The role of Sustrans in shaping transport decisions that are healthy and socially equitable
The role of Sustrans in shaping transport decisions that are healthy and equitable

- An introduction to Sustrans and the Research and Monitoring Unit
- How we shape transport decisions
- How our programmes contribute towards health and equity
- How evidence from our work translates into campaigns and other influencing tools
- Where the gaps are (and what we’re doing about them)
What we do and how we do it

Our vision is a world in which people choose to travel in ways that benefit their health and our environment.

Our mission is to influence practice and shape policy so everyone can travel by foot, bike or public transport for more of the journeys we make every day.

• We’re a catalyst – we make smarter travel choices possible
• We campaign – we make smarter travel choices desirable
• We influence – we make smarter travel choices inevitable
Intervention, evidence and policy

**Start:** problem statement

- **intervention:** environmental and/or behavioural
  - increased intervention scale
  - raised status of organisation
  - improved expertise
  - monitoring and research
  - influence policy
  - influence funder priorities
  - improved project design

- influence priorities
- improved expertise
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- influence policy
- influence funder priorities
- improved project design
- increased intervention scale
- raised status of organisation
Sustrans, transport and health

- Obesity and associated health conditions expected to cost the government £50m a year by 2050
- ‘Moderate-intensity activity of approximately 45–60 minutes per day . . . is required to prevent the transition to overweight or obesity’
  

- NICE 2010 recommended the government invest in active travel to counter disease
£760 million pa
Cost of inactivity

£288 million pa
Health value of cycling on National Cycle Network

Source: Inactivity: Derived from Department for Health, 2009 (Cost of physical inactivity for each primary care trust in England is £5 million. At September 2010 there were 1537 primary care trusts in England)
Sustrans, transport and equality

- Relationship between activity and socio-economic background
- Promoting active travel is a very easy and cheap way to encourage people to become healthier
- Few people on low incomes or benefits have access to a car
  - People need to get places
Active Travel (behavioural change)

Project participants

- Engaged so far: 46,008
- Registered to date: 9,304
- Eligible for follow up: 4,530
- Completed 2010 follow up survey: 1,047

Number of participants
Active Travel, Ocean’s Estate (Tower Hamlets)

- Active travel levels before the programme were very low
- Education, motivation, practical solutions and practice makes perfect
- **All** participants increased their levels of cycling
  - greatly exceeding the 10% target
  - All participants were still cycling after the programme ended
- “It's been **fantastic**; it's changed my life...”
Active Travel – Active in Ashington

- To increase physical activity and sense of wellbeing amongst the residents of Ashington and wider Wansbeck area
- 48 participants over four years (2008-11)
- “I mean you’ve got the volunteers who have got the motivation to do something other than go to Whetherspoon’s once they’ve got their giro. They’ve got the motivation to get off their arses, to actually do something in the community rather than watch daytime Jeremy Kyle, and home design programmes on telly, you know.” –Interviewee 1
Bike It (Environmental intervention AND behaviour change)

- Changing travel decisions and behaviours and supporting safer routes to schools
- Working with over 1,000 Schools and 170,000 school children
- Increasing the number of children cycling to school and doing so more often
- Also increases cycling outside of school
Bike It – National Results

Do you cycle to school?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>PRE 2009-2010</th>
<th>POST 2009-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>72.4%</td>
<td>53.0%</td>
</tr>
<tr>
<td>Every day</td>
<td>3.7%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>10.6%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Once or twice each term</td>
<td>8.2%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Once or twice a year</td>
<td>5.2%</td>
<td>6.8%</td>
</tr>
</tbody>
</table>
## Bike It – Local Results

### Do you cycle to school?

<table>
<thead>
<tr>
<th>School</th>
<th>Survey</th>
<th>Every day</th>
<th>Once / twice a week</th>
<th>Once / twice a term</th>
<th>Once / twice a year</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willowbrook School (Bike It began 2006/07)</td>
<td>Pre %</td>
<td>2.8</td>
<td>3.4</td>
<td>5.5</td>
<td>2.1</td>
<td>86.2</td>
</tr>
<tr>
<td></td>
<td>Post 1 %</td>
<td>8.6</td>
<td>13.5</td>
<td>8.0</td>
<td>8.0</td>
<td>62.0</td>
</tr>
<tr>
<td></td>
<td>Post 2 %</td>
<td>8.1</td>
<td>19.1</td>
<td>12.5</td>
<td>2.2</td>
<td>58.1</td>
</tr>
<tr>
<td>Highfield School (Bike It 2009/10)</td>
<td>Pre %</td>
<td>0</td>
<td>9.5</td>
<td>1.4</td>
<td>0</td>
<td>89.2</td>
</tr>
<tr>
<td></td>
<td>Post %</td>
<td>11.1</td>
<td>41.4</td>
<td>12.1</td>
<td>5.1</td>
<td>30.3</td>
</tr>
</tbody>
</table>
Links to Schools (environmental intervention)

• Over 480 Links to Schools schemes have been delivered over seven years benefiting a total more than 1,000 schools and implementing over 400 miles of new or improved infrastructure

• Links in some of the most deprived areas, including Everton, Moss Side in Manchester, Spinney Hill in Leicester
Links to Schools – Market Harborough

<table>
<thead>
<tr>
<th></th>
<th>Pre survey (Oct 05)</th>
<th>Post survey (Sept 07)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children cycling</td>
<td>357</td>
<td>718</td>
</tr>
<tr>
<td>Children walking</td>
<td>270</td>
<td>517</td>
</tr>
<tr>
<td>Children cycling,</td>
<td>610</td>
<td>849</td>
</tr>
<tr>
<td>Children walking,</td>
<td>479</td>
<td>666</td>
</tr>
<tr>
<td>Adults cycling</td>
<td>1077</td>
<td>1527</td>
</tr>
<tr>
<td>Adults walking</td>
<td>596</td>
<td>926</td>
</tr>
</tbody>
</table>

Count

- Children cycling, commuting times
- Children walking, commuting times
- Children cycling, whole survey period
- Children walking, whole survey period
- Adults cycling, whole survey period
- Adults walking, whole survey period
Major campaigns

- **More Haste, Less Speed** – ‘call to action’: cost-effective transition to sustainable local travel by 2020

- **Quality Streets** – campaign to say we want our streets back, and the first step is to slow traffic

- **Free Range Kids** – barriers to free ranging, consequences, practical solutions, benefits, changes in policy and practice that are required
Assumptions, anecdotes and tales from far away

• How to record the wider benefits?
• How to fill in the gaps?
• International examples – what about us?
  – A systematic review of interventions for promoting active transportation to school

  *Chillon, Evenson, Vaughn and Ward*

  *J of Behavioural Nutrition and Physical Activity (Feb 2011)*
What we’re trying to do about it

• We have tons of ‘stuff’ ready to be utilised, collated and expanded upon:
  – Data that can form the basis of studies
  – Data that can inform ‘proper’ research

• The Evidence! to be refreshed and updated
Collect fresh air miles
Any questions?

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