

Active Travel Strategy & Policy

2020-21



“ Sunlight Care is a dynamic, fast growing, forward thinking Nursing and Domiciliary Care Agency, providing services to both companies and individuals within London & surrounding areas. ”

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SUMMARY

Walking and cycling are good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse. These are substantial 'win-wins' that benefit individual people and the community.

This policy has been written for transport planners, others concerned with the built environment, and public health practitioners. It looks at the impact of current transport systems and sets out the many benefits of increasing physical activity through active travel. It suggests that while motorised road transport has a role in supporting the economy, a rebalancing of our travel system is needed.

Some key messages when developing a healthy local transport strategy include:

- Physical inactivity directly contributes to 1 in 6 deaths in the UK and costs £7.4 billion a year to business and wider society.
- The growth in road transport has been a major factor in reducing levels of physical activity and increasing obesity.
- Building walking or cycling into daily routines are the most effective ways to increase physical activity.
- Short car trips (under 5 miles) are a prime area for switching to active travel and to public transport
- Health-promoting transport systems are pro-business and support economic prosperity; they enable optimal travel to work with less congestion, collisions, pollution, and they support a healthier workforce.

INTRODUCTION

The Sunlight Care Group (SCG) Active Travel Strategy aims to make active travel attractive and a realistic choice for short journeys in London. By developing and promoting accessible, safer and well-planned active travel opportunities, this Strategy will help to establish SCG as a pioneering organisation for active travel.

Active travel means walking or cycling as a means of transport to get to a particular destination such as work, the shops or to visit friends. It does not cover walking and cycling done purely for pleasure, for health reasons, or simply walking the dog.

Active travel can be for complete journeys or parts of a journey, and more people in the community making more active travel journeys can lead to a range of positive individual and shared outcomes. These include improved health, reduced traffic congestion, reduced pollution, and financial savings to the individual and businesses.

Active travel should be a routine form of travel for short journeys, but distances walked have fallen by over 30% in the last 40 years as increased provision for motorised road transport has affected our neighbourhoods and the wider public realm. The relative affordability and convenience of car travel has informed the modern design of towns, cities, and rural communities, including the decentralisation of services such as out-of-town shopping centres, hospitals, business parks and leisure facilities. The result is an increasing need to travel by private car to access employment and services.

BENEFITS OF ACTIVE TRAVEL

Being more physically active can benefit everyone and can lower the chances of developing diabetes, heart disease and other preventable conditions. Active travel gives people an opportunity to be physically active as part of their daily routine and incorporating physical activity into everyday tasks reduces the need to find extra time, money, or motivation for exercise. It can also make it cheaper to travel by saving on fuel, vehicle running costs and parking charges.

Making short journeys using active travel helps to reduce the number of vehicles on the road and improves air quality. It can also be quicker, as in urban areas journey times are often shorter when walking or cycling as users can take advantage of routes not accessible to motor vehicles.

Some of the benefits of active travel are:

- Improving both mental and physical health through physical activity.
- Establishing positive active travel behaviour.
- Promoting independence and improving safety awareness.
- Reducing congestion, noise, and pollution in the community.
- Reducing the environmental impact of the journey to work.

To encourage staff to cycle or walk to work frequently, SCG will:

- Actively promote cycling and walking as a positive way of travelling.
- Celebrate the achievements of those who cycle and walk to work
- Provide cycle storage on the office site.
- Provide online cycle safety training to staff who wish to participate.

WHAT WE OFFER AT SCG

SCG promote the Ride-to-Work scheme, driven by Evans Cycles. Evans Cycles is the UK's largest specialist cycle and electric bike retailer and our Ride-to-Work scheme will give you access to our full range of quality bikes, clothing and equipment and a saving of up to 42% on the total value.

At SCG we promote the Ride-To-Work scheme to all our employees. Staff can benefit from up to 42% discount on a bicycle to encourage them to travel to work via cycle.