

Solutions for life



Annual Review 2010


sustrans
JOIN THE MOVEMENT



2 million

people are now more active thanks to the
National Cycle Network



125%

increase in the number of children
cycling to school every day



12.6%

reduction in car trips
across 60,000 contacted
households with walking up
19% and cycling up 28%



420 million

zero-carbon journeys made on the
National Cycle Network



76,800

children now have the option of
taking a safe route to school

"I feel like a free range kid – when I visit my friends I just jump on my bike, and I don't find it hard at all. Even my parents ride to work now, and whenever we go to the park, it's on our bikes, not in the car. In fact, me and my family go out a lot more than before."

Sureya, aged nine

Our way of thinking

At Sustrans we make smarter travel choices possible, desirable and inevitable. We're a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day.

We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

We believe it's time we all began making smarter travel choices.

Make your move and work with Sustrans today.

www.sustrans.org.uk
info@sustrans.org.uk
0845 113 00 65

Sustrans, 2 Cathedral Square, Bristol BS1 5DD



During 2010 Sustrans benefited more people than ever before

We enabled more children to walk or cycle to school; we enabled more people to leave their cars at home and walk, cycle or use public transport instead; we enabled more people to increase their levels of physical activity by incorporating walking or cycling into their daily lives; we enabled more communities to traffic-calm the street outside their front door; and we brought the National Cycle Network even closer to home.

And everything we did offered a cost-effective solution to our major transport, health, environmental and community challenges. In the course of a year we were able to help people increase their levels of physical activity; reduce their carbon footprint; enable children to be more independent; and create safer communities, and all of this whilst improving people's daily lives.

But of course none of this would be possible without the ongoing support of all our donors, funders and corporate partners on whose generosity we rely. My thanks, on behalf of our many beneficiaries, to all of you.

My thanks also to our volunteers who give so much of their time, enabling Sustrans to be even more effective in delivering our work within communities UK-wide.

The next couple of years will be challenging, so it is rewarding to reflect that 2010 was one of our most successful ever for delivering real and lasting change on the ground, enabling so many people to travel by foot, bike and public transport for more of the journeys we make every day. And we greatly look forward to working with all of you to continue to bring the benefits of smarter travel choices to even more people.

A handwritten signature in black ink, which appears to read 'M Shepherd'.

Malcolm Shepherd
Chief Executive, Sustrans

Sustrans and our health

Active journeys, every day

With the highest obesity levels in Europe, the UK is set to spend £50 billion a year dealing with chronic health-related conditions. Anyone got £50 billion to spare? At a time when only around a third of us are currently meeting the minimum recommendation of 30 minutes of activity five days a week, here's what Sustrans did in 2010 to help more people get more active:

- An estimated 2.8 million people used the National Cycle Network in 2010. Based on our research, 71% of users felt the Network had helped them increase their level of physical activity
- 119 new safe walking and cycling routes were created for more than 256 schools
- Over 23,000 people were given practical support and greater opportunities to walk and cycle more often
- Targeted personalised travel planning led to walking levels increasing by 19% and cycling by 28%

Fear of traffic is the main reason many parents don't let their children play outside or travel independently. Our car-centric environment means that roads are often busy and unattractive, so choosing to walk or cycle often isn't people's first choice. Breaking the vicious circle that sees children being driven to school for fear of traffic is essential to creating the next generation of healthier, happier, active travellers.

In 2010 the National Institute for Health and Clinical Excellence called on governments to invest in active travel to help prevent cardiovascular disease. They recommended the creation of attractive public spaces that encourage walking and cycling as an ideal way to achieve this. Sustrans is working with policy-makers and practitioners to create more walkable local environments. In 2010 we worked directly with schools, families, workplaces and communities to give them the information, skills and confidence to walk or cycle on a daily basis.



♥+ 2 million

people are now more active thanks to the
National Cycle Network



Whose health did we improve?

Children and young people

In 2010 our 60 school cycling experts worked with over 180,000 pupils at 1,000 schools in England, Scotland, Northern Ireland and Wales. With fun bike events, classroom sessions, national standard training and safe bike storage, Sustrans' Bike It and I Bike officers connected with children, teachers and parents to create a healthy and long-term cycling habit.

Daily cycling at Sustrans' schools more than doubled from 4% to 9%, and the percentage of kids cycling regularly increased from 14% to 27%. The number of children who never cycle dropped from 72% to 53%, bringing a healthy and independent school journey to thousands of children for the very first time. 92% of head teachers agreed that Sustrans helped their pupils get more physical activity.

In the year that all schools were obliged to have a School Travel Plan, Sustrans dealt with thousands of enquiries, giving advice and information to support the delivery of these plans as well as advising on things like cycle parking grants, curriculum activities and the promotion of active school travel.

Families and households

In partnership with Socialdata, we published the results of our personalised travel planning project that contacted 60,000 households in Exeter, Lowestoft and Watford. Having maps, timetables and knowledge of local walking and cycling routes and journey times is often all that is needed to encourage people to leave their cars at home more often and lead a more active lifestyle. Of those that took part, the number of trips made by walking increased an average of 19% and the number of trips by cycling increased by up to 33%.

In the same year we began work with a further 26,000 households in Ipswich, Broxbourne and Croxley Green in Hertfordshire, and expect to see similar results.



