

Active Travel Month 2025 – Feedback Report

Active Travel Committee – 4th September 2025

1) Executive summary

Active Travel Month 2025 drew a small but motivated set of delivery partners (7 responses to the organiser survey). Activities were mostly cycling and guided walks, reaching mixed audiences with the majority of events rated successful by organisers. Willingness to participate again next year is high. The programme now needs to scale reach, strengthen inclusion (particularly older people and disabled residents), and standardise delivery support so partners can grow confident, high-quality offers.

Headline takeaways

- Mix of activities delivered (cycling, guided walks and other formats).
- Typical attendance bands sat between 10–25 and 26–50 per activity, with some smaller and a few larger events.
- Main audiences reached were general residents and families; few or no offers explicitly targeted older people or disabled residents.
- Organisers self-rated success as high (no reports of unsuccessful activities).
- Strong appetite to participate again next year.

Top recommendations (full detail in Section 5)

1. **Delivery Date:** Consider extending to May and June, as May is National Walking Month, with walk to school week; June includes Bike Week. Either as a mix across both months or separate walking events in May and cycling events in June.
2. **Budget:** Instead of one single Active Travel Day use the budget to provide micro grants to other organisations to deliver smaller activities.
3. **Grow and diversify:** commission 3–5 anchor events and 10–12 satellite activities with targeted outreach to older people and disabled residents; add inclusive ride/walk formats.
4. **Partner enablement:** publish a standard organiser pack (templates, risk assessment, marshalling, safeguarding, comms toolkit) and offer micro-grants (£150–£500) for kit and accessibility adjustments.
5. **Smarter promotion:** 6-week comms plan with a single landing page, unified branding, and co-marketing via schools, GP practices, social prescribers and major employers.

6. **Measure what matters:** introduce light-touch post-event counts (participants, demographics, new-to-active-travel) and consistent feedback questions; track ‘first-time riders/walkers’ and ‘car trips replaced’ as two lead indicators.
7. **Accessibility first:** require basic accessibility checks for each activity (surface grade, rest points, step-free access, toilets), advertise these clearly, and expand the equipment pool (child seats, balance bikes, trikes/hand-cycles via partners).

2) Participation & activity mix

- Survey responses from seven organising groups.
- Activities included guided walks, cycling activities (learn-to-ride, led rides, Dr Bike, etc.) and other formats (e.g., school-gate tasters or workplace challenges).
- Number of events per organisation varied (6 responses supplied counts). Taken together this suggests a modest overall programme footprint with potential to scale.

3) Audience reach & inclusion

- Attendance was most commonly in the 10–25 and 26–50 bands per event; a minority had under 10 or over 50 participants.
- The dominant audiences were general residents and children/families.
- There were gaps in offers explicitly designed for older people and disabled residents.

4) Delivery quality & satisfaction

- Organisers rated their activities **successful** or **very successful**, suggesting good operational quality and participant satisfaction.
- Common enablers included: clear routes, visible marshals, pre-event reminders, and ‘no-drop’ policies on rides.
- Constraints included: short lead-in time, volunteer capacity, and variable marketing reach.

5) Feedback from organisers

Q – What worked particularly well?

- Taking local people on familiar walks and highlighting hidden wildlife.
- Collaborative working and joint promotion.
- Very high demand at the bike sale – 40 bikes sold in 45 minutes.
- Good organisation and advertising of events.

- Variety of participants: cyclists, non-cyclists, adults, families – good mix.
- The Bird Wise walk (18 June) drew significantly more people than expected.
- Even with modest participation at some events, attendees enjoyed themselves and organisers valued the experience.

Q – Challenges or things that didn't go as planned?

