

our strategy

2017-22



Photo: Brian Morrison Photography (AFB1610)

“ Streets that are better for walking and cycling are better for cities’ livability, safety and economies. For 40 years, Sustrans has been a leading voice in the urban revolution about how we get around, and today, the world is starting to catch up with them. ”

Janette Sadik-Khan
Bloomberg Associates, former New York City Transportation Commissioner



We make it easier for people to walk and cycle



Our vision



Happier,
healthier people



Greener, better
local
environments



Stronger
economies
and communities

How we work



We make the case for walking and cycling by using robust evidence and showing what can be done.



We provide solutions. We capture imaginations with bold ideas that we can help make happen.



We’re grounded in communities, involving local people in the design, delivery and maintenance of solutions.

What we do



connect
people and
places



transform
the school run
and commute



create liveable
neighbourhoods

Sustrans is a registered charity no. 326550
(England and Wales) SCO39263 (Scotland).

www.sustrans.org.uk

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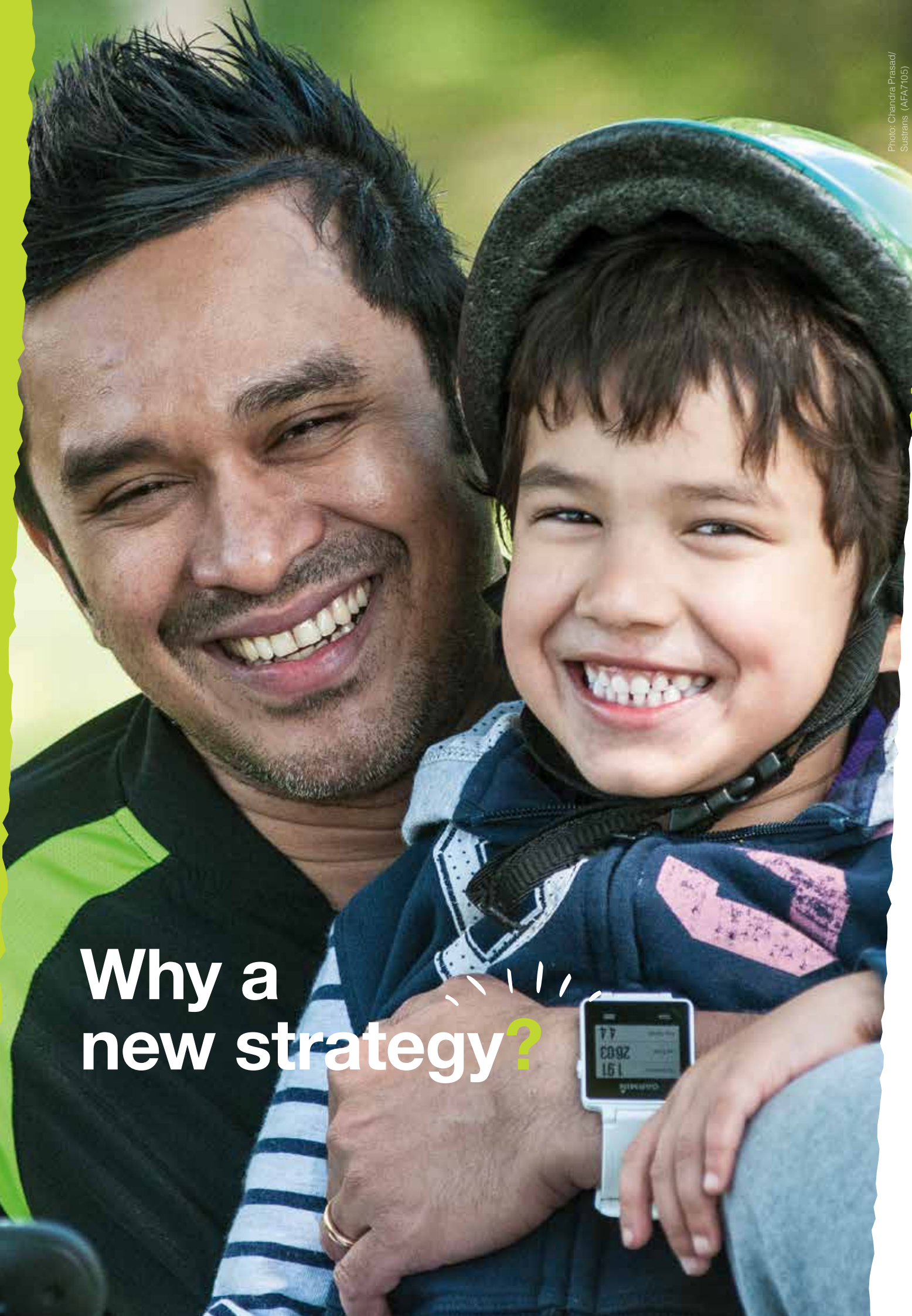