8% of all trips made on the National Cycle Network were made by those over the age of 65



Older people

Active lifestyles benefit our mental well-being, as well as our physical health. Sustrans helped more than a thousand older people enjoy social walks and rides in 2010. With support from our volunteers, we organised led walks and rides for older and physically inactive people to benefit their health. We also held numerous travel advice sessions and gave people walking and cycling maps and other active travel information.

In East Lindsey Sustrans runs a project that provides opportunities for older people living near the Lincolnshire coast to become more active through a programme of health walks. So far 2,063 people have been involved in the project (1,280 in 2010). Last year the project was awarded a commendation by the Centre for Local Economic Strategies (CLES). The award recognises how the project is achieving positive local change, and the effects that it has on the physical and mental health of people taking part.

In 2010, 8% of all trips made on the National Cycle Network were made by those over the age of 65.

Students

Cycling is a fast, cheap, convenient and healthy way for students to zip between home and study. Our phenomenally popular university cycling schemes in Leeds, Nottingham and Lincoln between them provided 655 loan bikes to students and staff in 2010. Our work demonstrates that if you provide a service for people where they need it, when they need it and at the right price point, uptake is guaranteed.

- 64% of people that completed our surveys in our Leeds project said they would not be able to cycle without their loan bike
- 5,594 people took part in bicycle related activities in Leeds in 2010. Everyone who completed our follow up survey intends to keep walking or cycling in the future.

100%

of bike hire students
intend to keep walking
or cycling in the future



125%



increase in the number
of children cycling to
school every day



Louise Powell

**Sustrans Bike It officer (Neath Port Talbot,
South Wales)**

By the end of 2010 Louise had helped more than 4,000 children gain the skills and confidence they needed in order to cycle to school independently. Through a series of practical workshops and school-wide events Louise has created a new, positive bicycle culture amongst pupils, parents and teachers at each school she has worked at.

“What really brings me satisfaction is the fact that I know what we’re doing here is not just about kids cycling to school, it’s actually about creating a habit of a lifetime in the valley communities - something that will keep them healthy as they get older and help them understand that we don’t have to use cars for all our journeys”.



23,000



The number of people who benefited from our Active Travel walking, cycling and bike hire schemes UK-wide

Sureya Bibi

Beneficiary of a Sustrans Active Travel project in London's Tower Hamlets

Sureya was one of 12 people engaged in Sustrans' 'Ocean's 11' project to get housing estate residents travelling more actively. A young mother and primary school teacher, Sureya was keen to learn to ride a bike. She mastered her balance in a local school playground, practised gear changes in nearby parks and was soon making journeys on local roads. Sureya intends to cycle to work every day and to teach her son so they can ride together as a family.

"I was excited but nervous when I started, but I was really determined to learn. Initially it was just to have fun and as a form of exercise. I never seriously thought about cycling to work and things like that, but now I do. My next step is to get more on-road confidence. Cycling feels like a hidden thing that most people can't access, or they don't realise how easy it is to get to places on a bike. This should be opened up to the whole community."



How did we influence the debate?

In 2010 we contributed to government consultations and white papers including the Public Health White Paper, the NHS White Paper and the Lords Science and Technology Committee inquiry into obesity. Our submissions were circulated to our strategic partners in public health, to provide them with expert active travel content for their own wider-ranging submissions.

Sustrans was also invited by the European Commission to address the 13th European Health Forum, and Public Health Minister Anne Milton MP endorsed our new bridge over the river in Worcester that now enables people travelling on foot and bike to cross what used to be a major barrier without having to use the existing, but congested and busy, road-bridge.

In Wales we presented the case that eventually led to a new Cycling Bill for Wales, making it a legal duty for local authorities to provide cycle routes in key areas.

What we could do with more help

For the equivalent of less than £1 per person in the UK, we would be able to provide a school cycling officer for 12,000 schools. This would enable the next generation to immediately begin travelling actively, safely and independently, instilling a sustainable travel habit for life.

Workplaces

For many people, the commute to work is a distance that could be made comfortably on foot or by bike. If everyone could start the day with an active commute we'd be well on the way to a healthier society.

Sustrans helped several large employers promote active commuting to their staff through local travel plans.

According to an academic study commissioned by the Welsh Assembly Government, the NHS in Wales spends £1m every week treating obesity related illness.

In 2010 we worked across all eight NHS Local Health Boards in Wales to promote active commuting, by training workplace travel champions, producing walking and cycling maps, and holding Dr Bike and cycle training events.

Sustrans also supported the University of Wales Institute Cardiff to implement a range of measures to encourage staff to walk and cycle. Monitoring conducted by the Institute found that implementing simple measures such as cycle training, bike buddying, and promotional events has led to a 32% reduction in the number of days lost to sickness absence at the Institute between 2008 and 2010. The Institute only needs to reduce the total number of days lost annually to sickness absence by as little as 28 days (0.3%) to result in a cost saving through the project, rather than a spend.

At the Cobalt Business Park in the North East, we employed a workplace active travel advisor to spend a year amongst the 800 members of staff. The advisor monitored employees' travel habits and then created tailor made activities and events to encourage walking and cycling amongst employees and people living locally. In July, 10 organisations took part in a week-long virtual bike race, competing to see which department could make the most commuter trips by bike. There were 2,193 journeys to work by bike in 20 days (double that if you count the journeys home again too).

