

**TRAVELWISE**<sup>®</sup>



# Transport, Health and Physical Activity; A Best Practice Seminar on increasing Walking and Cycling Levels

20<sup>th</sup> July 2006

Austin Court, Birmingham



# Event Report

## **Introduction**

The Transport, Health and Physical Activity best practice seminar on increasing walking and cycling levels was developed and sponsored by a range of regional partners (Travelwise West Midlands, PAN-WM, the West Midlands Public Health Group and Sport England) to highlight the way in which transport, health and physical activity partnerships have been working to increase the numbers of people cycling and walking in the West Midlands and across England.

The Choosing Health Physical Activity Delivery Plan, published in 2005 has a number of commitments that relate to increasing levels of cycling and walking, some led by the transport sector, others by the health, sport and education sectors. This seminar aimed to share the best practice and experiences from a number of national, regional and local programmes that have been designed to increase levels of walking and cycling, be it for utility or leisure purposes, some of which are directly related to the Choosing Health Physical Activity Delivery Plan.

The Seminar provided details of transferable models of increasing walking and cycling and further set the scene of how the transport, physical activity, health and education sectors can work in partnership together to achieve wide reaching outcomes.

The event was designed to provide a great opportunity to not only learn about the innovative approaches being taken by transport, health and activity partnerships but also provide an opportunity for delegates to network and discuss the realities of implementing these types of partnerships in their local area.

Sixty Five delegates were present on the day, representing a wide range of sectors from transport (engineering, planning and strategy), travel planning, health development/improvement, leisure and education.

## The programme for the day

<b>9.30</b>	<b>Registration and Coffee</b>
<b>10.00</b>	<b>Welcome</b> From the Regional Travelwise & Physical Activity Network for the West Midlands Representatives
<b>10.10</b>	<b>Transport, Health &amp; Physical Activity</b> Harry Rutter, Head of Health Impact Assessment, South East Public Health Group
<b>10.40</b>	<b>The National Walk for Health Scheme Evaluation</b> Veronica Reynolds, The Countryside Agency
<b>11.10</b>	<b>Cycling and Improving Public Health</b> Adrian Davis, Public Health Advisor, Cycling England
<b>11.30</b>	<b>Questions for the Panel</b>
<b>11.40</b>	<b>Refreshments</b>
<b>12.00</b>	<b>Best Practice Workshops</b> <b>Please choose one of the four listed work shops to attend during this time.</b>
<b>1.00</b>	<b>Lunch &amp; Networking</b>
<b>2.00</b>	<b>Best Practice Workshops</b> <b>Please choose one of the four listed work shops to attend during this time.</b>
<b>3.00</b>	<b>Feedback and Plenary</b>

## The Presentations

### **Transport, Health and Physical Activity**

Dr Harry Rutter, Head of Health Impact Assessment, South East Public Health Group

Dr Harry Rutter provided the first key note presentation of the day and gave a thorough overview of the challenges that we are facing in raising levels of cycling and walking, the environmental impacts of our transport choices and the changes in policy, infrastructure and culture that would be needed to make us a nation of cyclists and walkers. The presentation covered topics such as critical mass and safety in numbers, risk and health statistics, mortality from road accidents and the impacts of traffic on social networks in communities and was well received by delegates.

## **The National Walk for Health Scheme Evaluation**

Veronica Reynolds, Veronica Reynolds, The Countryside Agency

Veronica provided an overview of the evaluations undertaken by Oxford Brookes University and Local Walk for Health Schemes for the National Walk for Health Scheme. The presentation gave a thorough overview of the successes of the schemes, including helping over 1 million people to walk more often and training over 20,000 walk leader volunteers, 50% of whom are active walk leaders. The presentation contains both quantitative and qualitative evaluation data from the national evaluation and local scheme summaries and highlights the lessons learned from the National Scheme.

## **Cycling and Improving Public Health**

Adrian Davis, Public Health Advisor, Cycling England

Adrian provided a detailed overview of the capacity that cycling has to improve public health, highlighting the research and statistics available to support the statement that increasing cycling levels would have significant positive benefits on population level health and well being. Adrian built upon the information in Harry's presentation providing details of how other countries have successfully prioritise cycling as part of transport planning. Topics covered also including the forthcoming review of evidence for cycling and health from Cycling England and the use of cycling referral schemes to drive up participation and confidence in cycling.

