

Monitoring Report Year One



What is Travel Actively?

Travel Actively is a portfolio of projects from the Active Travel Consortium, addressing health and well-being issues throughout England.

The consortium comprises the country's leading walking, cycling and health organisations, each dedicated to promoting active travel.

This £30 million programme, of which £20 million has come from the Big Lottery Fund's Well-being Fund, focuses upon sedentary and traditionally hard-to-reach audiences who have the greatest potential for change and the biggest health gains to make.

The Big Lottery Fund, the largest of the National Lottery good cause distributors, has been rolling out grants to health, education, environment and charitable causes across the UK since its inception in June 2004.



Foreword



Welcome to the first monitoring report from Travel Actively, a consortium of leading walking, cycling and health organisations committed to encouraging and enabling 1.8 million more people to be physically active by 2012.

We are all aware of the serious health challenges we face as a result of our increasingly sedentary lifestyles. In the not too distant past people walked and cycled regularly for everyday journeys to school, to the post office, to the shops, to work, and to see each other. Now we can travel far and fast, but without actually moving and to the detriment of our health.

Travel Actively is changing this. One of the big challenges is enabling those who are not active enough to benefit their health to become so. If you are achieving less than 30 minutes a day of physical activity it can be daunting to join a gym or a sports club. It is less demanding, and every bit as healthy, to learn about walking and cycling opportunities from your front door.

Travel Actively enables people to lead healthy lifestyles by getting out and about on foot or by bike,

helping them to incorporate physical activity into their everyday lives through their daily travel.

The results speak for themselves – people who have, for whatever reason, been excluded from physical activity now feel involved. They are discovering the pleasures of travelling on foot and by bike, often for the first time, and reaping the benefit of everyday physical activity that can become an integral part of daily life.

Everyday healthy physical activity that everyone can enjoy – that is the key to tackling so many of our health challenges, and Travel Actively is delivering just this.



Phillip Darnton, Chairman
Cycling England

Partner: Sustrans

Scheme: Active Travel

Healthier lives on foot and by bike

There are ten Active Travel projects working with local communities across England to increase levels of physical activity through everyday walking and cycling.

Projects provide a range of activities to sedentary and hard-to-reach groups, including people with physical and mental health issues, people with learning disabilities, black and minority ethnic groups, young people and young families. The Active Travel projects will benefit over 55,000 people.

In 2008, our monitoring data revealed that:

- Active Travel projects reached 12,884 men and women aged between 16-85 through a broad range of activities
- male participants dominated the 16-24 age category, with women being more dominant in the older age groups, especially the 55-64 group
- on joining the projects, 61% of those surveyed did not meet the government recommendation of being physically active for 30 minutes five days a week
- 14% of respondents were from Asian, black or from other minority ethnic groups.



Active Lives, Healthy People NHS staff lunchtime walk, Active Travel Luton

Project focus – Leeds



When the opportunity to hire a bike affordably was offered through *UTravelActive's* Velocampus scheme, University of Leeds student John Pelletier took full advantage.

He had recently lost weight and wanted to keep it off. With affordable bike hire, not only did he maintain his weight loss, but he shed even more pounds. John says "I noticed a substantial increase in both my physical and mental health when I was commuting every day."

Although he had cycled before, John says that he has covered far more miles with his *UTravelActive* bike, cycling to university every day, often beating the buses and cars on his journey in and saving £3.20 in daily bus fares.

He says "The programme has changed my life in so many amazing ways, giving me complete mobility, which I wouldn't have been able to afford otherwise." He has not only changed his travel behaviour; he has decided to study for a Masters in sustainable transport focusing on walking and cycling infrastructure and development.

Result

Access to bikes gives people a healthy, low-cost travel alternative. It also provides an opportunity to increase physical activity through offering wider, everyday active travel.

“ The programme has changed my life in so many amazing ways, giving me complete mobility which I wouldn't have been able to afford otherwise. ”

Conclusion

Active Travel projects reached a diverse range of people in 2008. On joining the projects, over half of those who became regular participants were not reaching the government recommendation of being physically active for 30 minutes on five or more days a week.