Photo: Chandra Prasad/
Sustrans (AFA7105)

Why a new strategy?

Most of the journeys we make are short enough to be made on foot or by bike.

We can fuel our own travel, transforming the way we live and the places around us.



Getting about in an active, sustainable way leads to happier, healthier people, greener, better local environments and stronger economies and communities. Sustrans helps people to walk and cycle by making the case for change and providing solutions.

Since 1977, we have been making journeys safer and empowering people to make travel choices which are good for them, their neighbourhoods and the environment.

However, we are faced with many challenges. The proportion of trips made by cycling remains stubbornly low at 2%. Thanks to our Bike Life survey we know that people want to change how they travel, but they're worried about safety. Outside London and Scotland investment in infrastructure for walking and cycling is a long way off the levels seen in many other European countries.

Our cities and towns are choked by air pollution and congestion. Climate change is happening – and faster than feared. We are consuming more food but burning fewer calories, as we increasingly rely on fossil fuels to get around. These negative impacts hit the poorest and those with least choice the most.

So, Sustrans is changing. We are focusing on walking and cycling, rather than sustainable travel more generally. It's where our skills are strongest and where the need for continued leadership is most pressing. We are decentralising to better respond to a devolved UK, investing more in local relationships. And we are renewing our focus on providing solutions rather than campaigning.

As ever, with this strategy we are setting our sights high, and we're taking millions of others with us on this journey. As we face the challenges ahead, we need our incredible volunteers and supporters more than ever. Working together, we'll make walking and cycling an easy and everyday choice.



XAVIER BRICE
Chief Executive

BILL STOW
Chair of Trustees

Who **we** are

We are the charity making it easier for people to walk and cycle.

We are engineers and educators, experts and advocates.

We are a charity supported by hundreds of thousands of people. Our teams and volunteers are spread right across the UK, embedded in the places we work. We are taking steps to ensure that we are an inclusive and diverse organisation.

We are unique. We are custodians of the National Cycle Network. We make a difference to individuals, the environment around us, and our communities. From shaping future policy to delivering new infrastructure, from teaching children to ride bikes to building an evidence base for investment in walking and cycling, we have decades of experience behind us.

“ By encouraging people to travel more sustainably and helping them to make a difference in their community, I benefit too. It makes me feel good. I can give something back to society. ”

Tahera
Sustrans volunteer



Why **we** are here

**We make it easier
for people to walk
and cycle because
it leads to:**

Happier, healthier people



When we're active and outdoors we connect with nature and the people around us. Fuelling our own travel is confidence-building and energising.

Building this physical activity into daily life – in routines like travelling to work or school – lowers the risks of diabetes, heart disease and depression.

Helping people to walk and cycle lengthens lives and improves life-chances, particularly for the worst-off, who are most affected by poor health caused by air pollution and obesity.

INCREASING PHYSICAL
ACTIVITY COULD SAVE THE
UK ECONOMY AROUND
£20 BILLION
EVERY YEAR

MORE THAN 40,000
EARLY DEATHS ARE CAUSED BY
AIR POLLUTION EACH YEAR
IN THE UK

Greener, better local environments



When people walk and cycle rather than use the car, it cuts carbon emissions from transport. Reducing pollution from traffic improves the quality of the air we breathe.

Walking and cycling is a sustainable way to travel, safeguarding our environment.

Streets are public spaces that belong to everyone. Places that are pleasant and convenient to travel through on foot and by bike are places where people want to be.

Stronger economies and communities



Our economy relies on keeping people moving. Congestion is a major barrier to efficient movement, and is often caused by short car journeys which could be walked or cycled.

