

Strategy 2025–2050

Because peoplepowered movement changes everything



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Introduction

The future of people powered movement

We make it possible for everyone to walk, wheel and cycle. Because it changes everything. Our health. Our wellbeing. Our world.

We call it people-powered movement.

Walking, wheeling and cycling might sound like small actions. But they add up to something much, much bigger. They ripple out and change everything. For too many people in the UK, people-powered movement is not possible. It's not safe, accessible or affordable. And people who live in deprived areas, people who are disabled, people who are older, and younger, and women are those most often excluded from being able to walk, wheel or cycle.

So, at Walk Wheel Cycle Trust we focus on removing these barriers so that everyone can experience the transformation to their health, wellbeing and world from the simple act of being easily able to walk, wheel or cycle.



2050 Strategic goals

Building a national walking, wheeling and cycling network that brings everyone closer to the places and people they love

Fix it - A seamless, safe, and stunning Network built for everyone

Love it - Locally loved - embraced by all

Green it - A Network that helps rebuild nature and connects everyone to it

Connect it - The Network is a connector, linking transport options, communities and destinations

Connected thriving neighbourhoods where everyone is free to live and move with ease

Schools and children - Make it possible for every child to walk, wheel and cycle to school, building fun, healthy and greener habits for life New homes - Help new homes and communities thrive by putting walking, wheeling and cycling at the heart of every new development

Buses and trains - Making longer journeys possible for everyone by making it easy to walk, wheel or cycle to catch a bus, tram or train

Empowering millions to walk, wheel and cycle for their health, their wellbeing, and their world

Inclusivity - Walking, wheeling and cycling will be safe, accessible and affordable for everyone

Influencing - We will build unstoppable political will - making active travel not just policy, but a personal and public priority for those in power

Movement of people - Millions more people support our purpose and actively volunteer or donate to further our cause

Our purpose

We make it possible for everyone to walk, wheel and cycle.

Because it changes everything. Our health. Our wellbeing. Our world. We're a UK-wide charity making it possible for everyone to walk, wheel and cycle with an impressive history stretching back almost 50 years.

We call it people-powered movement.

Walking, wheeling and cycling might sound like small actions. But they add up to something much, much bigger. They ripple out and change everything.

420,000 აზ tonnes

of greenhouse gas emissions saved every year by walking, wheeling and cycling

Our health

Building walking, wheeling or cycling into our daily lives is key to improving our health. It significantly lowers the risk of lifestyle-related diseases, which have become the leading causes of death. The numbers don't lie – small actions create powerful ripple effects.

Regular physical movement helps prevent or manage conditions.

1,200



early deaths could be prevented every year through increased walking and cycling

Our wellbeing

Walking, wheeling and cycling play a vital role in bringing joy to people's lives. It improves mental health, helps people get away from the stress of modern life, explore green spaces, and connect with other people to share time together.

For many people who can't afford other ways to get about, being able to walk, wheel or cycle means they can get to their job, school or the shops.

Being able to walk, wheel and cycle breaks down barriers and means more people can enjoy a better quality of life.

54%

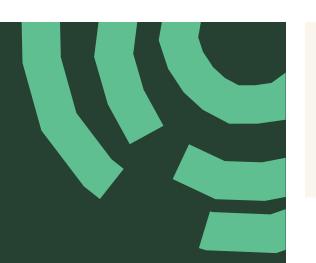


of people in the UK walk specifically to improve their mental health and happiness (Living Streets)

Our world

Moving under our own power is great for communities and our wider world. Making it easier to walk, wheel and cycle gives everyone a fairer choice on how to get about. It brings people together and creates places where people want to spend more of their time and money, boosting local economies. And every people-powered journey means better air quality and helps us tackle climate change.





Walk Wheel Cycle Trust - formerly Sustrans

Walk Wheel Cycle Trust is the new name for Sustrans. The new name for our charity better represents our purpose and makes it easier for everyone to understand what we do.

Personal story Creating a safe, supportive environment

Sophia grew up in the countryside around Bath and has always felt a deep connection to nature.

Wanting to encourage others to feel the multiple benefits of walking outdoors in a safe and supportive way, Sophia set up Bristol Steppin Sistas in April 2021 and saw 25 women join on the first walk. The founder describes how the group has helped members build up a lot of confidence; many of the women now go out solo walking and use it for their mental health.

One woman said she hadn't slept in years but slept well after joining the walks.

Sophia's story is one that demonstrates the impact and diversity of the Network as part of a new campaign. Sophia's story



Sometimes it can be a tiny little bit emotional for me because it's like, wow, this group is really supporting these people.

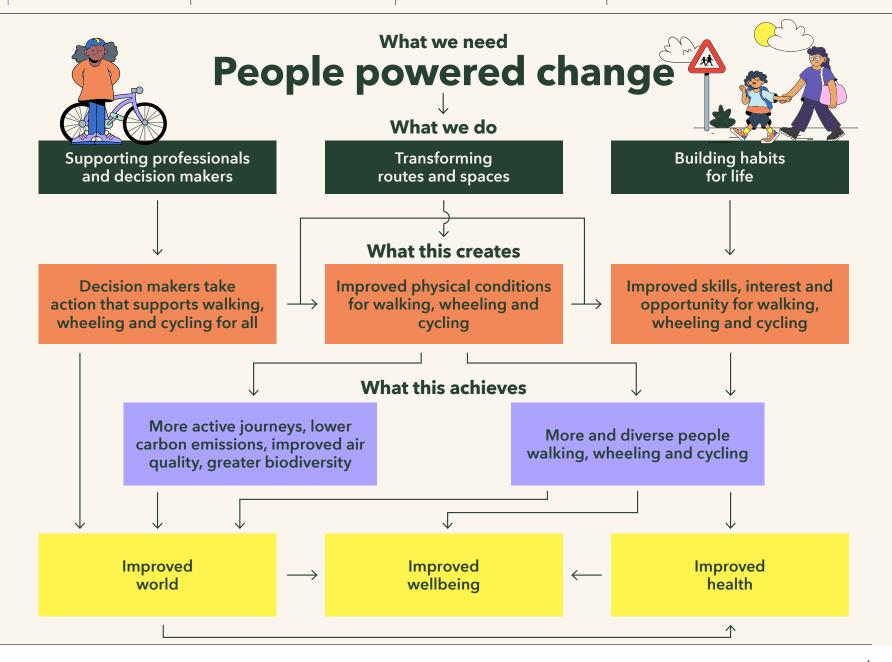




Theory of change

Our theory of change sets out a clear path from what we need, to what we do and the difference it makes.

