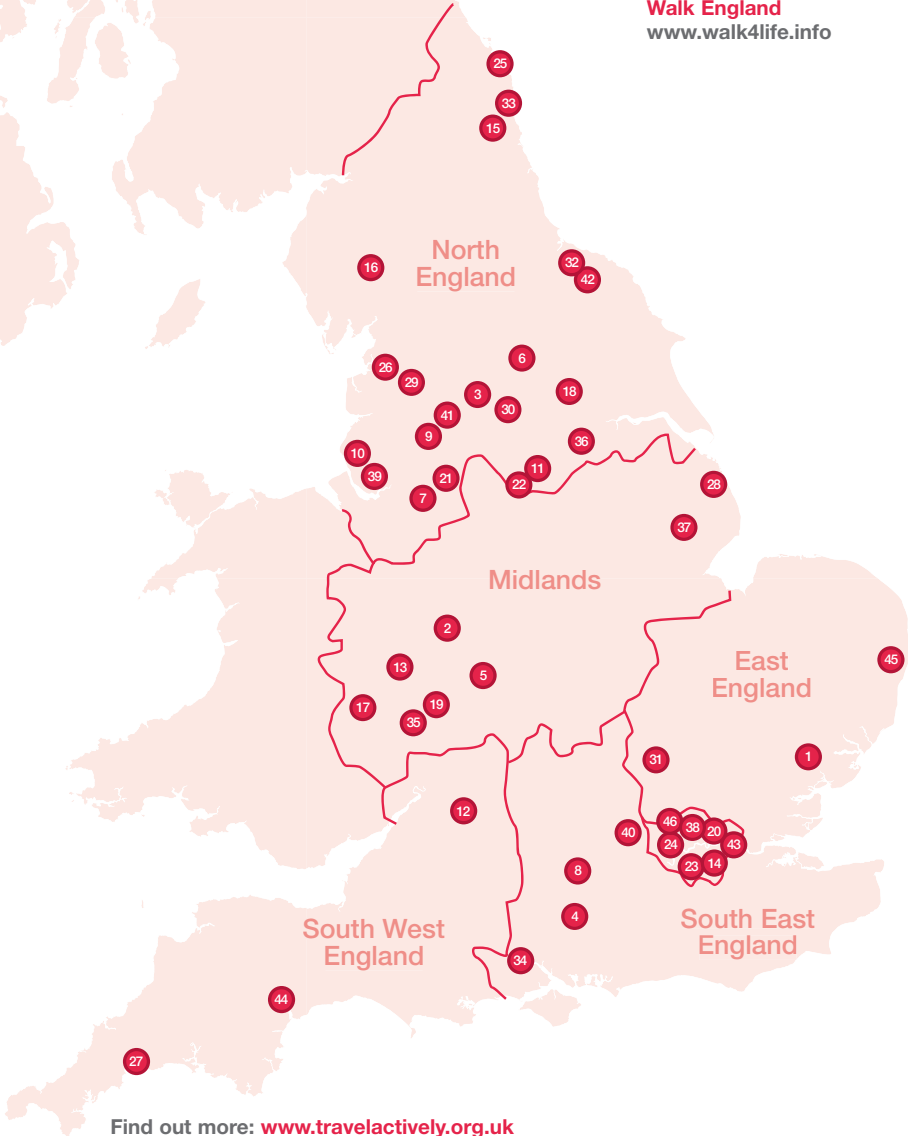
# Projects being delivered

## National

**Living Streets**  
Step Up  
Walking Works

**Ramblers**  
Get Walking Keep Walking -  
DIY packs

**Walk England**  
[www.walk4life.info](http://www.walk4life.info)



## Regional

### CTC (the UK's national cyclists' organisation) – Community Cycling Champions

- 1 Colchester
- 2 Derby
- 3 Bradford
- 4 East Hampshire
- 5 Leicester
- 6 North Yorkshire
- 7 Manchester
- 8 Reading
- 9 Rochdale
- 10 Sefton
- 11 Sheffield
- 12 Swindon
- 13 Wolverhampton

### Living Streets – Fitter for Walking

- 14 London
- 15 North East
- 16 North West
- 17 West Midlands
- 18 South Yorkshire

### Ramblers – Get Walking Keep Walking

- 19 Birmingham
- 20 East London
- 21 Manchester
- 22 Sheffield
- 23 South London

### London Cycling Campaign (LCC) Community Cycling Champions London

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### Sustrans – Active Travel

- 25 Ashington
- 26 Chorley and South Ribble
- 27 Cornwall
- 28 East Lindsey
- 29 Hyndburn
- 30 Leeds
- 31 Luton
- 32 Stockton
- 33 North Tyneside
- 34 Southampton

### Sustrans – Bike It

- 35 Birmingham
- 36 Doncaster
- 37 Lincolnshire
- 38 London
- 39 Merseyside
- 40 Slough
- 41 Rochdale and Stockport
- 42 Stockton and Middlesbrough
- 43 Basildon and Thurrock

### Sustrans – TravelSmart

- 44 Exeter
- 45 Lowestoft
- 46 Watford



Ramblers' Get Walking Keep Walking project in Birmingham



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**Note**

Those requiring more detailed information on any part of this report should contact Sustrans' Research and Monitoring unit at [monitoring@sustrans.org.uk](mailto:monitoring@sustrans.org.uk)

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