

East Sussex Active Access for Growth 2018/19 Healthy, Active Travel



The Programme

Active Access for Growth (AAfG), East Sussex is a £1.4m Active Travel programme funded by the Department for Transport. It is focused on targeting those that are currently inactive, those that are struggling to access work opportunities, with the aim to broaden employment and training horizons and support improved access to education.

The programme has been integrated into key existing County Council work streams which focus on supporting business engagement, workforce development, public health and community development.

The programme is being delivered across the county's key growth areas of Newhaven, Eastbourne/South Wealden and Bexhill & Hastings, aimed at supporting the key priorities of local economic growth, improvements to physical health and wellbeing, reducing carbon emissions and improving air quality.

Programme Elements

AAfG is divided into three strands and covers a range of audiences:

ES1 – Business and Workforce Development

- Those currently unemployed
- Apprentices
- Businesses
- Employees

ES2 – Education and Training

- Colleges
- Primary and Secondary schools and pupils
- Brighton University

ES3 – Healthy Communities

- Health practitioner referrals
- Community groups

Stakeholder engagement

In order to reach these audiences the programme partners and the programme manager engaged a broad range of stakeholders, including:

- County Council Officers, District and Borough Council Officers
- Other Government Agencies e.g. DWP.
- Sport Development organisations e.g. Active Sussex.
- The business sector
- The voluntary sector e.g. Hastings Voluntary Action, RVA, 3VA.
- Community Development organisations e.g. Sussex Community Development Agency.
- Other specialist delivery agencies e.g. Active Hastings, Active Rother, One You East Sussex and Beat the Streets.

Key Programme Aims

Modal shift: Increase walking and cycling by 2% per year

Opportunities: Increase access to employment, education and training

Health: Increased proportion of people achieving 30 minutes of physical activity per day



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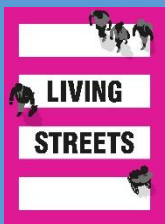
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Programme Delivery Partners and projects

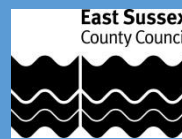


Living Streets
Walking Projects
Delivering walking initiatives to schools and businesses



Sustrans Active Steps

Delivering an intensive 10 week course to get people cycling and walking for everyday journeys



Cycle Hubs

Developing cycle hubs in Peacehaven & Hasting's



Cycling & Walking Projects

Delivering a range of cycling and walking projects to enable people to experience the South Downs and get more active



Cycle Loan

Developed and delivering a cycle/electric cycle loan scheme to support access to work and training



Independent Travel Training

Providing support to the young people and the unemployed to learn the skills necessary to travel



Sustrans Active Travel

Delivering a range of cycling and walking initiatives to schools and businesses.



University of Brighton

Researching how much energy is used when cycling on an E-Bike, which provides an electrically assisted boost to cycling activity



Community Grants £50k



Wheels 2 Work Scheme

Delivering the loan of scooters and mopeds to support access to work, education and

Active Access for Growth: A Growing team of Active Travel Sector Experts Working Together

8 Partner organisation. **30*** Staff . **10** projects in 2018/19

*Including 5 AAfG Board Members (ESCC and Sustrans), 1 Programme Manager (Sustrans)
3 Core Engagement Officers (Sustrans and Living Streets), 21 Steering Group Members and associates



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Programme Geographical area

Key Challenges

- Limited public transport provision in rural areas
- Large county and large programme focus area
- Cycling infrastructure still under development in some areas



Pockets of high unemployment and deprivation - East Sussex is significantly less affluent than the wider South East. Hastings is the 20th deprived local authority area in England.

Health inequalities - Life expectancy is significantly lower than the East Sussex average and the national average in some of the most deprived areas of the county. Poor health can prevent people from actively contributing to the local economy.

Congestion and air quality - Congestion along the coastal routes has an impact on the local economy by reducing access to businesses and education. Newhaven is an Air Quality Management Area (AQMA).



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ACTIVE
CYCLING
PROJECTS



East Sussex Active Access for Growth Healthy, Active Travel

ES1 Active Access for Business and Workforce Development



About

This element of the programme is focused on integrating active and sustainable travel initiatives to become mainstream components of County Council programmes which are tackling long term unemployment, promoting and delivering apprenticeships and working with local workplaces. It is supporting the wider local and regional priorities of growing business opportunities by having access to a better skilled workforce; ensuring new commercial development has greater access to sustainable travel choices, and widening job seekers travel horizons to provide access to more and new employment opportunities.

