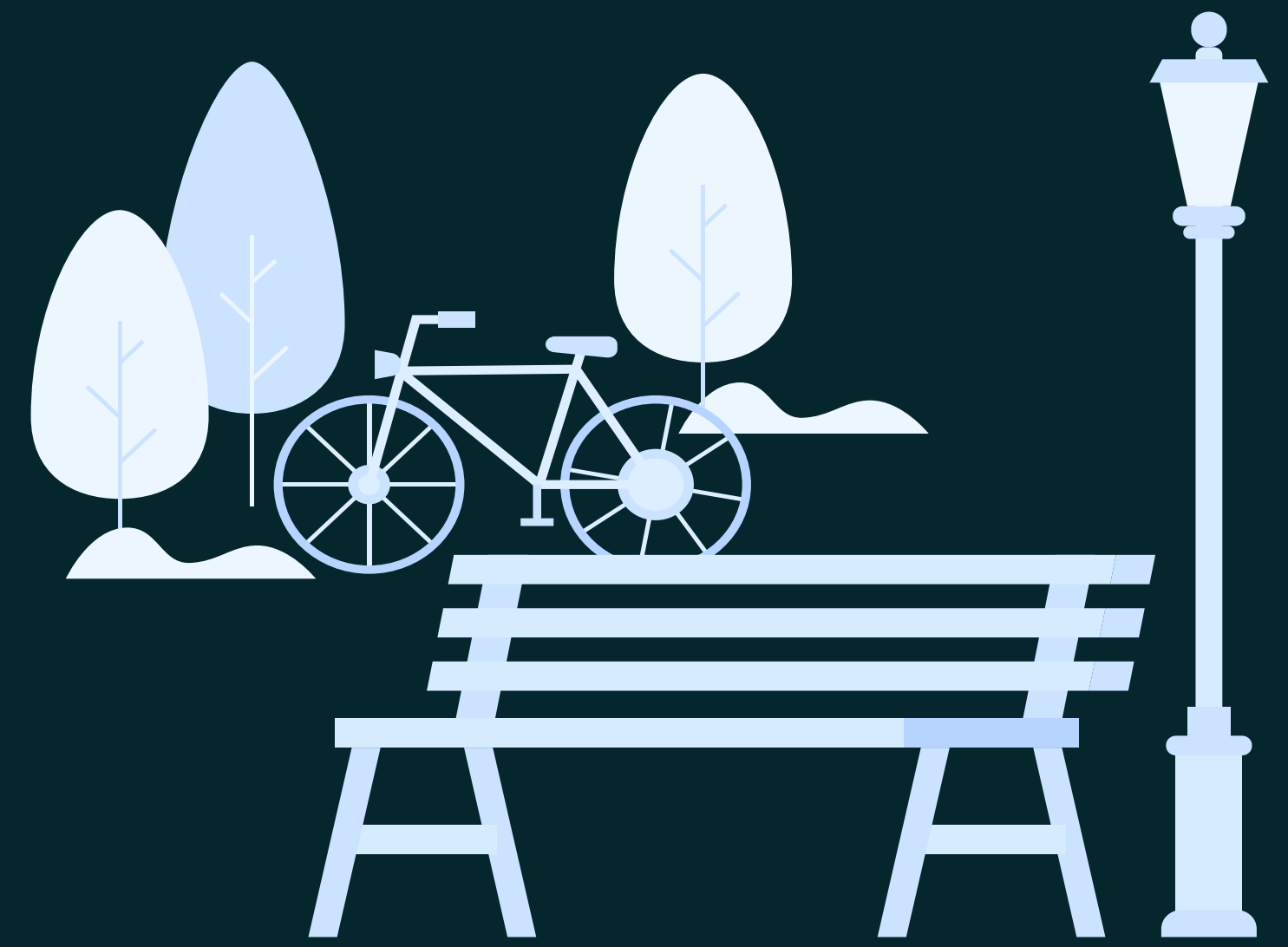


Active Travel Manchester



What has been happening?

The local pilot in Manchester seek to encourage active travel through growing the capacity of their **organisation**. To this end, the LP arranged training for five people to take up a role focussing on the development of walking and cycling across Manchester, utilising British Cycling's Ride Leadership Awards.

What changes have we seen?

After a previous Leaders course, some participants had not passed because of their ability to cycle specifically on the road, rather than their ability to empower others from their community to get involved in cycling. The LP were able to engage with British Cycling to reconsider the priorities of the qualifications. The new course was tailored to the aspirations of those on it, so skills to deliver community focused rides in parks and green spaces was a priority, rather than road based rides, which has encouraged less proficient cyclists to engage. The course was held around the parks and green spaces of Northern Manchester, a deviation from the norm, based on feedback that shifting the location into the communities of interest would improve the accessibility and relevance of the training. A bike loan scheme was employed, helping to tackle barriers of cost and storage that many face.

Cultural norms / ideologies

Policy

Physical environment

Organisations & institutions

Social environment

Individual

How has this happened?

British Cycling's relationship with the LP has allowed greater impact of their work within the community. This is due to an environment of mutual trust, respect, and the flexibility shown to change their delivery to meet the needs of the local community.

Context

Lack of delivery capacity in local communities and inappropriate training

Intervention

Invest in training personnel, engage organisations to shift priorities

Then

Community members more likely to engage in cycling

Because

There are more opportunities to get involved and barriers have been reduced