



# What Value Rights of Way?

If we didn't have them and wanted them, how much would it cost?

# John Dennis

- *sport*Keighley
- Active Bradford Partnership
- Bradford Athletics Network
- Chair, City Connect Advisory Group
- University Academy Keighley
- Sport & Charity Research Centre
- SK(UK) Ltd
- Land Development
- Environmental Impact Assessment
- British Waterways



# New Perspectives

What do you see?

# An Elite Sports Facility.....?

- Exclusive
- For “good” athletes
- For “club” members
- For “serious” training
- Restricted numbers
- Rules and regulations



.....or

- An ideal space for cardiac rehab patients?
- Flat
- Soft
- Safe
- Lit
- Close to Facilities
- Measurable Distances
- Never far from where you started





# New Perspectives

What do you see?



# RoW: Image



# RoW: Awareness & Perceptions





# Morrison's Car Park?!!!



# Active Living



HM Government

## Sporting Future: A New Strategy for an Active Nation



#SportingFuture

# Active Living *sport*Keighley



Creating an active nation through sport



## Active Design

Promoting opportunities for sport and physical activity through good design



# GreenLine Miles: c.£30,000

## What is The Greenline

The Greenline is a 1 mile urban fitness loop. It will be instantly recognisable by the route marker studs along the entire loop complimented by strategically located information boards and wayfinder signage.



  
**Greenline Route Marker Studs**  
green 50mm diameter route markers studs fixed at 2 metre intervals.

  
**Yellow Quarter Mile Marker Studs**  
Yellow 50mm diameter route markers studs fixed at 4 equidistant points around the route.

  
**Posts & Stickers**  
Signage to be installed at regular intervals across the route.

  
**A Minimum of 2x Information Boards**  
The location of the information boards is to be decided on a case by case basis. They need to be in a prominent area, but also stand alone and free from clutter.

**Crossing Points**



# Active Events/ Active Tourism



# Destination Organisations



Welcome  
to Yorkshire  
yorkshire.com

Tourism takes place in destinations but destinations are disparate and multifaceted places that are host to numerous stakeholders with their own specific needs. The organisations responsible for the visitor economy locally can also be varied. They might be public sector bodies such as local authorities that have definitive boundaries or private companies or partnerships between the public and private sector that work across varied geographies.

We know that well managed destinations are more likely to sustain investment, business growth and employment without having a long term detrimental effect on the environment or local population. The best managed destinations are also likely to excel in attracting inward investment across a broader range of sectors, attract value-added jobs and new talent. Great destinations are great places to live and work as well as to visit.

We support destinations to grow their local economies through tourism. This manifests itself in different ways from promotional activity through to research and insights. The most effective tool we advocate to help generate growth in the visitor economy is destination management plans, which help to create an integrated, sustainable and long-term approach to destination management.

# Active Giving: Social Cohesion





# Active Travel

## The Urban Context



### Setting the First Cycling and Walking Investment Strategy

Moving Britain Ahead

December 2015



### WalkBradford

#### Bradford District Pedestrian Charter

This charter has been prepared by the "sportKeighley" partnership for referral to the Bradford District Environment Partnership, one of the "family" of partnerships which are part of the Local Strategic Partnership, Bradford Vision. The members of the District Environment Partnership commend this Charter for adoption and incorporation in the policies and practices of Bradford Vision, other members of the family of partnerships, Bradford Council and relevant agencies.

The members of the District Environment Partnership, in supporting this Charter, do not necessarily represent the views of their agencies or organisations.

#### **Agencies and Organisations**

The Bradford Pedestrian Charter was created following the endorsement of the sportKeighley partnership at its meeting in September 2005. This charter borrows from a number of existing international models, including those from the European Union and Australia.

#### **sportKeighley acknowledges the support of:**

Bradford District Environment Partnership Officer of the District Environment Partnership.