Similar events in Stockton saw over 100 Teesside residents walk and cycle more than 9,000 miles in a month and the number of people who commuted by bicycle daily or several times a week increased from 32% to 45%.



Sustrans and our communities

Giving people travel choices

Choosing to leave the car at home is not always easy, with options limited by factors including road safety, the quality of public transport services and accessibility. Public space that encourages increased walking, cycling and public transport use encourages social cohesion and a more defined sense of community. At Sustrans, we insist on engaging local communities directly in our work, to ensure that any new or improved travel options are effective.

- Residents in 11 streets in England and Wales felt that their streets were safer and more attractive after redesigning them with Sustrans
- Sustrans' new walking and cycling bridge in Cardiff Bay carried 64,000 pedestrians and 16,000 cyclists across the Bay in a four month period
- Safer walking and cycling journeys to school were created for over 76,800 children



How did we engage communities?

People-powered urban design

Sustrans' ground-breaking DIY Streets pilot project was completed in 2010. 600 families in 11 streets helped make the space outside their front door safer and more attractive by implementing measures designed to solve their own unique traffic issues. Simple and affordable devices like road surface decoration, introducing planters and greenery, and locally inspired artworks act as psychological traffic-calming measures that influence the way people view road use. Ultimately this leads to slower traffic speeds and an improved perception of safety and community.

Ellacombe Road in Torquay saw actual traffic speeds reduce from 25mph to 18mph and 57% of residents now feel that their street is safe for children to play on. And the results aren't just focussed on speed and safety. Of equal importance is the fact that 40% of people living on Ellacombe Road now spend more time with their neighbours, enhancing the sense of community on the street. Similar results have been seen across all our street redesign projects.



25-18mph

the reduction in traffic speed on Ellacombe Road, Torquay



Sustrans' National Cycle Network hosts the largest collection of free outdoor artworks in the UK

Local inspiration, local art

Sustrans' National Cycle Network hosts the UK's largest collection of free outdoor artworks. Most are inspired by local people, history and landscapes. This approach is continued in our street design projects, which feature artistic gateways, sculptures or mosaics developed by the people living there.

In 2010 we also opened three iconic portrait benches to create inspiring resting points along new walking and cycling networks. When complete, the series of portrait benches will form part of the biggest development of public portraiture for many years, featuring local community heroes chosen by local people for local people.

Our arts team also helped to conduct an innovative 'sensory mapping' project where we asked children to draw pictures representing the sights, sounds and smells that they experience on their journey to school. The static imagery produced by those travelling by car was in stark contrast to the bright and varied pictures produced by children who walked and cycled to school. The project will now extend to our work with children and schools.

In 2010, arts practice Liminal was commissioned by Sustrans to investigate the perception of sound and the effect of unwanted sounds on an individual's psychology. Their research included a four day Sound Cycle Ride from Worcester to Cricklade, which invited local people to listen to the landscape and record their perceptions. Their final proposals for a sculptural installation on the National Cycle Network won the prestigious Performing Right Society's Foundation New Music Award and the installation will be constructed in 2011.

Providing access as well as mobility

Getting people to their everyday destinations by foot or bike is at the heart of what Sustrans does. We're currently at the helm of the largest bridge construction project since the industrial revolution. When complete, these bridges (which cross busy roads, railways and rivers) will create new walking and cycling networks, extending the National Cycle Network deep into communities, offering smarter daily travel choices for as many as six million people.

In 2010, we added dozens of new walking and cycling bridges, crossings and links to the National Cycle Network. Worcester's Diglis Bridge is recording 600 trips every weekday, with almost triple that at weekends, and a new path in north Birmingham now helps hundreds of pupils get to school under their own steam. A more challenging undertaking was Cardiff's Pont y Werin bridge. Completing a 10km shared-use route around Cardiff's redeveloped bay, the bridge carried 64,000 pedestrians and 16,000 cyclists across the bay between November 2010 and March 2011.

In 2010 we constructed 119 new safe walking and cycling routes for 256 schools. We linked the schools to other local paths and the National Cycle Network. This work means that a safer school journey is now possible for around 77,000 children.



Providing skills for the long-term unemployed

From April to December 2010, we worked with 182 long-term unemployed people who helped us refurbish over 230 miles of the National Cycle Network. They all gained skills and received training to help them secure jobs in the future, and as of January 2011, 39 of them were in regular employment. Following their experience with Sustrans, 84% of trainees felt better prepared about going into the workforce and 52% felt happier.

84% of trainees felt better prepared about going into the workforce and 52% felt happier



Ian Williams and family

Family living in Somerset Street, Cardiff

Somerset Street used to suffer litter and speeding traffic, so Sustrans worked with its residents on a new traffic-calming approach. Simple design changes (like placing planters and artworks in strategic spots to break up drivers' sightlines) mean that traffic speeds are now slower. The street is also more colourful and attractive; neighbours know each other better; and parents are more confident about letting their children play in the street.

"On a sunny day you will see children playing, and on a wet day the street is brightened up by colourful flowers. Most importantly the residents, children and adults alike who took part can say we did this because of Sustrans' DIY Streets".