It starts with the conditions and resources essential for change, followed by the actions we take across our programmes, partnerships and advocacy. These actions create stronger networks, more inclusive communities, and empowered individuals. And ultimately, they help us achieve our long-term goals: a healthier, fairer, and more sustainable future where walking, wheeling and cycling is possible for everyone.



Our strategic goals

Strategy on a page

Over the next five years, we're focusing on the activities that will help us make the biggest strides towards our 2050 goals. This is all part of our strategic framework - a clear plan that outlines what we're doing in the years ahead to hit our ambitious 2030 targets.

In the sections that follow, you'll find all the key actions we're taking, along with the reasons they matter and the impact we're aiming to make. We've set ourselves bold targets because we believe that, together, as a people-powered movement, we can lead the change we want to see.

Fix it
A seamless, safe, and stunning
Network built for everyone

Building a national

Fix it
A seamless, safe, and stunning
Network built for everyone

Building a national

A Network that helps rebuild nature and connects everyone to it that brings everyone closer to the places and people they love **Connected thriving** neighbourhoods where everyone is free to live and move Strategic Good Connecting 2 with ease Walking, wheeling and cycling will be and affordable for **Empowering millions** to walk, wheel and cycle for their health, their wellbeing, and their world Strategic goal Empowering

Connect it

The Network is a connector, linking transport options, communities and destinations

Schools and children

Make it possible for every child to walk, wheel and cycle to school, building fun, healthy and greener habits for life

Inclusivity

safe, accessible

everyone

New homes

Help new homes and communities thrive by putting walking. wheeling and cycling at the heart of every new development

Buses and trains

Making longer journeys possible for everyone by making it easy to walk, wheel or cycle to catch a bus, tram or train

Influencing

We will build unstoppable political will - making active travel not just policy, but a personal and public priority for those in power

Movement of people

Millions more people support our purpose and actively volunteer or donate to further our cause







Strategic goal 1

Building

Building a national walking, wheeling and cycling network that brings everyone closer to the places and people they love

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Strategic goal 1 - Building

Fix it

A seamless, safe and stunning Network built for everyone

2030 targets





Every single barrier on **NCN** removed or redesigned, opening up access for everyone



Five exemplar projects to transform women's safety on traffic-free paths



A seamless, safe and stunning Network built for everyone

Around half a billion walking, wheeling and cycling trips are made on the National Cycle Network every year, connecting everyone to the people and places they love.

The Network is made up of a series of long-distance routes, but it's the locally-loved sections of the Network which make the biggest difference to people's lives.

The National Cycle Network:

- offers access to green space and all the health benefits of the outdoors
- supports daily journeys to schools, workplaces, shops and services
- helps kids to ditch the stabilisers and learn to ride a bike for the first time
- boosts local businesses and plays an important role in tourism and the wider outdoor activities sector
- contributes to civic pride and provides a focus for volunteering effort.

The National Cycle Network varies enormously in character as it winds its way through the unique geography of the UK, taking in coastlines, iconic destinations, national parks, country lanes and busy urban centres. It includes traffic-free paths and green corridors, disused railway lines, canal towpaths, river routes and quiet roads. Due to this variety, the Network offers people many benefits including:

- improved health, through being physically active
- boosted mental wellbeing, through connection to greenspaces, nature and to one another
- thriving communities, through the provision of genuine low-cost travel options, support to local businesses and improved air quality.



We face many challenges in caring for this incredible national asset.

The quality of routes making up the Network varies significantly, and accessibility can be limited, especially for disabled people, parents with young families and anyone with mobility needs.

Climate change is increasingly having a negative impact on our ability to maintain the Network and ensure that routes stay open.

Finally, safety concerns can be a particular concern for women and girls, the LGBTQ+ community, people from ethnic communities and others with protected characteristics.

Over the past ten years, we've worked with a range of funders, partners and communities to upgrade sections of routes. This has included creating accessible and welcoming wider paths, signage improvements and placemaking initiatives as well as strengthening data and knowledge of the Network

And we're not finished yet. We've set ourselves ambitious targets. By 2030, we will have delivered 1,000 new or improved miles, removed or redesigned every physical barrier and designed five sector-leading projects with women and girls, focusing on improving safety and opening up the Network for currently underrepresented groups.

At least one-third of the projects delivering new or improved miles will target communities facing social or economic disadvantage. This focused approach will also include rural areas facing transport poverty.

To be successful, we'll work closely with our partners in national and local government, organisations in the charity sector and community-led groups. We'll also engage with landowners, geographical communities and communities of interest.

All of our work on the Network is underpinned by the efforts of thousands of volunteers. A refreshed framework for volunteering on the Network will strengthen resilience.



Case study Bowline in West Dunbartonshire

The Bowline project, launched in partnership with Scottish Canals and supported by Transport Scotland, saw refurbishment of three former railway bridges, removal of a dangerous road crossing along Route 7, installation of a full-accessible ramp connection to Route 7 at Bowling Harbour and the creation of an attractive traffic-free link, including a linear park inspired by New York City's Highline.

Everyone in the surrounding communities choosing to walk, wheel or cycle can now make everyday journeys towards the heart of Glasgow.



The new Bowline is a real asset to the surrounding communities





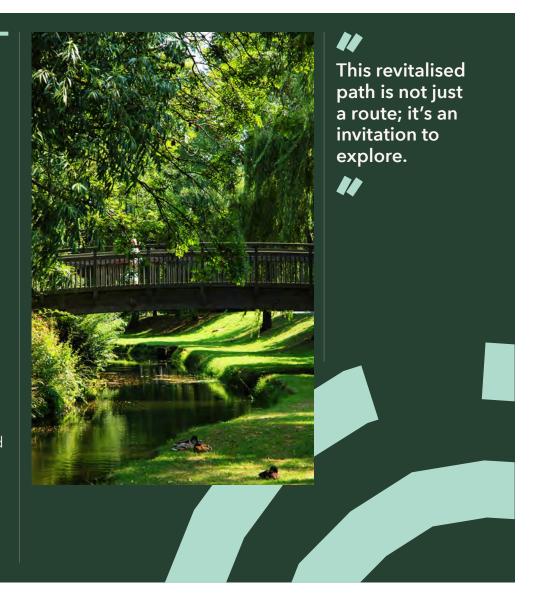
Case study Grand Union Canal in Leicestershire

Over the course of 15 weeks, the path underwent a transformative resurfacing with a natural stone chip layer, providing a smoother experience for all users.

