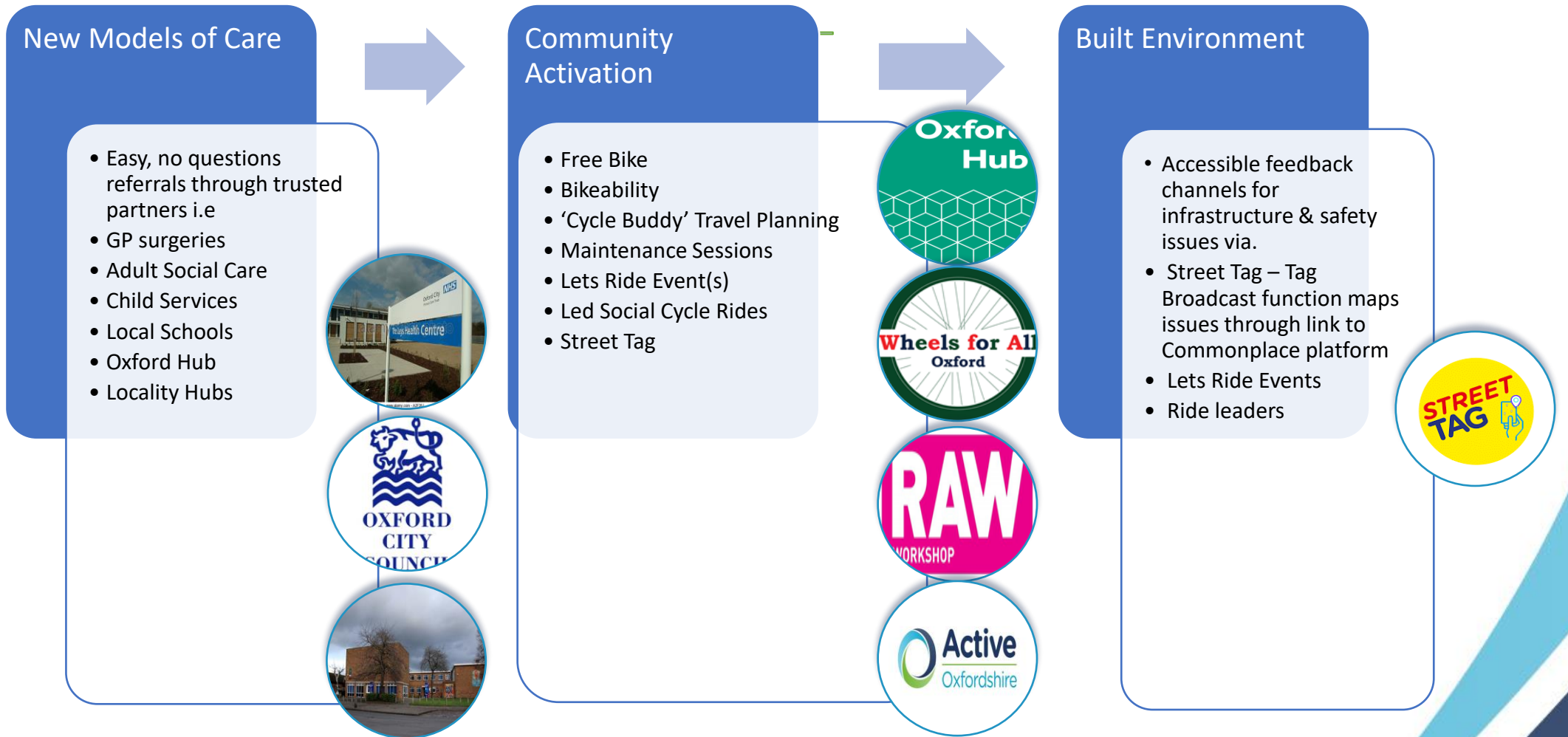


Breaking down barriers to active travel for children and families

Josh Lenthall
Active Oxfordshire



The Destination



Guiding principles

What's strong **NOT** what's wrong

- We want to help and provide solutions
- **BUT** that leads us to try to fix things
- What is great about this community?
- Trust people and relinquish control



Guiding principles

Community insights

- Community Engagement Officer
- Insight from residents
- Focus groups



Guiding principles

- **Move away from traditional mapping exercises**
- Traditional mapping would lead us to identify that there are things missing in our communities
- It can also lead us to identify gaps that don't matter to residents



Guiding principles

Bring people together around a cause

- Make active travel a case of equity in the narrative – because it is!
- Break down entrenched camps
- “Every child in Oxford is able to learn to ride a cycle”




Guiding principles

Be experimental, be brave

- Start experimenting
- Learn and adapt quickly
- Be open about what isn't working



Lessons learnt

- Avoid being transactional with residents
 - Develop and build on relationships
 - The small things are the big things e.g. the bike seat
 - “People not programmes”
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Keep in touch

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