

Active Design



CREATING ACTIVE ENVIRONMENTS
THROUGH PLANNING AND DESIGN

Training

Self-led training programme



Introduction to the self-led training programme

Welcome to this self-led version of the Sport England Active Design Training Programme. This PowerPoint presentation runs alongside the Active Design Guidance document and is linked into the in-person training PowerPoints.

It is intended that this provides an additional resource to allow you to run through in your own time and to dip into different sections and modules at your own pace.

The PowerPoint is designed to be interactive and there are a series of buttons to help you navigate around the slide deck and between the modules.

If you get lost there is a  button on each slide which will take you back to the module overview.



Please select the module you would like to complete:

Module 1: Introduction

This module focuses on introducing Active Design and the importance it has in promoting physical activity and creating healthy placemaking.

17 slides

Module 2: Active Design Principles

This module focuses on the 10 Active Design Principles.

55 slides

Module 3: Application of Active Design

This module focuses on how Active Design can be used by the different people involved in planning (health professionals, planners, policy makers, the community).

11 slides

Module 4: Practical Implementation

This module goes into more detail on the ways Active Design principles can be applied, with the learning objective of developing skills for applying the Active Design principles.

22 slides

Module 5: Case Studies

Three case studies (Houlton, Her Barking, Kidlington) showing active design in practice.

12 slides

Summary

Summary and recap of active design and a key references list

2 slides



Module 1

An introduction to Active Design: What is it and why have it?

Understand what Active Design is and the importance it has in promoting physical activity and creating healthy placemaking.



What is Active Design?

This is a three-minute introductory video which summarises what Active Design is about.



[Link to video description](#)



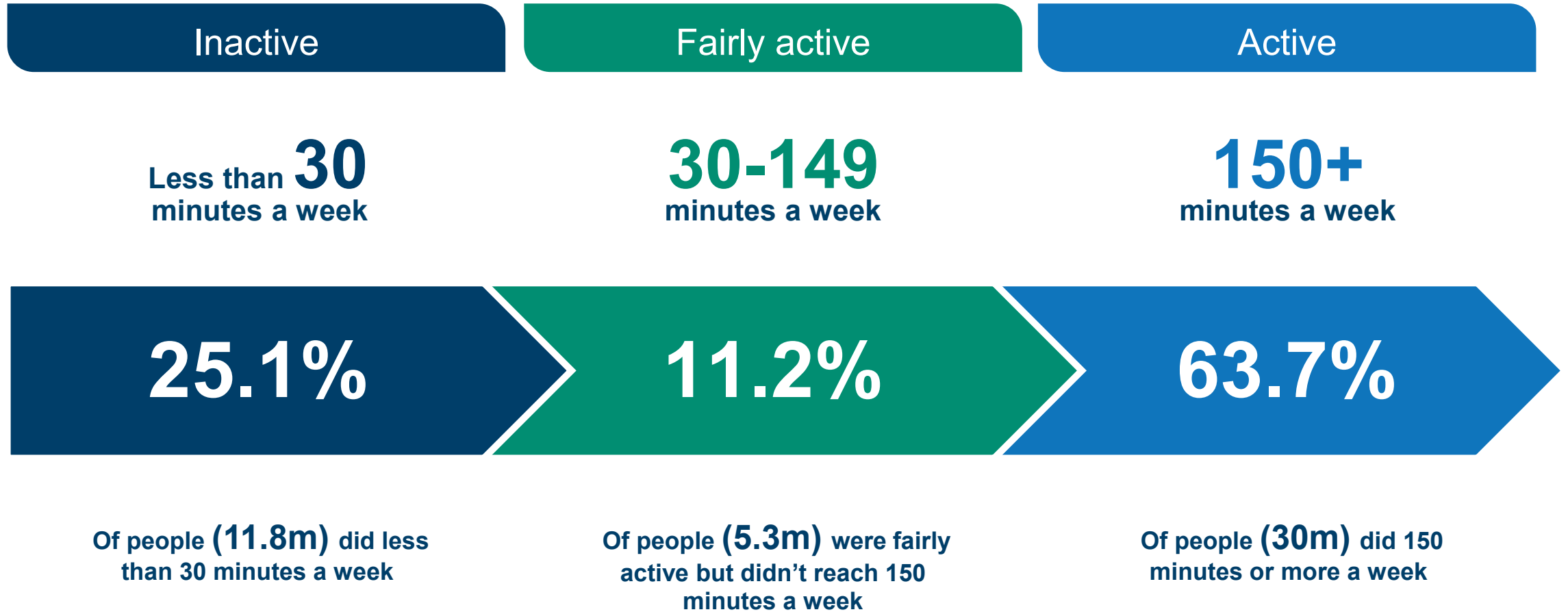
Physical activity levels

- Physical activity is more than just traditional sports such as rugby, cricket and football. It also includes everyday activities such as walking, cycling and even climbing the stairs.
- 63.7% of adults in England are active every week.
- However, there are still 25% of people doing less than 30 minutes of physical activity per week, and an additional 11% not meeting the 150 minutes recommended by the chief medical officer (Active Lives Survey, Nov 23/24 Adult Survey).
- If designed right our local environments can play an important part to help people meet their 150 minutes of physical activity per week.



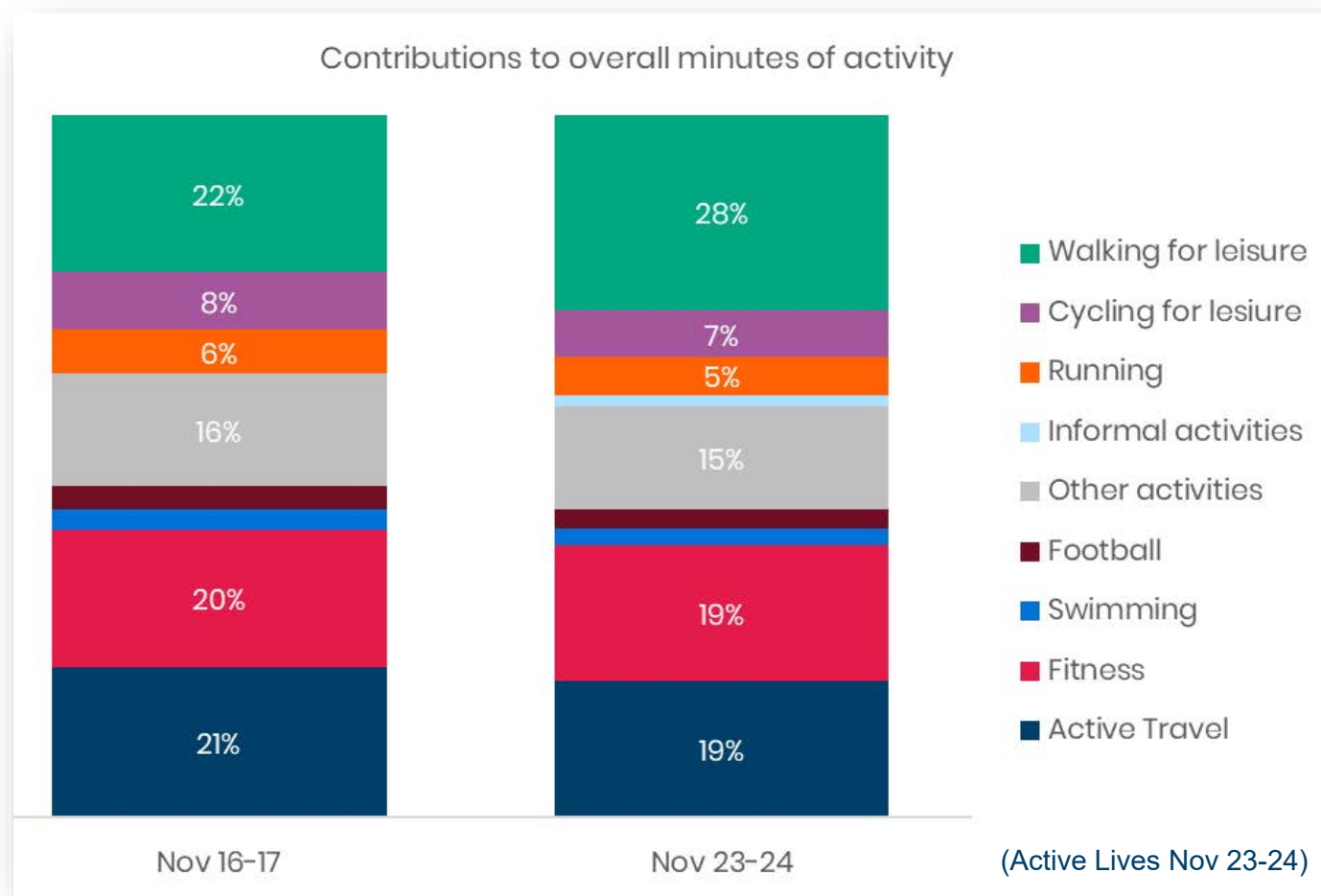
Image: © Sport England

Physical activity levels

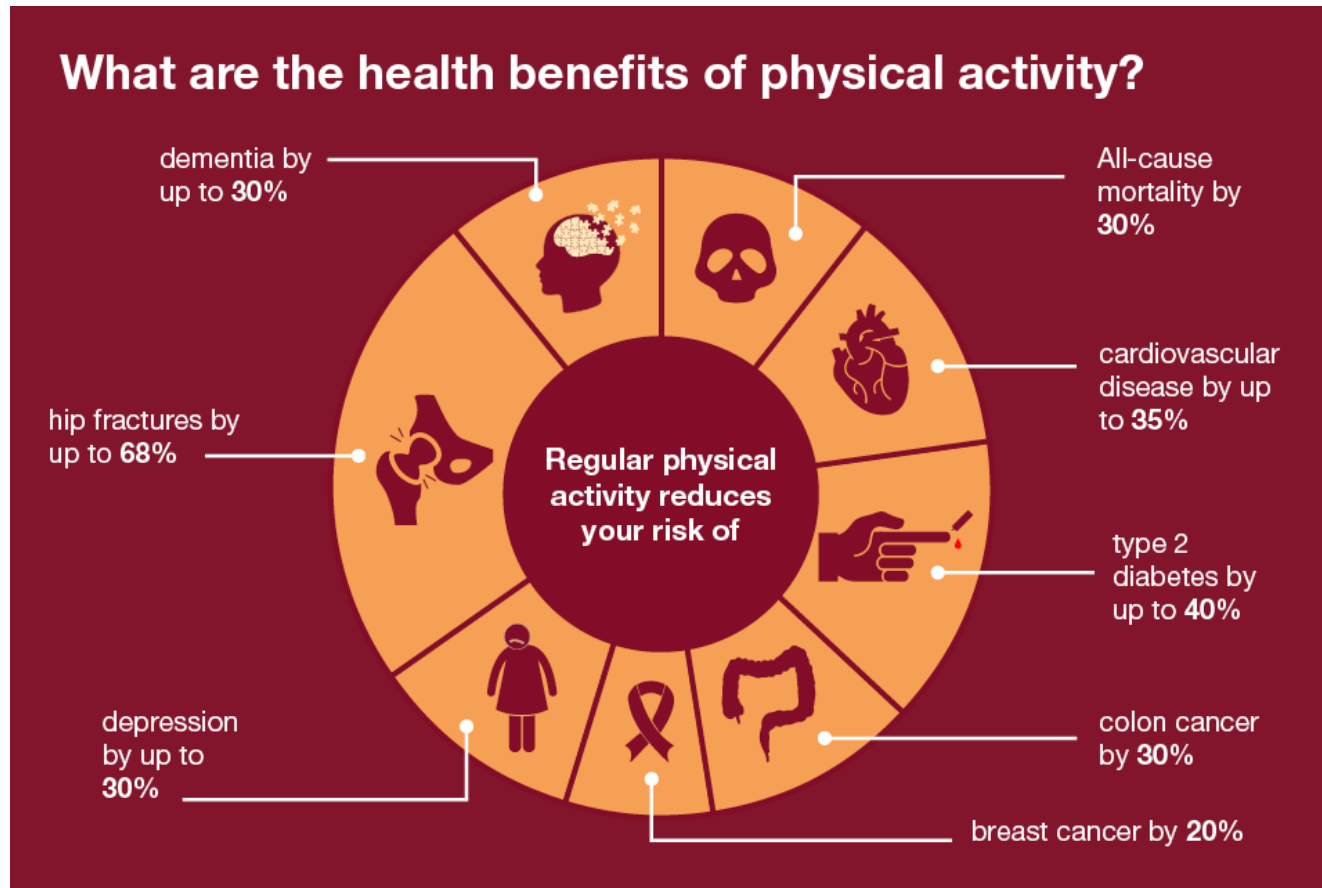


The importance of Active Design and physical activity

- Walking, cycling, running and fitness make up 78% of all minutes of activity taken per week. These activities or those that can be done in places around where people live, e.g. streets, parks.
- There is a real opportunity to improve health and wellbeing by increasing physical activity through design in everyday habits.
- Active Design can help encourage the design and layout of new and existing communities and neighbourhoods to create the opportunity for people to be active within their local environments.



Impact of physical activity on our health



- The chart shows some of the health benefits of physical activity.
- On the flip side - physical inactivity is a leading cause of many non-communicable diseases such as heart disease, diabetes, cancer and lung illnesses.
- Inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost £7.4 billion annually. (OHID, 2022)

(OHID, 2022)

Planning and public health



"If you look back over the last 150 years, more has been done for public health by **proper planning** than almost any other intervention except perhaps vaccination."

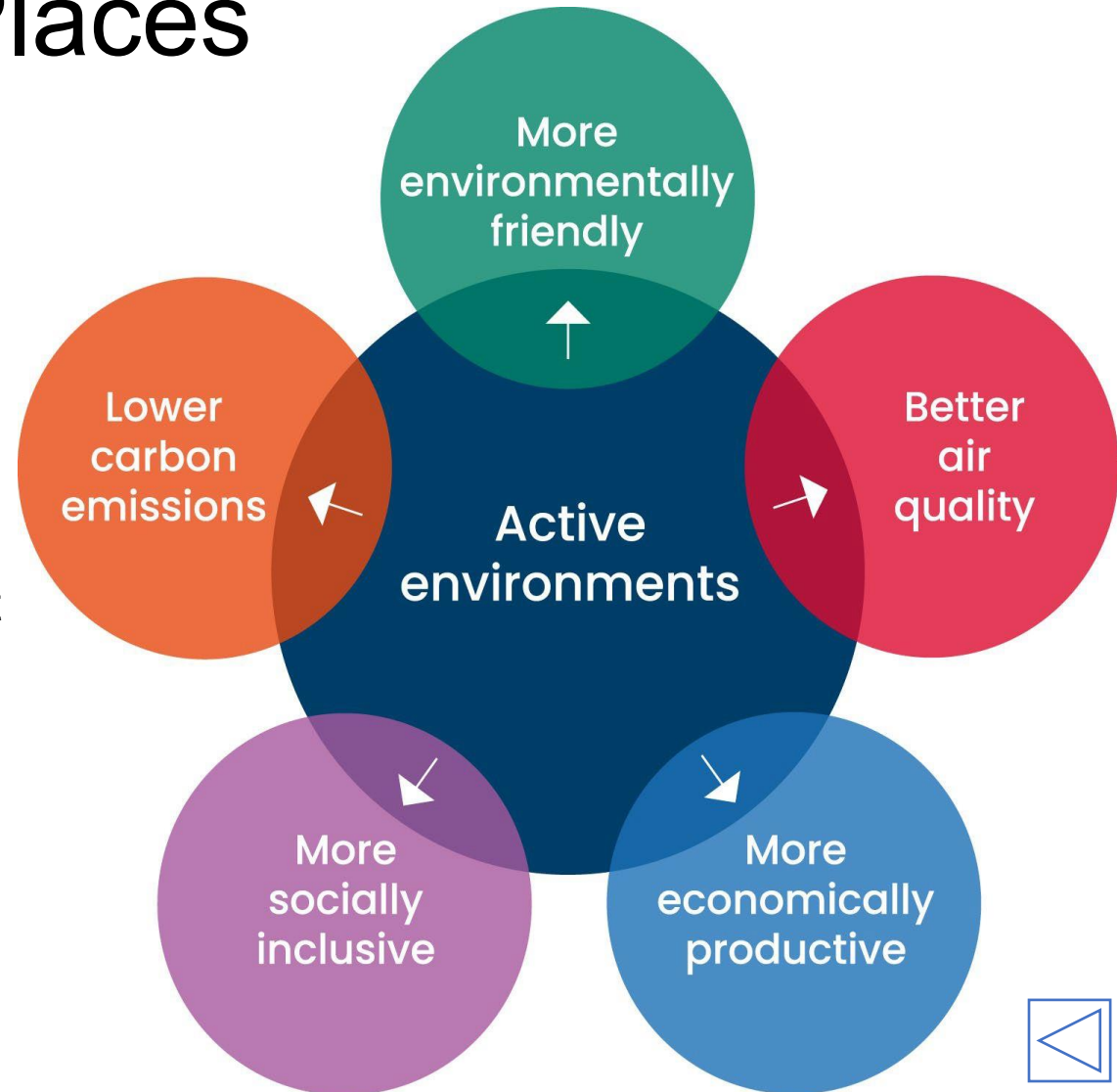
(Chris Whitty, TCPA Conference November 2022).

Planning can help address the issue of physical activity through the design of spaces and places. This is why Sport England have produced the Active Design Guidance.

Piggybacking off other priority agendas to drive change in Places

Active Design can complement and assist in the delivery of a number of policy priority areas, fitting into a more joined-up approach to designing the built environment.

Many of the urban design elements of an Active Environment can be interventions that support these other agendas, such as creating green open spaces can help with increasing biodiversity and air quality, or providing connected active travel routes can provide transport options, therefore reducing CO2 emissions.