67% 

of people living on Sustrans' DIY Streets now describe their street as greener and more attractive

A year in pictures

January

Northern Ireland celebrates 15 years of the National Cycle Network



February

The Future Jobs Fund project is set-up to upgrade more than 230 miles of the Network



March

Hundreds of UK schools join our cycle to school race



July

Thousands pledge sustainable journeys through our campaign



August

Cardiff Bay's new bridge is a hit with walkers and cyclists



September

The new Way of the Roses coast-to-coast route gets terrific coverage





April

A Portrait Bench on Neath Port Talbot's new traffic-free path is unveiled



May

Scotland's schools team publishes its Hands Up travel survey results



June

Sustrans' Fresh Air Miles rides raise funds to help continue our work



October

Sustrans' university bike loan schemes prove hugely popular



November


Beech Croft Road now a safer street thanks to residents' initiative



December

Use of Worcester's new Diglis Bridge proves hugely popular



A close-up portrait of Steve Pirone, a middle-aged man with grey hair, smiling. He is wearing a blue and white checkered shirt under a brown jacket. The background is filled with green leaves and red flowers.

Steve Pirone

**General Manager, Worcester's
Diglis House Hotel**

In 2010, Sustrans' new route and iconic bridge linked central Worcester to the nearby countryside. This opened the area up for tourists and locals, and boosted the local economy. At the Diglis House Hotel, business hours have increased due to increased custom and they are seeking permission for a new riverside bar. Manager Steve is now working with local groups to run guided walks and rides by the river.

"Sustrans' new route brought opportunities we wouldn't usually have explored – and it's not only about the hotel. Being able to employ more staff has a positive knock-on effect throughout the local economy. We're experiencing real benefits and I'm sure other businesses near the route are, too. Every weekend our garden is absolutely jam-packed and, while you can put some of it down to the weather, it's also down to us being more accessible."

6 million

The number of people that will benefit from Sustrans' new walking and cycling bridges, paths and projects UK-wide

How did we get people to act?

In summer 2010, thousands of people across the UK attended 70 local fundraising events to mark the 15th birthday of the National Cycle Network. Organised by our brilliant volunteers, these rides and walks raised valuable funds for Sustrans and increased awareness of our work locally.

In October, our Quality Streets campaign invited people to write to their local councillor to ask for 20mph speed limits as the first step to achieving a quality street. Quality Streets has so far generated 2,645 letters and prompted meetings between Sustrans and local authority partners about how communities can put people – rather than cars – back at the heart of their street.

What we could do with more help

Speeding traffic is rated as a significantly greater problem than all other antisocial behaviours, with 43% of the population regarding speeding traffic as a 'very' or 'fairly big' problem in their area. Our street re-design projects address this issue directly and do it in a way that is both affordable and led by the communities themselves. As things stand we simply cannot keep up with the demand from streets that need our help to either get things moving with their local authority, or want our advice on street design and planning. With a bit more cash we'd be able to help them along the way to creating their own tailor-made neighbourhood environment.



Utilising local knowledge, skills and relationships

Sustrans has 3,000 dedicated volunteers, without whom we wouldn't be able to deliver the range and quality of services that we do. Most volunteer within their community to maintain and sign local stretches of National Cycle Network. Their familiarity with local routes and users makes them ideally placed to monitor routes and alert Sustrans and local authorities to any hazards or safety issues. During 2010's floods and wintry snaps, their help was invaluable in pinpointing and clearing sections of routes that had become impassable.

Over the course of the year nearly 100 volunteer groups went out and surveyed stretches of National Cycle Network. They reported back on route alignments and, crucially, they identified local access points. Access points are the places where people can join longer stretches of Network. By identifying these points and including them on our mapping services, people are now able to quickly see how they can get on the Network most easily. All in all our volunteers surveyed 2,000 miles of traffic-free sections of the Network and identified around 1,000 new access points and over half of them told us that the experience had increased their sense of community.

Sustrans' fantastic volunteers are worth the equivalent of having an extra 100 full-time staff for a year.

Targeting our projects for maximum impact

Across the UK in 2010, Sustrans ran 19 Active Travel projects, to enable people of all ages and all abilities to be more active and make smarter travel choices. In Nottingham, we worked with the hospitals and university staff and students on an affordable, annual bike hire scheme, which was snapped up by 300 people. In London we concluded our work with families on an estate in Tower Hamlets, to increase active travel levels. Amongst the surveyed participants, there was a 56% increase in the number of people who walked on 5-7 days a week.

These schemes and others utilised cycle training and maintenance; led walks and rides; bike recycling schemes; 'virtual bike race' competitions; gardening and conservation activities; and practical support to encourage more than 23,000 people in workplaces and communities to fit more activity into their lives.

Through these targeted community projects:

- 166 tonnes of carbon dioxide will be saved per year by the 1,113 respondents to our follow up surveys. This is equivalent to removing 63 average sized cars from the road each year
- the number of respondents reporting that they walked for travel on average for one hour a week or more increased from 78% to 84% and the number reporting they cycled for travel increased from 20% to 29%

Sustrans and our environment

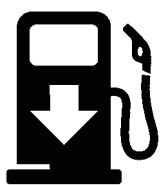
Decarbonising local travel

The transport sector contributes around a quarter of the UK's total CO₂ emissions. Progress on reducing its dependence on fossil fuels is slow, with emphasis placed on technological breakthroughs and electric vehicles.