With accessibility as a top priority, the path's width was increased, ensuring a comfortable passage for everyone, regardless of mobility.

Towards the end of the newly resurfaced section, the path reaches a large new housing estate, and residents have more options to get into town.

Acknowledging the delicate balance of the canal ecosystem we employed traditional hedge laying techniques creating vital corridors for wildlife.



Strategic goal 1 - Building

Love it

Locally loved, embraced by all

2030 targets



One million people engaged in loving the NCN locally through community organisations and volunteering



Everyone can confidently and easily plan their trip on any of **NCN** and will then want to tell everyone how great it was



Ten community-led extensions or enhancements delivered on the NCN



Locally loved, embraced by all

The NCN is well-used and well-loved.

Although it is a national network, it is the local sections of the routes - often with their own distinctive names and connections to specific places - that mean the most to people and communities.

By 2030, we'd like to see one million people engaged in loving the Network locally.

12,000 miles

of Network routes are signposted by little red signs



This means:

- boosting our work with community groups and volunteers, providing them with resources and support to care for and improve the Network
- connecting our work with local place and identity by thinking about broader community engagement at the earliest stages of a project
- including the perspectives and aspirations of communities of interest, especially underrepresented groups, and finding creative ways to collaborate with them
- making it easier for people to plan their journey and access inspiring places
- sharing power with community-led organisations and supporting them to develop local routes.



Working with communities, volunteers, supporters and hundreds of organisations across the UK, Walk Wheel Cycle Trust created the National Cycle Network. As custodians, it is our role to care for it, improve it and hold the long-term vision for its future. We also recognise that the Network can only thrive if it is loved by people and treasured by local communities.

Love It aims to harness the passion people have for the places where they live, work, play and belong to. Our work includes:

- recruiting, training and supporting volunteers: in year one we aim to deliver 20,000 hours of volunteering on the National Cycle Network
- delivering creative, place-based projects: we delivered Millennium mileposts - signage, artworks and destinations - stretching from John O'Groats to Lands End, each one reflecting the heritage and character of the surrounding area

- providing community groups with resources to care for the Network: Love Your Network has reached over 70 community-based organisations, connecting with refugees, adults with learning disabilities, children, neighbourhood centres and young people with additional support needs
- engaging early and widely with local businesses, community associations and individuals on future projects, showing respect for place - in Elderslie, we have reached over 2,000 people, engaging them to create a new vision for a section of NCN Route 7
- improving signage, helping people to find their way on the Network and raising awareness of the destinations on particular local routes: we delivered over 200 miles of signage improvements last year.



Case study Targeted arts work in Niddrie

In Edinburgh, new artwork is brightening the tunnel connecting the communities of Niddrie and Bingham. The murals have transformed neglected sections of the National Cycle Network into more welcoming, enjoyable and meaningful places.

Engagement with local schools and families highlighted a desire for the design to recognise nature in the area.

The mural will be maintained by a team of young volunteers in the future.

This project was made possible thanks to the support of Network Rail and in collaboration with Art Buds Collective/KMG and Yardworks in Niddrie-Bingham



This project is about fostering a sense of ownership and bringing people together to reflect the rich history and vibrant life of this area.

KMG, Artist

We recognise that many people are still underrepresented on the Network for many reasons - safety concerns, lack of access on certain routes, low awareness and a sense that walking, wheeling or cycling isn't for everyone. The more we reach out, the more we listen and respond to the needs and aspirations of local communities and underrepresented groups, the more we can inspire love for the Network and safeguard its future.

To inspire more people to love the Network, we want to extend our reach. By 2030, we will have inspired one million people to love the NCN locally, through supporting volunteering, working with community organisations and delivering wider engagement. This work will include collaborating on 10 communityled extensions or enhancements to local routes. We have a successful track record in working in this way - the Connect2 programme, funded by the Big Lottery Fund, took ideas from communities across the UK and turned them into reality, expanding or improving the Network in over 80 communities.

We'll also make it much easier for people to plan their trips on the NCN - not just so they can get from A to B,



Case study Millennium mileposts

The Millennium Mileposts are castiron sculptures that help people navigate the National Cycle Network.

Unveiled in the year 2000, they are a celebration of the freedom and diversity of the National Cycle Network.

Over 1,000 Millennium Mileposts were installed at scenic spots on the Network, such as coastal paths and nature reserves.

They can also be found at train stations and other key locations where the Network runs through villages, towns and cities.



The Millennium Mileposts connect us and represent the freedom we can all enjoy on the Network.



but also so they can enjoy the artworks, greenspaces and access to iconic destinations that the Network offers. By 2030, we want to see a UK-wide, user-friendly signage system which will transform the experience of walking, wheeling and cycling. We also want to harness the power of digital tools, collaborating with a range of partners to encourage people to explore, reaping the health benefits as they go.



The Portrait Benches project commemorates local heroes nominated by their communities by immortalising them as life-sized steel figures.