Copies of all of the presentations from the day can be downloaded from the Sport England website at the following address;  
[www.sportengland.org/.....](http://www.sportengland.org/.....)

The feedback contained in this report is compiled from the 37 evaluation forms that were returned to the event organisation team within one week of the event. Delegates were asked to rate the presentations as part of the evaluation process for the event, table 1 below shows the ratings given for each presentation

**Table 1: The feedback ratings for the presentations.**

<b>Presentation</b>	<b>1 Very Poor</b>	<b>2 Poor</b>	<b>3 Satisfactory</b>	<b>4 Good</b>	<b>5 Excellent</b>
<b>Dr Harry Rutter, South East Public Health Group</b>	-	-	-	12	25
<b>Veronica Reynolds The Countryside Agency</b>	-	1	3	29	4
<b>Adrian Davis, Cycling England Public Health Consultant</b>	-	-	5	23	8

The majority of delegates rated the presentations as good to excellent. Several delegates reported having seen the speakers present at other events, while others reported that certain presentations were not a main point of interest for them this may have effected the scores that were given.

## **Workshops**

The delegates could choose two of four workshops to attend on the day, the workshops available can be seen in the text box below. The workshops were designed to provide delegates with information on a number of approaches that are being taken to increase levels of sustainable travel and walking, providing best practice advice on approaches that are being taken, identify how these methods could be used with key target groups and how health and transport can work together to roll out these types of programmes. Facilitators of the workshops were asked to include some forward planning time to identify what needs to happen to move this agenda forward.

### **Learning from the Pedometer in Schools Pilots**

Anne Chalkley, British Heart Foundation

This is an opportunity to learn more about the pedometer in schools scheme and the national evaluation of the pilot phase of the scheme.

### **Learning from the Walk for Health Schemes in the West Midlands**

Angela Smith, Regional Case Officer, The Countryside Agency

An opportunity to learn more about the experiences of the Walk for Health Schemes in the region, identifying best practice and potential ways forward.

### **Marketing Sustainable Travel Approaches**

Emilie Van-De-Graaff, Worcester Sustainable Travel Town

Worcester Sustainable Travel Town will share their experiences on marketing sustainable travel methods and the interventions that are being used as part of the Sustainable Travel Town Pilot.

### **The National Step-o-meter Campaign**

Mitch Counsell, The Countryside Agency

An opportunity to learn more about the Department of Health and Countryside Agency's National Step-o-meter Campaign that will be rolling out across the PCT's in England and how transport could be a key partner in the scheme at a local level.

**Table 2: The feedback ratings for the statement regarding level of interest and understanding gained from the speed dating sessions**

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
-	-	1	31	5

Table 2 shows that 95% of delegates felt that the workshops were interesting and useful in determining how these programmes could be used at a local level to drive up participation rates in walking and cycling.

When asked to rate the usefulness of the workshop sessions all 37 delegates returning feedback forms categorised the sessions as satisfactory or above (please see table 3), with the majority of delegates (84%) rating the workshops as useful to very useful.

**Table 3: The feedback ratings for the usefulness of the speed dating sessions**

Category	Number of delegates agreeing
Not at all useful	0
Not useful	0
Satisfactory	6
Useful	20
Very Useful	11

**Table 4: The ratings for the Workshops**

Speaker	1 Very Poor	2 Poor	3 Satisfactory	4 Good	5 Excellent
Learning for the Pedometer in Schools Pilots	-	1	8	6	1
Learning from the Walk for Health Schemes in the West Midlands	-	-	3	10	2
Marketing Sustainable Travel Approaches	-	-	-	12	6
The National Step-o-meter Programme	-	-	3	10	4

Several delegates made comments regarding their answers to the workshop ratings question these were as follows;

- “It is disappointing that there are no current plans to roll out the School Pedometer pilot further”
- “It would have been more useful if the National Step-o-meter Programme could be taken into curriculum setting or was accessible by web”

## Feedback from Workshop Facilitators

Emilie Van-De-Graaff has collated the discussions that took place in the marketing sustainable travel approaches, this can be found in appendix 1 of this report.