Partner: Ramblers

Scheme: Get Walking, Keep Walking

Walking for health and well-being

Ramblers' Get Walking, Keep Walking scheme involves six projects designed to help people in deprived inner-city areas improve their health and well-being through regular and independent walking. Its 12-week walking plan encourages those who are not currently active to walk as part of their everyday lives. The projects cover urban areas, providing organised walks, local information and support for those on the walking plan. A 'DIY' information pack is also available on request. The projects will benefit over 86,000 people, including volunteers who will develop routes, support walks and train to run other walks over the four years.

In 2008, Get Walking, Keep Walking reached 1,949 people. Survey results showed that:

- 70% of the participants were female
- 52% of participants were aged 54 or under
- 38% of participants were from black, Asian, mixed or other minority groups
- 89% of participants perceived an improvement in their health as a result of the programme
- 94% of participants said the programme had made them more active
- almost half of those (43%) entering the scheme were not sufficiently active for health purposes
- by week four the proportion of participants who were insufficiently active had dropped to 37%; by week 12 to 30%, showing how the programme is helping more people to become sufficiently active for their health.

Ramblers Get Walking day in Manchester.



Project focus - Sheffield



Most had participated in some physical activities before, but walking as a group helped to instigate conversation and social time, with members becoming more familiar with each other and more sociable.

Support worker Monica wanted to provide a physically active and social activity at Moncrieffe day centre in Sheffield, a facility for adults with mental health problems. She signed up for Get Walking Keep Walking.

Monica and the group were taken on led walks and provided with routes for their walking plan, along with maps of the local area, a step counter and log book to record their progress.

They initially lacked the confidence to take part in a walking group of this nature but with Monica's encouragement they enjoyed it immensely.

"I have enjoyed talking to more people and have enjoyed meeting new people. I have also walked a lot more" said one member. Another said "I'm now eating more healthily, and have lost ten pounds in weight in two weeks."

Result

At the end of the programme, all participants could complete the walks comfortably, and reported that they felt improvements to their physical and mental well-being. Monica has also lost weight as a result.

Conclusion

Get Walking, Keep Walking has been successful in its aim of targeting a diverse range of people, who were insufficiently active (43% on entry) and in providing an activity which 89% of participants thought improved their health.

Getting the school community cycling

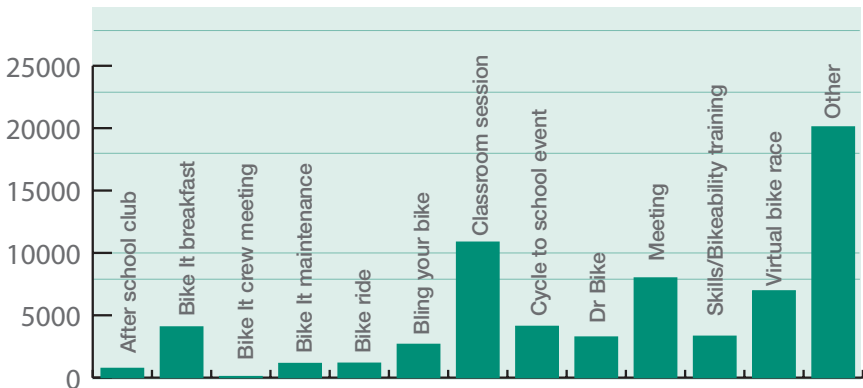
Sustrans' Bike It works directly with pupils, parents and staff to increase levels of cycling to school. Each Bike It officer works intensively with 10-12 schools for over a year. They develop the right conditions for staff, pupils and parents to get on their bikes, and for this behaviour to then sustain itself. Travel Actively's nine projects will work with at least 360 schools over the four years of the programme, aiming to reach over 104,000 pupils, parents and school staff.

In the 2008-2009 academic year, Travel Actively-funded Bike It officers reached 34,515 pupils, parents and teachers. A pre-intervention hands-up survey was conducted, covering all nine Bike It projects. It was conducted in 85 schools at the start of the school year, and gathered over 20,000 responses to each question. Here's what we found:

- 50% of pupils surveyed said that they would prefer to cycle to school
- Only 15% of children regularly cycled to school
- 71% of children never cycled to school
- On the day of the survey, 40% of children were driven to school.