#### **The Bradford District Pedestrian Charter**

This Charter recognises that some people are unable to walk because of a disability that requires the use of a wheelchair or similar device. In this document, that distinction is set aside. All references to walking and pedestrian activity are deemed to embrace those dependent upon such mobility aids.

#### **Introduction**

This is a Charter about the simple act of walking, an activity available to almost all, taken for granted by many, yet ignored at our peril.

Sometimes we walk because we have no alternative; at other times because that is our preference. Walking can be many things, a means of transport, a way of keeping healthy, a form of relaxation, a sport. It can be a gregarious social activity or a solitary opportunity to meditate. It varies with whim and circumstance. Commuters scurry; shoppers meander; fellwalkers trek; power-

C:\Users\john\Documents\John Dennis\Work\sportKeighley\Bradford Strategy\CSNA\Active Bradford\WalkBradford - Bradford District Pedestrian Charter.doc



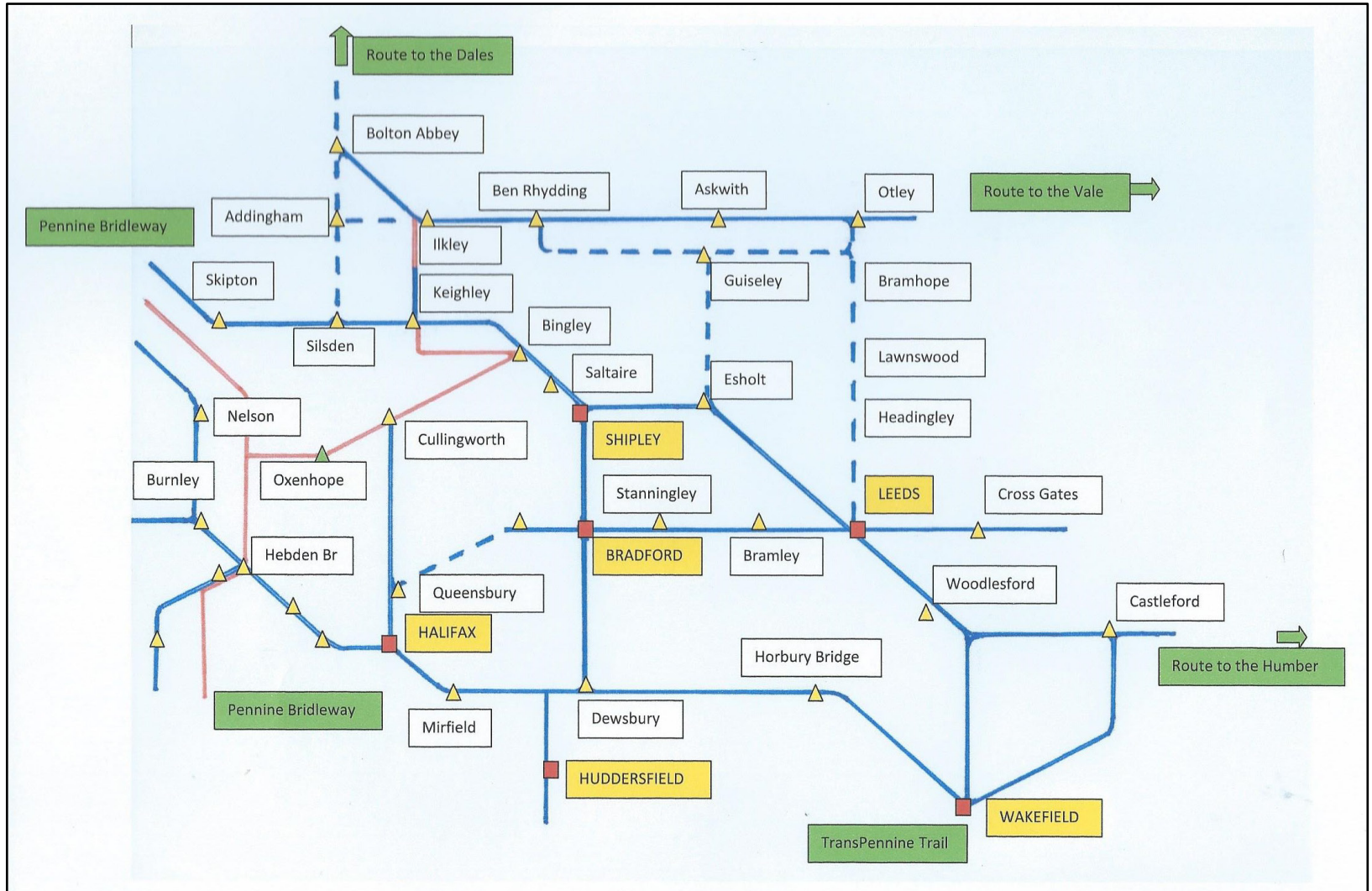


# City Connect/ Cycle Cities



Business Change  
Partnerships  
Investment (over £20m)

# Single Transport Plan - Network



# Active Travel Consortium



The Active Travel Consortium, in collaboration with DfT and the LEP Network, are pleased to announce a new project to provide support to those leading on the delivery of schemes through the local growth deal. The support is funded by DfT and available on an anonymous and voluntary basis.

The ATC is a partnership of leading walking, cycling and health organisations committed to providing opportunities for people to have a choice of door-to-door travel opportunities that support the physical, social and environmental benefits of an integrated and sustainable transport system. Sustrans, one of the lead partners in the ATC, will be coordinating this programme of support.

# Active Environment



## West Yorkshire Low Emission Strategy AHSN workshop Joining up air quality, transport and health

Sally Jones  
02-06-15





# Defra Network



## Defra Network offer to LEPs and City Deals

The Defra Network (Natural England, Environment Agency, Forestry Commission and the Marine Management Organisation) have an Offer to Local Enterprise Partnerships (LEPs) and City Deals inviting them to work together to safeguard the environment and achieve sustainable growth.

