

A public health approach to increasing cycling in Newcastle

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Presentation

- **Background to Newcastle's Cycling Project**
- **Public Health Input**
- **Programme**
- **NICE Guidance**
- **Progress**

Background

- **Newcastle upon Tyne**
 - **High levels of deprivation**
 - **Poor health outcomes**
 - **Low car use**
 - **Rates of childhood obesity**
 - **Excess weight in adults**
 - **Low levels of cycling in the North East**

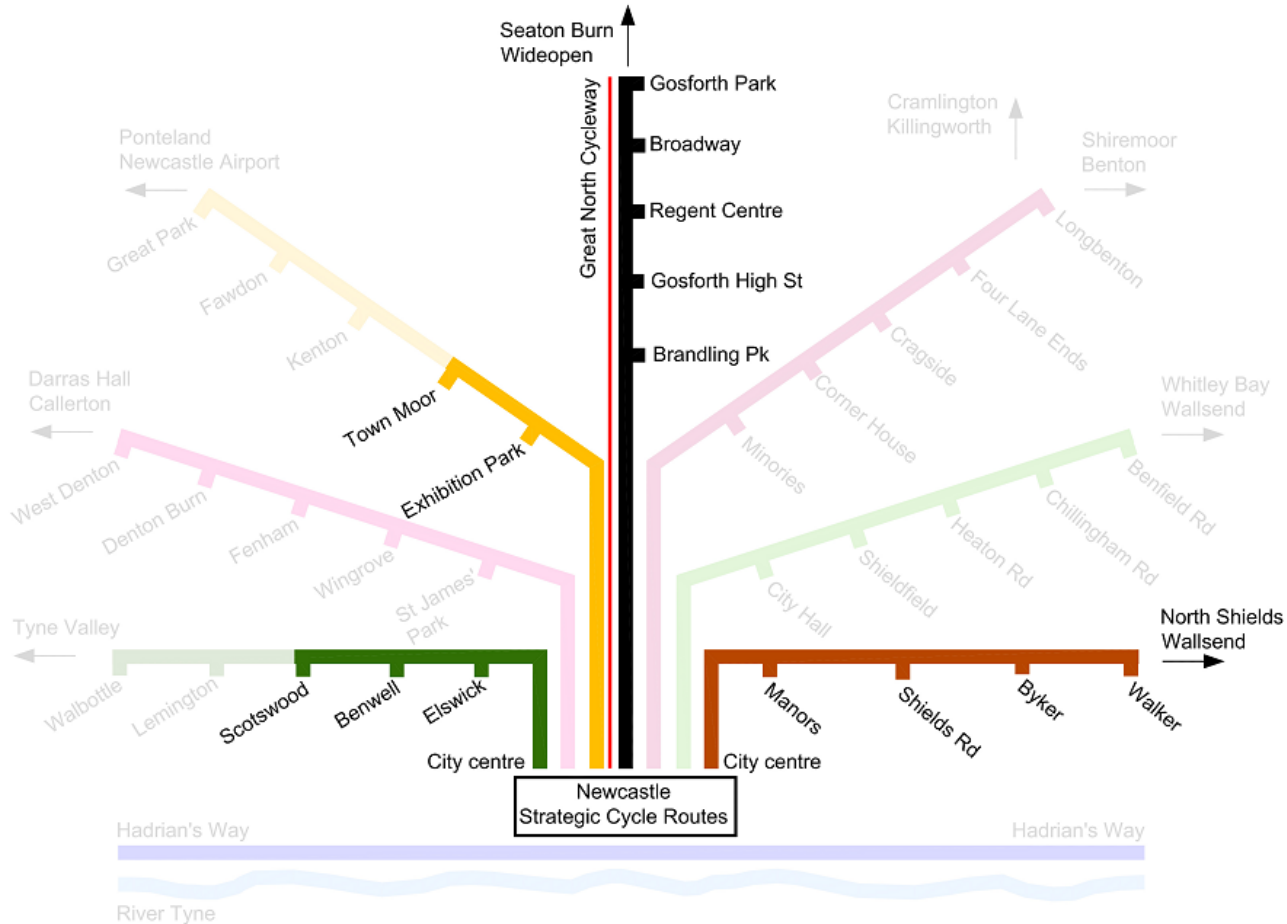
Background

- **January 2013 Cycle City Ambition Fund announce**
- **August 2013 Newcastle successful and receives £5.7m**
 - **Cycle Strategy 2011 – 22**
 - **Public Health transfer**
 - **North East relatively low level of cycling**

