





- Project background
- ‘Cycling offers’ – what’s most popular
- Unhealthy people, unhealthy lifestyles
- Healthy habits, healthy people

# PROJECT BACKGROUND

smart network  
smarter choices

## What is Smart Network, Smarter Choices?

- Partnership - Centro and 7 local authorities
- Funded by Local Sustainable Transport Fund
- Aims - tackle congestion, reduce carbon, improve economy
- Infrastructure improvements (2013-2015)
- Smarter choices (2013-2016) - including practical cycling support delivered by Aecom and BikeRight!



# CYCLING OFFERS (ADULTS)

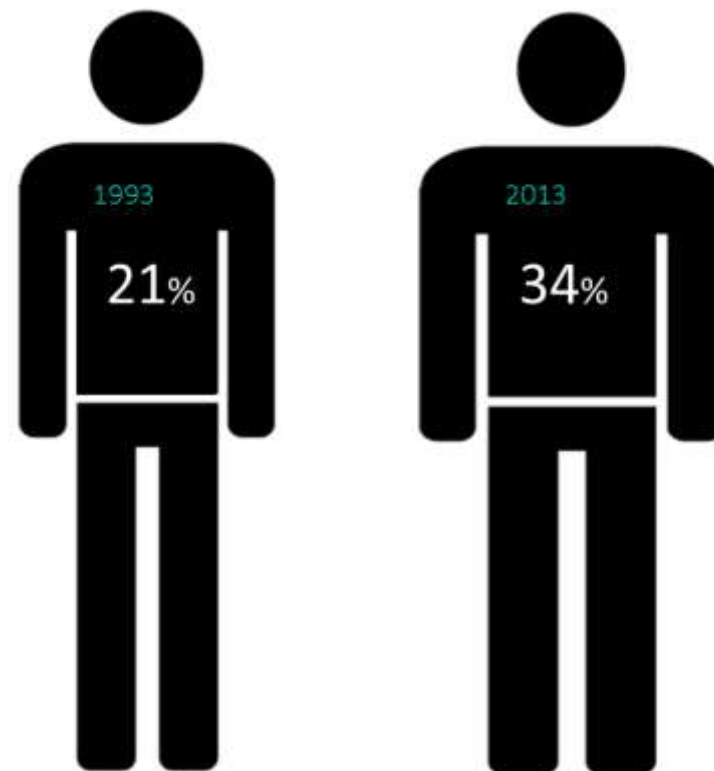
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Participants	13/14	14/15	15/16*	Total
Cycling skills/ tuition	1463	2891	4269	8623
Maintenance classes	1090	1898	1714	4702
Dr Bike safety checks	1132	1390	1236	3758
Led rides	114	253	244	611
Driver (cycle awareness) training	0	98	170	268
Ride leader training	42	98	46	186
Instructor training	38	29	19	86



# ADULT RAISED WAIST CIRCUMFERENCE

## HEALTH SURVEY FOR ENGLAND



Adults aged 16+ years. \* Raised waist circumference = greater than 102cm in men and greater than 88cm in women



# ADULT PHYSICAL ACTIVITY LEVELS

HEALTH SURVEY FOR ENGLAND 2012 (BASE AGED 16 AND OVER)

Two thirds of **men** meet national physical activity recommendations\* (67%)



Around half of **women** meet national physical activity recommendations\* (55%)



