Cycle Coventry

Healthy Transport in a Marmot City
How did I get involved as a health practitioner?

- NICE Public Health Guidance 8:
  - Promoting and creating built or natural environments that encourage and support physical activity
- Public health post embedded in planning and transport
- LTP3 – health working group
- LSTF Bid = Cycle Coventry
How did I get involved as a transport specialist?

- Sheffield Healthy City
- Glasgow Healthy Urban Planning
- Chartered Institution of Highways and Transportation
- Cycle Coventry
• Local Sustainable Transport Fund Project
• Funded by Department for Transport to March 15

• Aim: To get more people cycling, particularly to work and training opportunities.

2 Projects in 1: Local Project in South West
Regional Project with Centro in North
Cycling to work and University in the South West

4 Cycle Routes

City Centre

Tile Hill

University of Warwick

Canley

Employer & Area Travel Plans
Cycling to school, work and college in the North

Employer Travel Plans

University Hospital

Post 16 Education Travel Plans

Coventry University

www.coventry.gov.uk
Cycling Rodents: A Challenge from Public Health
Marmot

• 1 of 7 Marmot Cities
• Aimed at reducing Health Inequalities
• Access to the National Marmot Team based at UCL
• Policy Objective E
  – Improving Active travel across the social gradient
Health inequalities in Coventry

Source: APHO/ Coventry City Council
Data for 2008-10
Coventry Children aged 4-5 yrs % obese (2011 – 2012)
Coventry Children aged 10-11 yrs % obese (2011-12)
How is transport responding to the health inequalities challenge?

• Cycle Training & Sky Ride venues
• Outreach via community and health projects
• Be Active Be Healthy
How are we supporting?

• Coventry and Rugby CCG
  – Promoting Cycle Training
  – Sky Rides

• Reviewing planning applications

• Signposting employers
Godiva Homecoming

- Public participation
- Public engagement
Next Steps

• GP Referral Scheme
• Workplace Charter
• Social Mobilisation
Conclusion

Cycle Coventry shows that health and transport professionals are working together successfully.

Transport projects need to tackle health inequalities.

Health projects need to support cycling long term.