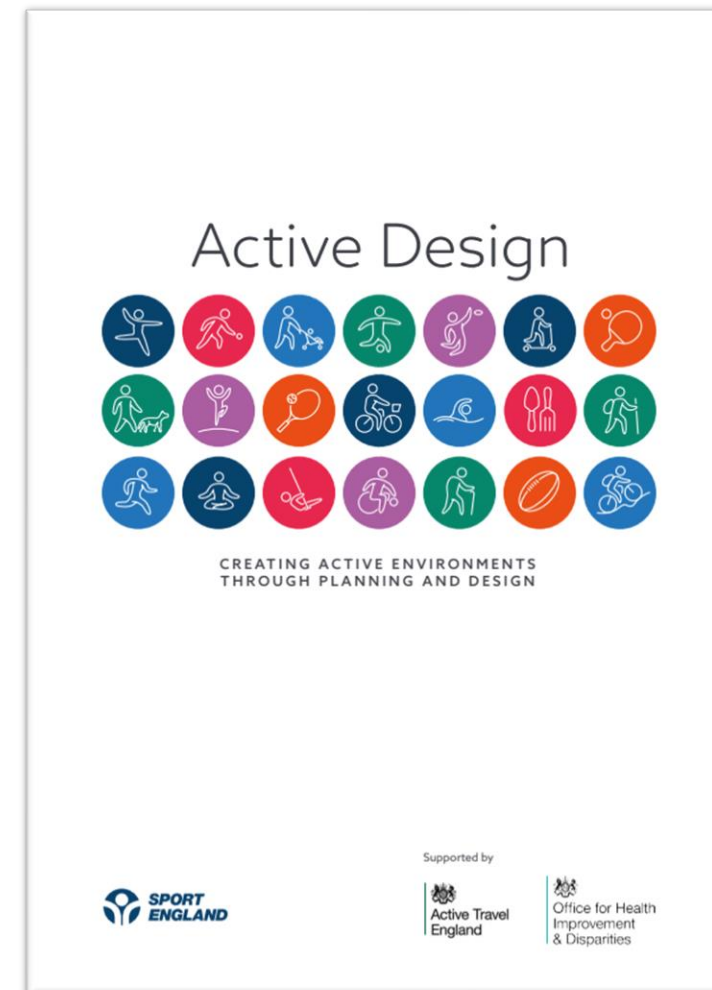
Uniting the Movement Strategy (2021)

- Active Environments is one of five big issues that underpin Sport England's 10-year strategy.
- The places and spaces around us can have a positive or negative impact on how, when and where we move.
- We want to encourage the design of environments that support and encourage physical activity in our everyday lives.



Active Design Guidance

- The aim of Active Design guidance is to promote non-conventional physical activity into people's daily lives.
- In May 2023 Sport England, supported by Active Travel England and the Office for Health Improvement & Disparities, released the latest version of our Active Design guidance.
- This has been produced to help those involved in designing and adapting local neighbourhoods to create active environments as well as supporting people to get more active.



The three themes of Active Design

This diagram depicts the overall Active Design themes and principles which are centred by the foundational principle of 'activity for all'.

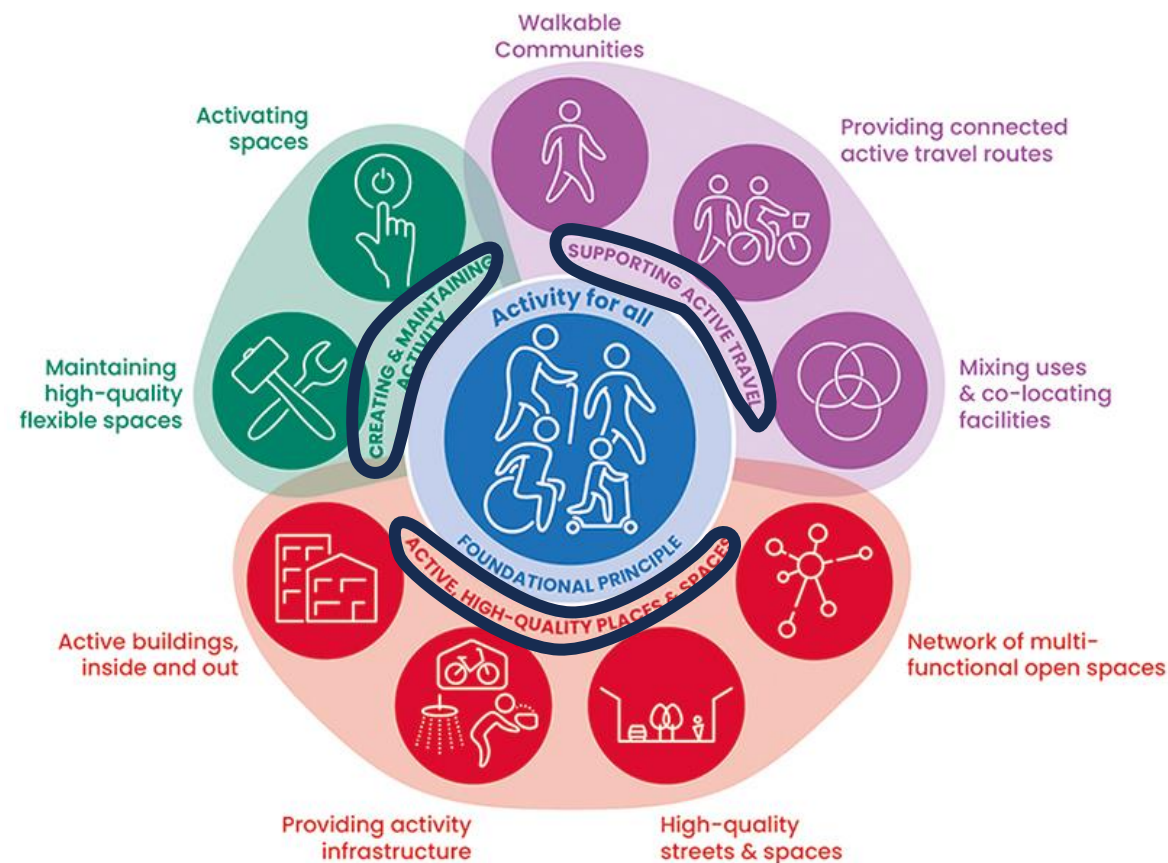
At the centre of the diagram, 'activity for all' underpins all of the principles and then the remaining nine principles of Active Design are grouped under three main themes:

Theme 1: Supporting active travel

Theme 2: Active, high-quality places and spaces

Theme 3: Creating and maintaining activity

These can be seen in the three segregated colours on the diagram.

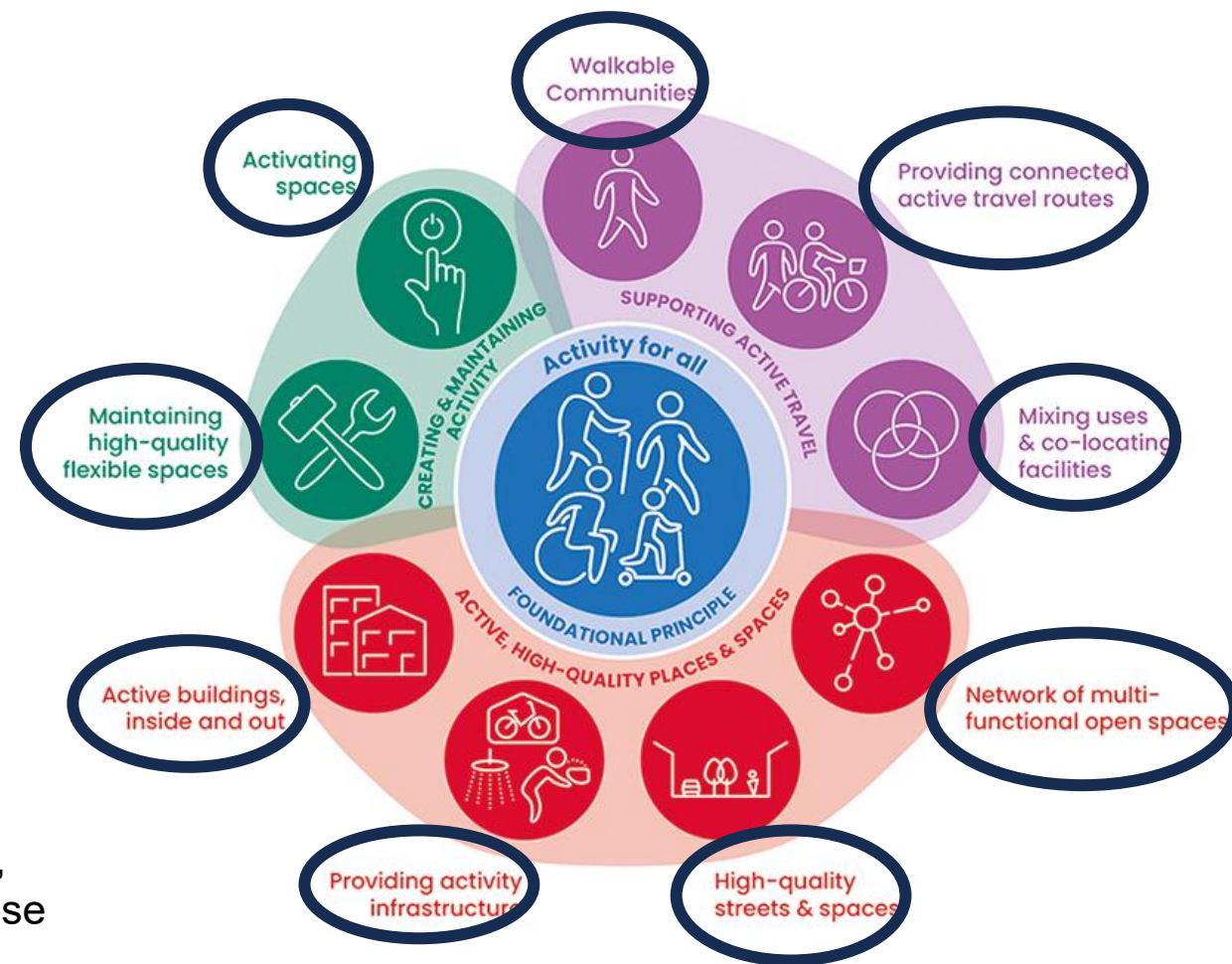


The 10 Principles

Within these three themes are the 10 Active Design principles:

1. Activity for all
2. Walkable communities
3. Providing connected active travel routes
4. Mixing uses and co-locating facilities
5. Networks of multi-functional open spaces
6. High-quality streets and spaces
7. Providing activity infrastructure
8. Active buildings inside and out
9. Maintaining high-quality flexible spaces
10. Activating spaces

It is important to note that Principle 1: Activity for all is a foundational principle that is covered in all themes and principles. This principle focuses on understanding different experiences, engaging and listening effectively, and using local data and evidence. Consideration of these features effectively leads to opportunities to create safe places, that enable a wide range of activities and facilitate different experiences of using spaces.



Theme 1: Supporting Active Travel

Theme 1 of the Active Design guidance advocates for:

- Compact, walkable, linked communities that are centred around people being active rather than using cars. This should include environments which support activity for all ages, ethnicities, genders and abilities.
- Theme 1 aims to co-locate homes, mixing uses and places for daily essentials and recreation within easy reach by active travel modes known as walkable communities. This means people are fundamentally more likely to make the journey as a pedestrian or by other active travel modes, rather than choosing to get in the car.

To encourage this, developments should use filtered permeability to make it easier to use active travel, forming a continuous and connected grid in a development, whereas private vehicle movement should be less direct. Bus routes should be direct and uninterrupted to support active travel networks by providing onward connections.

- The guidance discusses that people are more likely to combine trips and use active travel to get to destinations with multiple reasons to visit. Places with more variety and higher densities and a mix of uses also reduce the perception of distance when travelling through spaces and generate the travel demand to better support public transport services.
- Places with more active travel and public transport connections should therefore have more facilities, uses and higher densities to make them as accessible as possible to the most people.



Theme 2: Active high-quality places and spaces

Theme 2 covers an active and high-quality built environment.

- This theme discusses how safe our built environment is, which is fundamental to enabling different groups of people to use them.
- We live in a diverse society and every group has different life experiences, which may include perceptions of safety. Active Design advocates for equity of physical activity in the built environment.
- With the greater number of pedestrians on the street, the presumption of safety increases. Active and walkable routes which are attractive will encourage more people to use them.
- As such, streets and public spaces of all types should be high-quality and designed to be attractive places and not simply movement corridors.
- Providing multi-functional spaces allows for sport and physical activity to be delivered alongside other priorities such as biodiversity, community space, sustainability or other needs.
- The principle also covers more detail on providing activity infrastructure and creating active buildings inside and out.



Theme 3: Creating and maintaining activity

We will now cover theme 3, which discusses adaptability and sustainability.

- Spaces and facilities should be effectively maintained and managed to support physical activity. These places should be monitored to understand how they are used and how flexible they are so that they can be adapted as needed.

- Theme 3 also advocates that as the population ages, it is crucial that buildings are adaptable for lifetime use and changing requirements. This provides opportunities for many different groups to be physically active.
- The monitoring and evaluation of physical activity interventions is important to understand what is effective and what is less so.



Short summary quiz

1. According to the Chief Medical Officer, what is the recommended minimum number of minutes the average adult should exercise per week?

- a) 30 minutes
- b) 90 minutes
- c) 120 minutes
- d) 150 minutes

2. How many active design themes are there?

- a) 10
- b) 5
- c) 3
- d) 4

3. What is the foundational principle for the active design guidance?

- a) Providing active travel routes
To decrease foot traffic
- b) Creating active, high-quality spaces and places
- c) Activity for All

Answers

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spaces and places
- c) Activity for All

Module 2

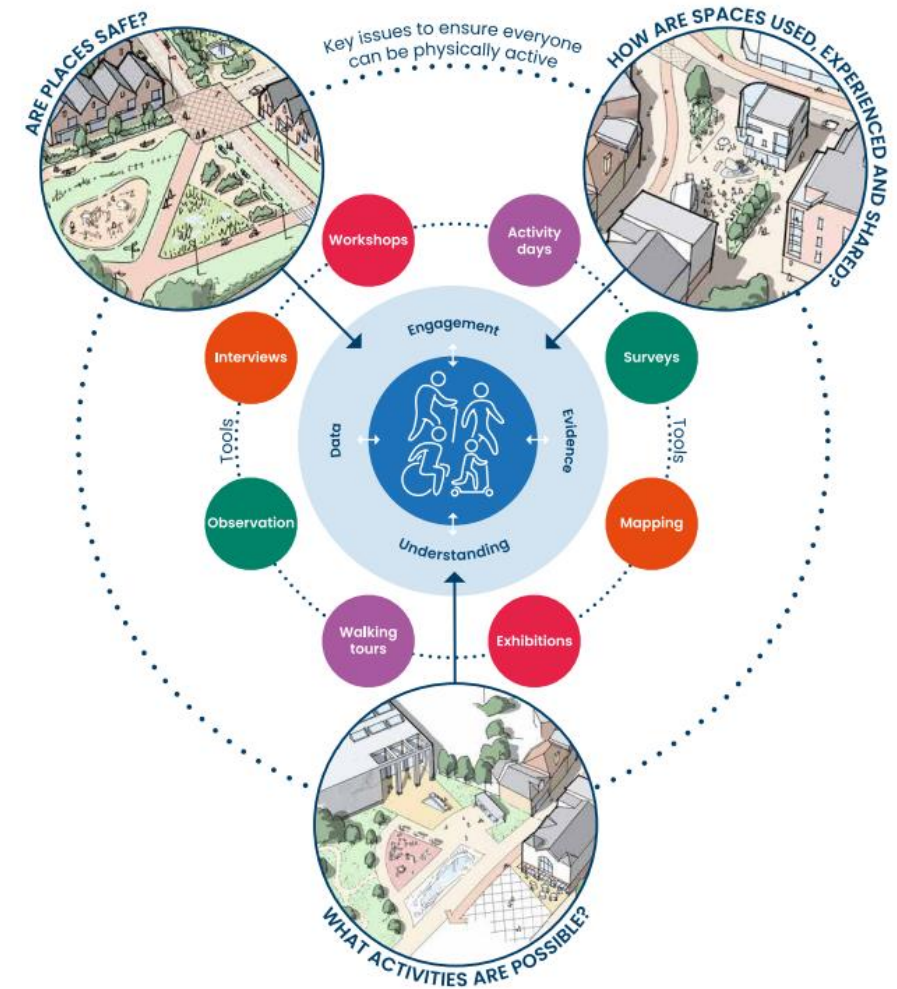
The 10 Principles in Detail

A deep dive into the principles of Active Design



Principle 1: Activity for all

- The foundational principle of Active Design is to support physical activity for all ages, ethnicities, genders and abilities.
- As a collective, we must therefore consider issues that affect physical activity participation. In particular, whether places are safe, whether a wide range of activities can take place and the different experiences of using spaces.
- Perceptions of safety are essential in getting people to use active spaces as per the Her Barking example, which made the space more friendly, well lit and visible to those using the spaces.
- To be able to achieve this, it is important that an exercise of learning and listening is undertaken to properly understand the needs that are sought to be addressed.
- To do this, those leading on consultations need to:
 - Understand different experiences.
 - Engage and listen actively.
 - Use local data and evidence.

Click to
deep dive

Principle 1: Activity for all

We will now expand on these points further.

Firstly, understanding different experiences.

- It is important to consider the different experiences of people to ensure that spaces will be used actively by all members of society and the community.
- The different experiences people may have, may relate to safety, the types of activities they enjoy, or affordability. These experiences could at present be shaped by an unconscious bias or a lack of infrastructure to support mobility, among other reasons.



Principle 1: Activity for all

Secondly, we must consider engaging and listening effectively.

- To ensure that places provide activity for all, it is important for those leading on consultations to use effective and creative engagement techniques to ensure inclusive and equitable spaces and facilities are provided. For example, the Voice of Opportunity Power toolkit is an effective tool for engaging with young people:
<https://voiceopportunitypower.com/>
- Even the most well-informed design team or project owner will have 'blind spots' in knowledge and experience. It is important to listen to a wide range of groups, especially those who are often left out of the planning process, as part of setting the brief for a project. The Her Barking example demonstrates designing for women and girls effectively by engaging specific groups to overcome design issues.
- It is therefore important to listen to a wide range of groups to ensure complete inclusivity and this may require adapting engagement techniques depending on the demographic of the community.
- For example, if the demographic of the area is made up in part by those who work during the day, then consultation events should be held outside of these times. Similarly, consultation events should be accessible to all, including those who may not have access to the internet.
- Effective engagement should continue throughout the design process to test ideas and refine concepts through the detailed design and delivery.



Principle 1: Activity for all

The last point to cover is the use of local data and evidence.

