



Health Improvement Board  
18<sup>th</sup> Nov 2021

# Cycling and Walking Activation Programme

## Interim evaluation report

**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)

**CWAP Programme Director:** Rosie Rowe, Head of Healthy Place Shaping





# Objectives of the C&W Activation Programme

- 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
- To build local capacity to address these barriers
- To reduce carbon and air pollution emissions across the network



# Interim evaluation

## Completed projects



**School Streets**



**Street Tag**



**Communications  
campaign**

## Ongoing

- **Community Activation**
- **Schools Park and Stride**
- **Kidlington 'Zoo Trails'**



# School Streets

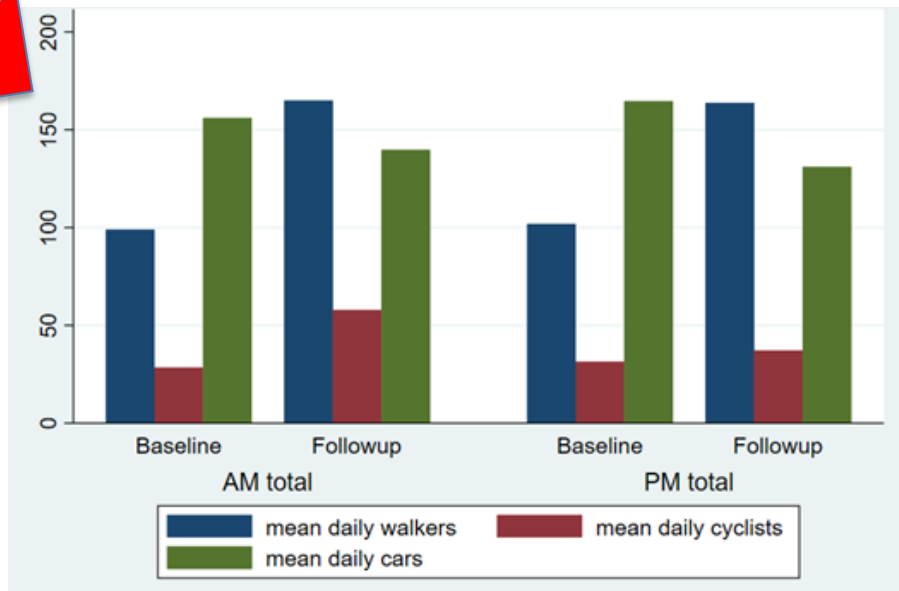
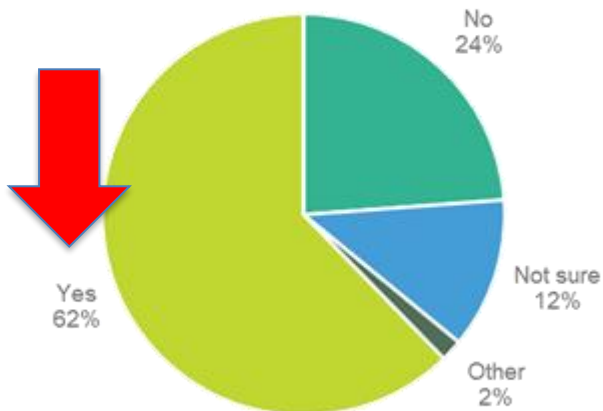
- **9** schools (5 Oxford city, 2 Bicester, 1 Witney 1 Abingdon)
  - 6-week pilot, road closures using ETRO and volunteers manning closure points for am drop off period and pm pick up
  - Aim - to **increase % using active** travel and **decrease % driving**
  - Objective also to **create support for permanent school streets**



