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Active Travel Project in Luton

Project highlights - Jan 2008 to Apr 2011
The most disadvantaged have the worst health.
Luton Wards - Deprivation

- Luton is home to 194,400 people (Source: ONS, 2009)
- Less than two-thirds (64.9%) of the population are White British.
- The highest concentration of BME groups are within the identified deprived wards; Challney, Biscot, High Town, Dallow, Farley. (Map source: NHS Luton)
The most deprived wards in Luton have some of the poorest residents and the highest concentration of BME groups.

These wards also have the highest proportion of people with a lower life expectancy.
Working with ‘hard to reach groups’

- **BME groups** – community groups, faith groups, ward festivals, events
- **Disabled** – NHS, health workers, support groups
- **Low income groups** – hostels, community groups, Noah
- **Women** – women’s groups, community centres, employers
- **Older people** – community centres, supported housing, surgeries
- **Overweight / obese** – NHS, Active Luton, commercial weight management
- **Mental Health** – MIND
Bike Loan Scheme: Recycle bikes, repaired, safety checked and ready for loans
Women on Wheels cycle training, June 2009
Weekly health walk for parents at Leagrave Primary School, June 2010
Weekly health walk for parents at William Austin Infant School, March 2011
MEND and Alive & Kicking: child weight management - cycle training on loan bikes participants, April 2010
32% of women in the poorest fifth of English households are obese compared to only 19% of women in the richest fifth.
Jenny and participants on the Activate Fitbug Programme, Sep 2011
Lillian (Icknield High School) and Lucy (LBC) sign up for the 10 Week Active Travel Challenge.
Suggested accessibility improvements to Dallow Downs, Runley Downs and Winsdon Hill
Project Outputs Jan 2008 to Apr 2011

• Total participants engaged since 2008 = c. 8000
• Individual bike loans = 1100 +
• School bike loans = c. 200 Bikes facilitating cycle training
• Participants in cycling activities = 1000 +
• Participants in walking activities = 600 +
• Employees motivated to do more cycling = 250 +
• Employees motivated to do more walking = 550 +
• Participants on long term programmes = 120 +
• Local volunteers = 20
Monitoring

• Active Travel project follow-up report 2010
  – Of the 307 respondents 106 (35%) had reduced the distance they travel by car by at least 1-5 miles per day and 47% of new journeys being taken by bike have replaced trips previously taken by car.
  – Of the 101 respondents who took part in the bike loan scheme nine of them had never ridden a bike before
  – 59 (58%) had not cycled in the last five years or longer before loaning the bike
  – 70 respondents (69%) said they would not have cycled if they did not have access to a Sustrans Loan Bike.
  – Half of the 44 respondents that participated in cycle skills training said that it had increased the amount they cycle
  – Of the 130 guided health walk respondents, 98 (78%) said that they had been motivated to walk more
  – 299 respondents (97%) said they will continue to walk/cycle in the future.
Monitoring; long term programmes

• Activate Fitbug
  – 2 x 6 months cohorts, recruiting 48 participants from Step by Step
  – Individuals actively travelling five or more days per week increased from 15% to 44%.
  – Overall participants lost weight. The average difference in weight for participants over the course of the project was 1.5Kg less.

• 10 Week Active Travel Challenge
  – 5 cohorts recruiting around 80 employees from 12 organisations
  – Individuals actively travelling five or more days per week increased from 17% to 42% (Oct 2009 cohort results - similar results for other cohorts)
  – Overall participants lost weight, lowered their BMI and blood pressure.
Participant ethnicity: Apr 2010 to Mar 2011

Direct (led activities) participants: Ethnicity

- White British
- White other
- Asian/Asian British
- Black/Black British
- Chinese
- Mixed
- Other
- Not known

% of beneficiaries
Participant gender: Apr 2010 to Mar 2011

Direct (led activities) participants: Gender

- **Cycling**
  - Female: 30%
  - Male: 20%

- **Walking**
  - Female: 60%
  - Male: 40%
Participant age: Apr 2010 to Mar 2011

Direct (led activities) participants: Age

% of beneficiaries

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- Over 65
- Not known

Age

Walking
Cycling
Participant location: Apr 2010 to Mar 2011

Luton ward and other area data is included for indirect beneficiaries e.g. those attending events, exhibitions and presentations.
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