### What needs to happen to move this agenda forward?

At the plenary session a number of ways forward were identified by the workshop facilitators from the discussions held during the workshops, these included;

- A large scale marketing campaign for physical activity, incorporating active travel
- National Congestion charge scheme implemented due to the positive impact of this on walking and cycling levels in London.
- Streets for people.
- Penalising health professionals who do not recommend physical activity to patients.
- Utilising a combination of sticks (to force) and carrots (to coax) to improve policy, strategy and sedentary culture.
- Identification of those to target to gain maximum impact.
- Need to invite planners to change infrastructure to influence travel and physical activity options.

### The Organisation of the Seminar

Delegates were asked to rate various aspects of the organisation of the seminar, the ratings given can be seen in table 5, but most topics have been rated at satisfactory or above. One delegate rated the refreshments as poor but gave no detail as to why this rating was given, the majority of delegates rated the refreshments as good to excellent. The organisers would like to thank the staff at Austin Court for their help and support in the run up to and on the day of the event. All delegates found the seminar programme above satisfactory, the location of the venue, venue and booking procedures also rated highly.

**Table 5: Ratings for the Seminar Organisation**

Conference aspect	1 Very Poor	2 Poor	3 Satisfactory	4 Good	5 Excellent
Pre Seminar information	-	-	7	28	5
Booking Procedures	-	-	5	21	8
Overall Seminar Programme	-	-	1	25	11
Location of Venue	-	-	2	22	14
Venue	-	-	1	15	21
Refreshments	-	1	1	26	8

The majority of delegates heard about the seminar via email (22 delegates) or through colleagues (13 delegates).

## Commitments following the event

It was hoped that as a result of holding such an event, local partnership working between transport, health and physical activity sectors would be strengthened and galvanised. To capture this delegates were asked to write down any commitment that they were planning on fulfilling as a result of attending the seminar. The following responses were given;

- Involving council planning and transport departments with in physical activity development.
- Incorporating walking interventions and websites in developing active workforce programme.
- Feedback statistics from Harry Rutter to Public Health and Healthy Schools Team.
- Buy more pedometers for PCT
- Health centered message for partners
- Contacting successful community cycling projects
- Review marketing techniques
- More networking of partnerships
- Use of pedometers in schools – consider type of pedometer used
- Using Pedometers with schools more
- Being more certain when putting my argument across when trying to get parents and pupils to walk and cycle instead of going by car
- Feeding back from Youth Sports Trust about close link with DfT regarding school travel, pedometers etc
- View mentioned websites
- Encourage walking to work
- Use professional advice
- Revised WHI marketing programme
- Think about target groups in promotion activities
- Considered selling my car!
- Contacting networking people
- Look into good practice for travel planning
- Introducing teachers on bikes initiatives
- Liaise with Sandwell re their pedometer scheme
- Pedometer programme
- Using Harry's data in School Travel Plans
- Introducing schools to pedometer programme
- Review evidence on cycling and health impact
- Review personal networks
- Pool bikes for staff or trial bikes
- Walking buddies for the workplace
- New marketing campaign for sustainable travel
- To book GSK rep for guest speaker at local forum
- Using pedometers with children with a programme that has web support
- Walking more myself and encouraging colleagues and family
- Changing work map directions etc to prioritise walking etc from bus and train

- Better communication with colleagues
- Joining the National Step-o-meter Programme
- Look at the way we market the project to hard to reach groups
- Accompanied cycle rides
- Advertising Strategy
- Contact local National Step-o-meter lead
- Contact several people to network
- Developing walking programmes with local schools
- Links to obesity strategy in County could be strengthened
- Use of Pedometers in schools re school travel plans
- Will investigate referrals through other nurses to walking the way to health- public health, school, health check nurses.

### **Questions Raised**

“I would like to cycle to work but I have a lot of equipment and a lap top to take to different venues – any ideas?”