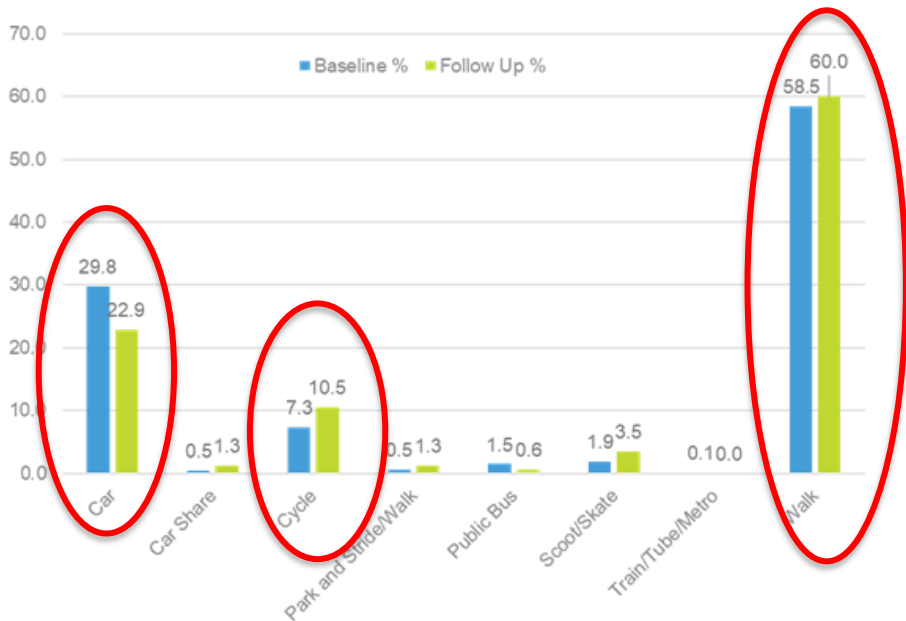
# School Streets

Average daily walking, cycling and car counts at St Christopher's, from baseline to follow up

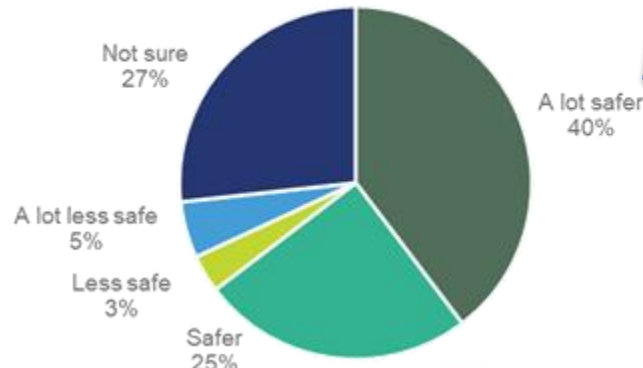
Do you support the School Street Closures?