- To retrieve local data and understand the inequalities in people's physical activity in the area, those leading on consultations could contact local active partnerships or local authority public health teams. Alternatively, data can be retrieved from Sport England's Active Lives, the Public Health Outcomes Framework or an upper-tier council's (such as a county council) Joint Strategic Needs Assessments.
- The data gathered should seek to understand the barriers and opportunities for different genders, ages, socio-economic groups, ethnicities, physical sensory and mental abilities and neurodiversity.
- This work should make reference to the Equalities Act and the Public Sector Equality Duty.



Principle 2: Walkable communities

We will now move on to principle 2.

Principle 2 aims for facilities for daily essentials and recreation to be within easy reach of each other by active travel means, providing people a choice to make between different active travel modes and making it more likely that people will make the journey by using active travel modes.

You can do this by:

- Locating facilities, jobs and homes close to each other.
- Promoting the active travel choice.
- Using filtered permeability to make it easier to use active travel rather than driving.
- Utilising residential and employment travel planning.

Click to
deep dive



Skip to
Principle 3



Principle 2: Walkable communities

We will now look more specifically at the design considerations which can aid in the delivery of principle 2.

Part 2.1 looks at "locating facilities, jobs and homes close to each other". Active design guidance recommends that:

- Day-to-day facilities will be within 800m of all homes.
- Employment and commercial spaces be included within communities.
- Developments should secure the early delivery of community facilities to ensure active travel becomes a habit at an early stage.
- Existing communities with a lack of facilities should be identified and prioritised through local plan policies to bring forward proposals that could fill gaps.



Principle 2: Walkable communities

Part 2.2 looks at the promotion of active travel choice. Active Design guidance recommends that:

- Developments promote a hierarchy of travel with pedestrians, cyclists and other active travel users considered first during the design to ensure there is a genuine choice of ways of getting about.
- The user of the journey should be considered in the development of plans. It should examine when and why people would travel on routes. This should be evolved as part of the consultation process.
- Active travel routes should be direct, clear, safe and prioritised at junctions.



Principle 2: Walkable communities

Part 2.3 looks at using filtered permeability to make it easier to use active travel rather than driving. To do this, Active Design guidance recommends:

- Active travel routes form a continuous and connected grid in a development.
- Bus connections through communities are direct and uninterrupted, with bus gates used to provide an advantage over private vehicle traffic.
- Existing communities can reduce through traffic by retrofitting filtered permeability measures.



Principle 2: Walkable communities

Part 2.4 looks at “utilising residential and employment travel planning”. Active Design guidance recommends:

- Travel plans should be provided to new residents as they can help make active travel part of daily lives.
- Travel plans should audit existing travel patterns and travel culture.
- Details of active travel options should be provided in welcome packs or travel plans.
- Employers can help employees have a more sustainable range of choices to get to work, including implementation of a cycle to work scheme.



Principle 3: Providing connected active travel routes

Principle 3 aims to create a seamless and easy-to-navigate network that promotes active travel. This involves connecting places in a way that's safe, convenient, and appealing to people of all ages and abilities.

You can do this by:

- Creating a direct network of routes which connect to places, along routes people want to use.
- Providing high-quality, safe routes with a clear role and purpose.
- Enabling the interchange between active travel modes and onward sustainable travel.
- Including wayfinding signage aimed at active travel modes and considering digital approaches.
- Looking beyond the boundary of a site and connections to the wider area.

Click to
deep dive



Skip to
Principle 4



Principle 3: Providing connected active travel routes

We will now look more specifically at the design considerations which can aid in the delivery of principle 3.

Part 3.1 looks at creating a direct network of routes which connect to places, along routes people want. To achieve this, Active Design guidance recommends that:

- Proposals for new places create networks of active travel routes within a development site, clearly connecting to nearby places and routes.
- Network connections are created beyond the development site, including connecting to existing public rights of ways.
- Desire lines should be used to inform the design of public spaces and help define spaces where people will move through and where people can stay and linger.
- Leisure routes should be included, with signage for activities of different lengths.



Principle 3: Providing connected active travel routes

Part 3.2 looks at providing high-quality and safe routes with a clear role and purpose. Active Design guidance recommends:

- Routes have suitable widths, treatments and topography which reflect their function and purpose.
- Routes should be safe for all users, including vulnerable pedestrians.
- hierarchy approach should inform the design of streets and routes.
- Routes to schools should ensure they are safe and usable by children and young people through reductions in vehicle traffic, use of dropped kerbs and continuous footways, verges or green infrastructure to separate carriageways from footways.
- Dog walking routes should be integrated within open space networks.



Principle 3: Providing connected active travel routes

Part 3.3 looks at enabling interchanges between active modes and onward sustainable travel. To do this, Active Design guidance recommends:

- Bus stops and other interchanges should provide ample, secure and visible cycle parking.
- All bus stops and interchanges are provided with shelter and seating and aim to provide real-time timetable information and lighting.



Principle 3: Providing connected active travel routes

Part 3.4 looks at including wayfinding signage aimed at active travel modes and the consideration of digital approaches. To do this, Active Design guidance recommends:

- Wayfinding signage should be sensitively sited to ensure it does not contribute to street clutter. It should be concentrated at key nodes in networks. Colours, numbers or lines used for the signage can be provided on the surfaces of routes, indicating the time and distance to key locations.
- Digital wayfinding can be tailored for different audiences and needs.
- On-street traffic signing and road markings must comply with the traffic sign regulations and general directions.



Principle 3: Providing connected active travel routes

Part 3.5 encourages people to look beyond the boundary of a site and connect to the wider area. To do this, Active Design guidance recommends:

- Identifying active travel connections to likely popular destinations and surrounding networks should be the first stage of any design and should inform the layout of proposals to make active travel distances and gradients as small as possible.
- Active travel connections from developments to the surrounding countryside should be included.
- Providing active travel connections through existing adjoining residential areas to access destinations beyond a development and to integrate with existing communities.



Principle 4: Mixing uses and co-locating facilities

Principle 4 aims for places to include more variety, higher densities and a mix of uses as it is more likely that people will combine trips and use active travel to get to destinations with multiple reasons to visit.

This also reduces the perception of distance when travelling through spaces and helps to generate the critical mass of travel demand to better support public transport services.

This can be achieved by:

- Avoiding uniform zoning of large areas to single uses.
- Creating mixed-use, connected focal points in prominent places within a community.
- Co-locating sport and recreation facilities alongside complementary uses.
- Using the public realm to create informal activity at sports and recreation facilities.

Click to
deep dive



Theme 1
quiz



Skip to
Principle 5



Principle 4: Mixing uses and co-locating facilities

Looking more specifically at Principle 4, Active Design guidance sets out four recommendations which aid in its delivery.

Part 4.1 focuses on avoiding uniform zoning of large areas to single uses. To achieve this, Active Design guidance recommends:

- Land uses are successfully mixed considering active travel networks and the accessibility of locations.
- The guidance seeks to ensure that conflicts between land uses are successfully mitigated or prevented.
- High-density residential schemes can generate a large amount of active travel movements and therefore opportunities for co-locating other uses should be explored.



Principle 4: Mixing uses and co-locating facilities

Part 4.2 looks at creating mixed-use, connected focal points in prominent places within a community. To achieve this, Active Design guidance recommends:

- Locations where lots of active travel routes meet should be the focus of where key community facilities are located as they are likely to be highly accessible.
- Intensification of mixed land uses within existing places should be in locations with the highest accessibility.
- The time dimension in co-locating uses to bring day-long activity to streets and spaces should be considered.
- The form of traditional mixed-use streets is considered as a way of designing spaces. These can maximise accessibility to surrounding places and encourage movement along them.



Principle 4: Mixing uses and co-locating facilities

Part 4.3 looks at co-locating sport and recreation facilities alongside complementary uses. To achieve this, Active Design guidance recommends:

- Playing fields and sport pitches are integrated among green infrastructure and open space networks.
- Careful design through subdividing spaces, seating and other approaches should ensure the uses of more formal sports pitches in multi-functional open spaces do not dominate the whole space.
- Design should ensure that informal surveillance is implemented so that sport and recreational facilities can be used by diverse groups.
- Facilities that are required to support sports should be designed where appropriate to be multi-functional so that they can support other physical activities on open spaces. For example, cafes in pavilions.
- Good design should avoid potential conflicts between nearby residents or other uses of open space.
- For some sports and activities, integrating more frequent smaller-scale provisions among streets, homes and other uses may be a better way of increasing people's access to physical activity opportunities in some contexts, rather than larger combined facilities.



Principle 4: Mixing uses and co-locating facilities

Part 4.4 looks at using the public realm to create informal activity at sports and recreation facilities. To achieve this, Active Design guidance recommends:

- Designs should make the public realm, connections and greenspace a part of the facility, enabling their use for informal physical activity such as outdoor gyms, nature or trim trails.
- Co-location of sport facilities with community facilities can help with combining use of the public realm outside a building as it encourages a range of activities at a location.
- Creative re-imagining of playing fields can make them more social spaces, including the consideration of facilities that are not fenced in which can be more welcoming for many, especially girls.





Image: © David Lock Associates

Let's recap on theme 1

What features can you spot in this image which make it a good example of active design?



- Width of paths. In this image the combined width of the footpath and cycle lanes is equal to the road. This demonstrates a hierarchy of travel that prioritises active travel modes above the motor vehicle.
- Clear segregation of the cycling and footpaths. Here the footpath is slightly raised. The cycle lanes and footpath are made from different materials and are of different colours. Clear segregation between the cyclist and pedestrian makes it safer for all.
- The routes are also clear of obstruction e.g. signs are limited, no bins on the routes. The trees do not overhang or impact on the use of the active travel routes. The canopy is not overly dense so it lets light through which helps in regards to safety.
- Safety - Opportunities are taken to incorporate lighting – for example there is a light incorporated into the blue walking and cycling sign. Perhaps more lighting could be included though!
- Safety - The flats also help provide natural surveillance which helps improve safety.

Principle 5: Network of multi-functional open spaces

Principle 5 aims for accessible and high-quality open space to be promoted across cities, towns and villages to provide opportunities for sport and physical activity, as well as active travel connections and natural or civic spaces for people to congregate and enjoy.

This can be achieved by:

- Creating a variety of open spaces.
- Linking open spaces together within and beyond a site.
- Planning and designing for a wide range of activities.
- Integrating a diversity of natural habitats to make environments where people want to be outdoors and active.

Click to
deep dive



Skip to
Principle 6



Principle 5: Network of multi-functional open spaces

We will now look more specifically at the design considerations which can aid in the delivery of principle 5. Part 5.1 looks at creating a variety of open spaces. To achieve this, Active Design guidance recommends:

- Open spaces including civic space with hard landscaping, play areas, informal amenity, natural and semi-nature places where nature dominates, allotments, formal gardens and pocket parks.
- Accessibility should be considered in the surfacing materials, as grassed spaces can be less accessible during the winter.
- Small and large spaces are needed for different activities, functions and uses.
- Spaces should include active travel networks, leisure cycling networks, natural habitats and other facilities.
- Open spaces should be multi-functional with the potential to incorporate sustainable drainage systems.
- Where single large spaces are being created their design should be carefully considered so that they can potentially incorporate smaller, more easily occupied spaces and a variety of activities can be enjoyed.



Principle 5: Network of multi-functional open spaces

Part 5.2 looks at linking open spaces together within and beyond a site. To achieve this, Active Design guidance recommends:

- Opportunities to connect to wider open spaces, looking beyond the site boundary are taken.
- Open spaces should be integrated with nearby active travel networks.
- Utilisation of clear and distinctive wayfinding in open spaces, together with promotion and awareness raising activities to enhance local knowledge of the networks.
- Include and promote the use of nearby blue infrastructure such as rivers, for water recreation activities.



Principle 5: Network of multi-functional open spaces

Part 5.3 looks at planning and designing for a wide range of activities. To achieve this, Active Design guidance recommends:

- Formal and informal sport can be integrated throughout the public realm, utilising and creating physical activity opportunities. These spaces should be co-designed with the local community. Opportunities should include creating age appropriate play space.
- Research on the usage of different type of facilities by different groups can help identify if there is imbalanced provision and can support interventions.
- Formal sports pitches should be integrated within the networks of open space to provide variety, vitality and focal points.



Principle 5: Network of multi-functional open spaces

Part 5.4 looks at integrating a diversity of natural habitats to make environments where people want to be outdoors and active. To achieve this, Active Design guidance recommends:

- Children and young people need space to be active in the public realm and open space and their presence often activates spaces.
- When children have space to play outside, they are naturally active.
- Formal play spaces should be accessible and convenient to those they are providing for and ideally integrated as part of destinations and local centres.
- Play spaces should be designed to be accessible for all children.
- Different groups of children should also be considered, including children with special education needs and disabilities.



Principle 6: High-quality streets and spaces

The aim of principle 6 is for streets and outdoor public spaces to be active environments in their own right. They should be safe, attractive, functional, prioritise people and able to host a mix of uses, with durable, high-quality materials, street furniture in the right places and easy-to-use signage. High-quality streets and spaces encourage activity. This can be achieved by:

- Designing streets as places, not movement corridors.
- Designing streets and spaces of high quality, utilising appropriate and durable materials.
- Creating and supporting safe, flexible spaces which can support multiple forms of activity.
- Creating resilient spaces that can be active in all seasons.

Click to
deep dive



Skip to
Principle 7



Principle 6: High-quality streets and spaces

We will now look more specifically at the design considerations which can aid in the delivery of principle 6.

Part 6.1 looks at the design of streets as places, not movement corridors. To achieve this, Active Design guidance recommends:

- Streets are treated as more than vehicular through-routes or highways dominated by vehicular traffic. The role of streets as places should be prioritised above their role as movement corridors.
- Separation of active travel activity from vehicular use can be an effective way to improve the quality of a street.
- Footways and cycleways should be uninterrupted and direct.
- Residential and minor streets should be made clear to drivers that the streets are for people.
- Appropriate ground floor uses with active frontages animate a street helping to make it a place.
- Car parking should not be prioritised over other uses and users.



Principle 6: High-quality streets and spaces

Part 6.2 looks at designing high-quality streets and spaces, utilising appropriate and durable materials. To achieve this, Active Design guidance recommends:

- All streets and spaces should be fit for purpose to encourage movement by active travel and utilise high-quality and durable materials which can provide grip in all weathers.
- Surface materials should be used to define space clearly and can help to slow vehicles.
- Ensuring a space is safe and feels safe is an essential part of securing design quality.
- The choice of materials and design of key spaces should make reference to and take inspiration from the surrounding landscape and historic context to make a place feel distinctive and rooted in its local environment.
- In existing places, opportunities to retrofit and improve existing infrastructure should be taken.



Principle 6: High-quality streets and spaces

Part 6.3 looks at creating and supporting safe, flexible spaces which can support multiple forms of activity. To achieve this, Active Design guidance recommends:

- Public spaces should be multi-functional, allowing for numerous activities and events to be able to take place.
- Within public spaces such as parks and civic spaces, subdividing the space into a variety of different environments can provide an opportunity for people to meet, talk, exercise, move through and take part in activities.
- Spaces and streets should include seating at appropriate locations. A mix of social seating and solitary seating can provide a place for a mix of people to feel comfortable in a space.



Principle 6: High-quality streets and spaces

Part 6.4 looks at creating resilient spaces that can be active in all seasons. To achieve this, Active Design guidance recommends:

- The use of tree planting, shelters, sustainable drainage systems and rain gardens improves the street scene and plays a role in extending the outdoor season through improving drainage, offering cover and regulating air temperature.
- Street trees can play a large role in offering shade and natural cooling throughout summer.



Principle 7: Providing activity infrastructure

Principle 7 aims for infrastructure which enables sport recreation and physical activity to be provided across all contexts including workplaces, sport facilities and public space, to facilitate activity for all. This can be achieved by:

- Providing infrastructure which supports and enables active travel, such as public toilets, seating, canopies and cycle shelters.
- Providing infrastructure which supports physical activity.
- Providing supporting infrastructure which enables people to utilise spaces flexibly.
- Integrating and utilising innovative digital technology in spaces and places.

Click to
deep dive



Skip to
Principle 8



Principle 7: Providing activity infrastructure

We will now look more specifically at the design considerations which can aid in the delivery of principle 7.

Part 7.1 looks at providing infrastructure which supports and enables active travel. To achieve this, Active Design guidance recommends:

- A broad range of infrastructure is delivered to encourage activity for the full range of potential users e.g. public toilets, drinking fountains.
- Provision should be safe, within prominent locations and ensure it meets the needs of the local population.
- Accessibility of the routes and destinations for all groups should be provided through appropriately sized and provisioned infrastructure.
- Providing access to toilets as part of public spaces which are free to use.
- Safe and secure cycle parking should be provided at all locations.



Principle 7: Providing activity infrastructure

Part 7.2 looks at providing infrastructure which supports physical activity. To achieve this, Active Design guidance recommends:

- High-quality, well-placed and well-maintained outdoor gym and informal sport equipment can play multiple roles in general activity.
- Including appropriately designed and sited storage facilities and electrical power points for equipment that might be used for public events.
- Providing connections or expand public rights of way to encourage linkages.



Principle 7: Providing activity infrastructure

Part 7.3 looks at providing supporting infrastructure which enables people to utilise spaces flexibly. To achieve this, Active Design guidance recommends:

- Frequent opportunities for people to stop and sit should be provided across public spaces, streets and active travel routes.
- Cafes, street tables, well-designed outdoor space and other local services can be used to support and enable activity by encouraging a wider range of users and people to stop and linger.
- Dedicated space for dogs to be let off lead should be provided to prevent conflict with other open space users.



Principle 7: Providing activity infrastructure

Part 7.4 looks at integrating and utilising innovative digital technology in spaces and places. To achieve this, Active Design guidance recommends:

- Considering how micro-mobility systems such as e-bikes can be accommodated without conflict with other users.
- Wayfinding apps, or those which seek to encourage physical activity, can be effective in getting those who are less active to become active.
- Providing opportunities for free Wi-Fi can encourage people to utilise a space and creates the infrastructure to enable other digital interventions.
- When creating digital technology, consideration should be given to how wider groups might be able to access the information.



Principle 8: Active buildings inside and out

Principle 8 aims to promote the design of buildings to provide opportunities for physical activity at the forefront, where the arrival experience, internal circulation, opportunities to move about and making the building an active destination are considered. This can be achieved by:

- Orientating and designing buildings to encourage activity.
- Providing active infrastructure inside and outside buildings.
- Utilising areas within and around buildings to support activity.
- Considering how to repurpose valued local assets into new physical activity destinations.