\*150 minutes of moderate intensity physical activity per week

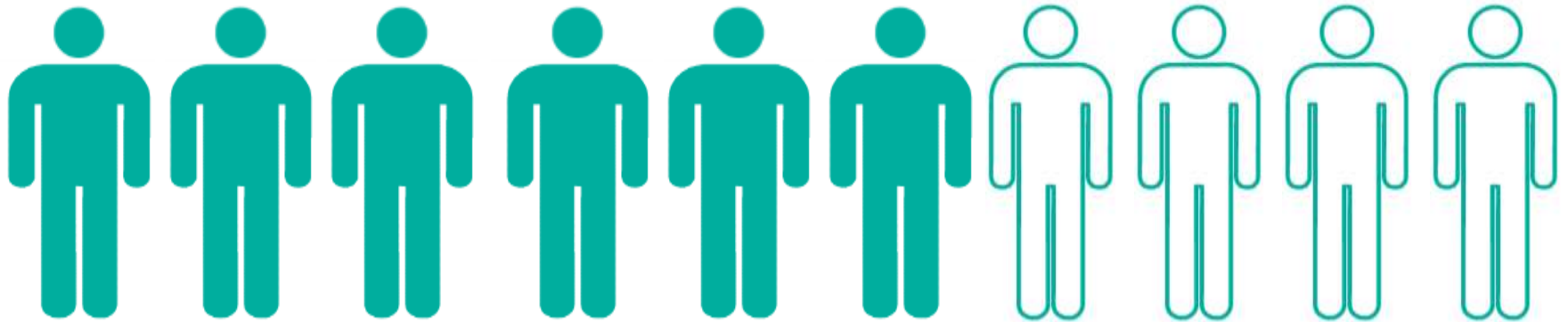




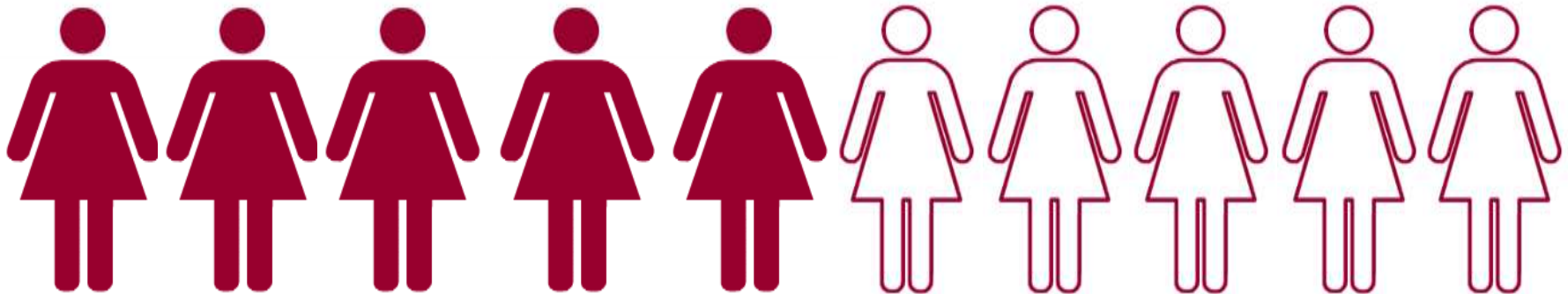
# OVERWEIGHT AND OBESITY AMONG ADULTS

HEALTH SURVEY FOR ENGLAND 2011-2013

More than 6 out of 10 **men** are overweight or obese (66.2%)



More than 5 out of 10 **women** are overweight or obese (57.6%)



