

18th November 2021

Cycling and Walking Activation Programme- Interim Evaluation Report

Purpose / Recommendation

1. The Health Improvement Board is asked to review the Cycling and Walking Activation Programme interim evaluation report *for information*, to note the progress made and to support this ongoing programme of work.

1. Background

2. A report was presented to the HIB in Nov 2020, outlining the Healthy Place Shaping programme, and the key active travel initiatives within this which were to be funded by the Department for Transport's Emergency Active Travel Fund (EATF) Tranche 2. Oxfordshire County Council's bid was successful, enabling the delivery of ambitious and bold plans to improve cycling and walking in Oxfordshire. The bid provided funding for infrastructure projects and revenue to support a range of complementary measures to promote walking and cycling.

In addition, the county council successfully bid for the Department for Transport's Travel Demand Management (TDM) fund, specifically to address COVID-19 related travel demand management for the return to school at the beginning of the 2020 academic year, when strict social distancing and other COVID secure measures were in place.

These two bids funded a combination of infrastructure work and activation work and led to the development of a Cycling and Walking Activation Programme. The aim is to address three key transport challenges; congestion, environmental issues, and health and wellbeing issues, related to overreliance on use of private vehicles and underutilisation of active travel. Delivery of this programme reports monthly to the OCC Active Travel Programme Board and on a six-monthly basis to the Department for Transport.

This paper summarises the interim evaluation report of the Cycling and Walking Activation Programme.

3. The activation programme aims to capitalise on the infrastructure works and engage the population with this new infrastructure in order to drive a modal shift towards active travel. These projects seek to identify effective ways to achieve modal shift, to understand barriers to cycling and walking and to work

with the community to deliver interventions to enable residents to change their behaviour.

4. The aims of the activation programme are to:
 - i. Deliver integrated planning, design, delivery and monitoring of all cycling and walking activation schemes that are promoting active travel in Oxfordshire, making use of the existing and new infrastructure
 - ii. Work towards the priorities set out in the OCC corporate plan in particular striving to give every child a good start in life and designing places that encourage healthy and active lives.
5. The specific objectives are:
 - To increase the proportion of people who regularly walk or cycle in Oxfordshire by promoting modal shift to active travel
 - To increase the proportion of people who feel safe when walking or cycling, including on journeys to school
 - To reduce inequalities in active travel (including geographical inequalities and those by age, gender, ethnicity, and socio-economic status)
 - To identify and understand the barriers to walking and cycling, including hyper-local barriers
 - Build local capacity to address these barriers
 - To reduce carbon and air pollution emissions across the network
6. The activation programme includes a range of projects, with some focussed on increasing active travel to school, and others engaging with targeted groups within the community. The core activation projects are:
 - **Street Tag**: use of a cycling and walking gamification App, countywide, to nudge people into being active, specifically targeted towards families with school age children. This will ensure maximum impact of new infrastructure, support long term behaviour change, and provide valuable data that can be used for monitoring and evaluation.
 - **School Streets**: pilot schemes across the county, at nine schools in total. The School Streets in parts of Oxford city support the implementation of Low Traffic Neighbourhoods (LTNs) and other road space reallocation measures
 - **School 'Park and Stride'** wayfinding pilot project to implement signage and line markings between schools and nearby car parks or residential areas. This will be implemented in five primary schools across the county
 - **Kidlington Wayfinding Zoo Trails**: to implement walking routes for health
 - **Communications campaigns** to promote the activation programmes and behavioural change
 - **Community Activation**: a series of community walking and cycling activation projects and activities. Examples include bike libraries; cycle tuition; 'Walk, Talk & Tea' for shielding populations; training community

members as ride leaders; mental health focused walking groups; inclusive cycling provision i.e., Wheels for All (appendix 1 for a full list and detail on progress of these wide-ranging projects).

7. The cycling and walking activation programme is being evaluated at project and programme level, using mixed methods. Most projects have employed, or will employ, survey methodology to assess outcome measures. However, a range of automated monitoring has also been used, for example, in assessing traffic volumes in street closure zones for the School Streets project, air quality around schools, and participation with the Street Tag app.
8. The School Streets pilot scheme and the Street Tag app project have been completed and detailed results are included in this report (**Annex 1 and 2**). The key findings of these two projects and the impact of the communication campaign for the activation programme to date are summarised here. A final evaluation report will be prepared in the first quarter of 2022, when all projects are complete and have been evaluated. Other projects including the School Park and Stride project, the Kidlington 'Zoo Trails' and the Community Activation projects are currently being evaluated.