Every Briton travels an average 1,300 miles a year on journeys under five miles. By 2020, if we could increase levels of cycling from the current 2% to 20%, and walking levels from 34% to 40% for these short journeys, the annual reduction in CO₂ emissions would be nearly four million tonnes.


We believe that a significant and affordable move away from fossil fuels could be made immediately, using existing infrastructure and technology. Our current projects demonstrate what could be achieved tomorrow through simple and affordable measures. In 2010:

- The National Cycle Network carried 420 million zero-carbon journeys with a potential carbon dioxide saving of nearly 657,000 tonnes
- Personal car trips were reduced by at least 12% in Exeter, Lowestoft and Watford and if our work in Watford was replicated across the UK, we estimate that we'd be able to save around 8.5 million tonnes of CO₂ each year
- The number of children cycling to school every day more than doubled at Sustrans schools



1,035 miles

was the average reduction in annual household car mileage achieved in our personalised travel planning work in Watford



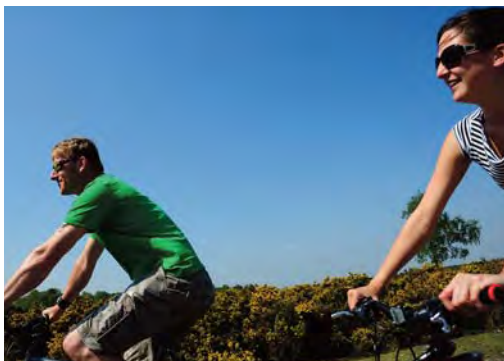
How did we reduce transport's impacts?

Reducing personal car use (and CO₂)

Sustrans (with partners Socialdata) delivers the UK's most successful travel behaviour change programme. Sustrans' work with households on personalised travel planning consistently reduces personal car use by at least 10%. By contacting 60,000 households in Exeter, Lowestoft and Watford we saw relative reductions in personal car trips of between 12% and 13%. In addition, average annual household mileage was reduced by as much as 1,035 miles in Watford, with corresponding increases in trips by foot, bike and public transport.

And the truth is that achieving these results is as simple as giving people good travel information. By working directly with households to provide them with relatively simple bits of information such as local travel maps, bus timetables and advice about buying or repairing bikes, people were able to identify the journeys that they could easily change. Our baseline surveys in these areas revealed that many short car trips could be replaced by walking, cycling and public transport trips. They also showed that the majority of people would support measures favouring walking, cycling and public transport, even if these were to the disadvantage of car users.

In terms of carbon, we estimate that if Watford's success were replicated UK-wide, we'd be able to save around 8.5 million tonnes of CO₂ each year.



The potential carbon dioxide saving of all the journeys made on the Network was nearly 657,000 tonnes



21st-century zero-carbon transport

No, not electric cars: the National Cycle Network (which celebrated its 15th anniversary in 2010). Carrying the equivalent of a third of the journeys made on our rail networks and stretching six times as far as our motorways, the Network is an integral part of our transport mix. It's how millions of us get around on a daily basis.

The Network now extends to over 13,000 miles and passes within a mile of 58% of the population. In 2010:

- 420 million walking and cycling journeys were made on the Network, a like for like annual increase of 3%
- the potential carbon dioxide saving of all the journeys made on the Network was nearly 657,000 tonnes
- 7% of cyclists were new to, or returning to, cycling
- a quarter of all the journeys made on the Network were commuting trips

How did we more than double cycling to school?

A 2010 Sustrans survey found that almost half of children want to cycle to school, but only about 4% currently cycle to school on a daily basis. The next generation need the skills and confidence to cycle to school if the UK is to see a significant shift to sustainable travel by 2020. In 2010, Sustrans' 60 talented school cycling officers provided a positive experience of cycling to around 180,000 children. Each of them works with around 18 schools a year at varying intensity levels depending on the schools' progress. They create enthusiasm and offer practical skills to the whole school community by running activities including cycle training, 'Bike Breakfasts', competitions, assemblies and curriculum work. Parents and teachers are also encouraged to get involved, to help normalise cycling and to alleviate some of their natural safety concerns.

Sustrans' School Mark exists to reward schools that strive to create a pro-cycling culture that can sustain itself when our officers move on. By the end of 2010, 324 schools had received their Bronze award, and one a Silver.

In 2010 our school cycling projects more than doubled the number of children that cycle to school daily. They reduced the number of children who never cycle to school by 27%, in-effect introducing thousands of children to the joys of cycling the school run for the very first time in their lives.

Our school cycling officers reduced the number of children who never cycle to school by more than a quarter

46%



of children would like to cycle
to school



Susan Niven

Teacher and school cycling champion

Brunstane Primary school in Edinburgh has a Sustrans I Bike officer, Lynn, who helps to increase cycling to school. Susan helps Lynn deliver cycling activities, and has seen cycling's profile increase dramatically. Brunstane now offers Cycle Training to Primary 6 children in curriculum time and runs an after-school bike club. The school community celebrated the opening of its new storage with a family bike breakfast.