Adult (aged 16+) overweight and obesity: BMI  $\geq$  25kg/m<sup>2</sup>

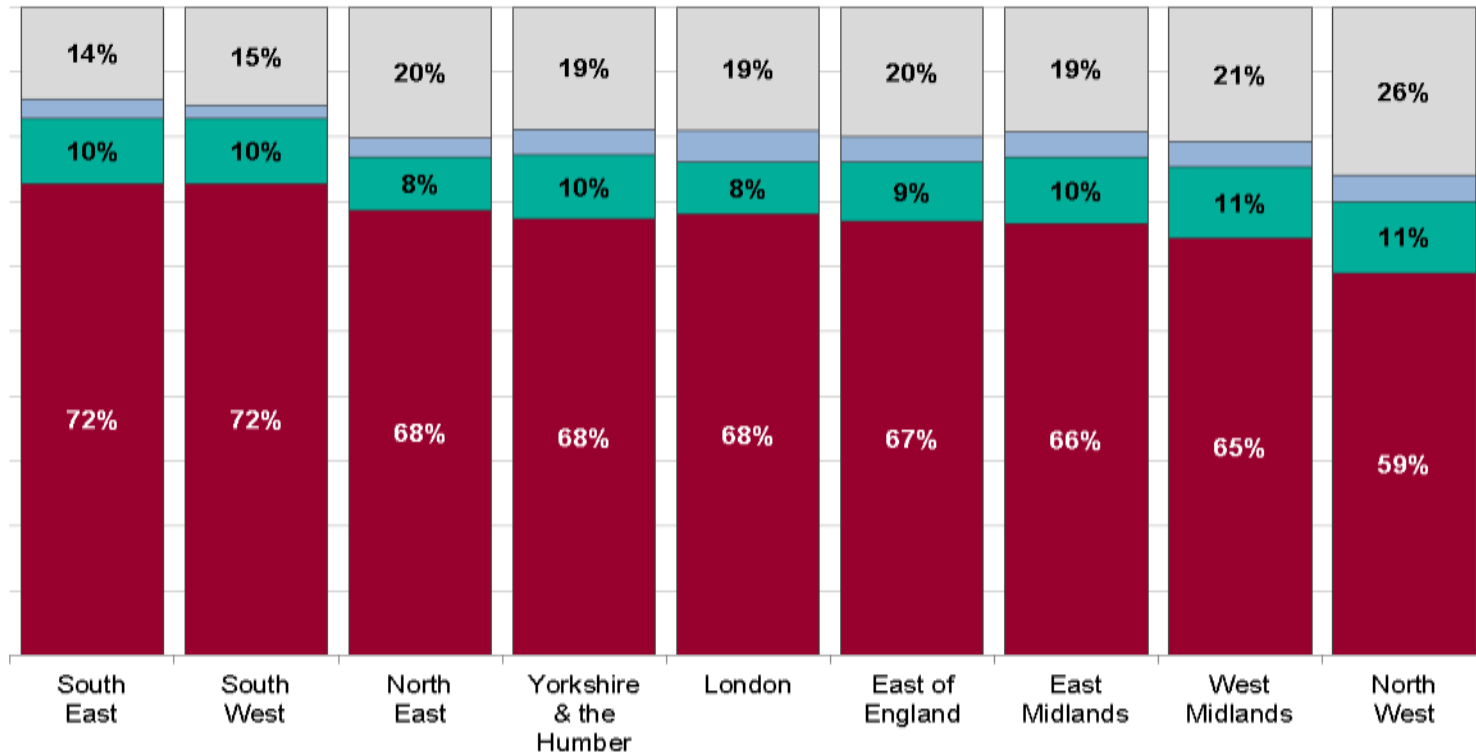


# ADULT PHYSICAL ACTIVITY LEVELS BY REGION

HEALTH SURVEY FOR ENGLAND 2012 (BASE AGED 16 AND OVER)

Men

■ Meets recommendations ■ Some activity ■ Low activity ■ Inactive



**Meets recommendations:** 150 minutes of MVPA per week

**Some activity:** 60-149 minutes of MVPA per week

**Low activity:** 30-59 minutes of MVPA per week

**Inactive:** less than 30 minutes of MVPA per week

MVPA is calculated as minutes of moderate intensity activity or double the minutes of vigorous intensity activity