Headline Results

More detailed results are in Annex 1 and 2.

9. School Streets

- Survey responses showed a **reduction in driving to school of 6.9 percentage points** over the six-week closure period, 3.2 percentage point increase in cycling, 1.6 percentage point increase in scooting and skating to school as well as 1.5 percentage point increase in walking. With small **increases in car sharing and park & stride** options there were also slight decreases in train and bus travel.
- Surveys showed that overall active travel to school (walking, scooting, skating, and cycling) **increased** in the trial schools **by 6.3 percentage points** plus a small increase in Park and Stride.
- Windmill School showed the highest comparable difference between baseline and follow up with 25.9% of 563 respondents saying they were driven to school prior to the School Street, down to 11.8% of 162 respondents at the end of the trial (14.1 percentage point decrease).
- Vehicle, walking and cycling **trip counts showed an increase in walking and cycling** trips during the closure periods (morning and afternoon) at School Streets locations and, at locations where car trips were counted, a corresponding decrease in car trips.

- In comparison to schools where street closures had not yet been implemented, School Streets locations showed a greater increase in walking and cycling counts at the follow up period, compared to baseline.
- School streets were widely supported by local communities with over 60% of local school communities supporting the street closures. Parents at the schools, who are also local residents. were even more supportive, with 72% stating support for the street closures.
- Some schools identified issues with traffic displacement and poor parking in neighbouring streets whilst others struggled in securing volunteers. As a result, three of the schools decided not to continue once the pilot period was completed.
- Discussions are now underway to agree a sustainable approach to running School Streets with the six pilot schools who have indicated that they wish to extend their use in the new academic year.
- We used the HEAT tool¹ to estimate the economic value of the health benefits gained from an increased mode share of walking and cycling. The HEAT tool has some limitations in that it does not calculate benefits of reduced morbidity, only reduced premature mortality, and that it does not calculate health benefits for children. Therefore, the benefits estimated are only for adults accompanying children. Also, it does not take account of increased 'journey ambience'. Even with this significantly conservative estimate of benefits however, the Benefit-Cost Ratio achieved, if the increases of 3.2% cycling and 1.5% walking were maintained for the 9 School Streets schools (a total population of 3,490 children) **is 2**. This shows this intervention would deliver two pounds of benefit to health for every pound spent on the intervention.

10. Street Tag

- Nearly 10,000 users signed up, spread across the county, with users in all districts and the city.
- Resulted in increases in frequency of walking and cycling, and time spent doing these activities.
- Engaged the key target audience: families and school children (based on age groups most engaged).
- The biggest challenge was to engage users for a range of ethnic backgrounds.

¹ <https://www.heatwalkingcycling.org/#homepage>

- Well used throughout the project period, including the winter months. This is particularly notable given that the autumn and winter period coincided with prolonged period of county wide or national COVID-19 lockdown restrictions. The results described in chapter 3, indicate decreases in sport and fitness activity – which would be impacted by lockdown restrictions - but increases in walking and cycling, highlighting the potentially important role of Street Tag in sustaining physical activity levels over this period.
- The app engaged females in physical activity, at least as much if not more than males.

11. Communications Campaign

- The communications package around the activation programme has created significant media presence with excellent reach for this type of geo-targeted social media campaign.
- Overall, the Street Tag element of the campaign was highly successful, with Oxfordshire having the **highest sign-up rate for Street Tag** in the country during its first season.
- The campaign helped to generate over 4,340 players in the school league and over 630 players in the community league. In the Oxfordshire Street Tag Schools League a massive 318,453,192 steps were walked, players travelled over 285,700 miles.
- The comms campaign helped to engage parents, staff, pupils and local residents with the School Street and helped recruitment of volunteers, a critical part of the delivery of School Streets.
- The ‘could you’ messages and ‘did you know’ facts performed the best, and the ‘creating space’ around the school gates graphic and the video performed well too. The messages helped people think about their journey and whether they could make changes. To further develop the narrative the park and walk message could be developed and linked to the Street Tag app with acceptable parking locations tagged on the map.
- The average ad recall lift for Facebook is 18%, the geo targeted adverts had a recall lift of 19% and the Oxfordshire parents with primary school children had a recall lift of 11%. Future active travel for schools’ messages should run with geo-targeted ads and we should investigate the possibility of tailoring each advert for individual locations.
- Both the Google and Facebook and Instagram ads for Street Tag performed well with over 2.5 million impressions and over 26,400

engagements. The sentiment overall was positive; there were comments from people who've started using the app and those from people sharing the post.

