



sustrans

JOIN THE MOVEMENT

Green Infrastructure Pioneers

James Adamson, Area Manager North East

We have built obesogenic environments



We should have built for healthy living



WHY? - All Cause Mortality

- 40% reduction in risk of death
- 2-3 years longer life
- 10 years fitter
- One death per 33m km

Explicit guidance from NICE

- local facilities and services easily accessible on foot, by bicycle
- re-allocate road space from car to active travel
- restrict motor vehicle access (for example, by closing or narrowing roads to reduce capacity)
- road-user charging schemes
- traffic-calming to restrict vehicle speeds
- safe routes to schools
- provide a comprehensive network of routes for walking, cycling

Natural England and Sustrans

- Creating the “Physical Activity Alliance”
- Chaired by Dr. William Bird (Health Advisor to NE)
- Phil Insall – Director of Active Travel
- Aim to make sure things change!

NCN and beyond



- 12,000 miles of NCN, 33% traffic-free

connect²



- 79 links & Gateways - £200m

activetravel



- Get Moving North Tyneside

bikeit



- 30 officers nationwide