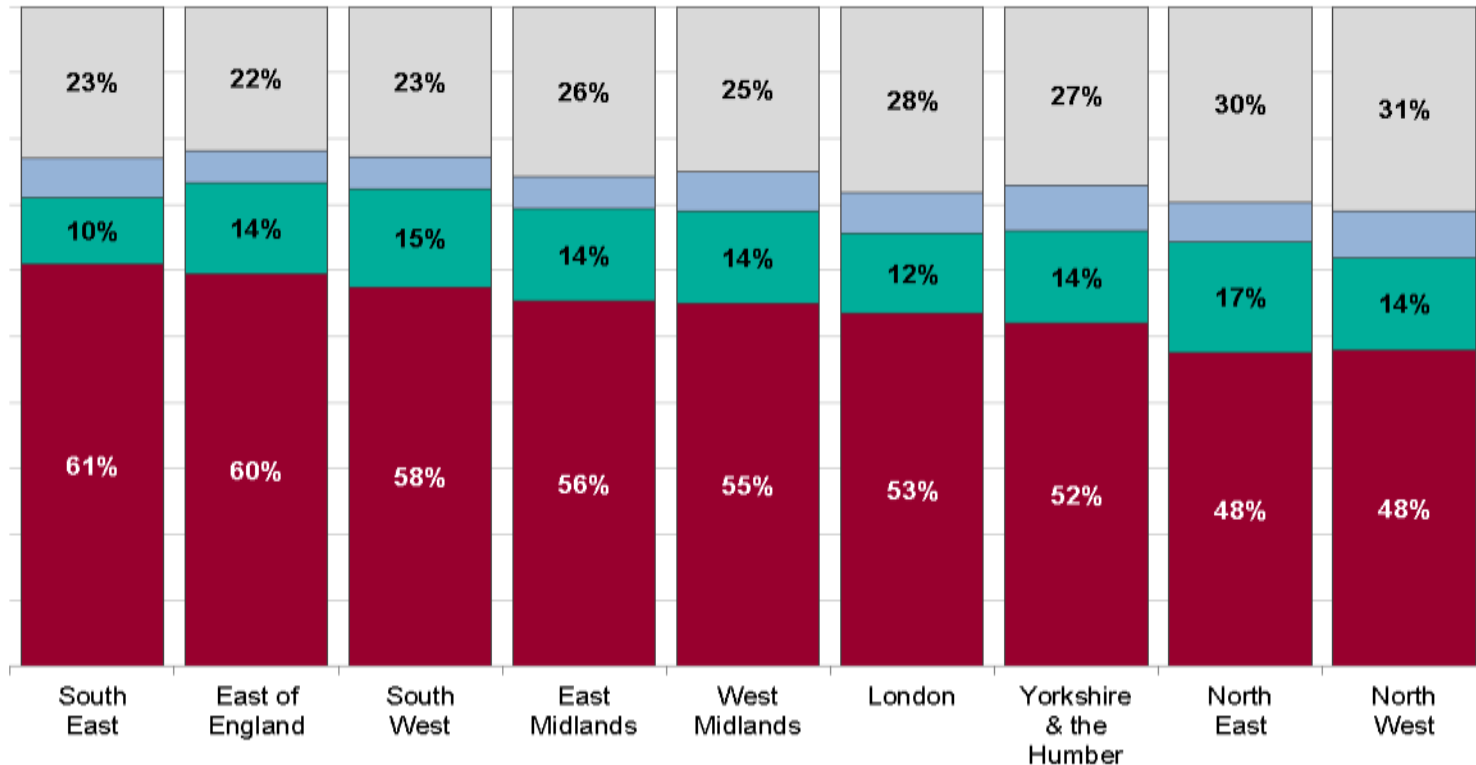


# ADULT PHYSICAL ACTIVITY LEVELS BY REGION

HEALTH SURVEY FOR ENGLAND 2012 (BASE AGED 16 AND OVER)