- The highest performing advert on Facebook and Instagram was the 'use Street Tag while walking the dog', followed by the cyclist and runner 'about the app' message for the community league and the 'compete for rewards for your school' with a pupil using the app for the schools' league. The video of the app in use performed well too.
- For Google ads the 'Street Tag is turning Oxfordshire into a virtual playground' and 'Play Street Tag today' performed the best for both audiences.

12. Community Activation

- Community Activation measures are intended to complement infrastructure measures being taken in Witney, Bicester and Oxford. Some activities commenced in the summer of 2021 with the remainder starting in September; engagement levels reflect participation at this relatively early stage of project delivery.
- Headline figures

Bicester (£25,000 allocated)

Target engagement: 495 residents

Residents engaged to date: 193

80% working age adults – 20% Primary School aged children

Witney (£25,000 allocated)

Target engagement: 400 residents

Residents engaged to date: 181

18% older adults – 32% working age adults – 50 % Primary School aged children

Oxford (£25,000 allocated)

Target engagement: 600 residents

Residents engaged to date: 194

80% working age adults – 20 % Primary School aged children

Conclusions & Recommendations

13. School Streets

- The impact on travel to school mode was beneficial, with an overall decrease in travel by car and an increase in walking and cycling. However, too few surveys on travel mode were completed in the follow up period, after the

closures were in place, for any robust findings *per school* or to understand differences in the impact in different schools.

- Across all schools, there was general support for School Streets. Several schools have decided to continue running the School Street; however, volunteer capacity is an issue for many schools. For these to be sustainable in the long term, permanent signage and camera enforcement is required to limit the reliance on volunteer stewards to man the closure points.
- At one school, Bure Park in Bicester, the pilot raised issues among residents, resulting in the discontinuation of the School Street. Despite a lot of positive feedback, the road was a major route into and out of the nearby estate and it became clear that ETRO consultation and communications hadn't reached far enough for residents to feel informed and engaged with the project. The Active Travel team are currently exploring alternative infrastructure design solutions to address the congestion issues.

Next Steps

- A broader support package will be offered to schools to address congestion/safety concerns and to promote active travel. This will include a suite of resources including active travel planning, wayfinding/park and stride initiatives; safe parking campaigns, as well as school streets, so that the most appropriate intervention is selected working with the school. The travel planning team are currently recruiting to a post for schools' engagement to take this work forward and to continue to promote and facilitate active travel projects within Oxfordshire Schools
- Alongside self-reported survey measures, objective outcomes including robust air quality monitoring and vehicle monitoring will be in place to quantify the expected benefits more accurately. Sufficient data need to be captured to understand the impacts on travel mode per school and to better understand differences in the impact in different schools
- A key learning is that schools need to self-nominate and have a commitment to active travel promotion and a vested interest in improving the safety of active travel journeys to school. To be a successful site for a School Street, schools need to be able to:
 - Identify specific issues that need addressing for their school (e.g., air quality, safety, speed, parking etc) and provide indication of need (accident data, complaints, air quality measurements or baseline active travel rates).
 - Demonstrate understanding of their main and wider catchment areas, local walking and cycling routes, whether any other complementary measures are needed e.g., walking buses, park and stride routes, additional motivational interventions and identify where a closure could take place (considering entrances, exits to the schools, drop off and pick up times)

- Engage with the school community (teaching staff and parents) to discuss volunteering model and support required for a trial
- Be willing to facilitate and support data collection to enable the evaluation of a School Street
- Implementing a one-day trial, to prepare for a longer six-week trial is a methodology adopted by some other local authorities and could be adopted in Oxfordshire.

