

East Sussex Active Access for Growth Healthy, Active Travel



The Programme

Active Access for Growth – East Sussex is a £1.4m active travel programme, which is focussed 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 greater access to educational opportunities.

It has been integrated into key existing County Council work streams focussed on supporting business engagement, workforce development and public health community development projects.

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 supporting local economic growth and positively supporting physical health and wellbeing, reducing carbon emissions and improving air quality.

Programme Elements

The programme 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 /pupils
- Brighton University

ES3 – Healthy Communities

- Health practitioner referrals
- Community groups

Stakeholder engagement

In order to reach these audiences programme partners and the programme manager have cast a wide net and have been engaging with a large number 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



In partnership with



SOUTH DOWNS
NATIONAL PARK



EAST SUSSEX
PEDAL
POWER



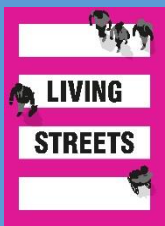
sustrans

University of Brighton



East Sussex Active Access for Growth Healthy, Active Travel

Programme Delivery Partners and projects

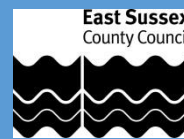


**Living Streets
Walking Projects**
Delivering walking
initiatives to schools
and businesses



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



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.



Cycle Loan

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



Wheels 2 Work Scheme

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



**Community
Grants £50k**



University of Brighton

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

Active Access for Growth: Active Travel Sector Experts Working Together

8 Partner organisation. **26*** Staff . **10** projects

*Including 5 AAFG Board Members (ESCC and Sustrans), 1 Programme Manager (Sustrans)
3 Core Engagement Officers (Sustrans and Living Streets), 12 Steering Group Members (including Wider Delivery Team)