CCAF Bid

- **Infrastructure**
 - **6 infrastructure projects**
- **Active Travel Centre**
- **DIY Streets**
- **Retail area schemes**
- **Community Outreach (Public Health)**

Infrastructure – cycle routes



Public Health Input

- **NICE Guidance / Evidence Review**
- **Existing work (e.g. obesity prevention)**
 - **Targeted interventions in areas of deprivation**
- **Identifying best practice**
- **Links to infrastructure development**

Public Health Input

Behaviour Change

- **Motivation – people want to cycle**
- **Belief – ensuring people are confident about being able to cycle**
- **Social norms – everyone is doing it!**

NICE Guidance - Recommendations

- 1. High level support from the health sector**
- 2. Ensuring all relevant policies and plans consider walking and cycling**
- 3. Developing programmes**
- 4. Personalised travel planning**
- 5. Cycling programmes**
- 6. Walking: Community wide programmes**
- 7. Walking: individual support including the use of pedometers**
- 8. Schools**
- 9. Workplaces**
- 10. NHS**

Aim

To increase the number of people in Newcastle who cycle as part of their everyday activities

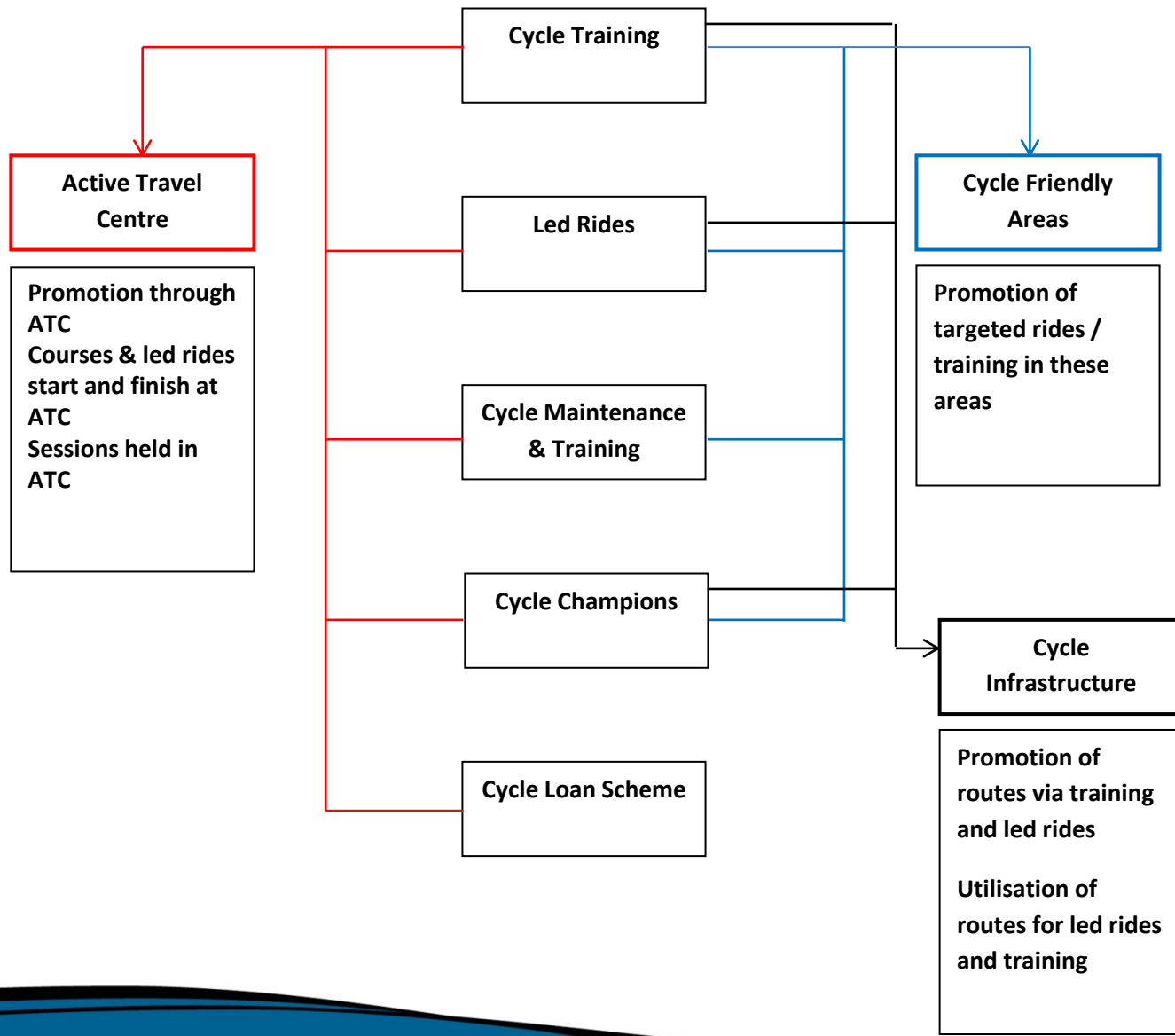
- Build capacity and confidence
- Promote and provide information
- Train and support cycle and walking champions
- Provide training and support to families and communities who have low levels of physical activity
- Invest in communities with most need