Women

■ Meets recommendations ■ Some activity ■ Low activity ■ Inactive



**Meets recommendations:** 150 minutes of MVPA per week

**Some activity:** 60-149 minutes of MVPA per week

**Low activity:** 30-59 minutes of MVPA per week

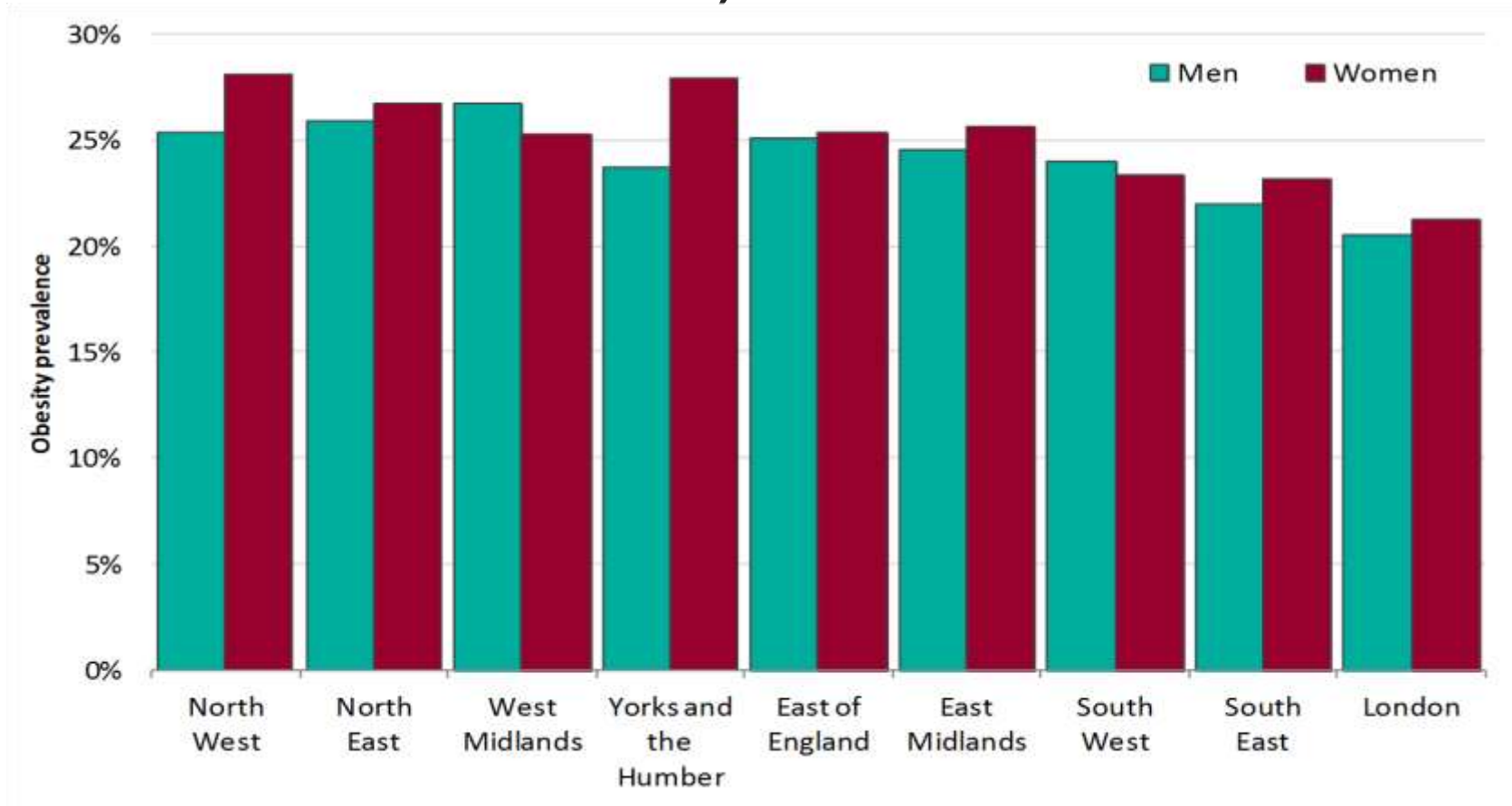
**Inactive:** less than 30 minutes of MVPA per week

MVPA is calculated as minutes of moderate intensity activity or double the minutes of vigorous intensity activity



# PREVALENCE OF ADULT OBESITY BY REGION

## HEALTH SURVEY FOR ENGLAND 2009-2011 (3-YEAR AVERAGE)



Adult (aged 16+) obesity: BMI  $\geq$  30kg/m<sup>2</sup>

# UNHEALTHY LIFESTYLES?

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Before participation (2013-2015 participants):

- 48% cycled and 9% walked (as a mode of transport) less than once a month or not at all
- 28% had never learned to ride a bike
- 18% had not cycled for over 10 years
- 6% rated their fitness as poor or very poor
- 27% did not manage 30mins of moderate exercise on at least 5 days a week



## HEALTHY HABITS?

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- 48% cycled and 9% walked (as a mode of transport) less than once a month or not at all. **After = 19% cycled less than once a month**
- 28% had never learned to ride a bike, 18% had not cycled for over 10 years. **After = 775 people learnt to ride**
- 37% rated their fitness as average, poor or very poor. **After = 35%**
- 27% did not manage 30mins of moderate exercise on at least 5 days a week **After = 21%.**



# HEALTHY MOTIVATIONS?

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Top motivations:

1. Improves health, fitness and wellbeing
2. Enjoyment
3. Helps the environment
4. Sociable
5. Saves money
6. Saves time





## WHAT HAVE WE LEARNT?

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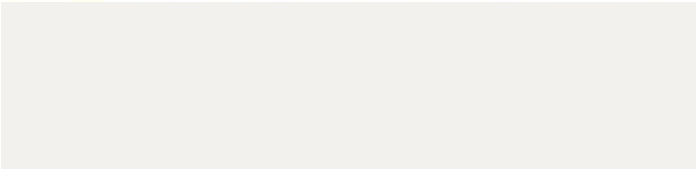
- Big demand for learn to ride and confidence training, particularly women – our marketing is now more in step with this
- Health and fitness is a big motivation – new promotions will highlight this
- Cycling can be part of wider measures – including targeted health interventions