Increasing travel choice improves access to employment and community assets. Seeing our streets at a slower pace opens up the story of a place – connecting people to the social fabric of their communities.

When people travel on foot or by bike they spend more money in local businesses, and rural economies are strengthened by tourism when people walk and cycle to see inspiring places.

CYCLE PARKING DELIVERS
FIVE TIMES HIGHER
RETAIL SPEND THAN
THE SAME AREA OF CAR
PARKING





Photo: Livia Lazar/Sustrans (MAA1021)

How we work

We walk and bike the talk. We are enthusiastic and we are professional. We are passionate, expert, collaborative problem solvers.

We work in partnership. Bringing people together to find the right solutions, we strive to be inclusive and accessible in what we do and how we do it.



Making the case for change

We make the case for walking and cycling by using robust evidence and showing what can be done.

We influence decision-makers to create the conditions needed to deliver walking and cycling solutions.

We influence public policy and political opinion in order to:

- generate political support for a step change in walking and cycling
- secure government action that leads to improved policies and investment in walking and cycling
- create new funding opportunities to deliver change on the ground and increase our impact.



Photo: J Bawley/Sustrans (VR A0961)

Providing solutions

We have a strong track record in delivery. We capture people's imaginations with bold ideas that we can help make happen.

We know that to get more people walking and cycling we need to change the environment around them to make it safer and more pleasant.

We also know that good infrastructure alone is not enough. So we work with individuals and their communities to help make walking and cycling an easy and everyday choice.

Grounded in communities

We involve local people in the design, delivery and maintenance of local solutions.

Our community of 4,000 inspiring volunteers are rooted in the places we work. They take children and adults out cycling, promote behaviour change in schools and workplaces, and take care of our routes.

We have 40,000 supporters who want to see more of the change we make happen. We wouldn't be here without them.

Bottom-up support combined with top-down political leadership drives real change, fast.

What **we** do

Our work makes it easier for people to walk and cycle. This includes where cycling and walking are part of longer journeys using public transport.

We use our skills in behaviour change, community engagement and changing the built environment across our three areas of focus:



connecting people and places



creating liveable neighbourhoods



transforming the school run and commutes

Connecting **people and places**

We will develop routes which provide an easy way to get to and from places, and safe journeys across them.

The National Cycle Network provides people-friendly routes enjoyed by millions. We will focus on quality, inspiring, memorable routes, which provide opportunities for confidence-building trips.

We will work in challenging urban spaces to join up communities and provide safe, convenient trips to school, work, or the shops. We'll use our skills in route assessment, collaborative design and construction.

We will take children and adults out on routes and provide information and guidance. We'll work with communities to ensure that the routes serve their needs.



How will we measure success?

We will monitor our progress in this area by tracking and reporting:

- The progress we make in reviewing the National Cycle Network, rolling out a strategic improvement plan and delivering a Network that is recognised for its quality
- The total number of kilometres of new or improved cycling and walking routes where we've contributed to their feasibility, design or delivery.





The National Cycle Network

Our vision is of a UK-wide Network of safe, traffic-free routes connecting and crossing settlements and countryside, and inspiring a new generation to get on their bikes.

The National Cycle Network is Sustrans' longest-running project, born in 1995. It's one of the reasons so many volunteers and supporters join us.

Like any network, the National Cycle Network has its challenges. However, unlike other transport networks, it is a people's network, coordinated and largely promoted by us, a charity.

We want the National Cycle Network to:

- offer continuous routes connecting all our regions and nations
- connect and cross countryside, attractions and railway stations
- be safe and inspiring for families, leisure, and beginner cyclists
- provide gold-standard traffic-free sections.

THE NETWORK SAVES THE
UK ECONOMY OVER
£160 MILLION
EACH YEAR BY REDUCING
LEVELS OF OBESITY



Photo: Chandra Prasad/Sustrans (AEU059)

Creating liveable neighbourhoods



Our surroundings have a big impact on the way we live: how active we are, how well we know our neighbours, our overall wellbeing.

We will work with communities to reclaim their streets, transforming them into lively, community-centred neighbourhoods that are safer and easier to travel through on foot and by bike.