Activities

Bike It provides a variety of activities at the schools where it is delivered. The graph below demonstrates the total number of pupils, staff, parents and siblings who participated in various activities throughout the 2008-2009 academic year.



Project focus – Birmingham



Bike It officer Rachel Hallett works with Moseley Church of England school in Birmingham, one of Bike It's many success stories.

Moseley became a Bike It school in April 2008 with very few pupils cycling to school. The most successful incentive scheme has been the Bike It reward card with a weekly cycle to school day called 'Two Wheels Tuesdays'. Every day that a pupil cycles to school they collect a stamp in their reward card. Every so often they earn themselves a cycling-related prize. This incentive scheme has really helped to create a cycling ethos within the school.

Rachel says "The parents have been so supportive of the project, which has been one of the keys to success here at Moseley. The most recent cycle to school day was a celebration of their success. We managed to negotiate closing the road outside the school, which enabled some cycle training for all year groups. 64% of pupils cycled to school on that day, along with 19 parents.

Result

Early signs from the post-intervention hands-up survey at Moseley show that the proportion of children cycling to school at least once or twice a week has more than doubled since Bike It.

Conclusion

The hands-up survey data collected at the start of the Bike It project shows that half of the pupils would prefer to cycle to school. These wishes can be met through Bike It. The project also instils an active travel culture in each school, contributing to getting more pupils active on a regular basis.