"Since Sustrans' I Bike started, pupils are interested in all cycling activities, with an increase in daily cycling and many 'non-cyclists' now cycling regularly! With Lynn's help we secured funding to set up a bike club, providing pool bikes for those who don't have access to one. We now aim to build on the cycling culture Sustrans has created here, to encourage more pupils to cycle to school."



Brian Peters

Resident of Ipswich

Brian was visited by one of Sustrans' local travel planning experts. They gave him a pack of maps of local cycling and walking routes and local bus and train information, to increase his awareness of local travel alternatives.

"We use all the info in the travel pack - bus timetables and so forth. I thought it was excellent. In fact I recommended several friends to apply for it because it was so helpful. If we hadn't got the timetables, we probably wouldn't have ventured further afield on the buses, but we soon realised how easy it was and how convenient the times were. Sustrans changed the way we travel".

(Photo is of another beneficiary in Ipswich)

26,700

The number of households in Ipswich, Broxbourne and Croyley Green targeted by Sustrans' travel planning programme in 2010

How did we influence the emissions argument?

In June our Change Your World campaign saw more than 5,000 people pledge to swap one of their regular car journeys for a walk, bike ride or trip on the bus or train. The total length of these pledged journeys was 176,782 miles – enough to get around the world seven times and the equivalent of saving over 51 tonnes of CO₂. Participants also emailed their Member of Parliament or Assembly Member, asking them to take action against climate change and to encourage sustainable and eco-friendly transport.

In the build up to last year's English election we presented our call to action, More Haste, Less Speed, to leading political figures. The call outlined the steps that the UK needs to take so that 80% of local journeys are made by foot, bike or public transport by 2020. Each of the main political parties in England made a commitment to increase support for smarter travel choices in their election manifestos. The call was also picked up by English transport authorities who are now working with us to deliver sustainable transport options for their areas.

We worked closely with the Department for Transport on the development of the Local Sustainable Transport Fund, available to local transport authorities in England (outside of London). We secured changes to the guidance so that local authorities can collaborate on portfolio bids with charities and other organisations, giving greater opportunity for expertise and specialism in transport projects

What we could do with more help

The National Cycle Network is a fantastic success story with usage growing by more than 400% over its lifetime. What we want to do now is make it as easy as possible for people to access the Network, by bringing it within a mile of everyone in the UK. This will mean that the entire population will be able to make sustainable journeys directly from their front door.

Enhancing biodiversity on our Network

Habitat fragmentation is widely recognised as a major threat to biodiversity in the UK due to the increased vulnerability of small or isolated populations of wildlife; particularly in the face of climate change. As an organisation that promotes sustainability Sustrans aims is to maximise the beneficial impacts of National Cycle Network routes for biodiversity.

4,000 of the 13,000 miles of Network consist of dedicated pathways away from roads that run through parks, woodlands and green spaces. These 'greenways' are often corridors of natural habitat that typically run for many miles. They connect to a variety of green areas, run close to or through designated sites for nature conservation, and transect other linear features such as rivers, canals and railways. Since the creation of our Biodiversity Action Plan in 2007 we have been working on a number of local schemes to survey and restore the biodiversity along our greenways.

In 2010 six staff training sessions were undertaken across the UK to help minimise the ecological impacts of new route development and managing our existing routes for wildlife. Across Wales we have been recruiting Wildlife Champions to audit the wildlife along their greenways. This programme was launched in 2010 and recruited twenty-six surveyors in the first year as a trial for a wider biodiversity programme we hope to launch across the UK. We have also been involved with various projects to restore biodiversity along our greenways. We are working with Butterfly Conservation to bring back the small blue butterfly in Warwickshire; supporting the York Greenways Champions to enhance habitats along their city greenways; and volunteers are maintaining a valuable wetland habitat in Comber, Northern Ireland. Volunteers elsewhere have been involved in work days to manage hedgerows, create a community orchard and put up bat and bird boxes.

We are working to restore the biodiversity along greenways in order to create a network of natural habitats

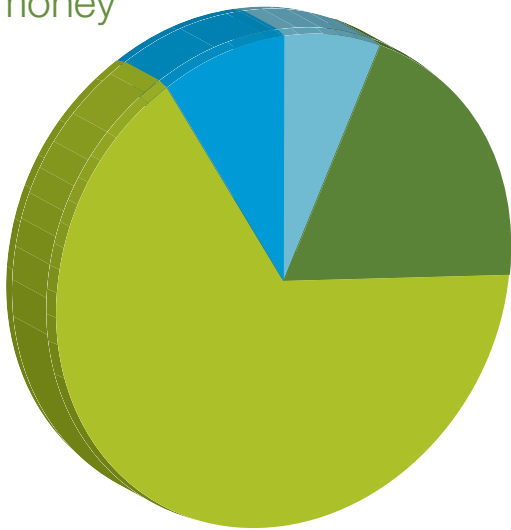


Sustrans maintained a good level of income last year in a difficult funding environment. The future will continue to present us with many challenges. If Sustrans is to continue to deliver life changing results, we have to broaden our funding base. We are actively seeking partnerships to support local schemes and small scale projects, or town or city-wide programmes. As this report demonstrates, Sustrans benefits people’s lives directly. More than 95% of our income goes into practical project delivery.

