

Adept Award Entry:

ForwardMotion

Summary

ForwardMotion is increasing active and sustainable travel in south Essex, bringing significant environmental and public health benefits.

**FORWARD
MOTION**

Category 3: Improving the environment, promoting health

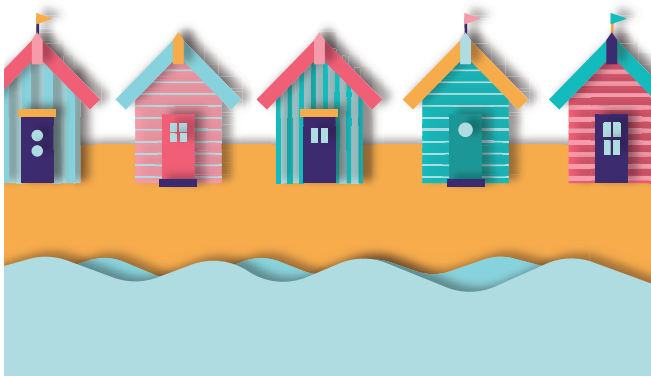
The concern



South Essex, a region encompassing Southend, Basildon and Thurrock, suffers from significant air quality issues, caused in large part by congestion. Areas along the A127 regularly exceed air quality thresholds for Nitrogen Dioxide. In addition, residents are not as healthy or as active as they need to

be, with figures showing that 250,000 adults in Essex are physically inactive. Traditional awareness campaigns are not having the desired impact, so Southend-on-Sea Borough Council, Thurrock Council and Essex County Council have come together to develop a new approach, ForwardMotion.

An innovative response



ForwardMotion is deliberately designed not to look or sound like a traditional local authority transport campaign. It uses eye-catching imagery, innovative design and strong messaging to promote its services. Personal Travel Planning (PTP), where trained travel advisers with expert local knowledge give individuals tailored advice on alternative ways they could travel, is very popular. To date, over 2500 travel plans have been created.

ForwardMotion messaging focuses on saving money, time and improving health, as these are more powerful drivers of behaviour change. By combining the right message with the right channel, ForwardMotion has engaged 6065 people so far.

2500

Personal Travel
Plans completed

6065

people engaged
with so far

746

people attended cycle
training sessions or walks

We also run roadshows in town centres and local workplaces and set up stalls at community events, such as Village Green in Southend-on-Sea. Fun activities such as a smoothie bike, static cycle racing and face painting help attract people, who can then find out more about the campaign.

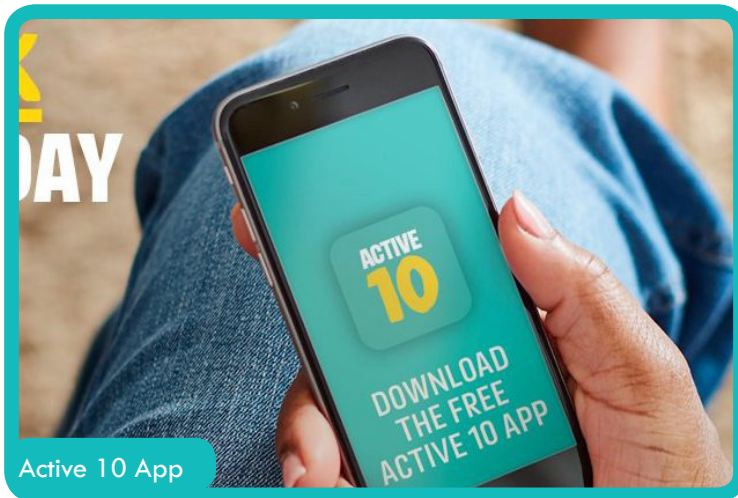
But we know it's not enough to make people aware of different transport modes, we also need to empower and equip them to change travel behaviours. So ForwardMotion offers cycle training, bike hire schemes and walking workshops. As of March 2019, 223 bikes have been serviced and 746 people who have had a PTP have attended cycle training sessions or guided walks.



Smoothie Bike



Working with organisations



Active 10 App

ForwardMotion works in partnership with the Public Health teams at all three Councils to organise Active Travel Challenges. These are designed to demonstrate that active and sustainable travel can be fun and can easily be fitted into everyday life. We recently ran an Active 10 Challenge, which reached over 6000 people in the area, encouraging them to do one ten-minute brisk walk a day and highlighting the positive impact walking for just one journey can have.

As well as working with public health teams, the campaign also works with local businesses and organisations. 41 organisations have participated in the active travel challenges set by ForwardMotion and the campaign has now gone even further to help organisations reach the campaign's key audiences. In March 2019, ForwardMotion awarded 10 organisations grants to provide services including bike hire, a walking series and cycle training.



Bespoke cycle training

Moving forward

With a year still to run, ForwardMotion's services are already changing lives, and the campaign is succeeding in improving the environment and boosting health and wellbeing. Our ambition is to see the levels of pollution and inactivity across the county significantly reduced and provide a safer and healthier south Essex for generations to come.

FUNDED BY



Department
for Transport