Principle 8: Active buildings inside and out

We will now look more specifically at the design considerations which can aid in the delivery of principle 8.

Part 8.1 looks at orientating and designing buildings to encourage activity. To achieve this, Active Design guidance recommends:

- Ensuring buildings visually and physically engage with streets, and place prominent pedestrian entrances facing the streets.
- Provision of cycle parking and storage for mobility options should be visible, covered, and securely and conveniently located.
- Access for those with limited mobility should be level and easily accessible through the main entrance.
- Car parking, when necessary, should be discreetly located to the rear, side, or underneath the building, with clear and safe footways directing users to the main entrance.
- Stairways should be prominent while elevators are conveniently located but less conspicuous, with an encouragement of stair use through thoughtful design.



Principle 8: Active buildings inside and out

Part 8.2 looks at providing activity infrastructure inside and outside buildings. To achieve this, Active Design guidance recommends:

- Provision of secure cycle parking at key destinations, with the inclusion of showers, lockers, bike maintenance equipment, and changing spaces.
- Convenient cycle storage in homes to encourage cycling over driving, and the provision of parking for pushchairs and children's scooters to promote active transportation for families.
- All buildings should incorporate features such as wider doors, wheelchair-friendly spaces, handrails, adequate circulation space for those with limited mobility, and effective lighting.



Principle 8: Active buildings inside and out

Part 8.3 looks at utilising areas within and around buildings to support activity. To achieve this, Active Design guidance recommends:

- Developing informal areas to host a variety of physical activities.
- A well-designed landscape plan can identify areas for outdoor gatherings, equipped with seating, planting, and pathways.
- Covered spaces and shelters to extend the usability of outdoor areas throughout the year.
- Consideration of office spaces to promote movement through features like standing desks and meeting rooms.



Principle 8: Active buildings inside and out

Part 8.4 looks at considering how to repurpose valued local assets into new physical activity destinations. To achieve this Active Design guidance recommends:

- Transforming heritage buildings into valuable assets that encourage people to get out and be more physically active by creating heritage or art trails or new community spaces.
- Repurposing old department stores as leisure destinations in town or city centres to save local landmarks.
- Addressing accessibility issues in older buildings by making sensitive interventions to adapt them and their surroundings to modern requirements, supporting active travel without compromising their character.

Quiz



Theme 2 recap

1. **How much money each year does Public Health England estimate could be saved if everyone in England had good access to greenspace?**
 - a) £20 million
 - b) £200 million
 - c) £2 billion
2. **Which of these principles are not covered under theme 2?**
 - a) Providing activity infrastructure
 - b) Maintaining high quality flexible spaces
 - c) Network of multi functional open spaces
3. **What type of infrastructure does Principle 7 primarily focus on providing?**
 - a) Infrastructure for passive activities
 - b) Infrastructure for digital connectivity only
 - c) Infrastructure to support active travel and physical activity
 - d) Infrastructure for exclusive use by certain groups
4. **Which of the following is NOT how new buildings should be oriented and designed to promote active travel?**
 - a) Utilise areas around building to support further activity
 - b) Provide activity infrastructure inside and outside
 - c) Create opportunities for movement
 - d) To prioritise aesthetics over functionality



Answers

1. How much money each year does Public Health England estimate could be saved if everyone in England had good access to greenspace?

- a) £20 million
- b) £200 million
- c) £2 billion

2. Which of these principles are not covered under theme 2?

- a) Providing activity infrastructure
- b) Maintaining high quality flexible spaces
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- a) Infrastructure for passive activities
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- a) Utilise areas around building to support further activity
- b) Provide activity infrastructure inside and outside
- c) Create opportunities for movement
- d) To prioritise aesthetics over functionality



Principle 9: Maintaining high-quality flexible spaces

Principle 9 aims for spaces and facilities to be effectively maintained and managed to support physical activity. These places should be monitored to understand how they are used and are flexible so they can be adapted as needed.

This can be achieved by:

- Managing and maintaining spaces to enable effective and efficient use.
- Monitoring the effectiveness of Active Design interventions and being prepared to make changes if circumstances have changed.
- Considering management and monitoring and how it will be funded at an early stage.

Click to
deep dive



Skip to
Principle 10



Principle 9: Maintaining high-quality flexible spaces

We will now look more specifically at the design considerations which can aid in the delivery of principle 9.

Part 9.1 looks at managing and maintaining spaces to enable effective and efficient use. To achieve this, Active Design guidance recommends:

- Ensuring the attractiveness and safety of space to encourage people to engage in physical activities.
- Optimising space management to target a diverse range of users.
- Leveraging school sports facilities for community use beyond school hours.



Principle 9: Maintaining high-quality flexible spaces

Part 9.2 looks at monitoring the effectiveness of Active Design interventions and the ability to make changes if circumstances have changed. To achieve this, Active Design guidance recommends:

- The evaluation of Active Design interventions for their effectiveness and efficiency, making adjustments as required to accommodate users' needs and address unintended usage.
- Flexible spaces that can be modified based on monitoring outcomes.
- Ongoing evaluation to provide insights into long-term health impacts and the evolving characteristics, health profile, and demographic needs of the community.



Principle 9: Maintaining high-quality flexible spaces

Part 9.3 looks at the consideration of management and monitoring and how it will be funded at an early stage. To achieve this, Active Design guidance recommends:

- Spaces should be adaptable to changing community needs and highlights the incorporation of monitoring outcomes into the design process.
- Funding management and maintenance outcomes into the design process, including monitoring physical activity interventions, should be secured early on – for example, through Section 106.
- Exploring alternatives to local authority management, such as involvement of sports clubs or developers.
- Ongoing monitoring to ensure that the design continues to meet the needs of the targeted groups, with support from earlier engagement.

Click for next
principle



Principle 10: Activating spaces

Principle 10 aims for the provision of spaces and facilities which can help to improve physical activity to be supported by a commitment to activate them, encouraging people to be more physically active and increasing the awareness of activity opportunities within a community.

This can be achieved by:

- Providing investment into activity promotion as well as provision itself.
- Making spaces social to form connections around physical activity.
- Using digital technology to promote and activate, as well as more traditional methods.
- Encouraging temporary uses and testing of ideas.

Click to
deep dive



Theme 3
quiz



Principle 10: Activating spaces

We will now look more specifically at the design considerations which can aid in the delivery of principle 10.

Part 10.1 looks at providing investment into activity promotion as well as provision itself. To achieve this, Active Design guidance recommends:

- Considering the initial functioning of a space, using capital investment efficiently through programming, and engaging local stakeholders for activity programmes.
- Securing investment in projects through stewardship programs tied to major residential developments.



Principle 10: Activating spaces

Part 10.2 looks at making spaces social to form connections around physical activity. To achieve this, Active Design guidance recommends:

- Sharing physical activity experiences with others can be a good way to make or maintain social connections which can help to reduce loneliness and foster community cohesion.
- Space should be designed, and activity promoted with this in mind, providing spaces for people to gather, sit and chat before and after the activities.



Principle 10: Activating spaces

Part 10.3 looks at using digital technology alongside traditional methods to promote physical activity. To achieve this, Active Design guidance recommends:

- Leveraging technology and social media for easy communication and encouragement of physical activity.
- Fitness and health tracking apps are highlighted to support informal activities, both individually and in groups.
- Considering those without digital access for promoting local physical activities.



Principle 10: Activating spaces

Part 10.4 looks at encouraging temporary uses and testing of ideas. To achieve this, Active Design guidance recommends:

- The temporary use of spaces to promote specific sports or activities.
- Exploring temporary initiatives, such as prototyping and piloting, to effectively demonstrate the benefits of physical activity interventions without requiring significant investments.



Quiz



Theme 3 recap

1. Which of the following are important things to consider before an active design intervention has been implemented:
 - a) Monitoring
 - b) Promotion
 - c) Management
 - d) Funding
2. Which of the following words could be used to describe temporary uses?
 - a) Expensive
 - b) Flexible
 - c) Risky

Theme 3 recap

1. Which of the following are important things to consider before an active design intervention has been implemented:

- a) Monitoring
- b) Promotion
- c) Management
- d) Funding

All of them!

2. Which of the following words could be used to describe temporary uses?

- a) Expensive
- b) Flexible
- c) Risky

The beauty of temporary uses is that they can implemented quickly and cheaply and are reversible if they don't achieve what you want them to!

Module 3

The application of Active Design

Understand how the principles apply to different roles.



Applying Active Design in practice

The key part of this module is applying the Active Design principles in everything you do by understanding the principles and considering components of the guidance in your work.

This can be achieved through the following:

- Embedding the principles within planning policies such as the local plan.
- Embedding the principles within design guides and design codes.
- Practical design and infrastructure projects where masterplans and site layouts can be designed to accommodate the principles, or the principles can be retrofitted into the existing built environment.
- Including the Active Design principles as part of Health Impact Assessments.
- Incorporating the aims of the Active Design principles into related policies and strategies to support and combine with other priorities such as climate change, health, transport, leisure etc.



Planners and policymakers can use Active Design to:

- Develop local policies to respond to the Active Design principles.
- Push applicants on planning applications.
- Engage with health professionals.
- Ensure new developments enable physical activity.



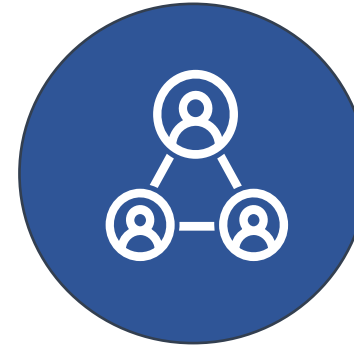
Architects, developers and urban designers can use Active Design to:

- Embed physical activity.
- Engage with local communities.
- Produce development plan documents.
- Respond to policy.
- Create places that are active, healthy and accessible.



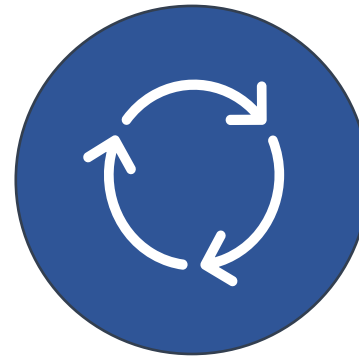
Health professionals can use Active Design to:

- Inform colleagues.
- Prepare and assess HIAs.
- Develop health policy.
- Promote Active Design.
- Engage with the local plan-making process and put health at the top of the agenda.



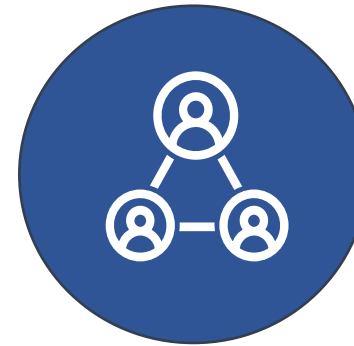
Local authority officers and councillors can use Active Design to:

- Inform dialogue with colleagues.
- Assess HIAs.
- Develop understanding.
- Promote Active Design.
- Engage with the local plan-making process.
- Include Active Design in related policies and strategies.



Communities can use Active Design to:

- Inform responses to planning application consultation and local plan consultation
- Develop understanding.
- Include active design in any neighbourhood plans. The active design checklist could be used here to self check any draft plans.



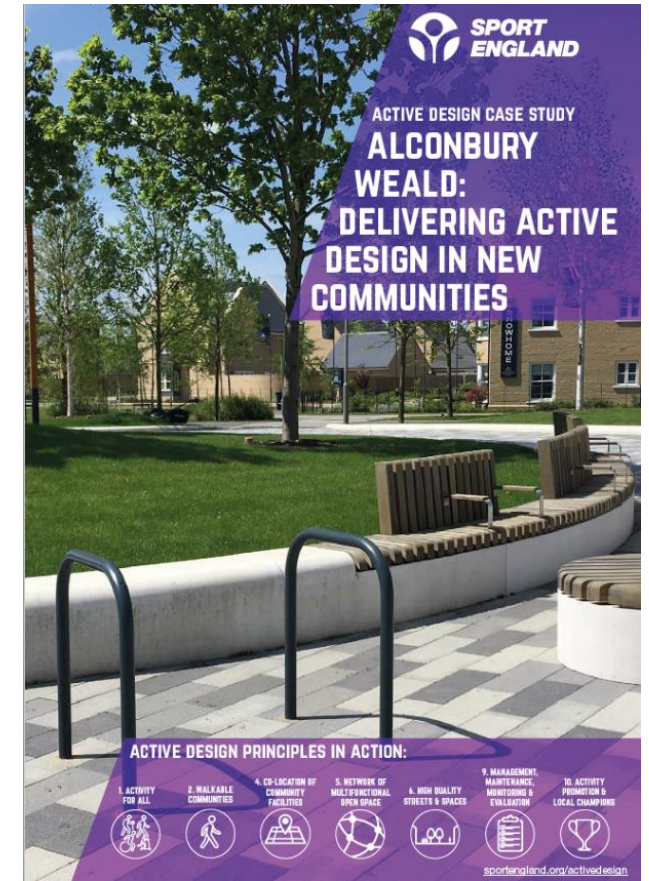
Specific deliverables for policymakers and how they can use Active Design:

There are a number of specific deliverables that policymakers can use to implement Active Design and at the highest level this should be done in the form of Local and Neighbourhood Plan Policies, along with site allocations and Supplementary Planning Documents.

The principles can also be accommodated within relevant planning documents such as transport plans and local cycling and walking infrastructure plans.

More general design guidance and often site-specific documents such as Design Guides, Design Codes, Development Frameworks and Development Briefs can also be prepared to include and reference the Active Design Principles. This presents an opportunity to shape best practice active design at an early stage in the design process.

Good practice examples include the Essex Design Guide, which embeds the Active Design Principles throughout the design guide, and the Latton Priory Design Code, Epping, which also embeds the principles within the code.



Local Plan examples:

The ideal scenario is to implement direct reference to the Active Design Principles within policies. As an example, the London Borough of Waltham Forest are proposing to include a direct reference to the Active Design Principles within a design-focused policy on Delivering High-Quality Design. Specifically, it asks developers for all schemes to address the 10 principles of Active Design as published by Sport England.

An alternative example includes referencing the principles within the guidance section such as in the North Herts Local Plan, which states: "Sport England's active design guidance on how the design and layout of residential and other areas plays a vital role in keeping communities healthy and active should be considered."

“

Waltham Forest Proposed Submission Local Plan:

Policy 56 Delivering High Quality Design

Part R. For residential schemes, address the Design Council “Building for Life 12” Criteria, and for all schemes, address the ten principles of “Active Design”, as published by Sport England

”

“

North Herts Local Plan:

9.14 Sport England’s Active Design guidance on how the design and layout of residential and other areas plays a vital role in keeping communities healthy and active should be considered.

”

The Active Design Checklist

Sport England have created an Active Design Checklist which acts as a useful prompt in the areas to consider in designing new development proposals.

This checklist can be used to help understand what you should consider before developing a scheme, or to check whether active design is embedded into a scheme you have designed or that you are reviewing.

The Active Design checklist can be included as part of a Design and Access Statement or as part of a HIA.



PRINCIPLE 4

Mixing uses and co-locating facilities

People are more likely to combine trips and use active travel to get to destinations with multiple reasons to visit. Places with more variety, higher densities, and a mix of uses also reduce the perception of distance when travelling through spaces. They also generate the critical mass of travel demand to better support public transport services.

4.1	Are land uses mixed, avoiding uniform 'zoning' of single land uses?	
4.1	Are conflicts between land uses successfully addressed as part of the design approach?	
4.2	Are mixed use, connected, focal points provided within the design of the development?	
4.2	Does this mixed-use aspect continue at different times of the day?	
4.3	Are sport and recreation facilities located in prominent locations within the development?	
4.3	Are the sports facilities co-located with other, complementary uses?	
4.4	Does the public realm which surrounds sports facilities also encourage activity and active travel?	



What Active Design looks like – health practitioners

As discussed earlier, health professionals can use Active Design to:

- Inform dialogue with planning colleagues and elected members to be an effective consultee.
- Prepare or assess Health Impact Assessments and local health strategies; this should include preparing guidance on HIA preparation.
- Increase understanding of how planning and design influences physical activity and health outcomes.
- Engage with local plan-making processes to ensure the health and physical activity remain at the top of the agenda.
- Input into local health policy and data gathering, using evidence from the local Joint Strategic Needs Assessment to inform priorities.

Health Impact Assessments and the Active Design Principles

Health Impact Assessments can be produced and reviewed in response to the Active Design Principles as a number of the themes and principles overlap.

As an example, the Active Design Principles have been embedded within the Essex Healthy Places Checklist and this document can be used to assess development proposals and HIAs to see whether they meet the criteria. The Active Design Principles are clearly marked under each criteria, integrating the themes within the checklist.

