



Active Travel Social Prescribing Bradford's pilot scheme

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ATSP - Programme & pilot

- National programme funded by DfT → Active Travel England, for Councils & NHS-CCGs.
- EoI call for 'areas of poor health and low physical activity rates' and places where walking or cycling infrastructure is in place or planned.
- 10th highest rate of diabetes (England)
- 38% of 10-11 year olds classed as outside a healthy weight
- Child poverty; low income; poor quality housing; unemployment - all significant issues.
- 11 areas awarded pilot projects after 2 EoI stages, a feasibility study & final bid (including Bradford, Leeds, Doncaster, Cornwall, Nottingham, Bath&NE Somerset Cumbria)



Area of focus

- Three urban areas defined by NHS Primary Care Network area:
 - Manningham (with a focus on Girdlington)
 - Bradford Moor/Barkerend
 - Central Keighley
- All high in health & social inequalities: ranked 1st, 3rd/4th and 6th highest of our 30 wards by IMD.
- Three themes:
 - Community Readiness (commissioned)
 - Travel Training
 - Sustainability



Reality versus intent

Call for bids specified GP referrals and personalised care

- Challenges and adaptation seen across the programme due to:
 - Level of demand in primary care – fear of increased footfall
 - High level of needs seen by social prescribers in healthcare settings - active travel not a priority
 - Pivoted to community-focused approach
 - Building on the current 'ecosystem' for active travel and social prescribing



Action time - where did we start!

- We know we have area of poor health, much of which is directly linked to poor socio-economic factors, child poverty, low income, poor housing , unemployment.
- Inactive & unhealthy weight in children – pester power, family unit, JU:MP!
- Three themes:
 - Community Readiness (commissioned) – an academic workstream
 - Travel Training or travel confidence in a changing world
 - Sustainability – this is a pilot, funding is short-termism



We started talking.....

- To communities engaging over 100 VCS/E
 - Lack of facilities, understanding, resource, trainers, role models, funding cuts.
 - Cultural barriers, gender divide, population & housing density, car culture.
 - Trust, communities doing for themselves.
- Partnership working & best practice
 - WYCA – West Yorkshire Combined Authority, adult cycle training & cycle for health programmes.
 - NHS – Well Together service.
 - WYCA – funded active travel hubs.
 - Upskilling – for volunteers & participants.



Approach to delivery

- Fully funded - Ownership of activity, surveys and number count owned by ATSP team.
- Co-funded - Partnership activities where ATSP fund or staff activities in conjunction with another organisation. This helps accelerate or direct existing activities creating organic long-term sustainability. We may count & survey those trained for instance but maybe less sure / have trouble obtaining wider participant numbers and are unlikely to survey (we have a mechanism, but this does not always work).
- Grants - looking to **support everyday journeys to improve health and wellbeing through being active**. The aim is to support organic and **community led initiatives to enable active everyday journeys**, walking, wheeling or cycling, part of which, may include public transport.



People centred outcomes *(ebikes)

- The people of Bradford said we need ebikes it's hilly! We gave them low cost loans for 6 months.
- Over 140 participants, covered over 11k km between March 2024 and Feb 2025.
- 23% of participants had a household income below 15k per year, 69% less than £30k.
- From base to second survey at 6 month 4 out of 5 ONS4 scores improved, ONS 1 -10%, 2 – 18%, 3 – minus7%, 4 -17%, 5 – 22%.

People centred outcomes *(ebikes)

ONS4 Plus health ***sample size of 45 participants who have returned surveys 1&2***	
15. On a scale of 0 to 10, where 0 is not at all healthy and 10 is completely healthy, overall, how healthy do you feel on a day-to-day basis? (0 = Not healthy at all 10 = Completely healthy	Improved by 10%
16. On a scale of 0 to 10, where 0 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays? (0 = Not at all satisfied; 10 = Completely satisfied	Improved by 18%
17. On a scale of 0 to 10, where 0 is not at all worthwhile and 10 is completely worthwhile, overall, to what extent do you feel the things you do in your life are worthwhile? (0 = Not at all worthwhile 10 = Completely worthwhile	Declined by 7%
18. On a scale of 0 to 10, where 0 is not at all happy and 10 is completely happy, overall, how happy did you feel yesterday? (0 = Not at all happy 10= Completely happy	Improved by 17%
19. On a scale of 0 to 10, where 0 is not at all anxious and 10 is completely anxious, overall, how anxious did you feel yesterday? (0 = Not at all anxious 10= Completely anxious)	Improved by 22%

What they told us

"I felt it was a great way to get back outdoors, do something I enjoy and build up my strength which had suffered because of my illness (Long Covid). I wanted to start cycling, enjoy the outdoors, meet friends and use my bike to get to work. This has helped reduce my isolation and 'driven' me to get up and do something positive rather than 'moping' and feeling sorry for myself. "

(the ebike)..." helped me tremendously with my mental and physical health."

"Travel to work costs have reduced and this has helped financially in modern times."

"mostly my mental health improved as I go out often with the bike instead of drive or uber."

"I feel more open to getting out for a brisk walk, or physical activity since riding the ebike. "

"I have lost about 2.5 stone and went from slightly obese to just into normal weight on BMI scale.

I do feel much better for the regular exercise as well. I am no longer being treated for high blood pressure / cholesterol just monitored on annual basis.

My glucose levels were recently measured as being at the top of normal range (i.e. not pre diabetic anymore) which is good news. "

"it has helped me a lot with my fitness and use it to -from work."

"My experience of the e bike scheme has been very positive. Thank you !"

"people like me, "social cyclists" we would use the bike for work, place of worship, football and forget about the car during summer months."