Strategic goal 1 - Building

Green it

A Network that helps rebuild nature and connects everyone to it

2030 targets



Reconnecting **one million people** to nature through the
NCN, focusing on those who are
currently most disconnected



Catalysing a UK-wide **Strategic Nature Network**, rebuilding
nature at scale and enabling
everyone to access it



Developing **five sector-leading projects** on the NCN, showing how climate resilience and low-carbon construction can be built into active travel infrastructure

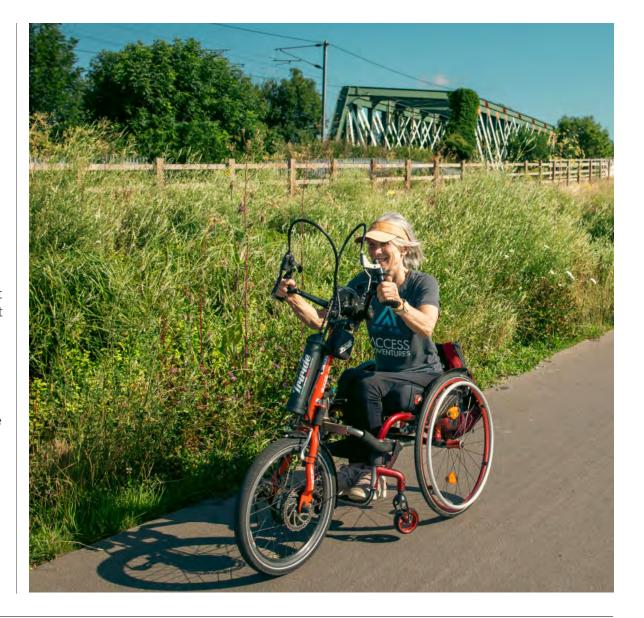


A Network that helps rebuild nature and connects everyone to it

The NCN is a gateway to nature. Many sections of the Network run through nature-rich areas.

Whether travelling along coastal paths, skirting riverbanks, navigating disused railway lines or following canal towpaths, it is possible to walk, wheel or cycle on routes surrounded by trees, plants and wildlife. As well as acting as greenspace itself, the Network also enables people to access other nature-rich places – everything from local woodlands to National Parks.

The Network can play a key role in addressing the climate and nature crises, by offering opportunities for people to connect with and care for the natural environment. It can also support nature recovery. Research suggests that those who face the most barriers to accessing nature are the people and communities most impacted by climate change. By 2030, we're aiming to reconnect one million people to nature, with a particular focus on those who are currently most disconnected.



Rebuilding nature and tackling the climate crisis calls for dedicated collaborative effort. The NCN has a vital role to play. We will work with volunteers, communities, public sector partners, landowners, third sector organisations and sector allies to support nature recovery and improve our collective ability to respond to climate change.

We know that access to the outdoors is not equal. People living in the areas most affected by deprivation and those experiencing poorer health are less likely to make frequent visits to the outdoors and greenspace. Our work will include targeted projects with communities who currently face the most barriers to engaging with nature, greenspace and the outdoors. This work has huge potential. Existing monitoring demonstrates that by providing more opportunities for people to walk, wheel and cycle, the Network can save the NHS an estimated £192 million in treatment costs over a five-year period.

£192m

estimated saving in NHS treatment costs over a five-year period

As well as working directly with and for communities, we will also deepen our efforts to collaborate strategically, working with key partners on a UK-wide Nature Network. The Network will help to restore, enhance and connect the natural environment to create more wildlife-rich places.

The Network supports the reduction of harmful emissions by providing opportunities for people to walk, wheel and cycle for regular journeys. We want to boost this impact by innovating in the use of nature-based solutions in the design and construction of walking, wheeling and cycling routes, sharing what we learn and inspiring others along the way.



Strategic goal 1 - Building

Connect it

The Network is a connector, linking transport options, communities and destinations

2030 targets



Connecting **one million people** currently experiencing social and economic disadvantage to jobs, education, services and local facilities through the NCN



Situating the **NCN at the heart** of a fully integrated growing set of UK walking, wheeling and cycling networks, adopted by national, regional and local government



Improving the connection of **50 public transport interchanges** to the NCN



The Network is a connector, linking transport options, communities and destinations

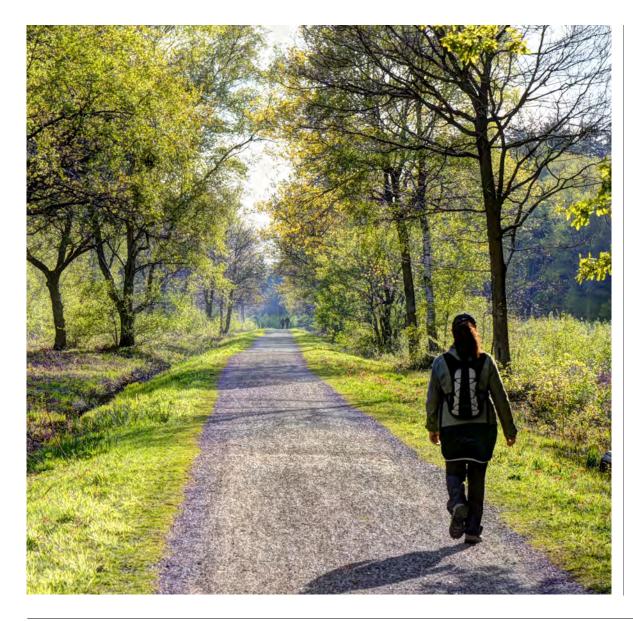
Our 2050 vision is to build a national walking, wheeling and cycling network that brings everyone closer to the places and people they love.

This vision celebrates the role of the NCN in creating connection between people and the places that they value. The NCN currently connects people to important local destinations, including workplaces, schools, leisure facilities, health services and shops.

It also helps people to join up with other transport options, such as buses, trains and ferries. In rural areas particularly, it's often the key link between neighbouring communities.

Finally, the Network is a gateway to countless iconic UK destinations loved by locals and visitors alike. We want to bring a refreshed focus to our work to improve and grow the Network, with the aim of making existing connections stronger and adding new ones which meet the needs of local people and communities.





To better connect the Network and ensure it continues to evolve to meet changing needs, we plan to work closely with partners at local, regional and national level as they develop their wider plans for walking, wheeling and cycling. We also want to ensure that projects to improve or grow the Network prioritise connection for people facing economic and social disadvantage, including those experiencing rural poverty. Stronger links to other transport options will be a key element of this work.

An evolving Network plan that can be easily and accessibly shared with partners, volunteers and, over time, with communities is a vital tool for us to realise our Connect It ambitions. We are continuously developing our Network Development Plan as a powerful enabler of collaboration and project prioritisation. It is a living masterplan and a blueprint, capturing information on NCN routes as they currently stand. It also shows the route sections we aspire to develop in the future.