What we achieved

Workplaces

AAfG officers have developed links with workplaces across East Sussex. The focus has been working with a combination of large public sector employers, including ESCC, Wealden District Council, Eastbourne District Hospital, Conquest Hospital – Hastings, large employers such as The Beacon Shopping Centre – Eastbourne, Hastings Direct, General Dynamics, Innovations Centre business park, and small scale SME's.

Sustrans Active Steps, Living Streets, Sustrans Active Travel and Pedal Power have all delivered activities aimed at enabling employees to travel more actively for every day journeys.

Overall cycle mode share amongst Sustrans Active Steps participants more than tripled, increasing from 4.9 % to 15.8 %, and car travel reduced by 11%. The Active Travel Challenge ran in September 2019 with 363 participants and 30 000+ miles logged, and Living Streets delivered 61 personalised travel planning sessions and 149 walking pledges. A new Pedal Power offer for apprentices has just been developed. East Sussex Wheels to work has continued being very popular, with 100% participants reporting that the moped loans have enabled them to access their jobs more easily

Jobseekers

We have also built relationships with all job centres in the target area, engaging a total of 211 unemployed. Sussex Community Rail Partnership and Living Streets presented to staff as well as supporting employees on a 1:1 basis. Sustrans Active Steps has also worked closely to integrate our schemes into the Sussex Community Development Association's (SCDA) work and health programme for the long-term unemployed.

Key Outputs and Outcomes



1814 employees engaged



464 unemployed engaged



252 % increase in cycling in Pedal Power scheme and 33% reduction in car travel

Key Learning

- Integrating our programme schemes as part of existing jobseekers health and work programmes has been very effective.
- E-bikes have proven very popular, with over 60% of Pedal Power participants opting for an e-bike.
- A specific and practical offer, such as Pedal Power cycle loans or Active Steps have been the most effective way to engage with employees.



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ES2 Active Access to Education and Training



About

This element of the programme delivers to primary schools, secondary schools and further and higher educational establishments, alongside training provider organisations.

Projects aimed to tackle the transition points in the education system – these often provide the greatest opportunity to influence travel choices. Young people were provided with the knowledge, confidence and ability to access training opportunities. Some project elements were able to support improvements to educational outcomes.

Primary and Secondary Schools

Support was provided by Sustrans Active Travel, Living Streets and Sussex Community Rail Partnership. Work has continued in engaging both mainstream and SEN schools with various projects, including independent travel training cycle skills, bike maintenance, sustainable travel assemblies, school led projects, including mapping and campaigns.

What we achieved

In surveyed Sustrans schools, cycling more than tripled, increasing from 0.7% to 3.2% after one year of engagement. Pupils who usually scoot or skate to went from 5.1% to 8.6% and walking went up by 10%.

A number of schools and educational providers have also benefitted from AAFG Community Grants.

Colleges

AAfG team members attended open days and health days at a number of East Sussex colleges. SCRPs have engaged with 9 colleges and sixth form centres promoting sustainable travel options and undertaking more intensive work on providing independent travel training.

Living Streets provide a tailored offer to colleges, which includes the development of an active travel map, personalised travel planning and pledge events.

University of Brighton

Living Streets are building a close relationship with Brighton University and their SeaChange Environmental Programme. The University will also benefit from a new cycle shelter via the AAFG community grants scheme.

Key Outputs



8775 primary school pupils and 1438 secondary pupils engaged



193 college pupils



224 university students engaged across the programme

Key Learning

- Continued challenge with trying to engage with school staff, who have increasing limited time due to assessment and funding pressures.
- Increase in rationalisation of sixth form colleges places located over several sites across ESCC, resulting in students travelling long distances.



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EAST SUSSEX WHEELS 2 WORK



EAST SUSSEX PEDAL POWER



Sustrans



Active Cycling Projects



East Sussex County Council

University of Brighton

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ES3 Active Access for Healthy Communities



About

This element of the programme is focussed on working with our Public Health colleagues and the key agencies that are encouraging physical activity and wellbeing in the County. It aims to integrate a number cycling and walking initiatives into existing community development programmes, to promote increased levels of walking and cycling into people's daily lives.

What we achieved

We have continued to liaise closely with organisations working on physical and mental health promotion across East Sussex, particularly through ESCC Healthy Weight Management Board.

Cycle Hubs

Progress has been made with setting up the cycle hubs, which has including 6 planning meetings with key stakeholders, researching hub models throughout the UK and the recruitment of a new Sustrans staff member to work with ESCC to deliver the hubs in 2019/20.

Health referrals

We have been able to engage with One You East Sussex (who provide health checks, weight loss programmes and quit smoking advice across the county). We have also set up a partnership with Public Health funded Beat the Streets programme run by Intelligent Health. South Downs National Park, via their providers, are also delivering activities for clients who have been referred.