**Active Access
for Growth**

In partnership with



**SOUTH DOWNS
NATIONAL PARK**



University of Brighton

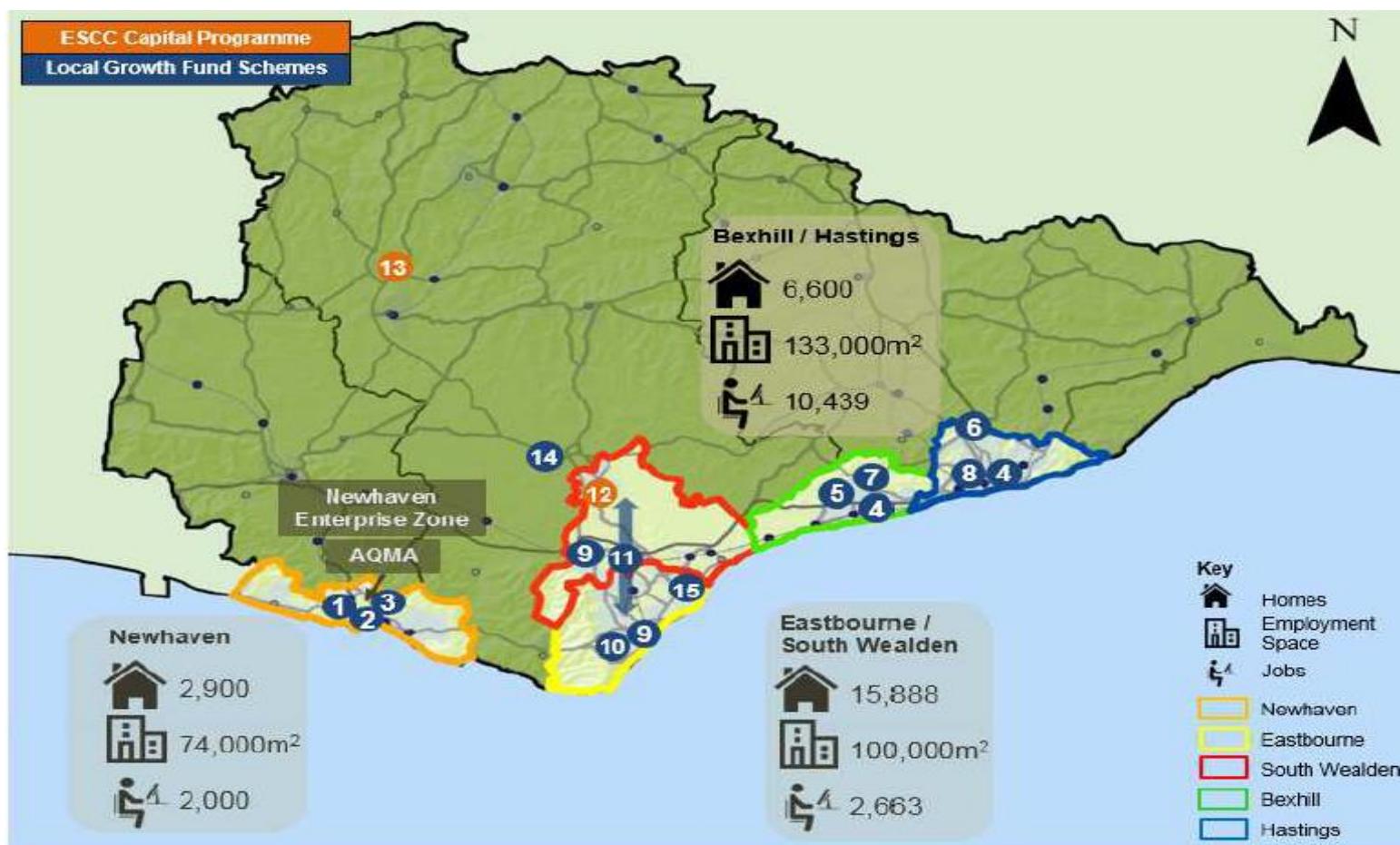


East Sussex Active Access for Growth Healthy, Active Travel

Programme Geographical extent

Key Challenges

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



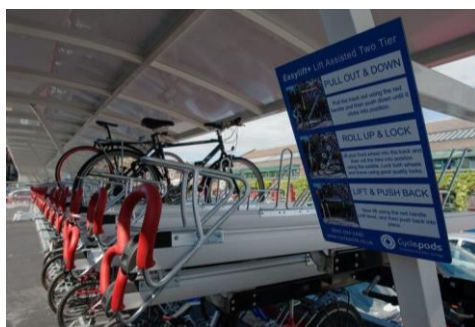
Pockets of high unemployment and deprivation - East Sussex is significantly less affluent than the wider South East. Hastings is the 20th deprived local authority area in England.

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).

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 walking and cycling initiatives to become mainstream components of County Council Programmes, which are tackling long term unemployment, promoting and delivering Apprenticeships and working with local businesses.

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 built links with workplaces across East Sussex. Our initial focus has been on large employers such as the public sector (districts and boroughs, the NHS), and large businesses e.g. Hastings Direct). We liaised with workplaces directly through existing channels, e.g. ESCC business engagement team, LSTF databases and via networking events.

Jobseekers

We are in direct contact with a number of job centres (e.g. Hastings and Newhaven) and had a stall at the Bexhill Job Fair in March 2018. We are working with the DWP to arrange training sessions at job centres across East Sussex, as well as the Sussex Community Development Association SCDA who run the work and health programme for the long-term unemployed.

Apprentices

We attended two events aimed at apprentices: the apprentices roadshow and the Big Futures Show in Eastbourne. We are liaising with The Sussex Council of Training Providers and the internal ESCC apprentice recruitment scheme. We have one ESCC apprentice who supports our programme.

Key Outcomes



A total of 207 interactions with businesses



1,108 employees engaged (198 intensively)



66 unemployed engaged

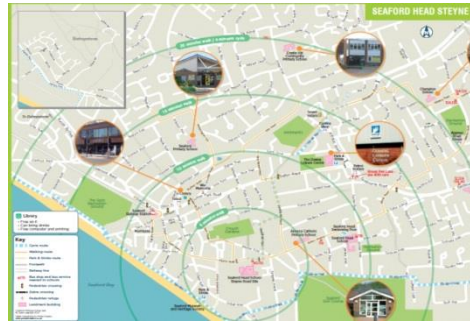
68 apprentices

Key Learning

- Those currently unemployed are a new audience for most of our providers, and can be a transient audience
- Time and resources can be a challenge for businesses, especially SMEs

East Sussex Active Access for Growth Healthy, Active Travel

ES2 Active Access to Education and Training



About

This element of the programme is being delivered in schools, colleges, further/higher education establishments and within other training providers.