# BUILD UP YOUR FITNESS. BUILD UP YOUR FRIENDSHIPS

OFFER VALID FROM 1ST OCTOBER 2015 - 31ST MARCH 2016

CYCLING



# STAY ON YOUR BIKE THROUGH WINTER. STAY OFF YOUR SOFA THROUGH WINTER

OFFER VALID FROM 1ST OCTOBER 2015 - 31ST MARCH 2016

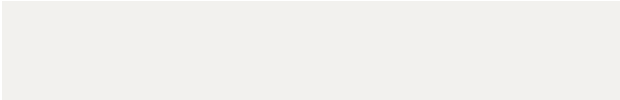
CYCLING



# RIDE A LITTLE BETTER. LIVE A LITTLE BETTER

OFFER VALID FROM 1ST OCTOBER 2015 - 31ST MARCH 2016

CYCLING



# TUNE UP YOUR BIKE. BUILD UP YOUR CONFIDENCE

OFFER VALID FROM 1ST OCTOBER 2015 - 31ST MARCH 2016

CYCLING





## WHAT HAVE WE LEARNT?

- Lack of bike is an issue – we are now linking cycle training with bike offers
- Lack of places to cycle safely is a concern – we are working with partners to promote existing routes and to fund route improvements

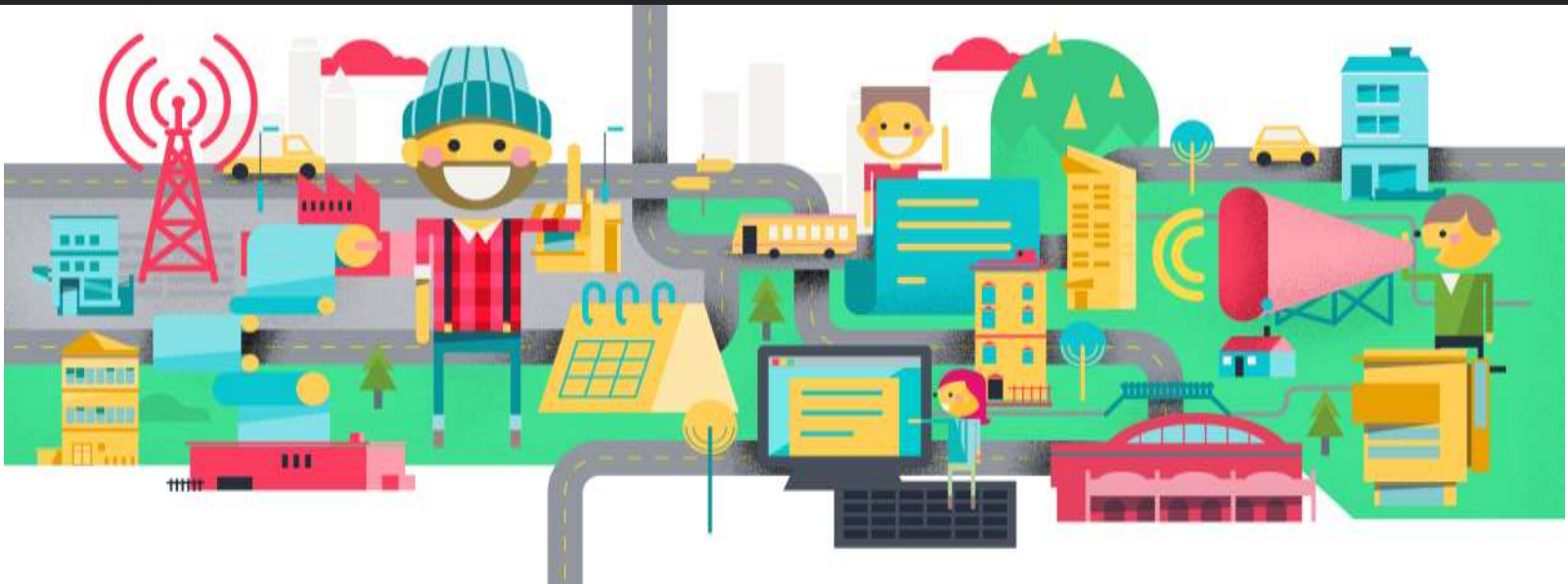


## WHAT HAVE WE LEARNT?

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- Grown ups are harder to reach than children – but it is never too late to learn, and the health benefits are just as important – in trying to introduce cycling as part of healthy habits
- Regional-scale support programmes require ongoing investment





**ANY QUESTIONS?**

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