If you believe that the work Sustrans delivers is valuable and would like to help us achieve our vision of a world in which people choose to travel in ways that benefit their health and the environment, please get in touch. There is a list of local contacts on the back page of this Review and there are many opportunities to support Sustrans financially and to work in partnership with us.

For a full financial breakdown please download our annual report from www.sustrans.org.uk

Where our money came from:

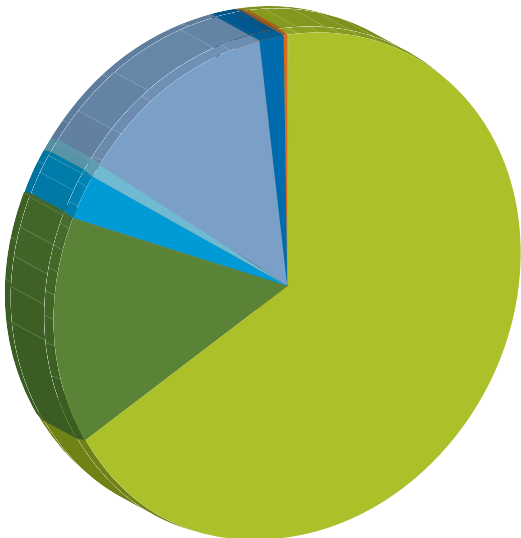


Total income 2009/10

£40.7m

Charitable donations	(£2,869,734)
Big Lottery Fund for health promotion and community projects	(£8,094,651)
Fees and grants from local authorities and governments	(£26,330,739)
Other (including NHS Primary Care Trusts and shop sales)	(£3,420,259)

How that income was spent:



Total expenditure 2009/10

£39.8m

Creating and maintaining walking and cycling routes	(£26,596,000)
Enabling children and young people to travel safely and independently	(£5,810,000)
Personalised travel planning for households	(£1,188,000)
Street re-design projects	(£285,000)
Increasing levels of active travel amongst communities and workplaces	(£5,201,000)
Fundraising	(£648,000)
Governance	(£56,000)

Noel Mitchell

**Sustrans volunteer ranger, Omagh,
Co Tyrone**

Noel is one of our 2,500 volunteer rangers. Each looks after a local section of the National Cycle Network, tidying litter, maintaining signs and alerting us to any issues. Noel's stretch of National Route 92 runs near the road into Omagh, then follows the river Camowen for two miles. During 2010's harsh winter, temperatures of almost -17° caused widespread freezing. In the thaw and floods that followed, Noel's section of route was blocked with tons of ice floes. Working with local rangers and authorities, Noel dealt with the ice within days for the benefit of the route's many daily users.

"I'm deeply committed to Sustrans and the work I do on the route, as I know that more everyday cycling and walking can make a big difference to people's health and their local environment."



100



The equivalent number of full-time staff
that would be needed to deliver the work
provided by our volunteers

We'd like to thank...

A huge amount of people, project partners, local authorities and trusts – alongside the bike industry and many other organisations – were instrumental in helping us achieve our goals in 2010. Together, we delivered focused, relevant and value-for-money projects for local communities and nationally on the Network, to benefit millions of people.

In 2010, we were particularly grateful for the support of Cycling England and the cycling community it represented; the Scottish Government; the Welsh Assembly Government; Transport for London and the Big Lottery Fund. If you or your organisation was involved at any level, thank you from Sustrans' beneficiaries across the UK.



Our volunteers

Special thanks and appreciation goes to our vital volunteers – the men and women on the ground who make our work happen. They keep us in touch with developments and help us to solve local needs, both on the Network and through our other practical and community projects. So, a hundred thousand thank yous to our thousands of volunteers. We simply couldn't do it without you.

Our Patrons

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Bettina Selby
Jon Snow
The Rt Hon the Lord Smith of Finsbury
The Rt Hon the Lord Thomson of Monifieth KT
The Rt Hon the Lord Waldegrave of North Hill
The Rt Hon Sir George Young MP

Our Honorary President

John Grimshaw CBE

Key Contacts

Malcolm Shepherd, Chief Executive
Andy Appleby, Finance Director
Simon Craft-Stanley, Fundraising Director
Huw Davies, Technical Director
Melissa Henry, Communications Director
Peter Lipman, Policy Director
Tiffany Newman, Human Resources Director
James Ryle, Director of Projects and Innovation
Andy Wistow, Director of Nations and Regions

Our Board

Marian Lauder (Chair)
Gordon Clarke
Les Cullen
Chris Curling
Nigel Gibbons
Chris Payne
Lester Willmington

Our major funders

Charitable Trusts and Foundations: 29th May 1962 Charitable Trust/ Esmée Fairbairn Foundation/ Freshfield Foundation/ Gilbert and Eileen Edgar Foundation/ J.A. Swire Charitable Trust (1989)/ Mrs J M F Fraser Charitable Trust/ Peacock Charitable Trust/ Serve All Trust/ The Blair Foundation/ The Diana K. Chisholm Discretionary Settlement/ The Gunter Charitable Trust/ William Brake Charitable Trust.

