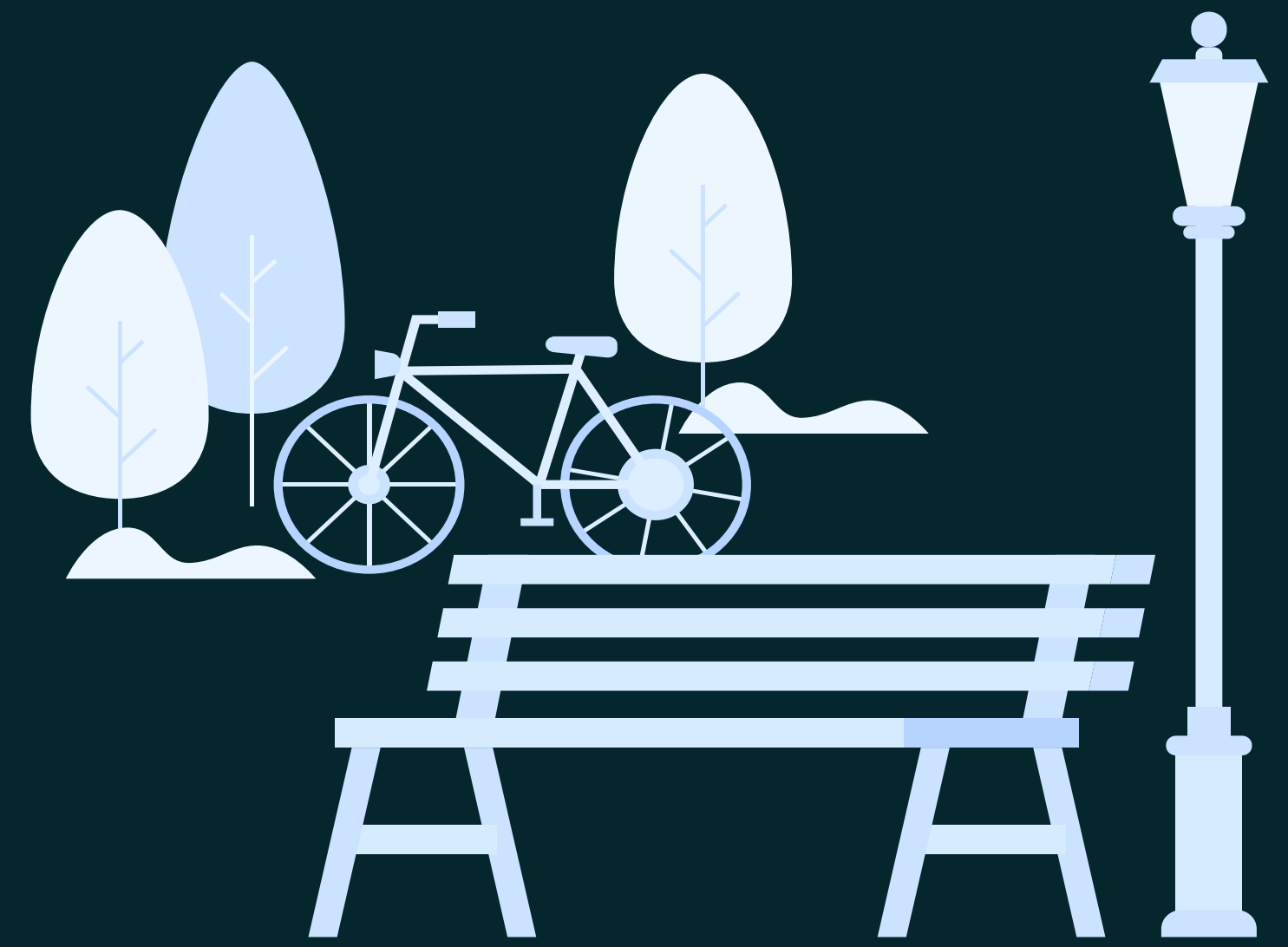


Active Travel Bury



What has been happening?

The LP in Bury are encouraging their communities to engage in active travel through multiple layers of the system, focussing their efforts on changing **policy, organisations and institutions**, and the **physical environment**.

There now exists a strong network of partners around the Bury LP to deliver activities to the community. The LP have also invested in personnel, recruiting Active Travel Officers to provide additional capacity in growing cycling, walking, and running in the area. Some examples of enhanced delivery include;

- Modeshift STARS, a programme which supports cycling, walking and other forms of sustainable and active travel in the local schools,
- Breeze Leaders, a led ride programme delivered by women for women,
- Cycle training sessions delivered by Transport for Greater Manchester.

Cultural norms / ideologies

Policy

Physical environment

Organisations & institutions

Social environment

Individual

Context

Network of provisions and opportunities currently underutilised

Intervention

Engage senior leaders and community members to create a cohesive AT strategy

Then

Community members more likely to engage in AT

Because

Network is more connected, enhancing provision and tackling barriers

In an effort to distribute leadership and foster community engagement, the local Walking and Cycling forum are now being chaired and driven forwards by Councillors. The LP have also been consulted in meetings with Project Managers of the town regeneration plans, seeking to grow active travel opportunities in the area.

Bury have also invested in resources to promote and enhance the accessibility of active travel; such as creating a 'Self-Led Walk' booklet to encourage exploration of new areas in Bury, and growing interaction with apps such as Go Jauntly to promote walking routes to new audiences

The LP also established a new community group to target Asian Women, as well as engaging existing groups like a local 'men in sheds' woodwork group, who have received training on bicycle maintenance and leadership, with the aim of people bringing their bikes in to be fixed at a small cost.

What changes have we seen?

The LP found that the recent pandemic naturally resulted in more people walking, an opportunity that they tried to capitalise on, and momentum has been growing consistently. The Walking and Cycling Forum has been hugely successful, with 80 people in the first session, emphasising how big the appetite is for community engagement. Leadership distribution has been very effective, with Councillors leading by example in the forums and championing the importance of active travel in other avenues.

The success of the community groups has been a pleasant surprise, with positive stories being promoted on the social media of senior officers.

"The Asian Women's group has been a huge success, embracing walking, cycling, and getting outdoors, with links made to the wider 'live well' team and plans to engage in future active travel activities."

How has this happened?

The LP recognised that there was already a strong walking and cycling base in Bury, so tapping into these opportunities to make connections and getting the message out to the Borough was key. It was also very important to meet with the right people and get them on board, such as town developers who can ensure we give pedestrians and cyclists priority.



Next Steps

Continuing to engage and build the forum is a high priority going forwards, as is working with the community groups that have been established. Continuing to provide infrastructure and support to schools in their active travel goals is also extremely important. Funding has also been obtained for the creation of a bike library where people can loan bikes in order to tackle cost and storage barriers.

The coming regeneration work in the town centre provides a fantastic opportunity to enhance active travel opportunities and influencing policy there will be a continued priority.

There is now a sense of momentum around the importance of active travel that Bury LP are keen to help grow.