It is tackling the transition points in the system, providing the greatest opportunity to influence travel choices, and providing young people with the knowledge, confidence and ability to access training opportunities, along with being focussed on programmes tackling improvements to educational outcomes.

What we achieved

Primary and Secondary Schools

This element of the programme was delivered by Sustrans Active Travel, Living Streets and Sussex Community Rail Partnership.

Schools all across our target areas were approached by our three officers, delivering a range of cycling, walking and independent train travel training sessions, and we now have schools on board in Hastings, Eastbourne, Newhaven and Seaford on a range of intensive and light-touch programmes. Please see attached case study for further information about the Sustrans Active Travel schools programme.

Colleges

AAfG team members attended open days and health days at a number of East Sussex colleges.

University of Brighton

University 'Freshers Fairs' and open days were attended in the autumn. The Brighton University electric cycle research programme engaged with over 350 students.

Key Outcomes



2,107 primary school pupils and 916 secondary pupils engaged



290 college pupils



833 university students engaged across the programme

Key Learning

- School staff time limited due to assessment and funding pressures
- Colleges placed over several sites and students travelling long distances

“

It's transformed our street.

”

“

I feel safe letting my kids play out in the street.

”



In partnership with



SOUTH DOWNS
NATIONAL PARK



East Sussex Active Access for Growth Healthy, Active Travel

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 tackling physical inactivity in the County, to integrate a number of the above cycling and walking initiatives into existing community development programmes to promote increased levels of walking and cycling into people's daily lives.

Cycle Hub Community Grants

What we achieved

We liaised with organisations working on physical and mental health promotion across East Sussex.

Health referrals

We are in the process of teaming up with services such as One You East Sussex (who provide health checks, weight loss programmes and quit smoking advice across the county), and we are working on providing a cross-referral system across our services. We have also set up a partnership with public health funded Beat the Streets programme run by Intelligent Health.

Community Groups

SDNP, SCRP, Living Streets, and the Cycle Hub have all been interacting with community groups across the county. The community grants programme has raised the profile of active travel among community groups, via social media and presentations at training sessions.

Active Steps

This programme has proved very successful and is running well on target. Please refer to the attached case study for further details.

Key Outcomes



**52 Active Steps
participants**



**£45,000
community fund
promoted across
East Sussex**



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

Key Learning

- Large number of health provider and services to interact with
- Monitoring of health outcomes can be resource intensive



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 of the programme., 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 funding to support



Key Learning

- Large number of health provider and services to interact with
- Monitoring of health outcomes can be resource intensive

- LINK WITH Infrastructure
- Defra Funding
- Volunteers
- Cross departmental learning

East Sussex Active Access for Growth Healthy, Active Travel

Looking Forward



Funding
Cycle Learning
Celebration event 2017/18
Partnership working

Looking forward to 18-19 we aim to accelerate delivery on the programme and expand further in a number of areas, especially in the ES1 strand: reaching those currently unemployed, apprentices and workplaces.

We will be linking the programme more closely with infrastructure improvements across the County, and in particular any existing and new walking and cycling infrastructure, especially those schemes being delivered through our Local Growth Programme.

We would like to focus further on producing good quality marketing materials and increasing our presence on social media.

We delivered a successful Y1 Celebration and Networking event in May 2018, and are planning to organise a bigger and more in-depth event for next financial year.

We will



Align monitoring among projects



Adapt offer for new audiences



Raise profile of the programme

Key Challenges

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

We will also be holding a shared Access Fund learning event with our colleagues in Brighton & Hove City Council in 2018, which ES1 will be holding.



East Sussex Active Access for Growth

Healthy, Active
Travel

Appendix 1 Key Targets

ES1 - Active Access for Businesses and Workforce Development

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

ES2-Active Access Education and Training

15 Primaries
29 Secondaries
4 Colleges
Brighton University

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