Public Health Programme

- **Commissioning**
 - **Cycle Training**
 - **Led rides**
 - **Cycle maintenance training**
 - **Cycle Champions**
 - **Cycle Loan Scheme**
- **Cycling / Walking Coordinator**
- **Social Marketing – cycling and social norms**
- **Evaluation / Research**

Target populations

- **General offer to the city**
- **Specific targeted activities**
 - **Young women 16 – 25**
 - **Young adults**
 - **BME community**
 - **Older adults**
- **Targeting those who are least active**



Progress

Challenging!

- **Issues**
 - **Large amount of activity planned**
 - **£776,000 of activity over 2 years**
 - **Stakeholders involved in process**
 - **Concerns around existing activities**
 - **Pockets of cycling everywhere!**

Progress

- **Mapping**
 - **Local authority provision**
 - **Local business / third sector**
- **Understand the wider offer to the city**
 - **Sustainability**
 - **Partnership approach**

Progress

- **Consultation with Key Groups**
 - **Motivating people to cycle**
 - **Barriers**
 - **Activities**
 - **Obtaining information**
 - **Recommendations**

NICE Guidance – how are we doing?

- **High Level Support**
- **CCAF shows cycling part of broader infrastructure development**
- **Programme development and cycle programmes**

Promotion

- Marketing campaign
- Aimed at target groups
- Builds on consultations and evidence
- Digital / social media



It's your life... cycle!

Been up to much lately? Feeling good? Want to feel better?
Then take a look at our website of local ideas, offers and events to get you out and about meeting mates, saving money and just breathing in that fresh air. We're talking bikes and hikes, but don't worry - it'll be fun. Trust us.

Find out more visit [facebook.com/projectlifecycle](https://www.facebook.com/projectlifecycle)



Newcastle
City Council

Challenges

- **Procurement!**
- **Infrastructure links**
- **Pilot projects**
- **Meeting the needs of potential cyclists**

Learning opportunities

- **Timescales**
- **Diversity of provision in local authorities**
- **Keep people informed and engaged**
- **Capital delays (need for Plan B)**