Projects being delivered

National

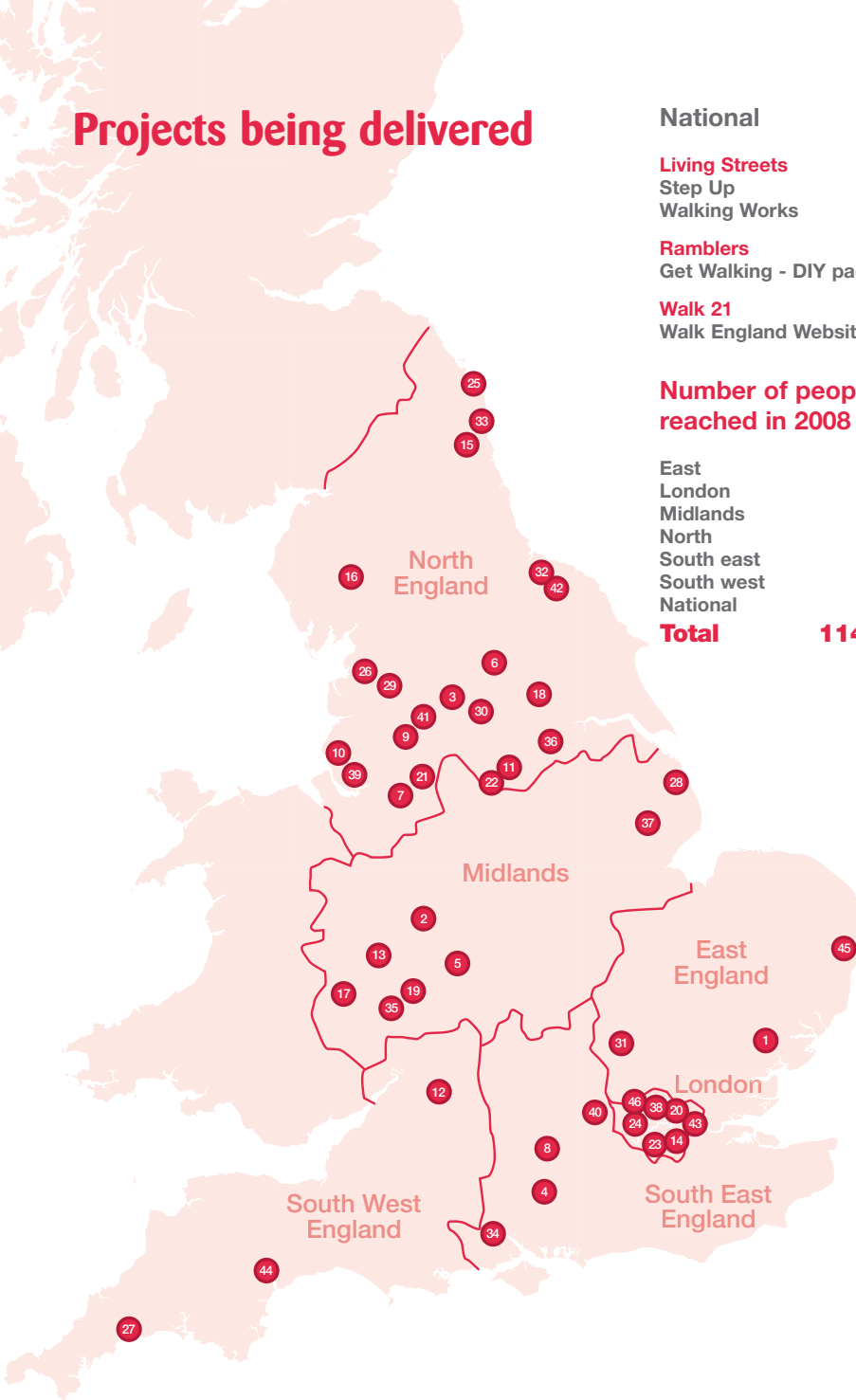
Living Streets
Step Up
Walking Works

Ramblers
Get Walking - DIY packs

Walk 21
Walk England Website

Number of people reached in 2008

East	11,087
London	28,978
Midlands	10,964
North	24,737
South east	6,291
South west	21,004
National	11,077
Total	114,138



Regional

CTC – the UK's national cyclists' organisation – Community Cycling Champions 24

- 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 Community Cycling Champions London

Sustrans – Active Travel

- 25 Ashington
- 26 Chorley and South Ribble
- 27 Cornwall
- 28 East Lindsey
- 29 Hyndburn
- 30 Leeds
- 31 Luton
- 32 Middlesbrough*
- 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 Thames Gateway

Sustrans – TravelSmart

- 44 Exeter
- 45 Lowestoft
- 46 Watford



*project location changed to Stockton in 2009

Partner: Living Streets

Scheme: Walking Works

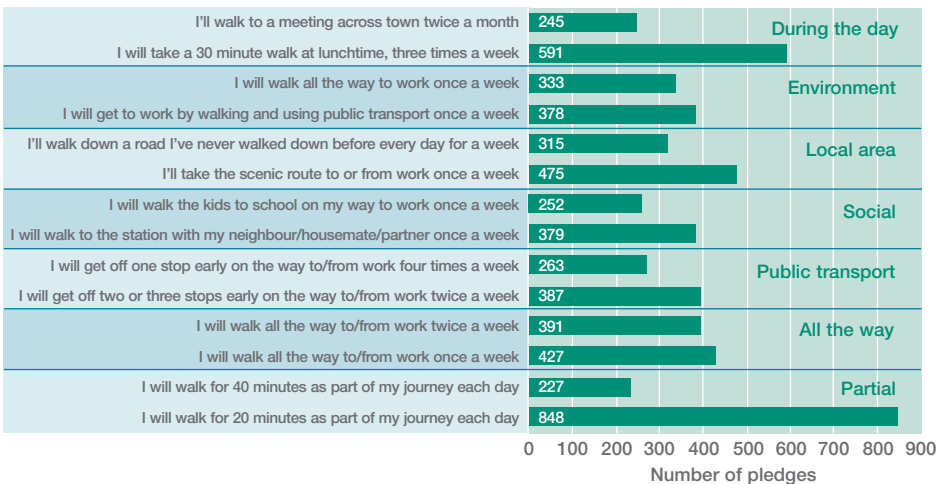
Encouraging people to walk to and from work

Walking Works is a national campaign run by Living Streets. The scheme aims to encourage people to walk to and from work and during their working day more often. Delivering national events like ‘Walk to Work Week’ and walking champion schemes, it also gives online support to people who pledge to walk more.

