Breaking down barriers to active travel for children and families

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The Destination

New Models of Care

- Easy, no questions referrals through trusted partners i.e
- GP surgeries
- Adult Social Care
- Child Services
- Local Schools
- Oxford Hub
- Locality Hubs





Community Activation

- Free Bike
- Bikeability
- 'Cycle Buddy' Travel Planning
- Maintenance Sessions
- Lets Ride Event(s)
- Led Social Cycle Rides
- Street Tag



Oxfor

Hub





Built Environment

- Accessible feedback channels for infrastructure & safety issues via.
- Street Tag Tag
 Broadcast function maps
 issues through link to
 Commonplace platform
- Lets Ride Events
- Ride leaders



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



Community insights

- Community Engagement Officer
- Insight from residents
- Focus groups



- 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



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"



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"

Keep in touch

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