14. Street Tag

- Street Tag is being funded for a further academic year with a specific requirement to increase participation of different ethnic minority groups by a significant percentage. A sector-wide stakeholder's consultation might help to explore how to tackle barriers to participation among communities who are least engaged.
- The age group least represented on Street Tag is those aged 75 years and over, usually one of the difficult to reach groups, particularly for apps. Understanding user demographics, including the most engaged and least engaged groups, is important to drive approach, engagement and communication strategy. This could include extending campaigns to extra care housing where a good number of participants above 75 years can be found. Street Tag has developed an NFC fob/card in line with the digital inclusion drive. This will help users with no access to Smartphones or the internet, to buddy with others that have smartphones and engage in physical activities together (for example, Grandparents buddying with their grandchildren). Street Tag rewards users with the NFC fob/card and the smartphone users for the collaboration.
- For future roll outs, it will be important to ensure the app engages those who are less active, as well as those already active. Moreover, it will be important to understand the demographics and user profile (distance, log ins, points collected) of those who do not complete the follow up questionnaire as much as those who do to understand any bias in the results and draw adequate, robust conclusions.

15. Communications Campaign

- There were a few concerns raised regarding the safety of cycling on our roads and issues with the storage of bikes at school. This is something that will be considered and if possible, addressed in future active travel for schools' communications.
- Telling the story of how active travel has worked for schools, using case studies from both schools and parents could help encourage parents to consider how they can build active travel into their daily school journey

- For future Street Tag communications, we will start telling the story of schools and individuals using Street App. As well as using both the schools and community league winners as case studies, we will show how the app is being used and how it's benefiting schools, communities and individuals in Oxfordshire; this should help to encourage others to start using the app. Future communications to schools will highlight the fact that small schools can join forces to compete for the rewards.
- Provide content for termly active travel toolkit to encourage schools to sign up to Street Tag and promote to parents and families. The toolkit will be reviewed and updated and sent out to new schools after they have signed up (yearly update)
- Now the schools league is established, school news is the best platform to promote the schools league to encourage schools to sign up and providing schools with a toolkit to aid their communications to encourage parents and their families to join up works well.
- To capitalise on other school travel initiatives, ongoing Schools Streets will be included in a termly active travel communications toolkit for schools, with a reminder to sign up for the new season of **Street Tag** going out through school news.
- New stories and media engagement will be limited to big milestones and will need a case study with one storytelling piece on social media to celebrate the winners of the Street Tag league.
- For the community league, we will run a short burst of marketing to support the launch of each new season (2-3 week run) and source case studies to support the storytelling on social media the new season announcements. As case studies of people using the app and telling their story will help engage and encourage other people to do the same
- There was feedback on social media and in the local community that people hadn't seen the School Streets surveys. A comms pack for schools to use to encourage parents and local residents to respond to surveys may be something to consider.

Ongoing Projects

16. Kidlington and Gosford 'Zoo Trails'

In 2020, the Healthy Place Shaping team at Cherwell District Council (CDC) launched a community-led programme to increase the physical activity levels of the local community through the installation of new 'heath routes' - now called **Kidlington and Gosford Zoo Trails** (see map example below).

The aim is to promote walking for health and to use the new infrastructure to nudge residents towards improved wellbeing, in particular, to increase physical activity in primary school aged children. This involves creating 5 wayfinding routes throughout Kidlington, connecting all the local schools, many hidden green spaces and parks, shops and residential areas around the central hub of Exeter Hall. Ranging in length from 1.5km to 5km. These are easy to follow trails, marked with bespoke signs and pawprints on the ground with fun hopscotch and fitness type elements in safe alleys and on park paths.



Evaluation

A team of community evaluators were appointed from the community to facilitate the engagement of the local population and to ensure their input throughout the project, into both its inception and evaluation stages. Community evaluators have conducted community surveys to gather data on a range of self-reported health and wellbeing outcomes. In addition, automatic pedestrian sensors will capture trip data on walking and cycling at selected locations.

Outcomes include:

- Physical activity – how many days in the past week were adults physically active for at least 30 min
- Social aspects of physical activity i.e., whether people do sport or exercise on their own, with family or as a team/group
- How COVID-19 lockdown has affected people’s level of physical activity
- People’s perceptions of access to an opportunity for physical activity, their enjoyment and ability to be active
- Wellbeing scores (based on metrics used in national surveys)

- Perceptions of belonging, trust and resilience
- Pedestrian trips (total and average number of pedestrians per day, counted at 3 separate specified locations, and the difference pre-post intervention – the counts are registered daily so special events or circumstances can be assessed)

Baseline data were collected between April-June 2021. The survey will be repeated in Autumn 2021 once the Zoo Trails have been implemented and residents had a chance to use them. Data analysis will take account of participant demographics and outcomes will be presented in a way that enables understanding of how these factors may have influenced the outcomes.