The NCN spans over 12,000 miles across the UK, encompassing dense urban areas and remote rural communities. It is constantly adapting and changing. Investment in the Network Development Plan allows us to capture live information and ensure our knowledge base continues to grow. It also helps to strengthen relationships with partners, kickstarting conversations on new collaborative opportunities which tune into local and regional priorities. The stronger the Network Development Plan, the greater our ability to prioritise the projects that will be most impactful in our drive to build a national walking, wheeling and cycling network that brings everyone closer to the places and people they love.

Strategic goal 2

Connecting

Connected thriving neighbourhoods where everyone is free to live and move with ease

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Strategic goal 2 - Connecting

Schools and children

Make it possible for every child to walk, wheel and cycle to school, building fun, healthy and greener habits for life

2030 targets



5 million children setup to walk, wheel and cycle for the rest of their lives (focussing on kids in the highest areas of deprivation) through our programmes with partners



500 school neighbourhoods improved, transforming life and travel for children and families



Make it possible for every child to walk, wheel and cycle to school, building fun, healthy and greener habits for life

Travel habits form early and during life transitions, making the journey to school a key opportunity to embed active travel. Children consistently express a desire to walk, wheel or cycle more, but many lack safe routes and the confidence or skills to do so.

We aim to make walking, wheeling and cycling to school a realistic, safe and appealing option for every child, building lifelong habits that support health, independence and sustainability.

How we'll achieve it

We'll work with:

- combined and local authorities and school communities to improve safety and accessibility
- children of all ages to build confidence, skills and motivation
- older children to mentor and inspire younger peers, fostering mutual empowerment.



Schools neighbourhood approach

We'll build on our experience with School Streets, Low Traffic Neighbourhoods and Healthy Streets to create environments that:

- ✓ support safe, active journeys to school
- encourage community use and social interaction
- ✓ reduce traffic and repurpose space for:
 - improved walking and wheeling infrastructure
 - greener streets
 - play areas and shared assets (e.g. cycle parking, waste facilities).



Supporting older children

Active travel solutions often lose effectiveness with older children – especially girls. To address this, we'll launch two innovation programmes:

- 1. Summer transition programme Co-designed with young people, this builds skills, confidence and motivation during the move to secondary school.
- 2. Youth advocacy programme
 Mobilises 11-17-year-olds as local
 champions to encourage peer-led
 teaching and community
 engagement.

Proven solutions

We'll continue to implement our award-winning approaches:

- environmental improvements around schools
- ✓ behaviour change programmes
- ✓ insight and advice for decisionmakers.

Case study And She Cycles

And She Cycles encourages more teenage girls to cycle for everyday journeys celebrating the mental, physical and environmental benefits of cycling.

While cycling provides clear advantages, teenage girls have reported they choose not to cycle because of negative stereotypes, a lack of role models and low levels of confidence.

Teenage girls benefit from the bonds formed from cycling with friends, which supports their mental wellbeing.

Interactive workshops were held for teachers and youth group leaders to help guide teenage girls and young women to shape and influence their own local campaign and develop their own action plans.





Girls deserve to feel confident and fully in control of their movement and journey when cycling.



Strategic goal 2 - Connecting

New homes

Help new homes and communities thrive by putting walking, wheeling and cycling at the heart of every new development

2030 targets



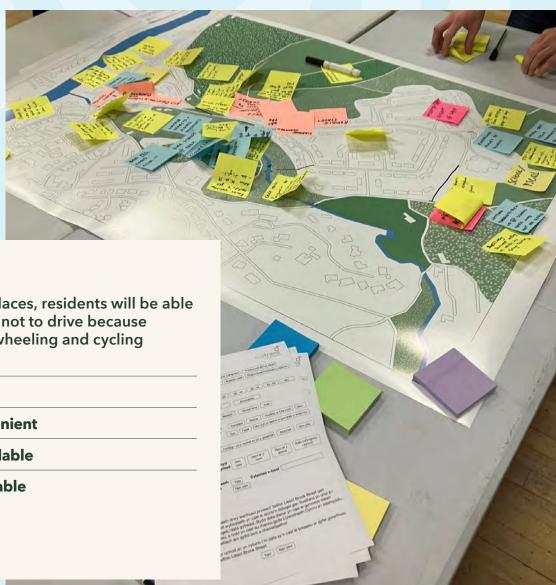
Show how Active Travel can fast-track housing delivery at five UK sites



Put walking, wheeling and cycling at the **heart of 50 new** communities, so people in new homes can choose not to use a car

In these places, residents will be able to choose not to drive because walking, wheeling and cycling will be:

- ✓ Safe
- ✓ Convenient
- ✓ Affordable
- ✓ Enjoyable



Help new homes and communities thrive by putting walking, wheeling and cycling at the heart of every new development

With high housing costs and a shortage of supply, governments across the UK aim to build more than 1.5 million homes this parliament.

However, many new developments are either high-rise urban blocks or low-density, car-dependent sprawl-often requiring costly road infrastructure and consuming countryside.

There's a better way: building at **gentle** density and investing in sustainable transport.

This approach:

- ✓ supports more homes on existing land
- ✓ reduces car-based infrastructure costs
- ✓ improves quality of life and public health
- encourages walking, wheeling, cycling and public transport.



Our approach

We see a major opportunity to shape new housing around sustainable mobility. By partnering with housing and transport organisations, we aim to:

- ✓ increase housing delivery
- reduce inefficient infrastructure spending
- ✓ accelerate transport decarbonisation
- improve quality of life in new communities.

How we'll achieve it

We will work with partners to:

- **shift investment** influence policy, run campaigns, and collaborate with funders to redirect transport spending from car infrastructure to active travel
- develop exemplar schemes –
 create five high-profile developments
 - at least one urban extension/new
 town and one urban intensification –
 where active travel is prioritised from
 planning to delivery.

- Deliver smaller-scale projects
 Support 50 additional developments with:
 - infrastructure solutions (e.g. route planning, street design)
 - behaviour change programmes (e.g. mobility hubs, community engagement)
 - intelligence and advice (e.g. mobility planning, training for stakeholders).

We'll also create a **community toolkit** to help local groups advocate for sustainable development and mobility in their area.