- Very hot weather made one walk challenging for participants.
- Lower than expected attendance at the bike maintenance workshop.
- Minor set-up delays caused by a clash with Park Run (manageable). *Note we were aware of the Park Run which was advertised as part of AT*
- Clash with the town cycle ride – highlighted need for better coordination. *Note Rotary had changed the date of the family ride to deliberately coincide with AT Day, although as it did not end at the Rec as hoped this did not work so well*
- One walk cancelled due to leader illness.
- Errors in the publicity leaflet: one event mis-attributed, another mis-labelled, and distances omitted despite being provided.

6) Recommendations for 2026 programme

6.1 Programme design

- **Anchor + satellite model:**
 - **Anchors (3–5 events):** town-wide highlights (e.g., Family Cycle Day, Car-Free Day, led walk series, School Streets showcase).
 - **Satellites (10–12 events):** neighbourhood rides/walks, learn-to-ride, Dr Bike, workplace/HE 'lunchtime loops'.
- **Progression pathway:** each taster links participants to next-step opportunities (local clubs, social walking groups, 'Bike Bus' to school, adult cycle confidence).
- **Schools & workplaces:** co-funded mini-programmes (assemblies, playground skills, staff challenges) with prizes that reward mode shift.

6.2 Inclusion & accessibility

- **Targeted commissions:** eg two older-adults walking offers and two inclusive cycling sessions.
- **Equipment pool:** expand loan kit (helmets, lights, hi-vis, child seats, balance bikes); arrange access to inclusive cycles via partners.

6.3 Partner enablement

- Publish an **Organiser Pack**
- **Micro-grants:** £150–£500 per activity to cover venue, instructors, insurance uplift, accessibility adjustments, and volunteer expenses.

6.4 Marketing & communications

- **Single landing page** with calendar and filters (date, activity type, accessibility features) which has worked well for the past two years.
- **6-week comms plan:** save-the-date (T-6w), teaser (T-4w), full launch (T-3w), weekly highlights (T-2w to T), same-day reminders.
- **Channels:** schools (ParentMail), GP/social prescribing, pharmacies, libraries, employers, town newsletter, local press, community Facebook groups.
- **Storytelling:** short reels and ‘first-time rider’ profiles.

6.5 Risk, logistics & permissions

- Standardise minimum safety: first-aid cover, weather contingency, participant briefing, ‘no-drop’ ride policy, child:adult ratios, and safeguarding.
- Maintain a route bank (step-free town loops, traffic-calmed school routes, 5–15 km leisure rides).
- Build a volunteer marshal roster with high-viz and simple role cards.

6.6 Monitoring & evaluation

- **Core metrics** (every event): participants (adults/children), first-timers, new-to-active-travel, car trips replaced (self-reported), postcode sector for reach.
- **Outcome indicators:** proportion intending to repeat, sign-ups to follow-on activities, and reported confidence increase.
- **Tools:** QR code to short form + a paper tally for low-digital audiences.

8) Proposed timeline (2026)

- **Nov-Dec:** partner call-out; confirm anchors; commission inclusive providers.
- **Feb:** leader training; route bank finalised; organiser pack published.
- **Mar:** micro-grant awards; comms build; web calendar live.
- **May/Jun: (Active Travel Months):** deliver programme; weekly pulse reviews.
- **Jul:** evaluation, case studies, funding bid for 2027.

9) Risks & mitigations

- **Low turnout** → earlier promotion, partner co-marketing, incentives (tea/coffee, bike checks).
- **Weather disruption** → indoor alternatives (maintenance workshops, route-planning clinics); rain/heat-safe kit.
- **Volunteer capacity** → marshal roster and simple role cards; micro-grants to cover expenses.
- **Accessibility gaps** → mandatory listing of accessibility features; inclusive kit partners booked early.
- **Publicity errors** → stronger proofing and sign-off process before print.

10) Decisions sought from the Committee

1. Expand the small activities over one or two months (May and June) rather than one larger event (Active Travel Day). Approve the Anchor + Satellite delivery model and inclusion targets for 2026.
2. Allocate a programme budget of approximately £6,000 and authorise micro-grants with Town Clerk delegated authority.