Community Groups

SDNP, SCRIP, Living Streets, and the Cycle Hubs for Peacehaven and Hastings have been engaging with numerous community groups across the programme area.

The availability of community grants supported engagement with over 40 community groups. A full report on community grant outcomes will be available in 2019/20.

Active Steps

This programme has proved very successful with employers and employees alike, and participants value the support provided. 72% of participants said they had increased their physical activity after the 10 week programme.

SNDP

South Downs National Park delivered 33 Cycle the Downs and 37 Walk the Downs programmes .

Key Outputs



74 Active Steps participants (679 light touch support)



£50,000 of AAfG Community Grants issued to 15 projects



450% increase in cycling trips among Pedal Power cycle hire participants

Key Learning

- Monitoring of health outcomes can be resource intensive
- Integrating mental health outcomes could be beneficial in the future

East Sussex Active Access for Growth Healthy, Active Travel

Other programme wide outcomes 2018/19

About

Alongside the focus on three key elements of the programme, there have been a number of achievements which are supporting wider outcomes and which will inform the development of future programmes of work.

What we achieved

Secured Additional Funding

ESCC worked in partnership with Sussex Air and Brighton & Hove City Council to secure £105,500 funding to support an Air Quality Project with Schools and Workplaces. Sustrans and Living Streets were commissioned to deliver this project, adding value to ESCC Access Programme - the results will be available for reporting in 2019/20.

Sustrans Partnership Manager

Sustrans have placed a Partnership Manager within the East Sussex/Brighton & Hove & Coast 2 Capital LEP area – this role will support local authorities with funding and developing engagement with key stakeholders in relation to work focussed on sustainable travel, which is adding value to Access Funded Projects.

AAfG Celebration Event 2018/19

Over 50 stakeholders from across East Sussex attended the 2018 AAfG celebration event, which was very well received. This was a chance to engage with existing and new stakeholders and get input from a wide audience. A follow up event is planned for July 2019.

Cross Border Learning Event – East Sussex & Brighton & Hove

ESCC hosted a shared learning event with Brighton & Hove City Council, where project officers from both programmes focussed on sharing insight on overcoming challenges with working with specific audiences within travel behaviour change programmes.

Mental Health First Aid Training

An unintended outcome of many of our projects has been providing benefits to peoples mental health. Therefore many of the programme project officers have participated in undertaking mental health first aid training, to enable greater awareness of mental health conditions, and to enable support to be provided through our programme of work.

Joint working

South Downs National Park and Sustrans have started to be develop a series of joint offers to schools and workplaces (linked with corporate social responsibility outcomes) aimed at enabling pupils and employees to access the South Downs via active travel.

Key Highlights



£105,500 of DEFRA funding secured for Air Quality Projects.



Key Learning

- Explore opportunities for additional funding to enhance the AAfG Programme.
- Actively encourage future learning events with other local authorities undertaking similar programmes of work.

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Looking Forward



New Travel Behaviour Programme – post 2020

Looking forward, ESCC are about to develop a new travel behaviour programme, taking into consideration learning from both the LSTF & Access Fund Programmes operated within East Sussex. The programme will be designed around producing measurable outcomes in selected geographical areas.

Programme Celebration Event

We will be delivering a Celebration and Looking Forward Programme event, to showcase work undertaken to date and to engage stakeholders in engaging their views on what could be incorporated into a new travel behaviour change programme in the future.

Shared Learning Event

We are looking to hold another shared Access Fund learning event with our colleagues in Brighton & Hove City Council in 2019/20, hosted by BHCC.

Local Cycling & Walking Infrastructure Plan

ESCC propose to launch their LCWIP later in 2019, and integrated travel behaviour programmes and road safety initiatives will be a key element of this plan.

We will



Adapt offer for new audiences



Celebrate the programme



Develop a new programme post 2020

Key Challenges

- Reaching a wide audience across a large geographical area
- Ensuring we are working as a team although delivering different projects

East Sussex Active Access for Growth

Healthy, Active
Travel

Appendix 1 Key Targets

ES2-Active Access Education and Training

15 Primaries
29 Secondaries
4 Colleges
Brighton University

ES1 - Active Access for Businesses and Workforce Development

1,500 Unemployed
130 Apprentices
250 Businesses
7,500 Employees

ES3- Active Access for Healthy Communities

100 Active Steps
Participants
500 Health Referrals
60 Community Groups

Key Challenges

- Challenges in aligning monitoring due to very different programmes delivered by partners
- Only possible to successfully measure outcomes with intensively engaged audiences