As part of the campaign, Living Streets works directly with businesses across England to help promote walking amongst employees. 11,000 people will directly benefit from this scheme over the four years. Between January 2008 and April 2009:

- 2,275 people pledged to walk more as part of the national campaign Walking Works
- 57% of participants were aged between 25 and 44
- 52% live within the 20% most deprived local authorities in England
- 65% of 16 to 64 year olds were female
- 61% of people pledged they would walk for 20 minutes as part of their daily journey
- 16% pledged they would walk for 40 minutes as part of their daily journey
- 10% of pledgers were from black, Asian, mixed or other minority groups.

Pledge options and the number of pledges received:



Project focus – London



Sheila Bradley wanted to get fitter, but didn't want to go to a gym. She said "I needed to do some exercise to help with my weight and diabetes, but I couldn't get motivated." At work, Sheila and her colleagues were sent the details for Walk to Work Week, and Sheila thought "I can do that."

She signed up and pledged to walk part of her journey into work, taking the bus for the

last section. "As I hadn't walked for a long while I'd lost confidence in my own ability. I thought it would take me ages." The day before her first walk, Sheila warned her colleagues that she may be late in – but she wasn't. "Once you start walking you realise it doesn't take as long as you think." Walk to Work Week has now passed, but Sheila regularly walks part of her journey to work and is really feeling the benefits. "It was just what I needed. I've definitely lost weight and my clothes are a lot more comfortable. It's also helped with my diabetes. As you get older, it's hard to get motivated. Walking is something I can do – and I am."

Result

Walking Works' information, resources and motivational tools enabled Sheila and her colleagues to walk to and from work more often. Online support made walking to work easier to embark on, and therefore raised levels of physical activity.

“**As you get older, it's hard to get motivated. Walking is something I can do – and I am.**”

Conclusion

People were willing to pledge to regularly walk all or part of the way to or from work. Giving participants support and the option to pledge part of their daily journeys means more will walk as part of their daily routine.

Partner: Sustrans

Scheme: TravelSmart

Opening the door to active ways of travelling

Sustrans' TravelSmart gives people the opportunity to choose to change the way they travel. Based on a process known as Individualised Travel Marketing (ITM), it highlights travel choices people may not know they have on their doorstep. TravelSmart teams talk to individual households and offer local sustainable travel information and support, motivating people to make small changes to their daily journeys.

Previous projects have delivered reductions in car use averaging over 10%, along with corresponding increases in walking, cycling and public transport use. TravelSmart is currently targeting 75,000 households in Exeter, Watford and Lowestoft.

A survey of travel behaviour in 2008 (before intervention) found that:

- people spent an average of one hour travelling each day, and a distance of around 14 miles each day
- a large proportion of trips were made on foot: 26% in Exeter, 23% in Lowestoft and 22% in Watford
- almost two thirds of trips were in a car, between 30% and 46% as a driver and 21% as a passenger in all three locations
- more than half of all trips made by cars and motorbikes could be made by more active and sustainable alternatives
- between 75% and 77% of all trips could feasibly be made by walking, cycling and public transport using the existing transport system, just by providing better information and improving perceptions of alternative ways to get around
- of all active travel modes, cycling offered the greatest potential for replacing car trips.

Percentage of current car trips that could be swapped

Location	Public Transport	Cycling	Walking	Total
Exeter	23%	39%	14%	76%
Lowestoft	38%	27%	12%	77%
Watford	23%	38%	14%	75%



Field reports on the first stage of the project in the autumn and winter of 2008 showed a positive response from all three towns.

10,524 households requested a delivery from the TravelSmart team in the first stage.

The most popular items in all three locations were TravelSmart's local travel maps, which show local shops, schools and parks and how to get to them on foot, by bike or on public transport.

Conclusion

There is great potential for change to travel behaviour in all three towns, and the first stage of the project received a positive response. The largest identified barriers to getting around on foot, by bike or on public transport will be tackled with TravelSmart's help by giving people the information and support they need to enable them to choose to travel more actively.