Travel mode before and after street closure

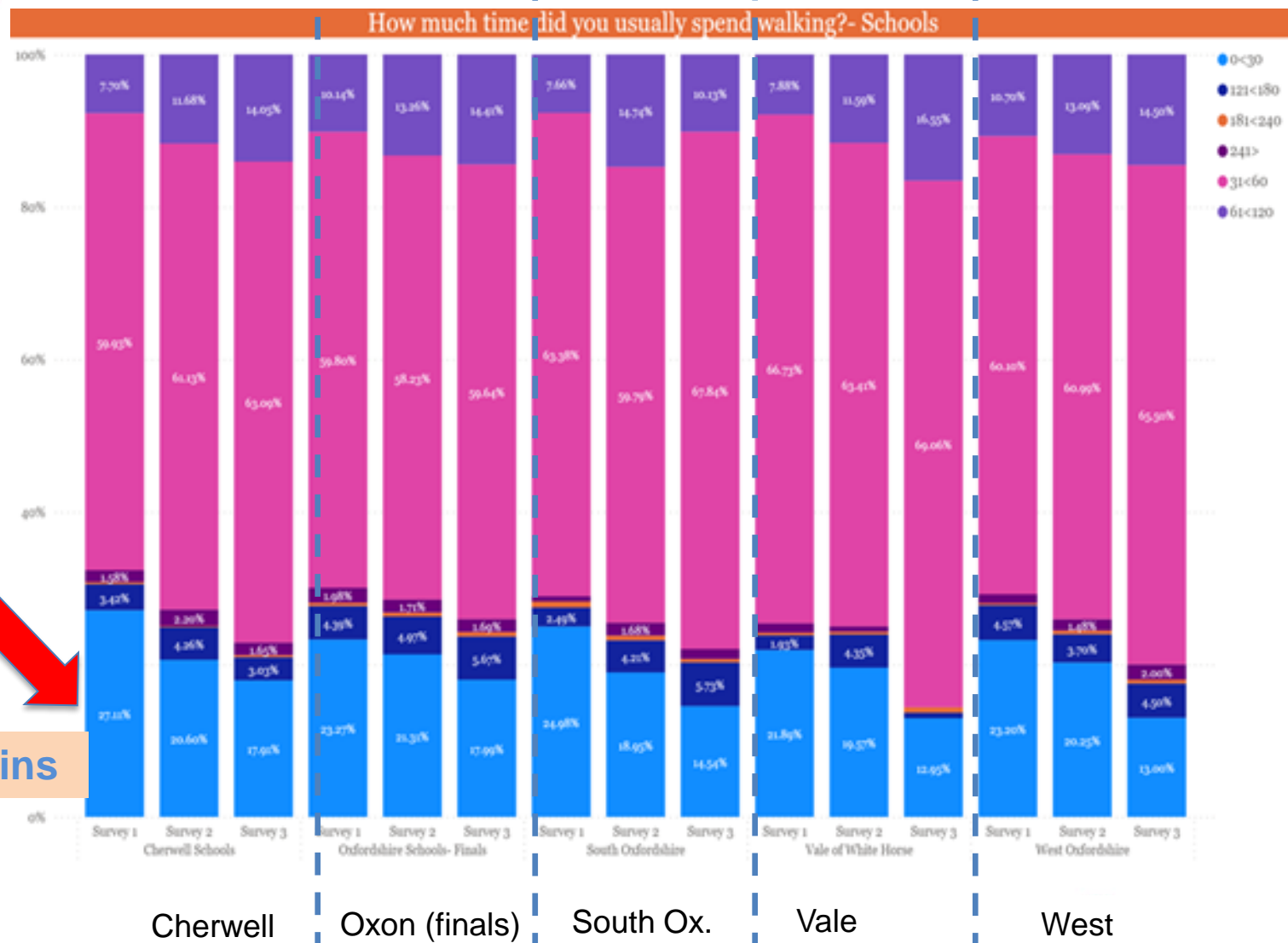


Pupils: Do you feel safer on your School Street when you walk/cycle or scoot?





# Street Tag





# Community Activation – Witney, Bicester & Oxford

Community Activation measures are intended to complement infrastructure measures being taken in Witney, Bicester and Oxford

## 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

## **Examples of Community Activation projects**

- Bike Libraries
- Cycle tuition
- ‘Walk, Talk & Tea’ for shielding populations
- StreetTag incentivisation linked to businesses and markets
- Dr Bike sessions
- Training community members as ride leaders
- Mental Health focused walking groups
- Community based E-Cargo bike hire schemes
- Inclusive cycling provision i.e. Wheels for All







# School Park and Stride

- Creating Park and Stride/Wayfinding routes to primary schools from nearby car parks or residential areas
- A pilot project in four schools across Oxfordshire-routes and activities designed with parents and children implemented in October 2021
- The routes will be marked with 'signs and lines' to be easy to follow and add a little fun – see some examples of the signs and lines that have been installed
- *Extra Joy* – Where we can extra activities such as ground painted games, bug hotels and activity stations will be installed
- Schools supported to implement walking buses
- Option to include classroom-based air quality activities



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





# Kidlington Zoo Trails

- Objective to increase physical activity in primary school aged children – ‘Walking for health’ – Funded by Sport England and the National Lottery
- 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. Pathway barriers safely removed to allow access for all users.
- 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.
- Community Evaluators 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.
- Exceptionally positive response from families, residents and councillors.



