

Case Study



Active Travel

Mobilise!

What were our objectives?

To promote walking and cycling as part of everyday activity



Project description

Sport England awarded Cornwall Health Action Zone and Sustrans £976,000 through the Active England programme. This comprised £880,000 capital funding and £96,000 revenue funding. The total project cost £1.98million.

Mobilise! was set up by the Cornwall Health Action Zone and Sustrans, the sustainable transport charity, in order to promote walking and cycling as part of every day activity. The project started in April 2005 and Active England funding finished in April 2008. The project is now funded by Sustrans and managed by the local PCT.

Project aims

Mobilise! aims to give all members of every disadvantaged community in the county the opportunity to try healthy and sustainable, active travel in a supportive environment. Key objectives are:

- To improve health;
- To protect the environment; and
- To reduce social exclusion.

Project activities

Mobilise! support physical activity projects including:

- Pedal Back The Years (PBTY) - offer group rides (including bike hire) along Cornwall's cycle routes;
- 'Stroll Back the Years' - a programme of guided walks. Its aim is to provide local people with a range of free, easy, guided walks along off road trails and quiet lanes;
- The Clay Trails project, which has been run in collaboration with Imerys, a local quarrying company. Cycle paths were constructed along Imery's former tram tracks, some of which lead into the Eden Project; and

- Special events reaching more isolated communities in Cornwall over 150 locations. For example, promoting cycle rides at the Royal Cornwall Show, an annual agricultural show.

Project performance

Over the three years Mobilise! had a total throughput of 203,000 across all the projects. There have also been a significant number of volunteers involved in the project, 350 since the project started.

The Clay Trails project has led to the start up of a small business, a tea room across from the bike hire shop. And local bike hire businesses have seen increases in business, one in St Austell doubling in size.

Pedal Back The Years:

Pedal Back the Years was launched in December 2002, four events (scheduled bike rides) were offered at four locations. By September 2004 it was offering twenty-one events at a total of ten locations spread across the whole county. Now there are 6 events a week run at 13 different locations.

Stroll Back the Years:

Over 25 people turned up to the first walk in January 2005 and since then the walk programme has expanded and now takes place on two different days with a rotation of 10 different walks. On average 20 to 40 people attend each week.

The projects provide extensive opportunities to try out cycling and "learn by doing" offered by groups like Pedal Back the Years. Initial participation has been made easy and an atmosphere of social support and fun has retained the interest of members.

The future

Mobilise! is now funded by Sustrans as part of the Active Travel Consortium, a national active travel project across England that received £19.9million from the Big Lottery Fund's Well-Being programme.



To get active visit
www.pedalbacktheyears.info/

For more information:
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www.sportengland.org