All new developments must add to and/or connect with high quality walking and wheeling networks.



Case study Our Walkable Neighbourhoods study

We surveyed local planning authorities across England to learn if they take 20-minute neighbourhoods into consideration when deciding where to site new developments.

Findings showed walkable distances are not consistently considered or assessed in the site allocation process. Decisions are often made without regard for evidence on the distances most people are willing to walk or wheel to reach services.

In the absence of consistent national guidance and resources on site allocation and proximity, we recommended local government to "go further" than current national policy requires. Accordingly, we also asked the national government to provide the policy context and support that will make this easier for local government.

Strategic goal 2 - Connecting

Buses and trains

Making longer journeys possible for everyone by making it easy to walk, wheel or cycle to catch a bus, tram or train

2030 targets



Partner with **five public transport operators** to make
active travel the easy and natural
choice for everyone



Enable **2 million** more car-free journeys per year by improving walking, wheeling and cycling access to 1,000 public transport stops and stations



Making longer journeys possible for everyone by making it easy to walk, wheel or cycle to catch a bus, tram or train

Decarbonising the transport sector involves changes across all modes of travel, and at Walk Wheel Cycle Trust, we have a key role to play in this.

As well as making short active journeys possible, we can also help make longer car-free journeys do-able for everyone - by making it safe, convenient and appealing to walk, wheel or cycle to and from public transport stops and stations. At present, end-to-end car-free journeys can be problematic because active travel routes to and from stops and stations - serving buses, trams, trains, the tube/metro, riverboats or ferries - aren't always safe, accessible or comfortable. By working with partners

in public transport we can better integrate their modes with walking, wheeling and cycling provision to genuinely provide a more sustainable option for people's longer journeys, in both urban and rural areas.

By 2030, we will partner with public transport bodies to make active travel the easy and natural choice for people using their services. We will enable two million more car-free journeys per year by improving walking, wheeling and cycling access to 1,000 public transport stops and stations.

To achieve this step-change in provision for longer car-free journeys, we will partner with at least five public transport operators, specifiers and others to:

- unlock a shift in investment from car-based access to public transport access by active modes. By influencing policy, running campaigns, undertaking research projects and collaborating with public transport funders, we aim to bring about a more integrated approach to investment in active travel and public transport
- embed walking, wheeling and cycling in public transport strategies and plans, such as by providing expert advice, training and tools to support strategic network planning

Deliver projects that increase access to public transport, active mobility and public transport patronage. Projects may include:

- transforming routes to bus and tram stops so they're safer and more accessible for people walking, wheeling and cycling
- building active travel into public transport modernisation projects, such as to provide secure cycle parking at stations, and storage on buses and trains
- providing practical support for Community Rail Partnerships and mobility hubs. And through our intelligence, insight and advice work, we'll provide services such as professional training and mobility planning.

Strategic goal 3

Empowering

Empowering millions to walk, wheel and cycle for their health, their wellbeing, and their world

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Strategic goal 3 - Empowering

Inclusivity

Walking, wheeling and cycling will be safe, accessible and affordable for everyone

2030 target



1 million people who didn't think walking, wheeling or cycling was for them, now do



Walking, wheeling and cycling will be safe, accessible and affordable for everyone

We believe that how we travel should help create happier lives and healthier places for everyone. Everyone should be able to breathe clean air, hear birdsong and enjoy nature near where they live.

Everyone should be able to experience the simple and important pleasure of walking, wheeling, or cycling to the shops, to visit friends, or just for the joy of it.

But in a car-dependent society not everyone can. People that suffer the worst effects of car dependency are experiencing disadvantage elsewhere in life. For example, if you are poor and/or from an ethnic background, your children are more likely to be killed by traffic, your life expectancy is more likely to be shortened from breathing polluted air, and you are more likely to have no or poor access to nature in your local area.

Strategies to tackle car dependency can perpetuate inequities. For example, quality public spaces, green spaces and cycle routes are typically found in more affluent areas. This infrastructure has historically been designed by able-bodied men, for able-bodied men.





As a result, walking, wheeling and cycling routes may be poorly lit, as personal security is less of a concern for men than women. Routes may also be inaccessible to those using wheelchairs or those with prams.

To be for everyone, we must redress these injustices. This is why equity sits at the heart of who we are and what we do.

For years we have committed to being part of the solution. We have made progress, but we still have much to do internally to become a more diverse and inclusive organisation, and externally to embed equity across our work.

730

In 2024 we removed or redesigned 730 barriers on the National Cycle Network

Effortlessly navigating on three wheels

John, who lives just a stone's throw from the Foss Islands path, uses a recumbent trike to get around. After experiencing a stroke, John developed left hemiplegia, which means the limbs on his left side are paralysed.

He uses his local <u>National Cycle</u>
<u>Network (Route 658)</u> three to four times a week to commute, to go to the shops and to socialise in nature with people from his cycling club.

Since 30 physical barriers were removed and redesigned on his route in York, John can now join and leave the path at access points he was unable to navigate before with his trike. John's story



Cycling post-disability using the Network and getting out in the sunshine and nature frankly has had an amazing effect on my mental health.





Strategic goal 3 - Empowering

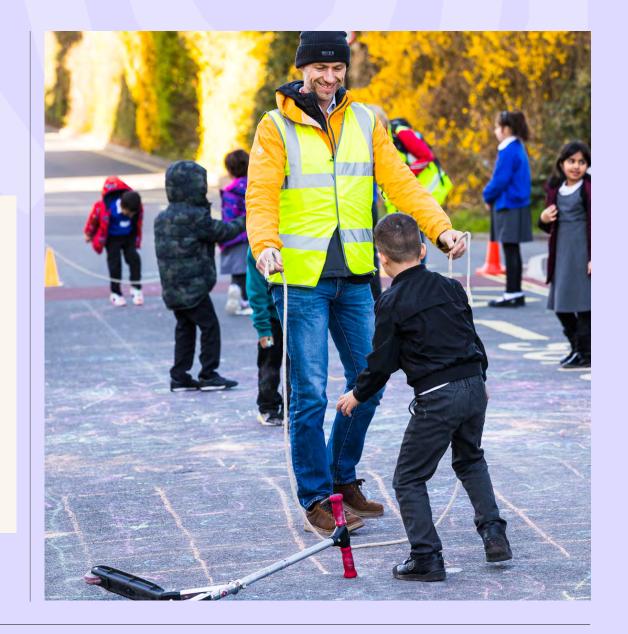
Influencing

We will build unstoppable political will – making active travel not just policy, but a personal and public priority for those in power

2030 target



Every mainstream political party supports making it possible for people to choose to walk, wheel and cycle



We will build unstoppable political will – making active travel not just policy, but a personal and public priority for those in power

Imagine a world in which every political party across the UK understands and champions the value of walking, wheeling and cycling.