Community feedback

The project has received exceptionally positive response from families, residents and councillors so far. It has been showcased at several community events with great anticipation. Installation began on Sept 20th, 2021 and attracted many extremely positive comments within the day.

17. School Park and Stride

This pilot project is investigating the effectiveness of using wayfinding and promotion of 'Park and Stride' schemes to increase physical activity on journeys to and from school. The project encourages parents and carers, especially those who normally drive their children to and from school, to choose an active mode of transport; or to park a short distance away and walk the last or first stage of their journey. In addition to providing children with the opportunity to improve their mental and physical health by incorporating physical activity into their daily routine, this intervention seeks to reduce air pollution outside of school gates at school drop off and pick up times.

The aim of the school park and stride project is to increase the proportion of school children actively travelling to school and the frequency of active travel. It is funded by Sport England.

Included schools are:

- Sandhill Community Primary School, Headington, Oxford
- Tyndale Community School, Cowley, Oxford
- St Joseph's Catholic Primary School, Carterton, West Oxfordshire
- Hanwell Fields Community School, Banbury, Oxfordshire
- St Blaise CE Primary School, Milton, Oxfordshire

The Park and Stride line markings and signage have been installed at all sites apart from St Blaise school. This school was a late addition to the pilot and some path improvement work is required before the line markings can be put down. See below for some of the line markings installed.

Each school has it's own leaflet with messaging tailored to their own motivation e.g. environment, safety, activity...



Park and Stride Trail Features

Explore the solar system



Learn your alphabet from a dragon



Hop across the stepping stones



Follow the bug trail



+ Fitness Trails and Sky Scraper 3d Hopscotch

Evaluation

We will undertake surveys with parents, staff and pupils to assess mode of travel to school and perceptions and use of the park and stride routes. In addition, vehicle and air quality monitoring will be used to assess impacts of the initiative on traffic volumes and air pollution. This will be combined with a separate qualitative research study of the intervention, conducted by Oxford Brookes University to contribute to the overall evaluation.

Baseline data was collected in July 2021, before the end of the school term. A parent survey will be conducted in November to collect data on travel to school mode to

determine change in travel mode share, and vehicle and air quality data will be captured in November also. Longer-term data on travel mode will be collected approximately 4-6 months later.

Community feedback

Though the park and stride sites have only recently been installed at the time of writing, there has already been some positive community feedback. Carterton Town Council received the following email:

“Dear Carterton Town Council, I just wanted to compliment you on the new addition to the park. My children love the solar system artwork on the path around the bandstand. We make a point of walking that way to and from school. They love space so this brings a smile to us every morning. Thank you. Kindest regards [local parent]”

A post by a resident on a local Facebook group for Banbury residents, near the Hanwell School park and stride, generated several positive comments.

“...I think it's a fab idea! As you can see my daughter loved them! “

“We saw these too on a walk yesterday. It sparked the children’s interest and wanted to follow them “

“Love seeing it yesterday and yes I followed the steps the same as my kids did (never to old)”

18. Community Activation

The community activation projects are described briefly, with current status, in appendix 1.

Next Steps

1. The evaluation of the Kidlington and Gosford 'Zoo Trails' project, the Oxfordshire schools Park and Stride scheme and the wide-ranging of Community Activation work is due to be delivered and evaluated over the next six months and will inform future active travel delivery.
2. The County Council Public Health team have secured academic research resource via the PHIRST programme (Public Health Intervention Responsive Studies Team) run by the National Institute for Health Research. This programme provides two dedicated academic experts to design and undertake an evaluation project with Council officers and partners such as Active Oxfordshire. Given the wide-ranging measures already being collected, the PHIRST research will focus on behaviour change and modal shift towards active travel in market towns, particularly among older adults and commuters. It will investigate modal shift in this demographic and seek to understand any barriers for active travel which persist, despite the infrastructure and activation work, and how these might be overcome.