Partner: CTC – the UK’s national cyclists’ organisation

Scheme: Community Cycling Champions

Enabling people to cycle

The Community Cycling Champions work with volunteers to bring their cycling expertise, training and inspiration to groups of all abilities.

They work with communities and workplaces to embrace a new active lifestyle and eliminate barriers to cycling. The schemes target people who are unlikely to cycle without encouragement and assistance, people with mental or physical health problems, young people at risk of physical inactivity and obesity, lower income groups, black and ethnic minority groups, women and the older community.

In 2008, Community Cycling Champions benefited 8,784 people through 13 schemes spread across England. The projects will benefit over 34,000 people over the project’s four-year span.

Early feedback from participants show that projects are already delivering many benefits to participants.



One of the UK’s first sponsored bike rides for Asian women, Leicester.

“ If your balance is a bit off, the three wheels keep you upright. It takes a little getting used to, but it gets me out in the fresh air and gives me a real sense of achievement as I can build up the number of laps I do. As I can’t walk very far anymore, this is an ideal alternative. ”

– Louise Trimble, who has MS and borrows a trike when attending sessions at CTC’s Cycling for Health sessions in Reading.

Partner: Living Streets

Scheme: Fitter for Walking

Improving the walking environment

Living Streets' Fitter for Walking engages with communities to improve their walking environment, helping to increase the number of people who choose to walk. The project works in partnership with councils whose constituents have the greatest health needs, and give them the tools to promote walking and empower people to make changes to their local area.

This will benefit over 25,000 people over the four years, as well as including training and tools for professionals beyond the project areas who are also hoping to implement similar projects.

Participants are engaged through the following activities:

- promotion and awareness-raising events
- community meetings
- area improvement activities
- community event organisation
- street audits
- walking groups

In 2008, Fitter for Walking benefited 867 people through five projects in England.

Early feedback from participants show that projects are already delivering many benefits to participants.



Community meeting prior to a street audit in Blackburn; Fitter for Walking North West.

“ The group really look forward to their walks, and this has built on our own remit of promoting and encouraging a positive and healthy outlook for life. ”

– Joyce Sneddon, team leader at Bentley Day Service who works with Fitter for Walking in South Yorkshire.

Partner: Living Streets

Scheme: Step Up

Encouraging pupils to walk to school

Step Up is a walking to school initiative for secondary schools.



Step Up street audit with pupils in Newcastle.

It is both a nationwide promotion encouraging students to walk for at least 15 minutes of their journey to school and a programme of local engagement projects targeting individual schools.

In 2008, Step Up benefited 329 people through the local engagement programme. With the nationwide programme getting underway in 2009, the project will reach over 87,000 people during its four-year span.

Partner: Walk21

Scheme: Walk England website

An online resource for would-be walkers

The Walk England website contains a wealth of easily accessible information that promotes and encourages walking.

Professionals whose remit encompasses walking can find expert advice, success stories and practical guidance on how to encourage individuals and communities to walk more. There is also information for individuals about walking.

2008 saw the first Walk England Professional Network with 150 walking professionals attending. The Walk England project benefited 8,705 people in 2008, and will reach over a million people over its four-year span.

Partner: London Cycling Campaign

Scheme: Community Cycling Champions

Funding community cycling projects

London Cycling Campaign (LCC) facilitates community grants for cycling projects to overcome a variety of social issues.



Agewell on Wheels cycle training for the over 50s in Hammersmith and Fulham, London.

Projects focus on hard-to-reach communities in central and outer London boroughs including older people; those with mental health issues; refugees; women's groups; disability groups; and black and minority ethnic groups.

In 2008, LCC benefited 108 people through its five London projects and will eventually benefit 1,400 people over the project's four-year span.

Early feedback from participants show that projects are already delivering many benefits to participants.

“ It’s easing the management for me of what I do with the clients. They’re happier, healthier and we’re all gaining something. It feels like we’re becoming part of a community, building networks and links. ”

– Baily Dhaliwal, Housing Officer at the English Churches Housing Group, who provide residential accommodation for vulnerable homeless women in London. They received a LCC grant for a cycling group in 2008.



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