### **Additional Comments from delegates**

The following comments were included on feedback sheets from the event

#### **Programme**

“Felt that the speakers in the morning duplicated a bit too much, otherwise a very good day”

“Overall a really good day. Dr Rutter was fantastic, very interesting and thoroughly gripping”

“Did not learn too much”

“Some of the issues raised in the presentations are difficult to influence – different levels/spheres of power – more political/strategic. Please make sure that materials are on the website”

“Running, jogging, walking and cycling to work – problems such as a shower before work – workplaces need to look at ways to improve their facilities for this to happen”

#### **Organisation**

“Need paper in packs to write on”

“Please make text on name badges bigger – ideally about 36pt font, so we can find out peoples names without squinting and leaning forward”

#### **General**

“Good to see attempt to have cross sector event – more needed!”

“Very succinct but useful day”

“ A good day”

“Thank you”

“Thanks”

“Very good day, excellent atmosphere for networking”

“Excellent Seminar”

“A very well organised and excellent venue!”

“Great idea to link network event to area closely associated to physical activity – would be useful to continue in the future e.g. physical activity and green exercise, physical activity and environment – excellent opportunity to meet professionals e.g. travel advisors working directly in this area”

“Another well planned, successful seminar. Knowledgeable presenters ranging from strategic to practical examples of best practice”

## **Future Events**

The following topics have been identified by delegates at this event as potential future seminar subjects. This list will be passed onto the PAN-WM steering group and the regional TravelWise Network to aid the development of future events in the West Midlands.

- Local Area Agreements
- GP Referral Schemes
- Statistics on health benefits for physical exercise related to school age populations
- Nutrition and Healthy Eating
- Physical Activity Assessment
- Identifying relevant research data
- Promotion of Walking and cycling
- Sustainable travel – walking and cycling
- Cycling for teenage girls
- Anything transport based
- Changing the environment for activity
- Cycling for difficult target groups
- Schools
- Walking
- Cycling
- Building the evidence base
- Access to funding

- Physical Activity and BME communities
- Physical Activity and Older People
- Health related fitness topics
- Engineering and infrastructure based
- Safer routes to school and work
- Anything that helps to share and learn ideas
- Cycling schemes

## Appendix 1

### The Feedback from the Marketing Sustainable Travel Approaches

#### Hand out 1 - Marketing sustainable travel approaches - getting started

##### *Reasons you would consider using Sustainable travel modes*

Health  
Environment  
Future Generations  
Money  
Convenient  
Refreshing  
Less driving  
No looking for parking spaces  
Less Stressful  
Time  
Exercise  
Safety  
Enjoy the outdoors  
Independence without a car  
Quicker

##### Reasons you think that the 'general' public would consider using sustainable travel modes

Health  
Social benefits  
No access to a car  
Convenience  
Cost  
Quicker  
Time  
Environment  
Incentives / Rewards  
Congestion  
Lack of car parking  
Safety  
Less Stressful  
When no other choice  
If alternatives were less convenient, more expensive, restricted  
Better perception of how the journey would be  
Understanding of the 'system'

**Are these different from your own? If yes, why do you think these would be different?**

Lack of awareness on part of general public  
Short term viewpoint  
General public may not be aware of environmental benefits  
Some people cannot afford alternatives  
Work on 3 different sites, so travel often and have to work to a timetable  
Time – School run  
Within cycling distance of work, with no child commitment  
I am faced with predicted consequences of climate change daily.  
'I will if you will' attitude of public.  
My preference is cycling  
Perception  
I have healthy diet, and don't like going to the gym, Takes longer to get to work through sustainable means  
Health benefits  
Background / upbringing  
Have a car  
Environment high priority  
Walk / cycle for recreation  
Public want convenience and low cost, people see their needs before environmental reasons

**How would you define the target audience?**

Those in 'contemplation' or 'preparation' who need help  
Commuters  
School run  
Family – free activity  
All travellers  
Leisure  
Age  
Car drivers  
Everyone