1. Active and sustainable environments / Sustainable Travel							
1	Criteria	Yes/No or N/A (e.g N/A if a residential	Comment	Impact	Length of Effect	Impacted Groups	Mitigation Proposed
1.1	Is a diverse mix of land uses such as homes, schools, shops, workspace, relevant community facilities and open space provided on site or within a comfortable (800m) walking distance? Is a broader range of land uses available within 5km cycling distance? (ADP2)	Yes No N/A					
1.2	Does the proposal prioritise pedestrian, cycle and public transport access ahead of the private car? (ADP3)	Yes No N/A					
1.3	Are the non motorised routes provided, where feasible and appropriate in wider place making terms, shorter and more direct than vehicular routes? (ADP3)	Yes No N/A					

Module 4

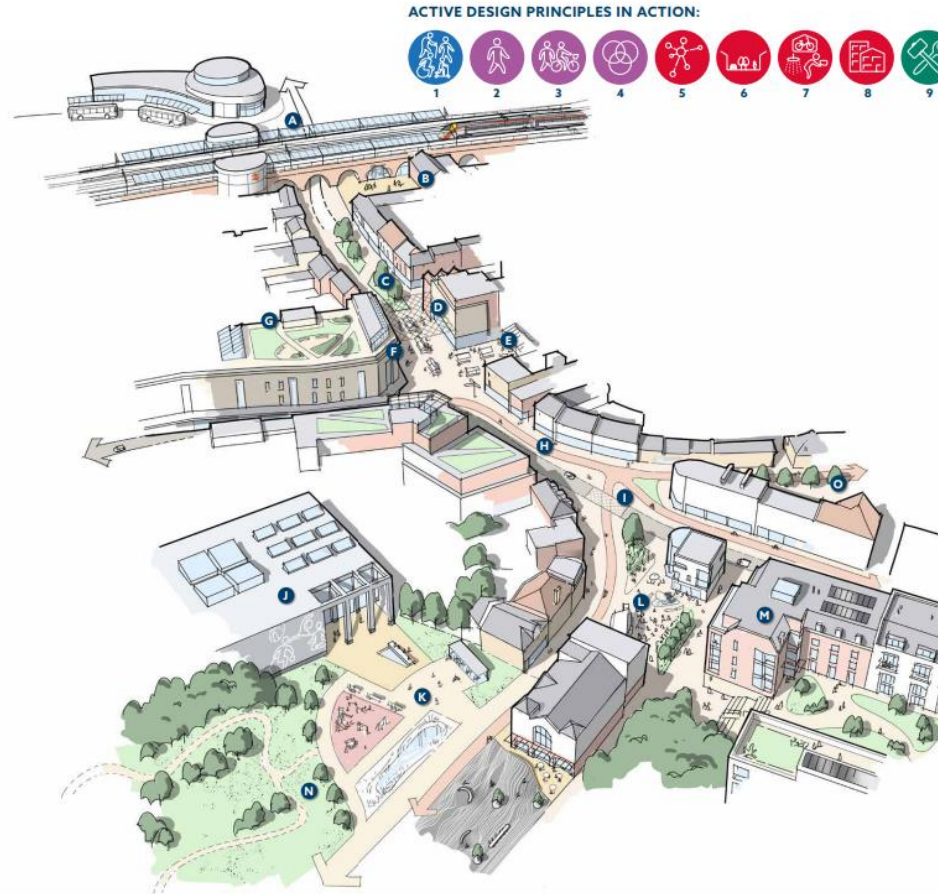
Practical implementation

Develop skills for applying the Active Design principles.



Workshop exercise – town centre design interventions

Task: Match up the Active Design interventions to the illustration. The first image outlines a series of interventions and asks you to think about where they are on the illustration. The answers are revealed on the following page.



Skip exercise

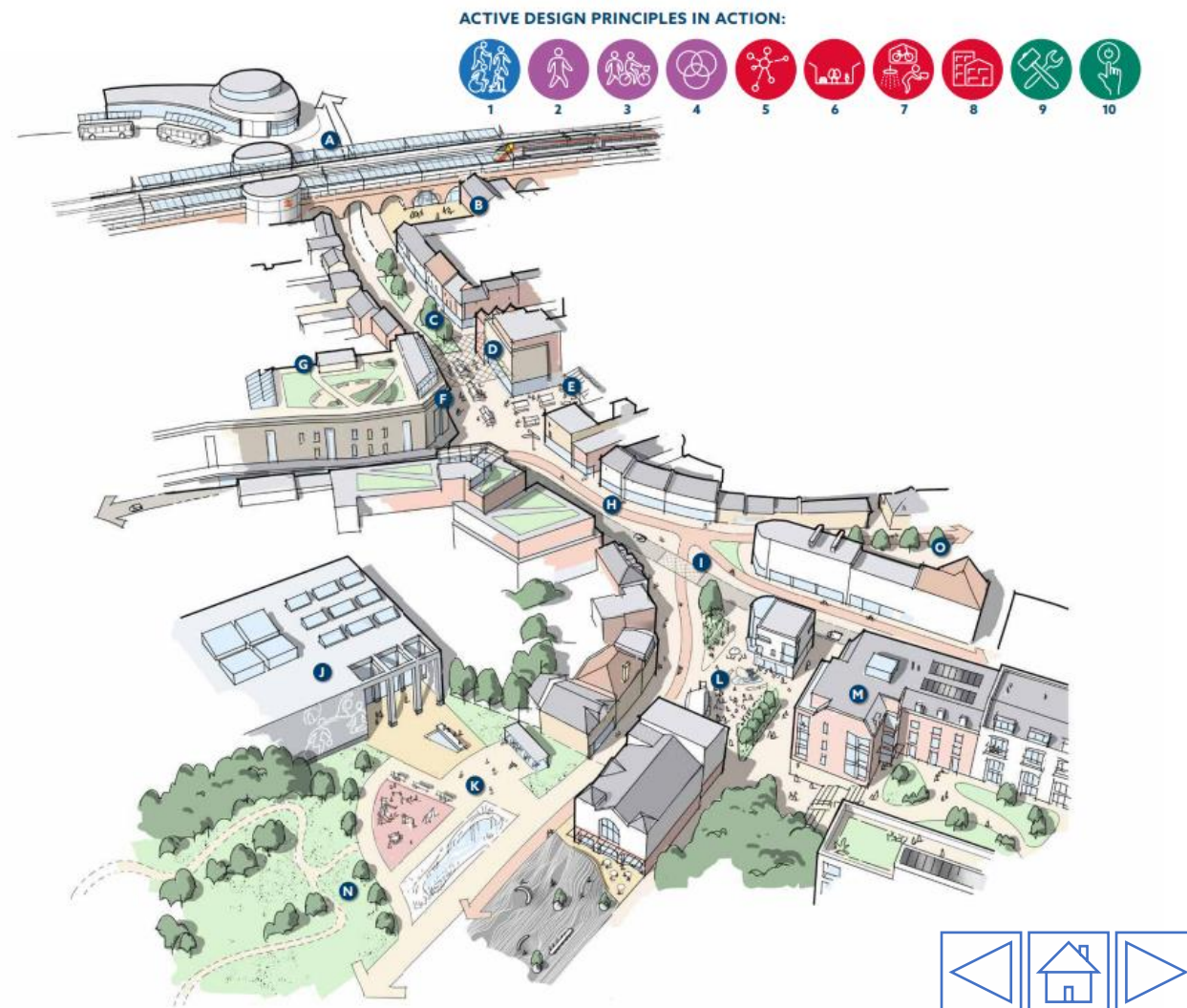


Where are the following interventions?

Public transport interchange with bus station and stops located close to train station.

Bike hub at public transport interchange, with secure storage and maintenance facilities.

Greening of streets, with integrated seating, opportunities for play and exploration.

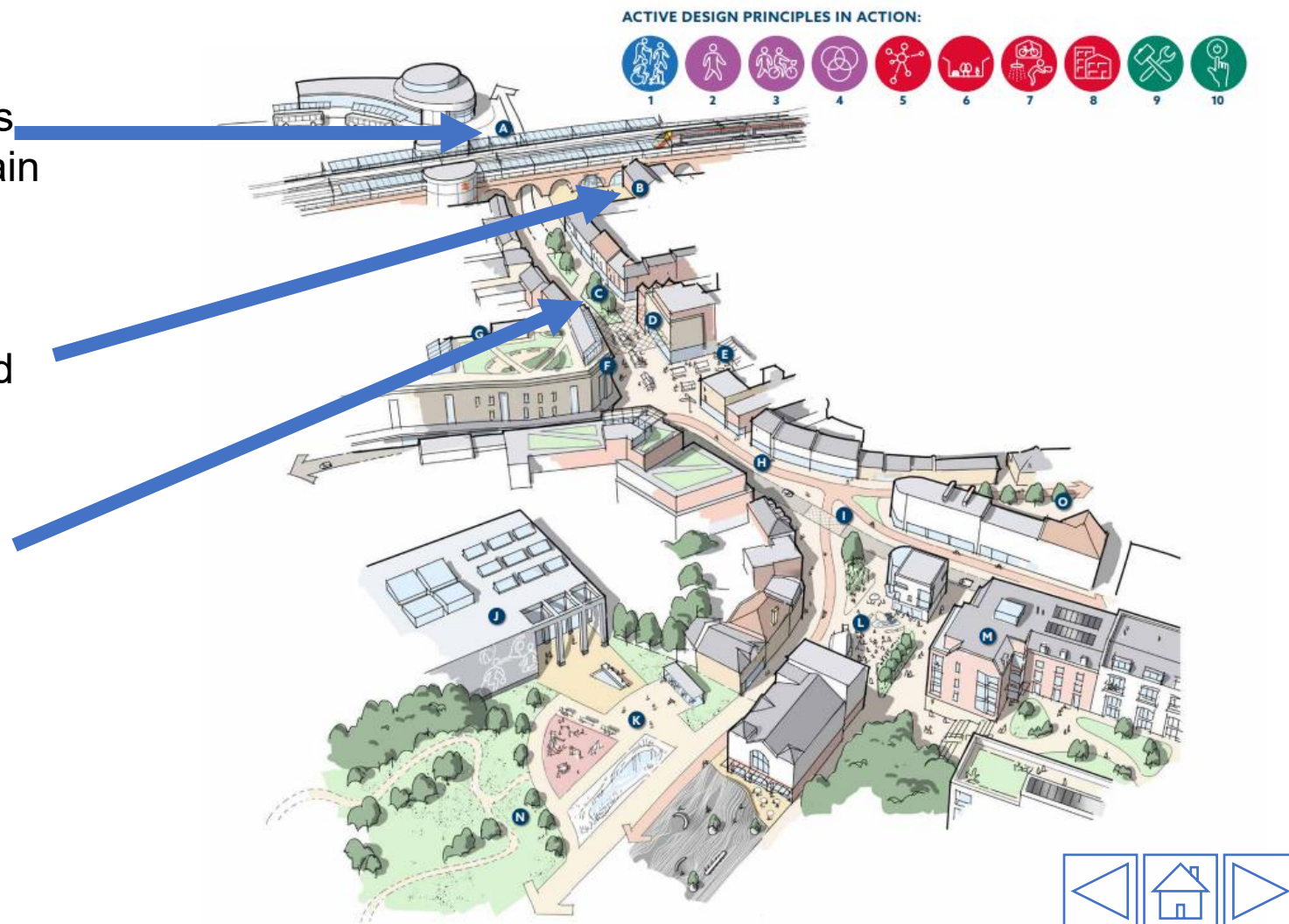


Here they are!

Public transport interchange with bus station and stops located close to train station.

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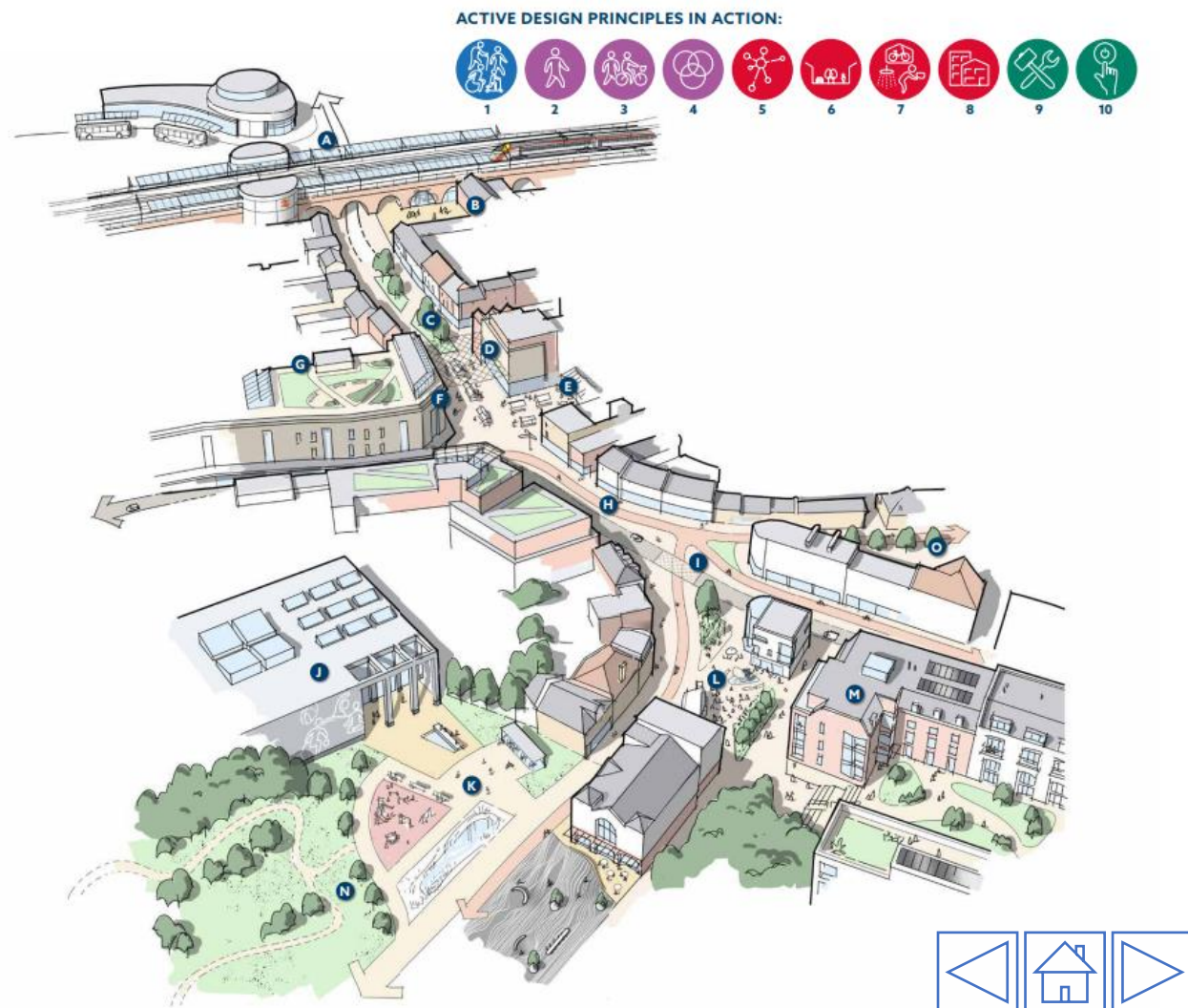


Where are the following interventions?

Shading or sheltering of streets to ensure continued use in hot and cold weather.

Temporary space in vacant plot used to provide events space and outdoor physical activity opportunities.

Former department store repurposed for community space, leisure facilities, residential use and employment co-working spaces.