The Offer is based on three principles. The principles are that the Defra Network will work closely together, coordinating activity locally to:

- actively facilitate sustainable growth, using their resources, networks and expertise;
- work in a way that makes them easy to do business with; and
- use their evidence and knowledge to help businesses grow sustainably.

# Active Education





# What Value Rights of Way?

If we didn't have them and wanted them, how much would it cost?



# P4C Overall Local CBR of 4.52:1




**URS**


**Assessment of the Socio-Economic Benefits of the Paths for Communities Programme**

Full Study Evaluation Report  
Final Draft

March 2015

United Kingdom & Ireland



  
Department  
for Environment  
Food & Rural Affairs

  
The European Agricultural  
Fund for Rural Development  
Europe Invests in your areas

This project has been funded under the Rural Development Programme for England



# National Cycle Network



- The health benefit of the National Cycle Network is £442million per year
  - Nearly 60 per cent of people in the UK live within a mile of the National Cycle Network
  - Women made a quarter of all cycling trips on the National Cycle Network, a 14 per cent increase on the previous year
  - More than 25 per cent of National Cycle Network users are over 55 years old
  - People aged between 16 and 24 are now making one in ten of their journeys on the National Cycle Network
  - If all the journeys made on the National Cycle Network in 2011 had been made by car 760,363 tonnes of carbon dioxide would have been emitted, costing the national economy £40 million.



# Looking at Things Anew....

...and exploring the resulting possibilities!

# What is the RoW “Offer”?

To:

- Health
- Environment
- Education, Training and Skills
- Active Travel
- Sport & Leisure
- Sustainable Transport
- Tourism
- Residential Development
- Business Development & Technology
- Economic Growth
- Heritage
- Social Integration
- Quality of Life (for Young, Middling, Not-so-Young, Families)

# Using “Natural” Resources





**“Our” Ways**



**“Active” Ways**