**ZOO Trails**

Follow the footprints to explore the Kidlington and Gosford

**Monkey Trail**  
1.5km  
Inquisitive monkey explores the High Street, The Meers and, of course, the woods of Park Hill Recreation Ground

**Lion Trail**  
3km  
Prowling lion follows the longest route through Kidlington and Gosford to the side of the old zoo

**Elephant Trail**  
1.5km  
Majestic elephant strides towards Garden City. Did you know that inside the Elephant now stands on the Oxford Road roundabout?

**Big Bear Trail** 3km  
**Bear Cub Trail** 1.5km  
Adventurous bear set on by bear go looking for the canal and the wildlife lovers of Gosford.

**Key**

- Start cuts
- Big holes and nature spots
- Scratch boards and balancing logs
- Playground games and activities
- Benches and picnic spots
- Adventurers asked – how many can you spot?

**What are the zoo trails?:**  
Five family friendly, accessible walking trails based on zoo animals coming to Kidlington. Did you know that in the 1930s there was a zoo here? From the Bear Cub Trail at 1.5km to the Lion Trail at 3km there's a route for everyone. All routes are accessible to buggies and wheelchairs and pass by all the schools, near shops, bus stops and there are public toilets in the centre of Kidlington.

**Things you need to know:**

- The Big Bear and Bear Cub trails follow the side of the canal so please take care next to the water.
- This canal section on the Bear trails does not have street lighting.
- On the Monkey Trail, where it crosses Park Hill Recreation Ground, there is no hard surface path. The path crosses the grass for about 50 metres.
- The trails follow alleys, pavements and cross roads; so remember wait at the end of alleys for an adult and cross safely. Footprints also tell you where to stop, look and listen.

**Finding your way:**  
All the routes are marked from in Exeter Close. All the distance markers start from here but you can join a route at any point. Simply follow the footprints and lines on the ground and signposts up above. These will lead you around each circuit. There are also a few shortcuts marked to shorten your walk.

**Lyne Road Green Rewilding Project**  
A community space for biodiversity development: tree planting, encouraging wildlife and for relaxing in nature.

**St. Mary's Fields**  
The reserve was created in 1999 to provide a nature and open space accessible to all the people of Kidlington. The 4-acre site is managed by volunteers in cooperation with the owners, Kidlington Parish Council.

**Explore more**

**Oxford Canal**  
See Roundham Lock, Kidlington Green Lock, and the bridges including Streeted Brass Footbridge

**Explore Church Street and see some of the oldest houses in the village**

**St. Mary's Church**  
The three parish church of St. Mary the Virgin dates from 1220 and is adorned for its five medieval glass and ancient woodwork. The slender spire, known as 'Our Lady's Needle' is a well-loved landmark.



# Key Learning






## for School Streets and Street Tag

- School Streets to be offered as ***part of a suite of resources as appropriate for the school***; Schools need to self-nominate, have a ***commitment to active travel promotion*** and a vested interest in improving the safety of active travel journeys to school
- Engagement with schools leads to tailored solutions
- Specific requirements on schools identified through this pilot
- Implementing a one-day trial, to prepare for a longer six-week trial could be encouraged. May help with parent engagement and identification of barriers?
- Street Tag – to achieve participation by more ethnic minority residents and older adults.



# Objectives of the Activation programme

## How are we doing so far...?

- To increase the proportion of people who regularly walk or cycle in Oxfordshire by promoting modal shift to active travel 
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- To identify and understand the barriers to walking and cycling, including hyper-local barriers 
- To build local capacity to address these barriers 
- To reduce carbon and air pollution emissions across the network 