



sustrans

JOIN THE MOVEMENT

Alex Woollen

Project Coordinator – East Lindsey Active

- Sustrans is the UK's leading sustainable transport charity.
- Our vision is a world in which people choose to travel in ways that benefit their health and the environment. Every day we are working on practical, innovative ways of dealing with the transport challenges that affect us all.

Sustrans works in three ways

1. to make local environments safer and more attractive for walking and cycling
2. to support and encourage individuals to make more sustainable travel choices
3. to influence policy and practice.

What is Active Travel?

Active Travel means travelling in ways which are physically active, instead of using motorised, carbon intensive forms of transport for short journeys

Sustran's Active Travel projects promote walking and cycling as health-enhancing physical activity.

Why travel actively?

Inactive lifestyles are causing an obesity epidemic and increasing the risk of health problems

One of the easiest ways to increase physical activity is to include walking and cycling in the daily routine

Walking and cycling also reduce the environmental and resource impacts of transport



Reducing local barriers to Active Travel

- Regular led walks and rides
- Recruit and train volunteer walk leaders
- Bike recycling and loan schemes
- Cycle skills/maintenance training
- Provide information and advice
- Hold awareness raising events



What do we do?

- Lots of weekly walks around the district
- Community Forums
- Volunteer training sessions
- Programmes of activity
- Give people what they want..!

Why East Lindsey...?

- High levels of poor health and disability
- Above average population that are 65+
- No current provisions for 'health walks'
- Very few off season provisions for residents
- High potential for change



‘Over the last two years since joining the walking group I have lost nearly 6 stone and have changed my outlook on how I live my life’
Ron Henson, Mablethorpe

‘I have never had such a full social calendar’

Diane, Skegness

‘I wouldn’t have thought about going for walks in the countryside on my own’

Yvonne Allen, Chapel St Leonards

The past...



The present...



The future...





Smileage.



Resilient places: The future for local economic development



Close of Summit

Sarah Longlands, Director of Policy, CLES