That, regardless of who is in power, governments prioritise giving **everyone** the freedom and opportunities to walk, wheel or cycle to where they work, their local shops, the nearest bus stop or train station, or to meet up with family and friends.

Imagine a UK where all policymakers instinctively put fairness, accessibility and health at the heart of how they invest in our places and how we move around.

And where **all** our young people and their families can feel the joy of walking, wheeling, cycling or scooting to school along a safe route - having already been supported by programmes which gave them the skills and confidence to be able to make this choice.

This is what Walk Wheel Cycle Trust strives for.



How will we make this a reality?

We work with Governments across the UK to make it possible for more people to walk, wheel and cycle.

We do this by sharing our research with decision makers which makes it clear and unequivocal how walking, wheeling and cycling:

- supports our NHS by improving physical and mental health
- helps our local economies thrive
- reduces inequalities across our towns and cities
- improves the air we all breathe, and the environments and communities our young people will grow up in.

We help politicians to hear about what needs to change by engaging with them inside and outside of our parliaments.



Strategic goal 3 - Empowering

Movement of people

Millions more people support our purpose and actively volunteer or donate to further our cause

2030 target



Five million people have given their voice, time or money to support Walk Wheel Cycle Trust



Millions more people support our purpose and actively volunteer or donate to further our cause

At the heart of Walk Wheel Cycle Trust's new strategy lies a bold and transformative ambition: to inspire millions more people to stand with us, walk with us, and shape a future where everyone can move freely, safely, and joyfully through their communities.



This is more than a target. It's a movement.

The Movement of People pillar recognises that our greatest asset isn't infrastructure or policy- it's people. People who care deeply about the places they live. People who believe in fairness, accessibility, and sustainability.

People who want to make a difference. Whether they walk, wheel, or cycle, we want every individual to feel empowered to contribute in ways that reflect their passions, preferences, and lived experiences.





Volunteering, donating, fundraising, advocating, partnering - these are not just actions. They are expressions of belief. They are how people show up for the cause, for their communities, and for each other. And when millions do so together, the impact is extraordinary - creating a ripple effect; where one person's choice inspires others to follow.

Volunteers are already at the heart of everything we do. Their time, energy, and dedication shape our mission and drive real change. From spontaneous acts of kindness to sustained grassroots leadership, volunteers are redefining what's possible. They are showing us new ways to connect, care, and create impact. Our strategy builds on this momentum, offering inclusive, flexible, and meaningful opportunities that reflect the diverse lives and motivations of those who give their time.

We are designing experiences that empower people to contribute in ways that resonate with their skills and values - whether they're individuals, community groups, or partner organisations. We're creating a supporter ecosystem that nurtures long-term relationships, and a digital infrastructure that makes it easier than ever to get involved. We're investing in insight, listening to our audiences, and scaling up engagement in ways that are responsive, respectful, and rooted in real life.



Volunteers are already at the heart of everything we do. Their time, energy, and dedication shape our mission and drive real change.





And we cannot deliver impact without financial support. The continued generosity of donors and funders will enable us to innovate, scale our work, reach more communities, and invest in the infrastructure, programmes and partnerships that make change possible. Every gift - whether large or small - will help us build a future where walking, wheeling and cycling are accessible to all.

Creating a people-powered movement is an organisation-wide commitment. We are catalysing a transformation where engagement, volunteering, and fundraising are not just supported, but championed as core drivers of strategic success. We are building a culture that celebrates contribution, values lived experience, and sees every supporter as a changemaker.

The Movement of People is not a campaign but a long-term commitment to building a national community of people who believe in our cause and know they have the power to shape it with us. It's about creating pathways for action, connection, and belonging. It's about making space for everyone to be part of something bigger.

Together, we can transform lives, communities, and systems. Together, we can build a future where walking, wheeling, and cycling are not just possible, but joyful, safe, and accessible for all. Together, we are Walk Wheel Cycle Trust - powered by people.



We are catalysing a transformation where engagement, volunteering, and fundraising are not just supported, but championed as core drivers of strategic success.





About us

Our values:

✓ Always learning

✓ Taking ownership

Championing equity

✓ Delivering together

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Walk Wheel Cycle Trust

Organisation on a page

We make it possible for everyone to walk, wheel and cycle.

Because it changes everything. Our health. Our wellbeing. Our world.



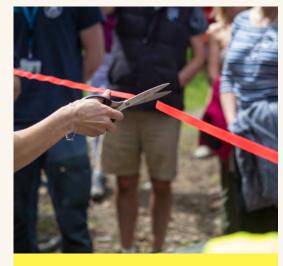


Our organisation

How we work



Our purpose unites our colleagues, volunteers, alumni and future talent, and everyone understands the part they and those around them play to contribute and deliver it



We continuously improve to sharpen our processes, systems and expertise to deliver our strategy and business plan effectively



We are a learning organisation, anticipating change and working in collaboration with our partners to accelerate our impact from opportunities and challenges Our 550 colleagues and 2,500 volunteers are the lifeblood of Walk Wheel Cycle Trust. It is through their individual and collective endeavours that we are able to change the way in which people travel in the UK.

We want to build on our legacy of being an employer of choice for people who share our purpose, throughout their careers, from offering apprenticeships to career progression opportunities for our brilliant colleagues. And grow our connection with our dedicated volunteers, who have helped us scale our impact ever since we started our journey and continue to be integral in our efforts to make walking, wheeling, and cycling possible for everyone.



We will invest in and recognise everyone who contributes their time and talents. Celebrating successes as well as learning moments.