Five out of six trips begin or end at home, so we will work where people live. We'll bring together the knowledge of residents with our design expertise. We'll facilitate conversations between communities and local authorities.

We will use our skills in planning, engagement and engineering to create these people-friendly places, which support local business and attract visitors and investment.

We will ensure that cycling and walking isn't an afterthought in new developments. We'll use our skills and knowledge to plan new infrastructure that promotes sustainable, active journeys.

How will we measure success?

We will monitor our progress in this area by tracking and reporting:

- The number of residents we've worked with on developing and implementing schemes that have made their neighbourhoods safer and easier to travel around on bike and foot, and the impact these schemes have had on their quality of life
- The number of new developments and redevelopments where we've influenced the design so they are attractive for cycling and walking.

Transforming the school run and commutes



We will help the next generation to discover the joy of cycling and walking, develop better routes for them to use, and encourage support from their parents and communities.

Pupils who walk and cycle arrive at school more alert than those who travel by car.

The average primary school journey is just 1.6 miles. Yet, one in four cars on the road during morning rush hour are on the school run and one quarter of primary schools are in areas that breach the legal limits for nitrogen dioxide. This pollutant stunts children's growth and increases the risk of asthma and lung cancer.

People are put off cycling and walking if they don't feel safe. We will help commuters build confidence and improve the infrastructure they use.

We will support employees to walk or cycle to work and help workplaces to see the benefits this brings in improving productivity, reducing days lost to illness and saving business costs, such as parking spaces.

How will we measure success?

We will monitor our progress in this area by tracking and reporting:

- The number of schools and school children we've worked with to increase the number of active journeys to school
- The number of employees and organisations we've worked with to increase the number of active commutes to work.



Who **we** work with

We work with commissioners, influencers, decision makers, and communities across all the nations of the UK.

We deliver locally, working with local people, but we make the case for change at all levels.

We work in partnership.

We know that on our own we don't have all the answers or all the skills needed to create the scale of change we want to see. We're committed to sharing our expertise and transforming standards across the sector.

We work with everyone.

People face different barriers to walking and cycling. We act on our responsibility to support everyone of all abilities and backgrounds to walk or cycle.

“ Sustrans are great partners to work with, bringing enthusiasm, innovation and expertise ”

Jennifer Brathwaite
Cabinet Member for Environment and Transport

We work with:

RESIDENTS

COMMUNITY GROUPS

WORKPLACES

SCHOOLS

LOCAL AUTHORITIES

NATIONAL GOVERNMENTS

CHARITIES

TRUSTS

COMPANIES AND CONSULTANCIES



Measuring **our** impact

Because we're here to make a difference, measuring our impact is essential.

We need to know how our work benefits people, communities, and the environment.

We will continue to make measuring our impact central to what we do. We will use the information we gather to:

learn from our experiences, increase our impact and make the most of our resources

share our learning with others to support the sector

build an evidence base for investment in walking and cycling

“*Sustrans really added to what we do and gave us an opportunity to access core funding together. The health benefits are proven, so why wouldn't we do this?*”

Richard McGuckin

Director of Economic Growth and Development, Stockton-on-Tees Borough Council

“*Having a Quietway route to cycle on has been a turning point for me... I no longer worry about traffic. I'm saving about £80 a month and feeling much fitter.*”

Ken

Resident, New Cross, London

We plan to report on nine outcomes of our work:



HAPPIER,
HEALTHIER
PEOPLE

% of people who report improved wellbeing

% of people who report increased levels of physical activity

% of people who feel safer



GREENER,
BETTER LOCAL
ENVIRONMENTS

number of trips shifted from car to bike or foot

reduction in carbon emissions as a result of trips shifted from car to bike or foot

reduction in pollution as a result of trips shifted from car to bike or foot



STRONGER
ECONOMIES AND
COMMUNITIES

reduction in congestion as a result of trips shifted from car to bike or foot

% of people who feel closer to their community

value (£) to local economies

A close-up photograph of a person's hands holding a bunch of yellow and blue ribbons. The person is wearing a red t-shirt with the Sustrans logo and the text 'JOIN THE MOVEMENT'. The background is a solid red color.

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JOIN THE MOVEMENT