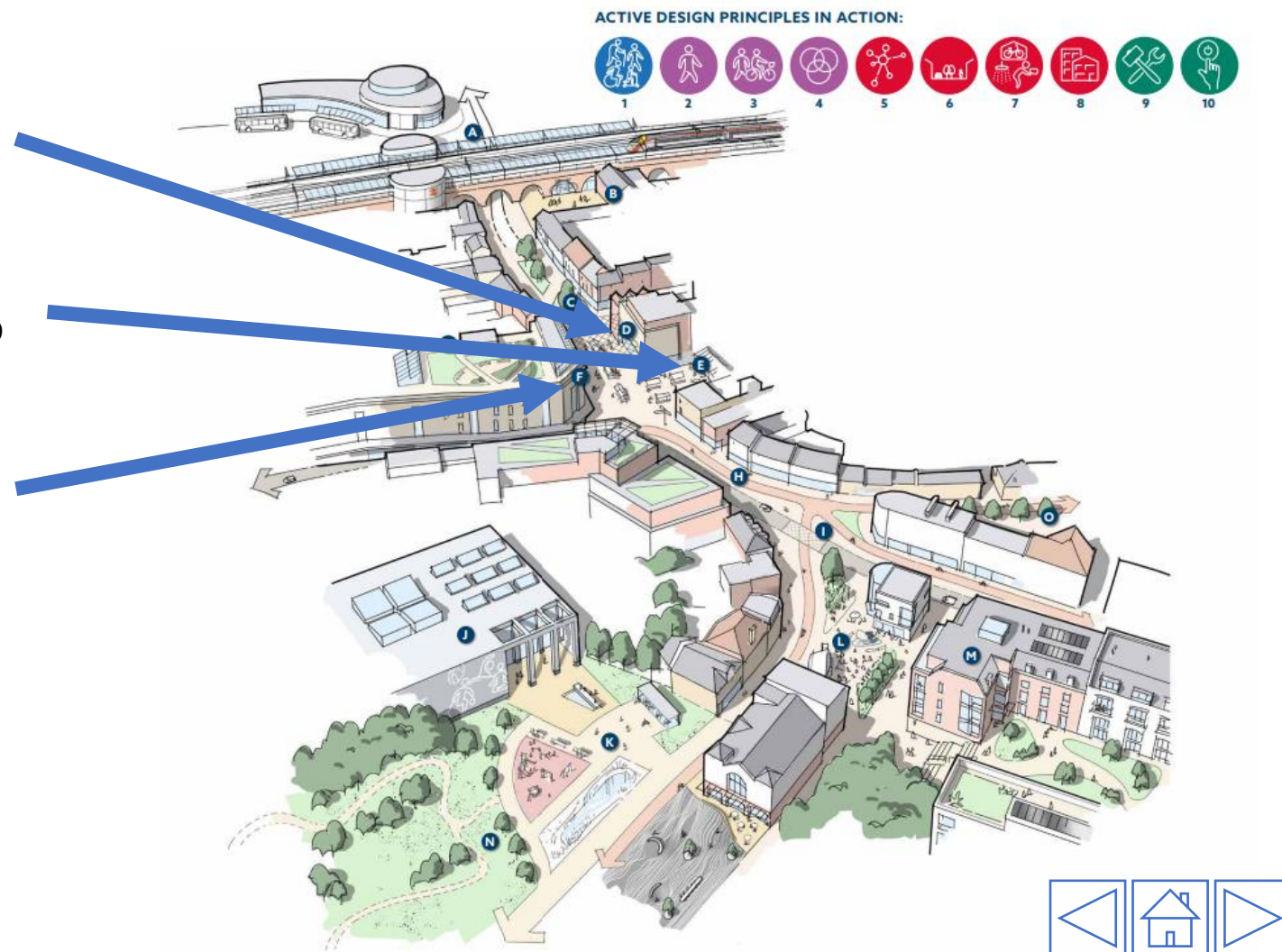


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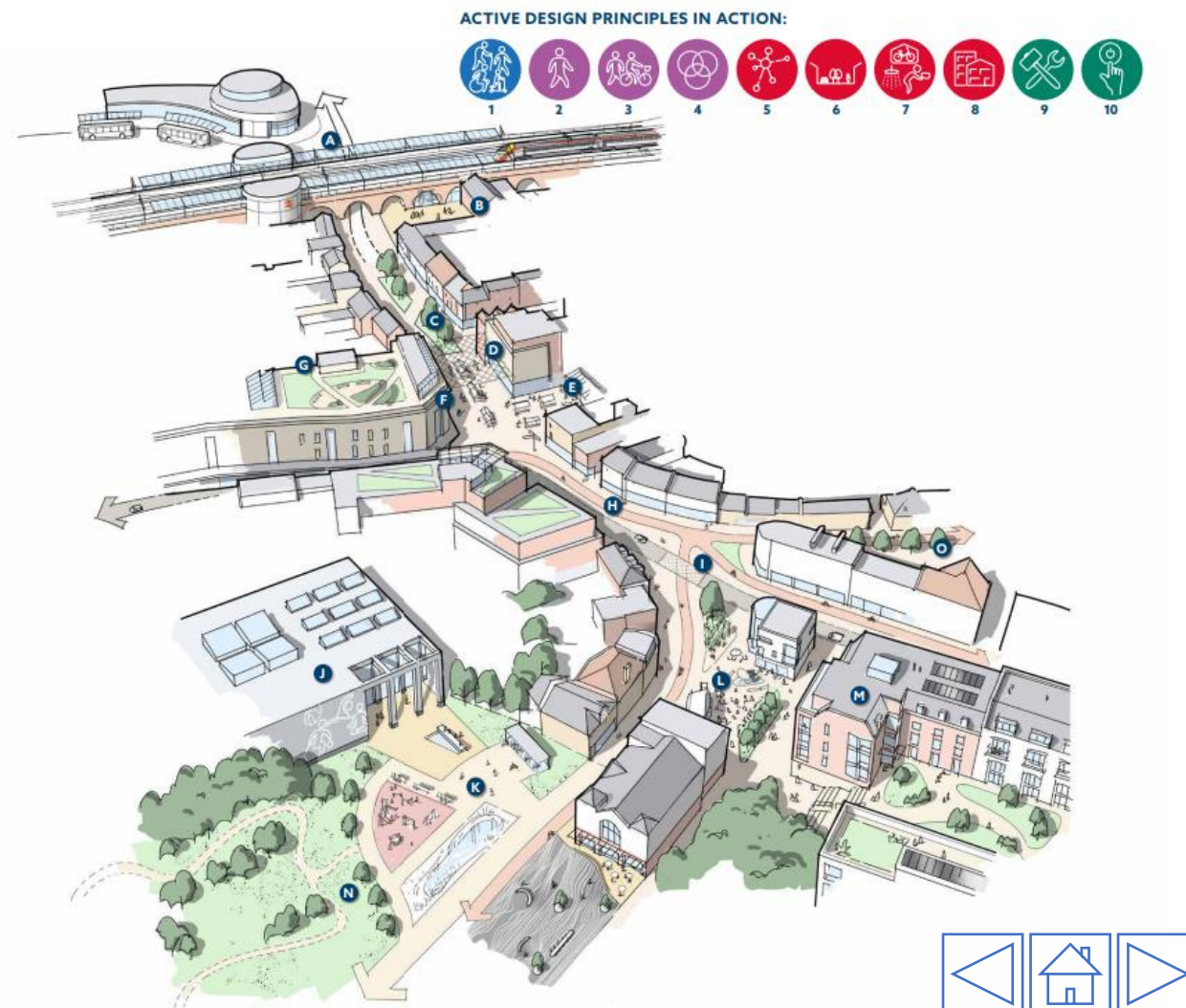


Where are the following interventions?

Roof terraces for co-working space to provide additional outdoor environment in town centre.

Continuous, connected cycleway network running into the heart of the town centre.

Traffic calming and wide pedestrian crossings to connect town centre streets together.

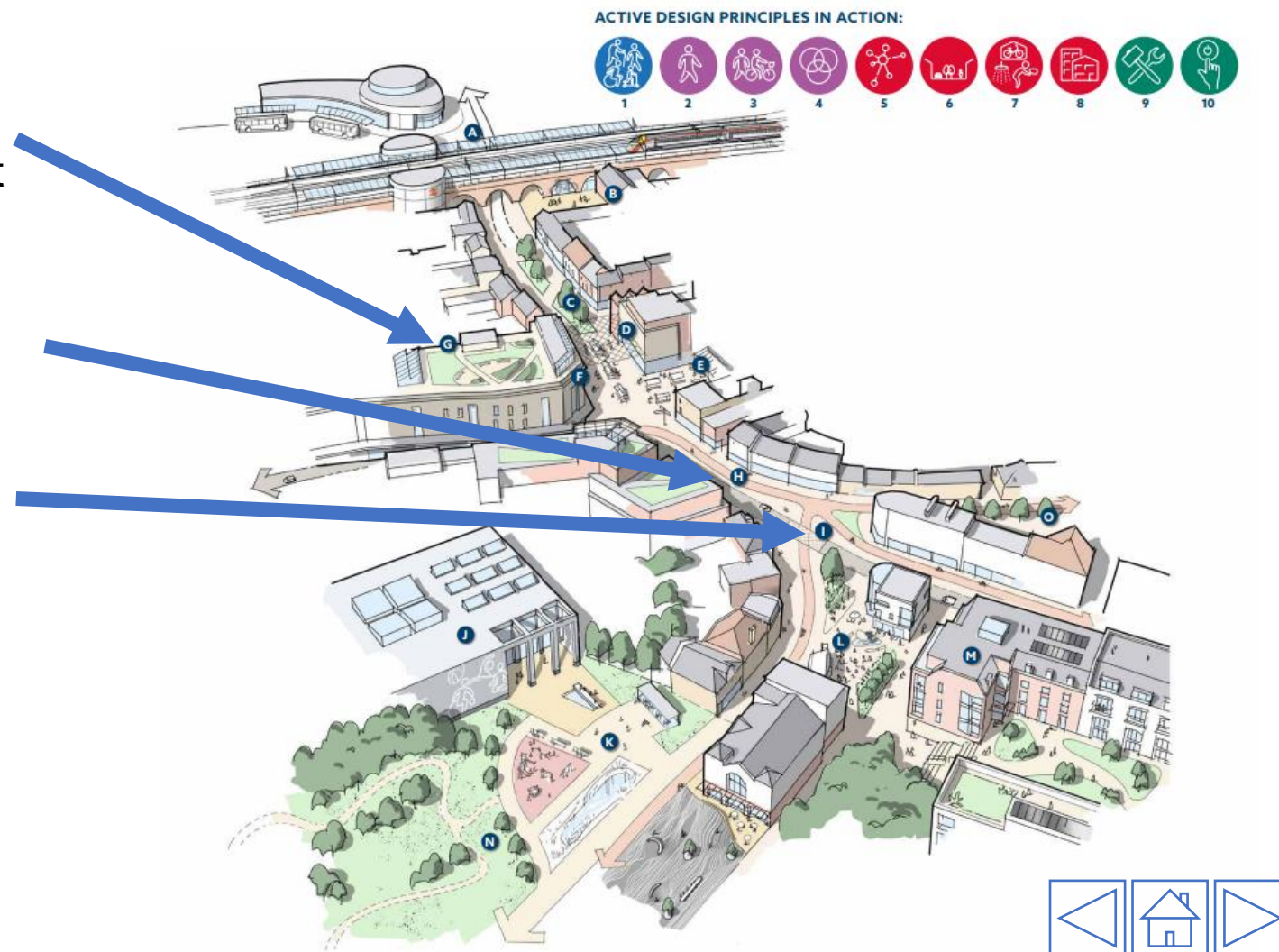


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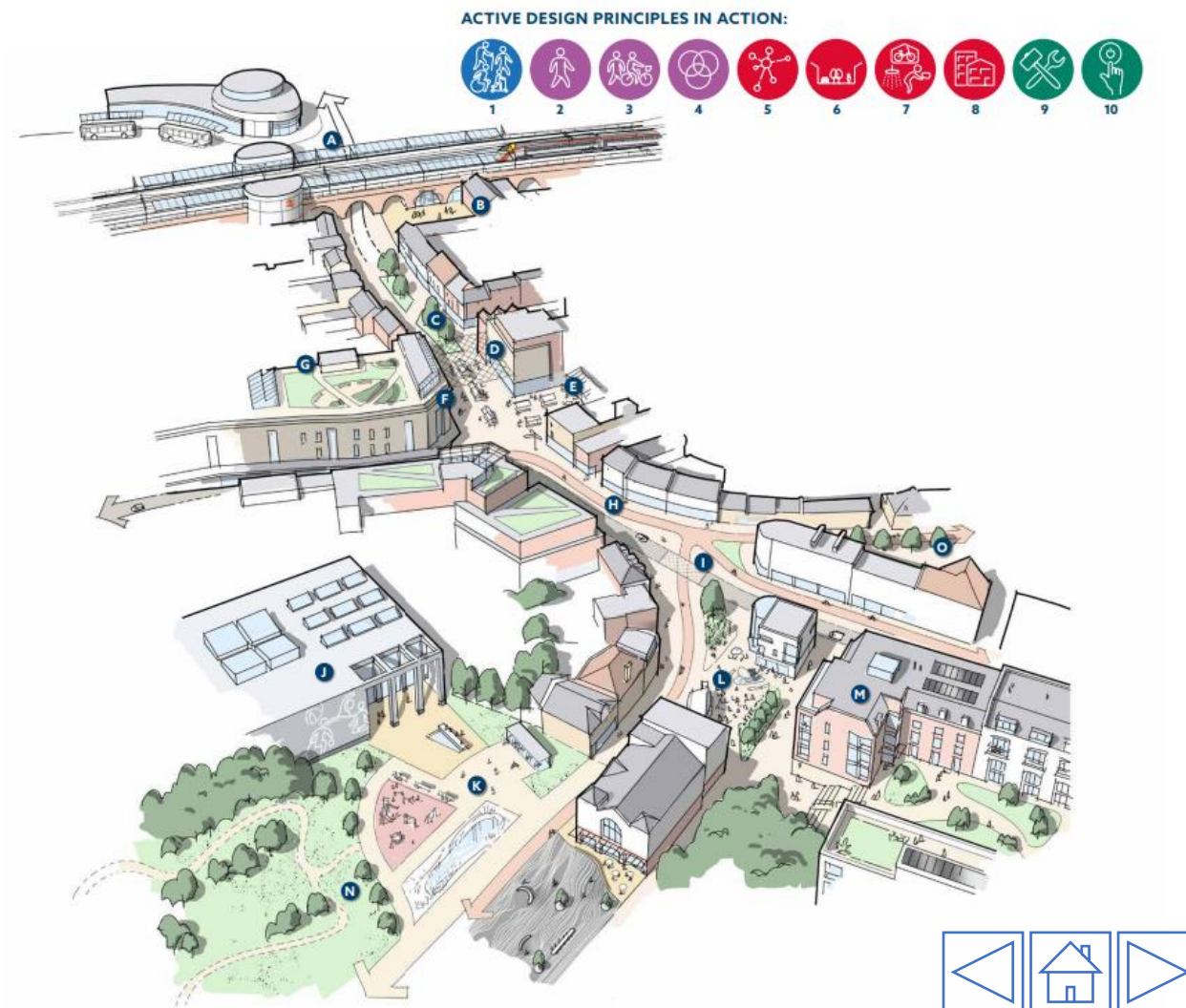


Where are the following interventions?

Redesign of existing square to ensure it is flexible.

Sports and leisure facility with frontage onto town park.

Public realm connected with sports and leisure facility to extend activity out of building.

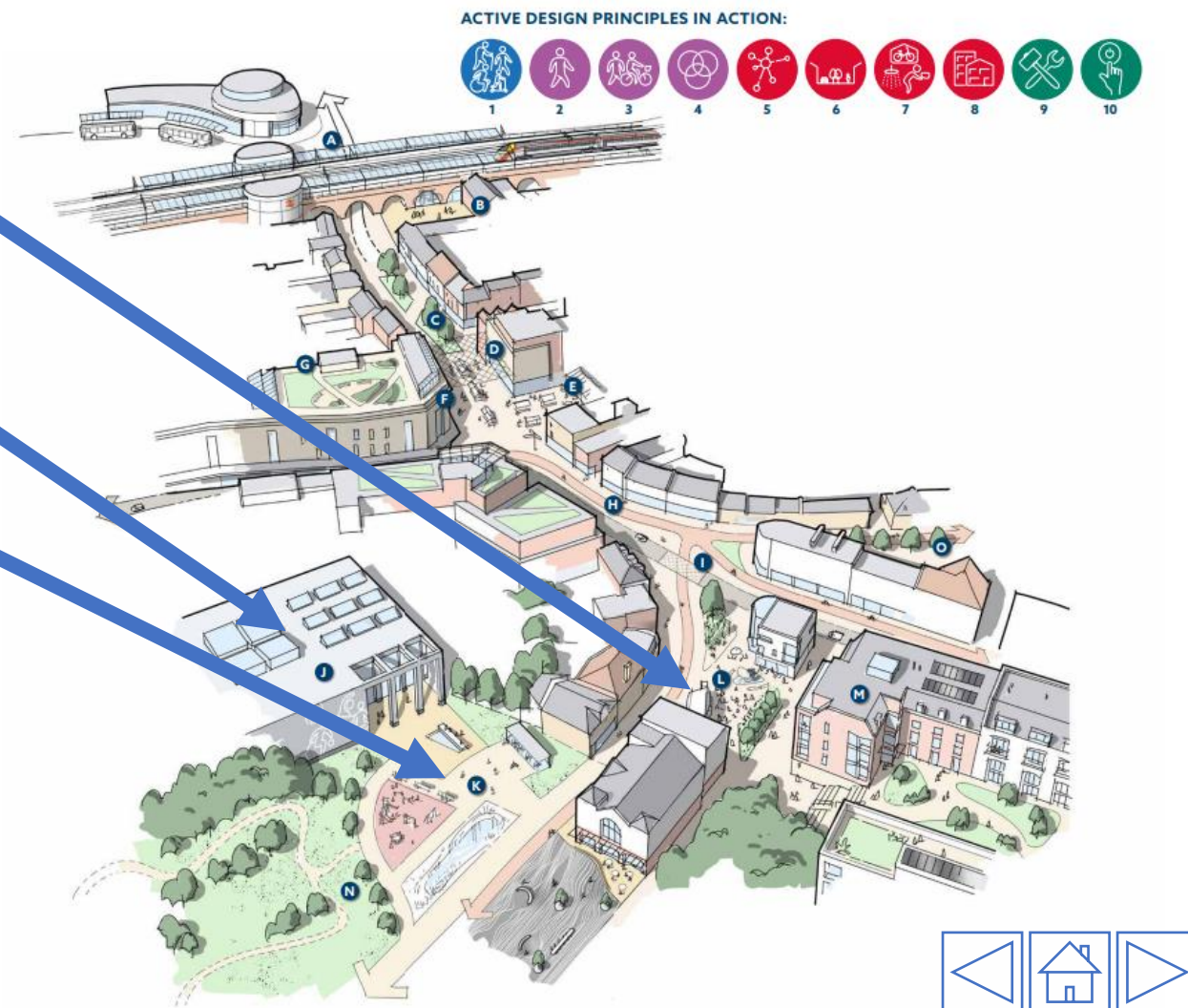


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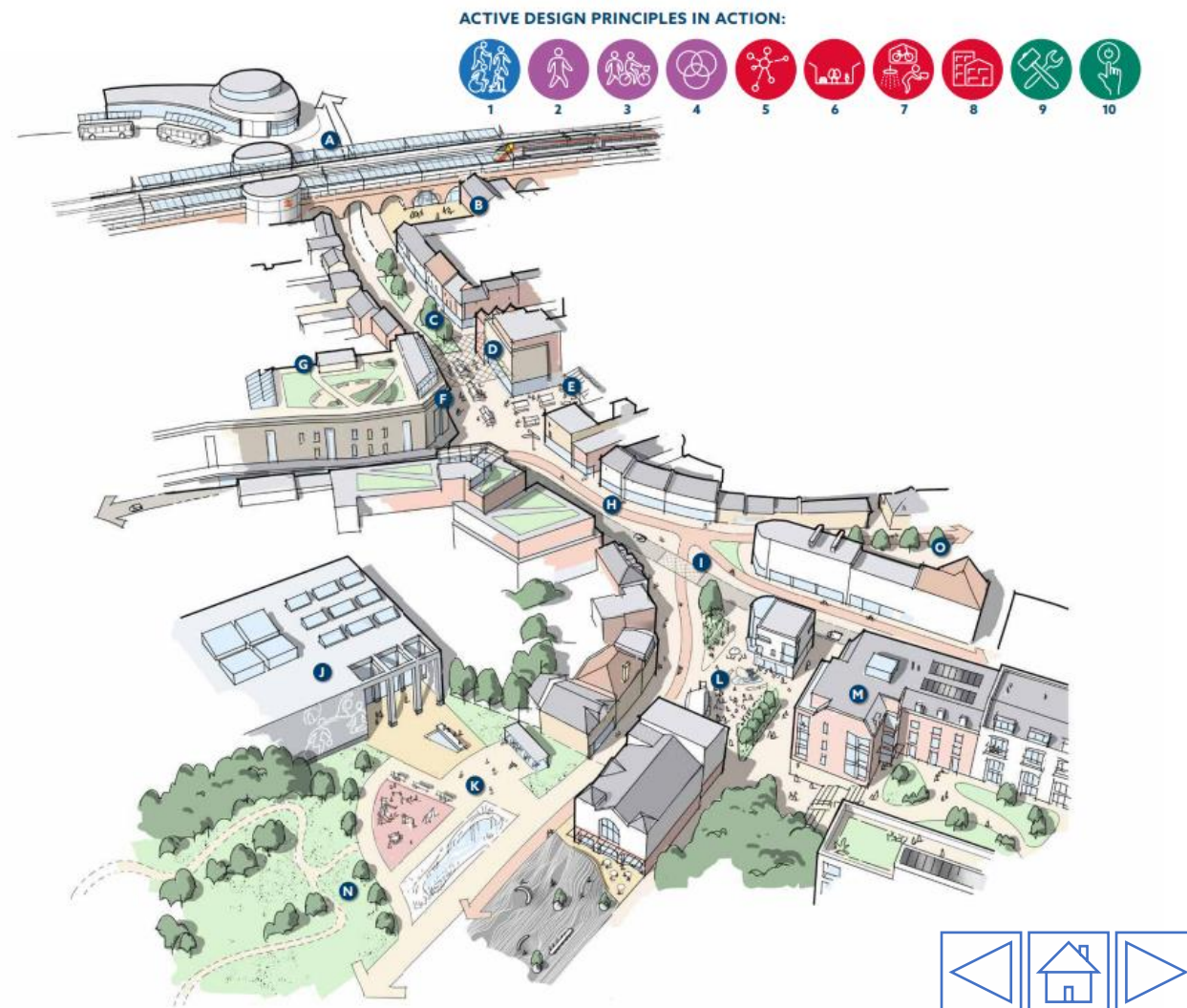


Where are the following interventions?