Equalities implications *[considering the impact of the policy/decision/approach on our customers]*

3. Oxfordshire residents with disabilities which impact on their physical mobility may be less able to take advantage of some of these cycling and walking activation projects. However, they will benefit from the impact of the projects on air pollution, reduced congestion and increased safety e.g., through fewer cars parked at school gates. Furthermore, some of the community activation projects are inclusive for those with disabilities.
4. The community activation projects have been designed in partnership with local residents and specifically aim to reduce inequalities. The target audience for these projects include older adults experience isolation, children in receipt of free school meals, children in more deprived wards of Oxford, Bicester families in the more deprived wards, eligible for FAST (free and reduced cost physical activity opportunities).

Communications

[Has there been any consultation with the public or key stakeholders already, or is any planned? Do any of the proposed actions need to be communicated in a particularly sensitive way?]

5. Communication with the public and key stakeholders has been a central pillar of this programme. Consultation with the target audience and establishment of community networks has been, and continues to be, integral to the Active Oxfordshire community activation work.

6. Future communication with schools needs to manage expectations around School Streets feasibility and the level of engagement required from the school community

Key Dates

[Include any key dates, especially (a) any target dates and (b) dates for Cabinet and/or other committees. If the issue is an external one, give any deadlines imposed by government or partners]

7. The final evaluation report for the Active Travel Programme will be available in Spring 2022.

Report Authors: Sarah Payne Riches, Public Health, project leads including Josh Lenthall (Active Oxfordshire), Clare Dowling (Sustrans), Mike Clay, Mark Gregory, Lucy Bates, Seun Oshinaike (Street Tag), Rosie Rowe (Cycling and Walking Activation Programme Director).

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Contact: Rosie Rowe, CWAP Programme Director, Head of Healthy Place Shaping, Public Health Directorate, Oxfordshire County Council. Email: Rosie.Rowe@Oxfordshire.gov.uk

Appendix 1

Project name	Brief description of project	Timescale
Windrush Bike Project - Bike Library	A Bike Library based at Windrush Bike project in central Witney where residents can be referred to receive a free bike and accompanying accessories. For children who are referred they can swap their bike for a larger bike as they outgrow it	Live
Wheels for All Witney	An inclusive cycle provision based at Wood Green School. Adapted bikes will be used to provide cycling opportunities to disabled residents on a regular basis. This is a volunteer led intervention which has been secured for 12 months with business plan in place to continue beyond September 2022	Live
Public Bike repair stands	Strategically placed bike repair stands that residents can use to fix or tweak their cycle whilst in the town centre. These will be maintained by Witney TC colleagues and the TC have been consulted on the optimum placement	w.c. 8th November
Tea, Talk and Walk	Weekly sessions for older residents who will have a drink/social opportunity followed by a walk through Cogges Meadow to rebuild confidence in walking, post lockdowns. This will be both a social isolation prevention project and a physical activity intervention	Live
StreetTag/Cogges Loyalty scheme	Cogges Café now has a Polytag and also a QR code that rewards repeated visits to Cogges which is on the Witney Active Travel corridor. After 6 visits, residents receive a free drink at the café	Live

Celebration of Cycling	Cyclox with partners Oxfordshire County Council, Oxford City Council, Active Oxfordshire, Broken Spoke Co-op, and the two universities, is hosting a Celebration of Cycling in September in Oxford, Witney and Bicester with the aim of inspiring more people to get pedalling, raising the profile of cycling in Oxfordshire, and encouraging a move towards healthier transport modes	Delivered
World Car Free Day Walks	22nd September - walks from Witney Market Square to Cogges	Delivered
FAST Family Bike scheme and maintenance	A Bike Library based at Bicester Green where residents can be referred from the FAST programme to receive a free bike and accompanying accessories. For children who are referred they can swap their bike for a larger bike as they outgrow it	Live
Dr Bike	Tactically placed Dr Bike sessions to serve the Bicester West community and those receiving bikes through the FAST Family Bike scheme	Summer - Autumn 2021
BC Teacher training	British Cycling led training that enables teachers to embed cycling within the national curriculum before Bikeability so that all children can take up statutory offer	Live
Breeze rider training	British Cycling led training for women to enable the delivery of guided rides for other females and beginner female cyclists	Live
Guided ride training	British Cycling led training for men or women to enable the delivery of guided rides for local residents and families. Will tie into FAST Family Bike scheme by enabling local rides to take place for residents	Feb-22
Longfield's School Bike Library	A fleet of 20 bikes for Longfield Primary School and the accompanying accessories	Live
Aspire Health Walk	A series of wellbeing walks taking place in the Bicester area, with a focus on being outside and connecting with nature and each other. A guided walk around somewhere of some interest, followed by refreshments and an opportunity to chat and socialise	November 2nd 2021