We will offer opportunities to colleagues past and present to connect and share their expertise, connections, and stories, by developing an alumni network that continues to expand our reach and impact in the world around us.

And in order that we realise the benefits of our strategy for all, we will strive to ensure that our colleagues and volunteers reflect the diversity of the UK population, with rich lived experiences and connections. And we want to ensure that each of our colleagues and volunteers feels informed, engaged and involved.



We will invest in and recognise everyone who contributes their time and talents. Celebrating successes as well as learning moments.



We are an ever-evolving organisation, guided by our purpose and values-driven - always learning, championing equity, taking ownership and delivering together - with these values embedded in everything we do through our people, processes, practices and policies.

This strategy aligns us as an organisation around a common direction and connects us to the world around us, enabling us to work closely with partners to adapt to external shifts effectively in order to achieve our impact ambitions.

We will renew and harness new technologies, innovate and encourage creativity to accelerate our progress and help us execute with ever more excellence. This will include investing in new systems, underpinned by a digital strategy, as well as using our rich data to provide unique insights and inform our decision making.

Measuring impact and learning together

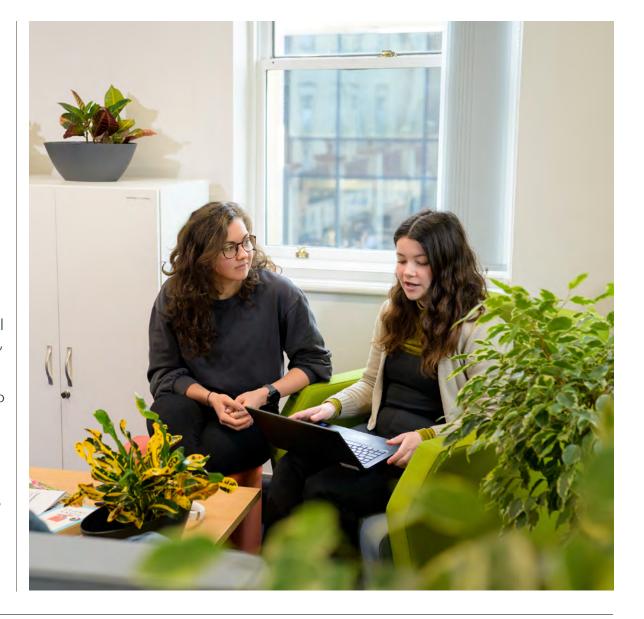
To make sure our strategy leads to meaningful and lasting change, we'll track progress using a range of measures.

We'll report annually on our **Key Performance Indicators** – clear,
quantifiable metrics that show how
well we're delivering our core activities
and commitments.

Separately, we'll assess our progress against our **Outcomes Framework,** which focuses on the broader changes we aim to achieve. These include more and diverse people choosing walking, wheeling and cycling, fewer short trips made by car, and healthy travel habits for life that support wellbeing and sustainability.

Evaluation methods will include both quantitative analysis and qualitative insights, ensuring we capture the full picture of impact across different communities and contexts. We'll use a mix of monitoring tools – such as travel surveys, automatic and manual counters, video monitoring, focus groups and interviews – to gather reliable, representative data. These tools will help us understand not just what's changing, but why, and where we need to focus more effort to accelerate progress.

We'll use this evidence to help us stay accountable, learn from what's working, and adapt where needed, ensuring our strategy remains effective and responsive over time.



Partnerships that power progress

Walk Wheel Cycle Trust knows that real change doesn't happen in isolation.

Our ambition - to create a future where walking, wheeling, and cycling are joyful, safe, and accessible for all - can only be realised through deep, sustained partnership working.

We are proud to collaborate with national governments, local authorities, and combined authorities across the UK. In particular, our partnerships with Welsh Government, Transport Scotland and Active Travel England are fundamental in delivering change together. Our strong relationships with National Highways, Scottish Canals and many other public bodies also play a significant part in our shared impact.

Their leadership, investment, and policy frameworks are essential to unlocking inclusive active travel infrastructure and embedding sustainable mobility into everyday life.

We also work alongside philanthropic, third sector organisations, private sector partners, and community-led groups including the University of Leeds, Halfords, Schwalbe Tyres and AECOM. From strategic alliances to grassroots action, these partnerships enable us to drive innovation, and bring valuable insight and expertise to our mission.



We are proud to collaborate with national governments, local authorities, and combined authorities across the UK.

A special recognition goes to the many local and volunteer-led organisations and charities who care for and champion the National Cycle Network - sharing our purpose, maintaining routes, building connections, and fostering belonging. People-powered organisations, like Frome's Missing Links. And nationally, our work with Living Streets and Motability Foundation are just two of many examples of how we deliver positive change, together. Our partners' dedication is a powerful reminder that the movement for active travel is already thriving in communities across the UK.

Together, we are stronger. Together, we are building a future powered by people, place, and partnership.



14

For our health. Our wellbeing. Our world.



Imagine what could happen if we changed how we travel.

If our streets were safer, if our air was cleaner. If we connected with our communities. If we reconnected with the world around us.

If every person in every community could connect with the things that matter to them safely, healthily and joyfully.

If our everyday actions added up to something much, much bigger. Imagine if one small change could do all that.

We've been making that change happen since 1977. Making it possible for every one of us to roll, ride, amble, gambol, stroll, strike, trek and tread.

And today, we're gearing up to do more than ever.
Uniting under a new name and a renewed mission to deliver
more joy per journey, more peace per pedal, more smiles per mile.

To work with communities to affect change on the ground and evidence the impact to influence policies that pushes those changes further.

It's grassroots action with added oomph. We call it people-powered movement.

Because when we change how we travel, we change everything. Our health. Our wellbeing. Our world.

Let's do this!



We're a UK-wide charity making it possible for everyone to walk, wheel and cycle with an impressive history stretching back almost 50 years. We do this because it changes everything. Our health. Our wellbeing. Our world.

We call it people-powered movement. Walking, wheeling and cycling might sound like small actions. But they add up to something much, much bigger. They ripple out and change everything.

Find out more at www.walkwheelcycletrust.org.uk

Walk Wheel Cycle Trust is a registered charity in the UK no. 326550 (England and Cymru), SC039263 (Scotland) and 20206824 (Republic of Ireland)