Well designed urban living opportunities with reduced car parking needs and access to shared private outdoor spaces.

Town park with a variety of natural habitats.

Removal of vehicles on a secondary street to provide quiet cycling network.

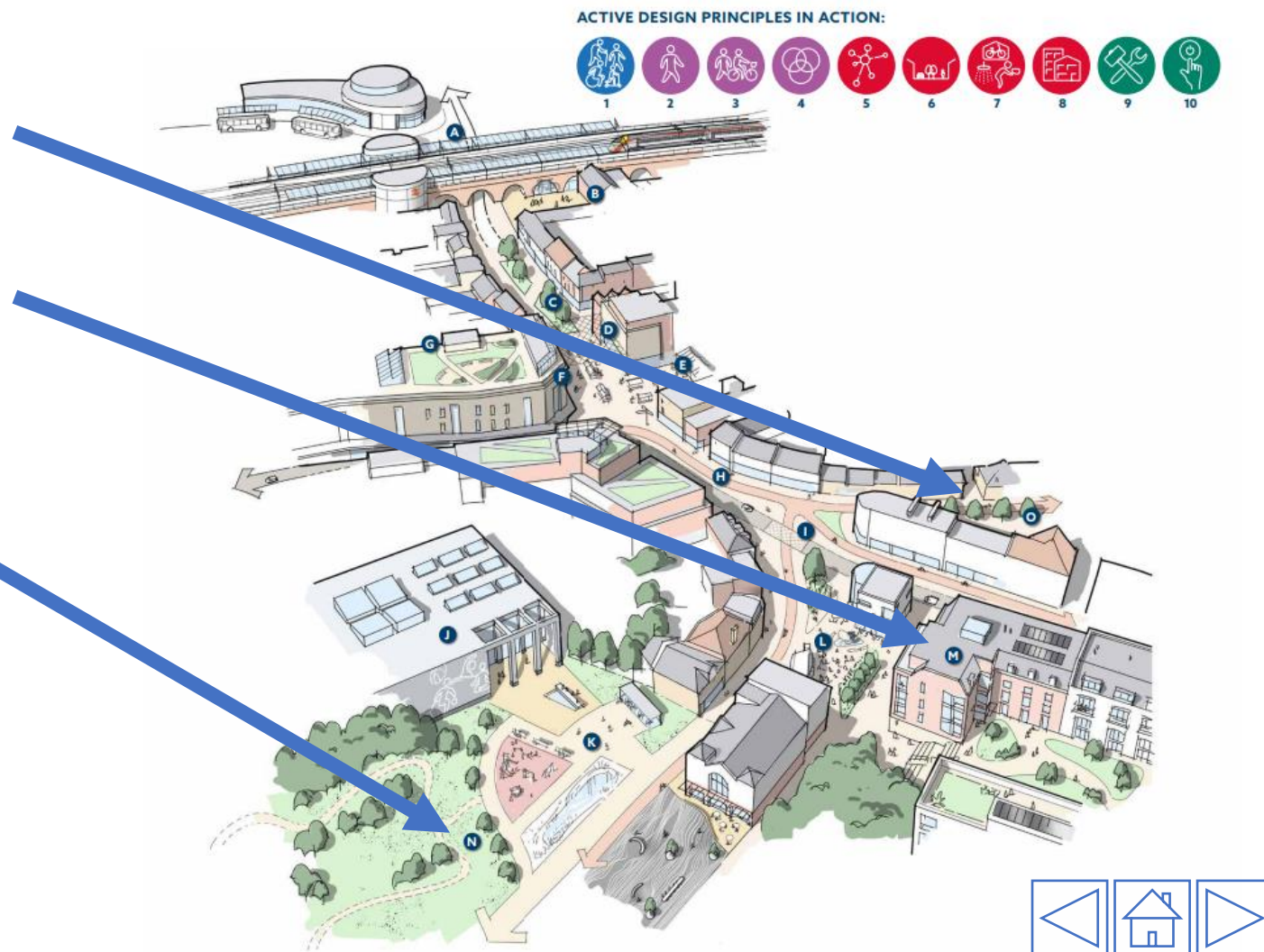


Here they are!

Removal of vehicles on a secondary street to provide quiet cycling network.

Well designed urban living opportunities with reduced car parking needs and access to shared private outdoor spaces.

Town park with a variety of natural habitats.



Workshop exercise – small residential development design interventions

Task: Match up the Active Design interventions to the illustration. The first image outlines a series of interventions and asks you to think about where they are on the illustration. The answers are revealed on the following page.



Where are the following interventions?

Open space at the heart of development to connect existing neighbourhood to new.

Active travel connections to existing streets to complete walking and cycling networks.

Enhanced cycle path link between town and nearby village.

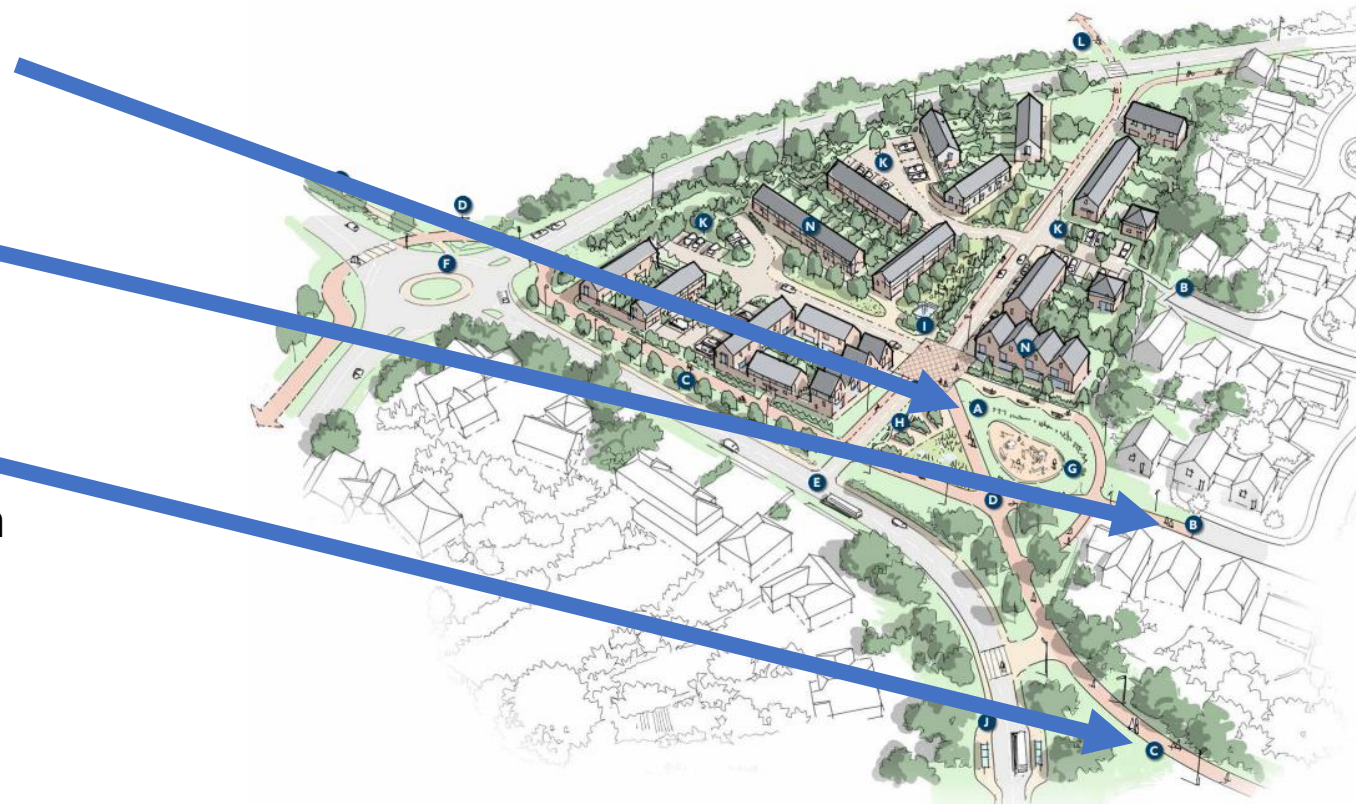


Here they are!

Open space at the heart of development to connect existing neighbourhood to new.

Active travel connections to existing streets to complete walking and cycling networks.

Enhanced cycle path link between town and nearby village.



Where are the following interventions?

Mobility hub for active travel and public transport at heart of the site.

Active travel links to nearby neighbourhoods.

Car parking consolidated at the edge of the site to create walkable public realm.

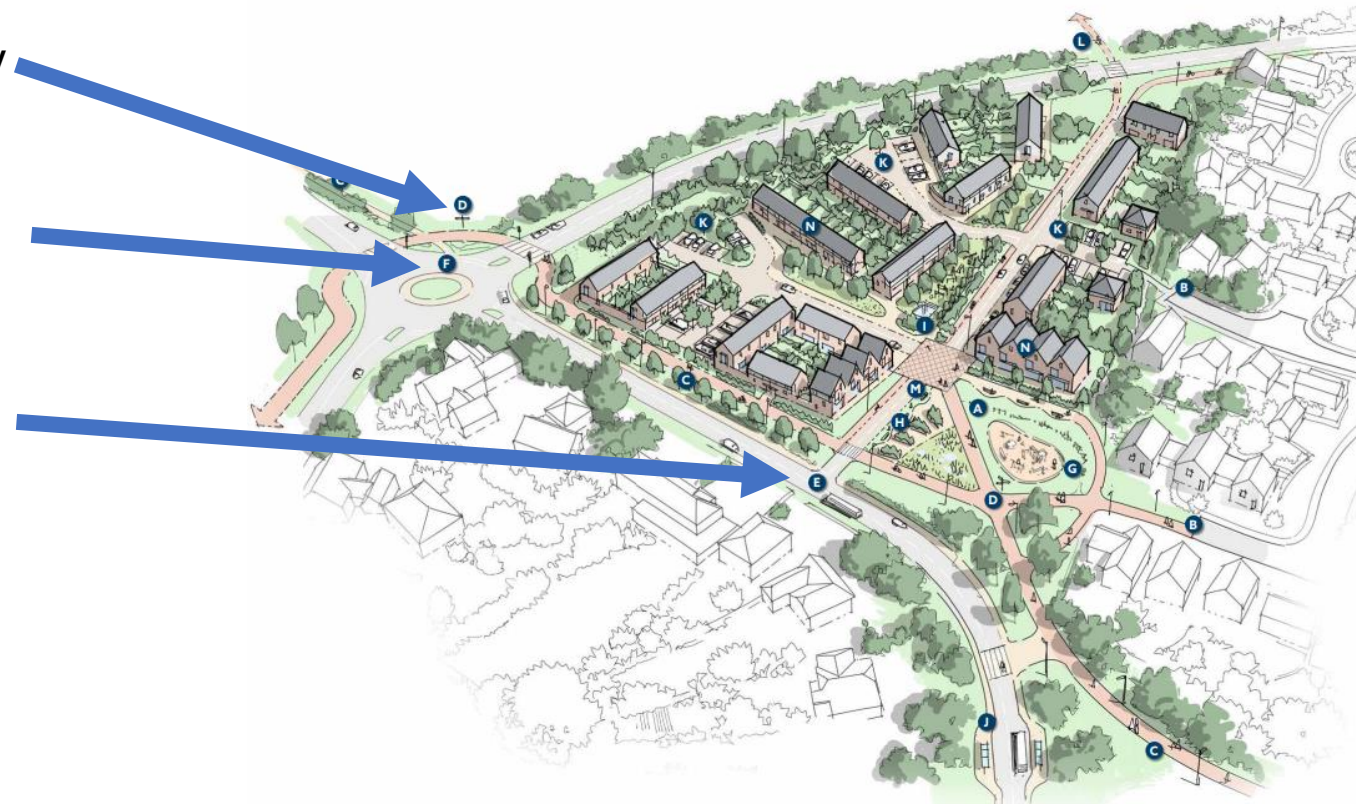


Here they are!

Active travel wayfinding provided at key nodes in network.

Roundabout improvements for active travel to connect to nearby leisure centre.

Low-key vehicle entrance to development with active travel priority.



Where are the following interventions?

Children's play space with formal equipment and informal adventure trail.

Seating around open space, landscape design includes natural habitats.

Sustainable drainage integrated with rain garden to provide amenity and habitat.



Here they are!

Sustainable drainage integrated with rain garden to provide amenity and habitat.

Children's play space with formal equipment and informal adventure trail.

Seating around open space, landscape design includes natural habitats.



Where are the following interventions?

Improved existing bus stop with new pedestrian crossing and shelters.

Car parking away from main route through site and collected into green parking squares.

Onward connection to wider Public Rights of Way and countryside.

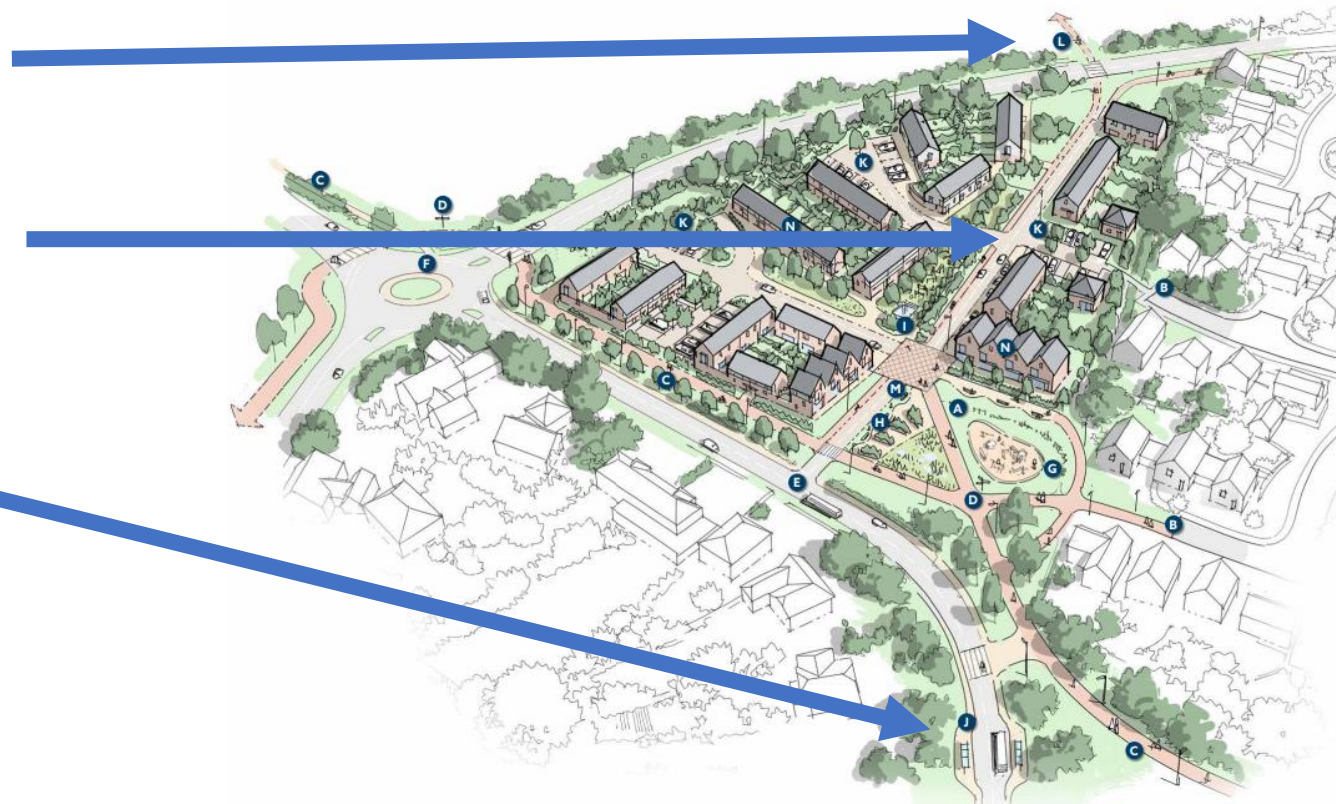


Here they are!

Onward connection to wider Public Rights of Way and countryside.

Car parking away from main route through site and collected into green parking squares.

Improved existing bus stop with new pedestrian crossing and shelters.



Where are the following interventions?

Lifetime homes with easily accessible bike storage and car parking further from front door.

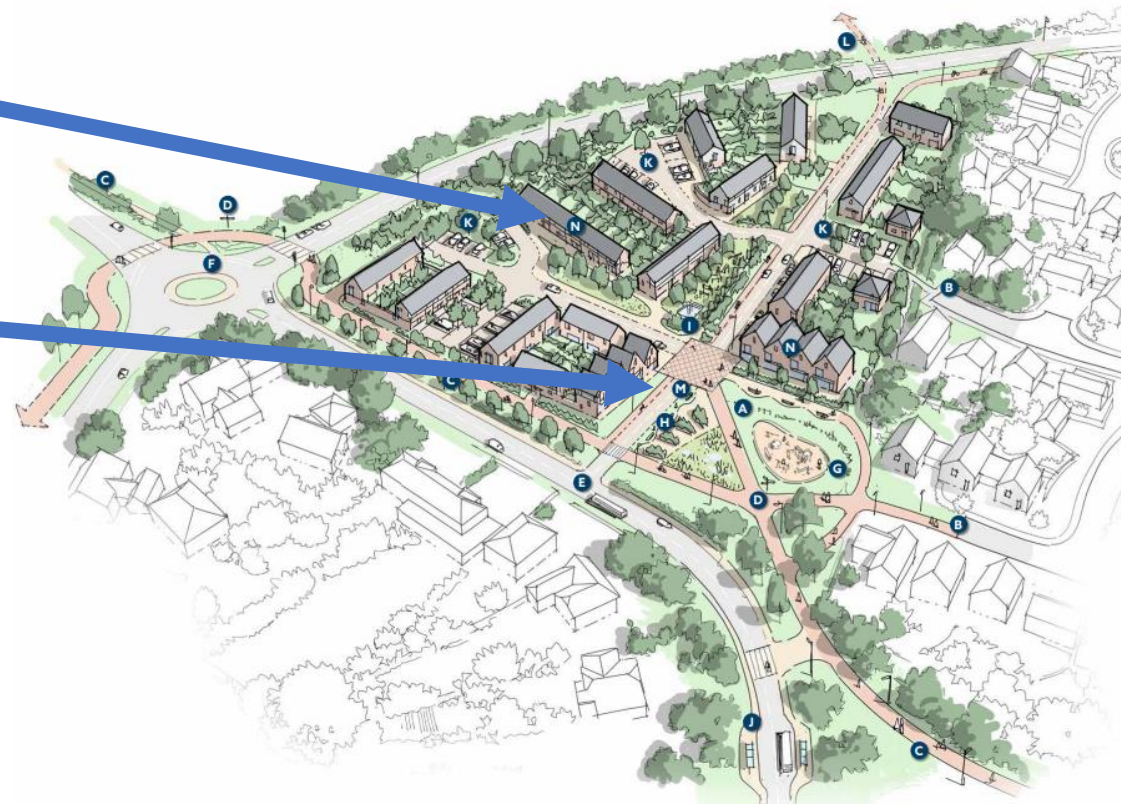
Street design and durable surface materials to prioritise active travel.