**Of the messages tested (slide 4) which messages appeal to you? Why?**

2  
Car keys / shoes – simple images  
Car wars  
Most eye catching

1

3

Leave the car at home  
Forget your parking problem

## **Handout 2 – Marketing sustainable travel approaches – developing key messages**

### **Develop a key message aimed at different target audiences with different mode**

#### **Parents**

Walking / Cycling - Be active, Live life  
Walk – Walk kids to school to get essential exercise, talk to kids on the journey  
Walk – Healthier for the whole family  
Walk – Walk more, Talk more!  
Walk - Try it once a week rather than driving kids to school  
Walk – Physical activity for children  
Car – Don't increase school parking, you're making it less safe for other children  
Walk – 25% kids obese.....think about it! Walk the walk  
Walk – Healthy and Social  
Walk – Stay healthy, walk and push  
Walk – A healthier option  
Car sharing – Reduce cost of driving  
Cycling – Get fit with your kids  
Walking – Involve the whole family including the dog  
Cycling – Get fit with your children  
Walk – Its as quick as the car  
Bus / cycle – Easy to use, runs a timetable, lets you see things  
Walk – Lose the baby bulge and get your kids the recommended daily exercise dose

#### **Children**

Cycle – Be cool, be fit  
Cycle – Cycle to school with friends and socialise  
Cycle – Fun and colourful  
Cycle – It's fun and you can beat your Mum and Dad  
Walk / cycle – Social aspect  
Walk / cycle – Staying fit & healthy & environmental benefits  
Walk / cycle – Be patient, be seen  
Walk – Do yourself and the environment a favour  
Cycle – Fun and independent  
Walk – Walk to school  
Walk – Go with the gang  
Walk – Keep fit & healthy & chat with your friends  
Walk – Walking to school is fun

Walk – Get healthy with friends  
Walk – Exercise, health = Good  
Cycle – Independence and get fit  
Cycle – It's fun, you can do it on your own

### **Teenagers**

Cycle – Save your money for entertainment / fun  
Bus – Easy way to get around independently  
Bus – Cheap reliable  
Walk – Fun, no reliance on parents  
Cycle – Its cool to be fit  
Bus – Independence  
Cycle – Environment benefits and staying fit for self image  
Car – Losing health (Social benefits)  
Bus – Guaranteed journey back at night  
Cycle / bus – Independence  
Walk – Cooler than the car  
Bus – Get on the bus, meet your friends  
Cycle – It's quicker and its cool  
Cycle – Independence  
Cycle – Freedom, low cost, flexible from parents  
Cycle – Exercise, quicker than cars / bus in city  
Bus – Environmental but mainly safer  
Bus – We do it on the bus

### **Commuters**

Cycle – Don't get jammed up, get there first  
Bus / Train – De stress by letting someone else do the driving, No need to find a parking space  
Cycle – Its quick, cheap and easy, and get fit too  
Bus / Train / Car share – Quick and cheap  
Bus / Train – Let someone else take you  
Car share – share the load  
All – Beat the traffic, cost saving, do your bit for the environment  
Cycle / Walk – Beat the boredom of car travel, exercise benefits  
Car – Free, easy  
Cycle – The healthy alternative  
Bus – Time  
Bus / Train – Quicker  
Bus / Train – Cheaper and Quicker  
Car Share – Cut the cost  
Car Share – Cut the cost, Cure the stress  
Bus – It doesn't take as long as you think  
Car Share – Save money & Share journey  
Bus / Train – no parking hassle

All – Less stressful, more environmental

Car share – Halve your travel costs and bag the best spot in the car park

### **Employers**

- Bike loan scheme
- Financial incentive
- Storage / Washing drying facilities
- Logging miles
- Pool bikes
- Cycle training
- Reduce car parking spaces
- Subsidise public transport
- Dedicated bus service
- Car sharing scheme
- Bike purchase scheme
- Shuttle bus service
- Buddy schemes
- Champion
- Provide bike shelters
- Guaranteed taxis in Emergencies
- Cost savings for employers
- Identify safe walking routes
- Walk buddy
- Enthusiastic work place travel coordinator
- Cycle shed near the door
- Provide bike
- Motivate
- Parking charges
- Publicity