Celebration of Cycling	Cyclox with partners Oxfordshire County Council, Oxford City Council, Active Oxfordshire, Broken Spoke Co-op, and the two universities, is hosting a Celebration of Cycling in September in Oxford, Witney and Bicester with the aim of inspiring more people to get pedalling, raising the profile of cycling in Oxfordshire, and encouraging a move towards healthier transport modes	Delivered
Bicester Market PolyTag	Incentivising residents to walk to the town market by increasing points available on the Street Tag app	Live
Liveable Cowley Map	8000 maps were produced and distributed to every household in Cowley to demonstrate the walkability of the area. This programme was AO funded but very much in keeping with the ethos of the EATF Community Activation work and therefore is listed here	Live
Cytech training for TRAX	L1 training for young person from Barton who refurbishes bikes at TRAX for Ready Set Go and also Bikes for Keyworkers. He, and 2 peers are now progressing onto Cytech L2 and L3 apprenticeships to further their skills and employability within the cycling sector	Completed
Self-guided walking tour	Designed by local artist and MIND practitioner, Nor Greenhalgh. This will demonstrate the walkability of the Cowley LTN area whilst inviting residents to feedback 'soft' insights into their views on the local built environment. My Life My Choice and Joyriders have already signed up to lead group walks on these routes and to provide feedback from those with disabilities and from women who are beginning their active travel journey	Live
OLS Cargo Bike Hire Scheme	OLS, in partnership with Oxford City Council are trialling an E-CARGO Bike loan scheme from Rose Hill Community centre where residents can loan an e-cargo bike to go shopping and to run errands thus reducing the need for private vehicle use	Waiting for arrival of e cargo bike but system all set up and agreement in place for storage
Ready Set Go	Ready Set Go provides cycles, accessories, tuition, wayfinding and ongoing support to residents of Blackbird Leys and East Oxford. This is delivered in partnership with TRAX, Joyriders, WFA Oxford and Broken Spoke	Live

Wheels for All Ebike loan scheme	WFA will oversee the loan of e-bikes to local residents who want to modally shift on their daily commute	Live
Wheels for All Tadpole Etrike for residents recovering from cardiac issues or with balance difficulties	This will enable the above to also be open to residents with disabilities or balance issues as well as strengthening the fleet of bikes available to regular WFA participants	Live
Children's Map of Cowley	An interactive map of Cowley aimed at children and families that also engages them in soft consultation about their views of local area and LTNs. Whilst the main purpose of this is to activate young people this also enables consultation with children who can't participate in statutory consultation	Live
Oxford City Council linking blue and green spaces	create a map that shows the safe and pleasant routes to walk or cycle to the city's local parks and waterways; particularly from parts of the city with a higher prevalence of health inequalities and low levels of active travel.	TBC
Joyriders	Cycle rides connecting riders with shopping and outdoor amenities in their surrounding neighbourhoods and across the city	Live
OBU Dr Bike and World Car Free Day incentivisation	World Car Free Day (22nd, Sept 2021) - to encourage as many staff (students are not eligible to receive a parking permit) to leave their cars at home and travel to work by sustainable modes of transport, promoting Oxford Park and Rides and e-scooters AND 2. Bike Dr (Maintenance, Proficiency Workshops and Second hand bike Sales) - the workshops will be held over three sessions to support staff, students and the community to gain a better understanding of bicycle maintenance and improve road safety	Delivered
Broken Spoke LTN Bikeability	Subsidised Bikeability training for those living in and around LTN areas, with a particular focus on women of colour	Live
Broken Spoke Female Mechanic Pathway	A mentoring and qualification pathway for female mechanics	Live
Celebration of Cycling	Cyclox with partners Oxfordshire County Council, Oxford City Council, Active Oxfordshire, Broken Spoke Co-op, and the two universities, is hosting a Celebration of Cycling in September in Oxford, Witney and Bicester with the aim of inspiring more people to get pedalling, raising the profile of cycling in Oxfordshire, and encouraging a move towards healthier transport modes	Live