Arts and the Travelling Landscape: Aardman Animations Ltd/ Arts Council England/ Calouste Gulbenkian Foundation (UK Branch)/ Cotswold Water Park/ Forestry Commission/ Laser Process Ltd/ Liminal/ Ove Arup and partners/ PLATFORM London/ Quartet Community Foundation – Bristol Cycling City/ The Ernest Cook Trust/ Wellcome Trust/ Welsh Arts Council/ Worcester University/ Yorkshire Water.

Businesses: Aardman Animations Ltd/ Association of Cycle Traders/ Barcan Woodward Solicitors/ Bike Hub/ Bike Trax/ Capital Shopping Centres/ Center Parcs/ Cono Sur Wines/ Evans plc/ Forest Holidays/ Good Energy/ Hills Group Ltd/ Islabikes/ John's Bikes of Bath/ Lush and Lush Spa/ Madison/ Nutcase Helmets/ Riverford/ Rude Health/ RWE npower renewables/ Saddle Skedaddle/ Specialized (Globe Bikes)/ Sports Vision/ Team M.A.D/ The Bicycle Association

Local Authorities and other sources: Big Lottery Fund/ Bikeability Swansea/ BRB (Residuary) Ltd/ Breathing Spaces Wales (BBC)/ Brecon Beacons National Park/ British Waterways/ Caerphilly Health Alliance/ Cairngorms National Park/ Charity Adventure/ Community First/ Countryside Council for Wales/ Cycling England/ Department for Environment, Food and Rural Affairs/ Department for Regional Development (NI)/ Department for Transport/ Department for Work and Pensions/ Department of Agriculture and Rural Development (NI)/ Department of Health/ DOE Environment and Heritage Service (NI)/ English Regional and Area Tourism Partnerships/ Environment Agency/ European Regional Development Funds/ Hadrian's Wall Heritage Ltd/ Heads of the Valleys Programme Wales/ Heritage Lottery Fund/ Highways Agency/ Lincolnshire Waterways Partnership/ Loch Lomond and Trossachs National Park/ Midland Heart/ Natural England/ Network Rail/ NHS Hammersmith and Fulham/ NHS Tower Hamlets/ NHS Westminster/ NHS Wiltshire/ NI Department for Social

Development/ Play England/ Primary Care Trusts/ Railway Heritage Trust/ Regional Development Agencies/ Regional Transport Partnerships Wales/ Roads Service (NI)/ ScotRail/ Scottish Government/ Scottish Natural Heritage/ Sport England/ Sports Council for Northern Ireland/ Sports Council for Wales/ Swindon Borough Council/ Translink/ Transport for London/ Transport Scotland/ Valleys to Coast Housing/ Welsh Assembly Government (including via WCVA)/ Wiltshire Council

Landfill Operators and Distributive Environmental Bodies: Fife Environment Trust/ Gloucestershire Environmental Trust Company/ Grundon/ Lancashire Environmental Fund/ SITA Trust/ The Ulster Wildlife Trust/ Veolia ES Cleanaway Mardyke Trust/ Viridor Credits Environmental Company/ WREN

Other Partner Bodies include: Association of Directors of Public Health/ British Cycling/ British Heart Foundation/ British Heart Foundation National Centre for Physical Activity/ British Horse Society/ BTCV/ Campaign for Better Transport/ Caravan Club/ Carplus/ Central YMCA/ Chartered Institute of Logistics and Transport/ Communities First Wales Partnerships/ Council for National Parks/ CTC the national cyclists' organisation/ Cycling Opportunities Group Salisbury/ Cycling Scotland/ Engineering and Physical Sciences Research Council (EPSRC)/ European Cyclists' Federation/ European Greenways Association/ European Network for Health Enhancing Physical Activity/ Faculty of Public Health/ Federation of European Pedestrians Associations (FEPA)/ Fitness Industry Association/ Groundwork/ Intelligent Health/ Living Streets/ Living Streets Scotland/ London Cycling Campaign/ Men's Health Forum/ National Children's Bureau/ National Heart Forum/ National Institute for Health and Clinical Excellence/ National Museum Wales/ National Obesity Forum/ National Obesity Observatory/ National Trust/ NHS Sustainable Development Unit/ Olympic Delivery Authority/ Parliamentary Advisory Council on Transport Safety/ Passenger Transport Executive Group/ Paths for All Scotland/ Physical Activity Alliance/ Polis/ Ramblers Association/ Ramblers Association - Scotland/ Regional Public Health Groups/ RoadPeace/ Royal Society for Public Health/ Scottish Natural Heritage/ Scottish Youth Hostel Association/ South East Wales - Biodiversity Records Centre (SEWBRc)/ The Design Council/ The Royal Parks/ Town and Country Planning Association/ Transform Scotland Trust/ Transport and Health Study Group/ UK Public Health Association/ Visit Scotland/ Wales Biodiversity Partnership/ Walk England/ Wessex Water/ World Health Organisation/ Youth Hostel Association

Major Landowners: British Waterways/ British Waterways Scotland/ Cadw/ Canal trusts/ Crown Estate/ DCAL (NI) Inland Waterways/ Duchy of Cornwall/ English Heritage/ Environment Agency/ Forestry Commission/ Forestry Commission Scotland/ Local Authorities/ Local Wildlife Trusts/ Ministry of Defence/ National Park Authorities/ National Trust/ Network Rail/ Rail Property Ltd/ and numerous private estates.

Director: Steven Patterson

Director: John Laur