Here they are!

Lifetime homes with easily accessible bike storage and car parking further from front door.

Street design and durable surface materials to prioritise active travel.



Module 5

Case Studies

- Houlton – large scale residential development
- Her Barking – collaborative low-cost interventions making spaces feel safer design
- Kidlington.....



Active Design case study – Houlton

Houlton, Rugby, Warwickshire – A large-scale, residential-led development.



Skip to next
case study



Active Design case study – Houlton

Houlton is a residential-led development of 6,200 homes, located to the east of Rugby, in Warwickshire. It is designed to be a new community to include schools, shops, community facilities, sports pitches and employment space, linked together by an extensive network of green open spaces and active travel networks.

Health, wellbeing and physical activity were considered throughout the design at all scales and the site demonstrates a comprehensive consideration of the principles of Active Design. We will now explore some of the ways the project implemented the Active Design Principles.



Image: © Urban and Civic



Active Design case study – Houlton

Principle 3: Connected walking and cycling routes

Principle 5: Network of multi-functional open spaces

In relation to principle 3 and 5, the entire development is linked by a comprehensive network of active travel routes. They are designed to respond to places people want to go and they vary within the development from segregated cycle and pedestrian footways to shared surfaces within quiet residential streets.

Green pedestrian links form an alternative network away from streets, overlooked by homes. Many of these are trim trails, offering informal play and fitness equipment along the route. School routes offer play along the way opportunities.

The principle of filtered permeability is employed for all neighbourhoods and development parcels. Continuous networks are provided for active travel, but not for vehicles, which are directed towards main roads, where active travel facilities have the space to be segregated.

Clear wayfinding signage has been included as a street furniture to guide and encourage people to use the walking and cycling routes.



Active Design case study – Houlton

Principle 8: Active buildings, inside and out

Principle 10: Activating spaces

In relation to principle 8 and 10, a community use agreement with the secondary school enables local residents and local sports clubs to benefit from the school's sports hall by safeguarding bookable slots for them to utilise.

This is supported by an additional entrance to the school so the public can access the facilities without needing to enter the school itself. An additional agreement with a new on-site commercial gym enables the primary school to access swimming pool facilities.

Early conversion of part of Dollman Farm into the Tuning Fork restaurant created a walkable destination to focus the early community around. Its success caused a rethink of the masterplan to site a local centre there.

During the early stages of establishing the community, the developer has supported community groups looking to use sports, community and school facilities, and looks to identify community champions who can take forward the governance of the site into the future.

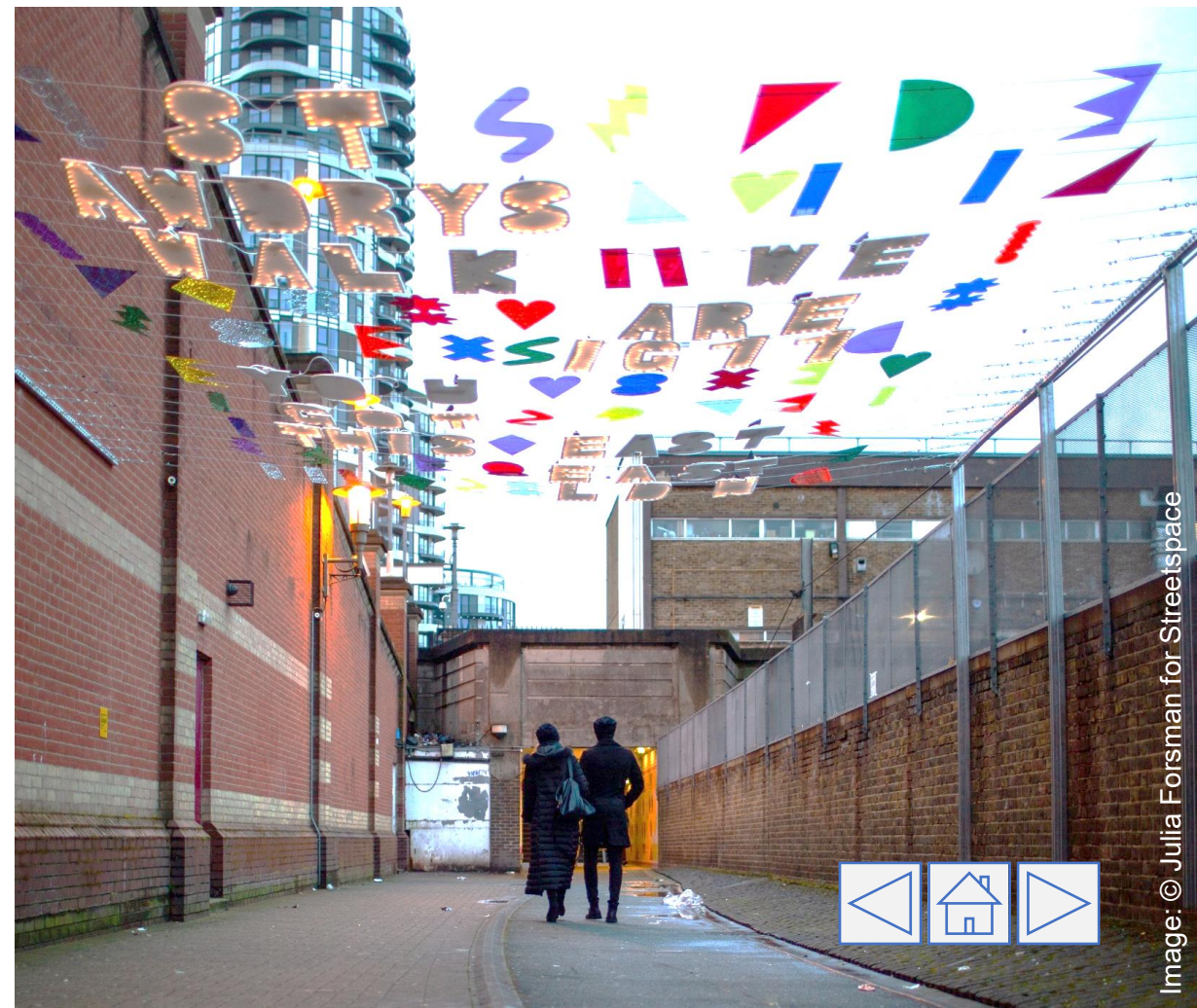


Image: © Urban and Civic

Her Barking

There is an opportunity to implement active design into all of our work, through design, policy and advocacy.

Her Barking is an example of how this can work in practice. It is a women-led movement, experimenting to collaboratively design and test low-cost interventions to make streets and spaces feel safe. Feeling safe is a fundamental aspect of creating spaces that people want to use.



Her Barking

The project engaged with residents to find the reasons and spaces where people don't feel safe.

They then collaboratively design low-cost interventions that would make a difference to perceptions of safety by asking 'if you have to throw a birthday party for £50 what would you do?' Ideas included signage, colourful pavement stamps and stickers, benches, painted tyres and planting.

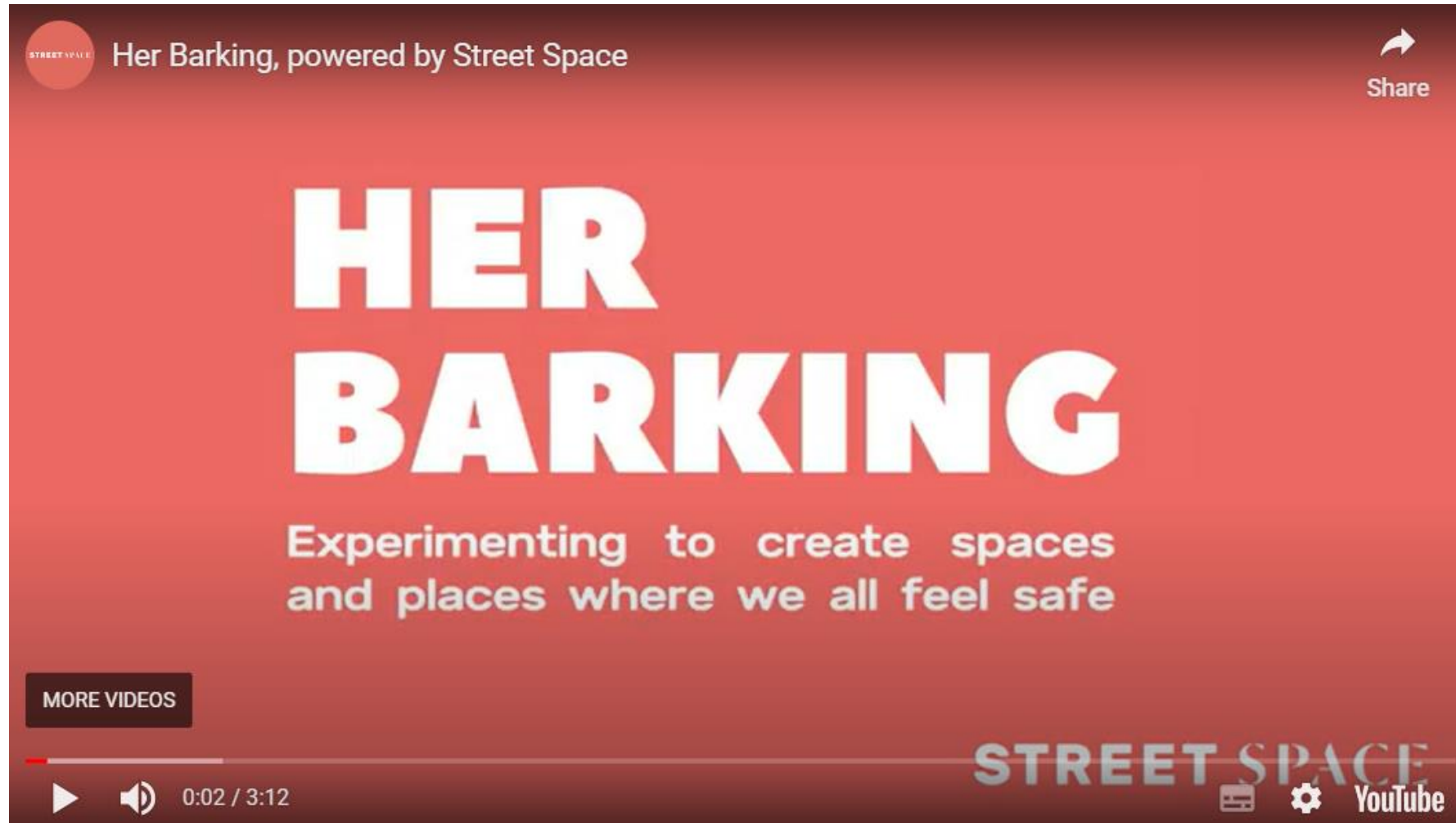
The ideas were implemented, and this resulted in 60% of people feeling safer.

Following on from this The National Lottery funding was used to fund the collaborative design and delivery of a semi-permanent intervention in St Awdry's Walk for a hanging canopy of shapes and crowdsourced messages.

This led to a further two Street Space pilot projects on the perception of safety outside Barking Station.



Her Barking



Kidlington & Gosford Zoo Trails

This is a great example of creating 'health routes' and employing a **wayfinding approach** to encourage activity for primary school aged children. The trails range from 1.5km to 5km in length, taking in almost every part of the community, passing each school, visiting the majority of green spaces available, joining the canal and linking community amenities and shops. The routes provide attractive walking and cycling infrastructure, which have been enhanced with fun games, and things to do and see along the way, encouraging users to keep coming back and continue to use them in their daily lives.

Local community involvement was encouraged from the outset. The theme of zoo trails was chosen because of the location in the village of a zoo from the 1930s. The theme and characters were developed with local school children – engendering ownership from the outset. There was an ask from the community to name each character, and they ended up becoming so popular they were invited to turn on the local Christmas lights.

The project was **evidence based** with GIS mapping and socio economic and health data used to draw up a picture of the area. As the routes were to be aimed at children and families of primary school age, it was key to ensure that the route or routes drew together schools as well as targeting the lower socio-economic areas identified to have poorer health outcomes.



Kidlington & Gosford Zoo Trails

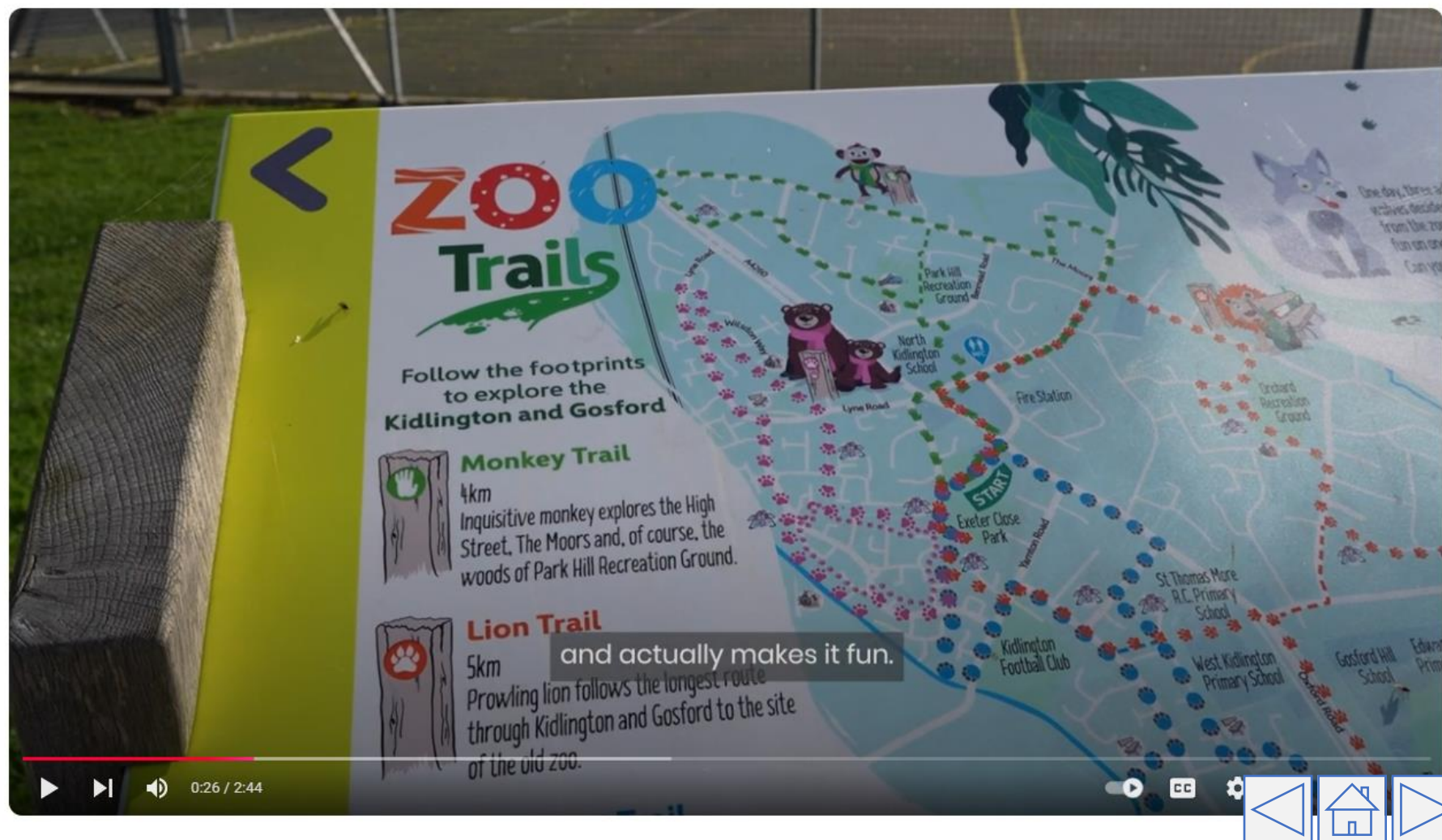
“My daughter is usually extremely lazy, to the extent that she would want to catch the bus a couple stops down the road instead of walking but already she wants to walk, scoot and cycle everywhere. She has even told me “We are doing the lion trail this weekend. Even if it’s raining!” Which is great news! Its extra brilliant linking in the history of Kidlington Zoo and making them fun with the characters and also including the Kilometre points it will help them understand distance more. Well done to your team for the idea and hard work. It’s a MASSIVE thumbs up from us!”

Quote from local resident and parent



Kidlington & Gosford Zoo Trails

Click here to watch a short promotional video Sport England have produced



Kidlington & Gosford Zoo Trails

The company State of Life were appointed to **evaluate the impact** of the new zoo trails and to explore their social value in Kidlington and beyond. Part of the project was to recruit, train and work with a team of community evaluators. They were appointed from the community to facilitate the engagement of the local population and to ensure their input throughout the project, into both its inception and evaluation stages.

The project was evaluated in two ways: an assessment of the routes' social value by surveying key demographic users (young families) before and after the installation and infrared pedestrian counters located on the trails prior to and post installation. The summary of these studies shows an increase of 0.275 in life satisfaction from trail users, using the WELLBY scale (endorsed by the UK Government HM Treasury Green Book); this corresponds to a monetary benefit of £3,575 per monthly trail user per year. Using the Wellby scale, social return on investment of £18.23 for every £1 invested.

Table 1. Estimating the social value of monthly use of the Zoo Trails

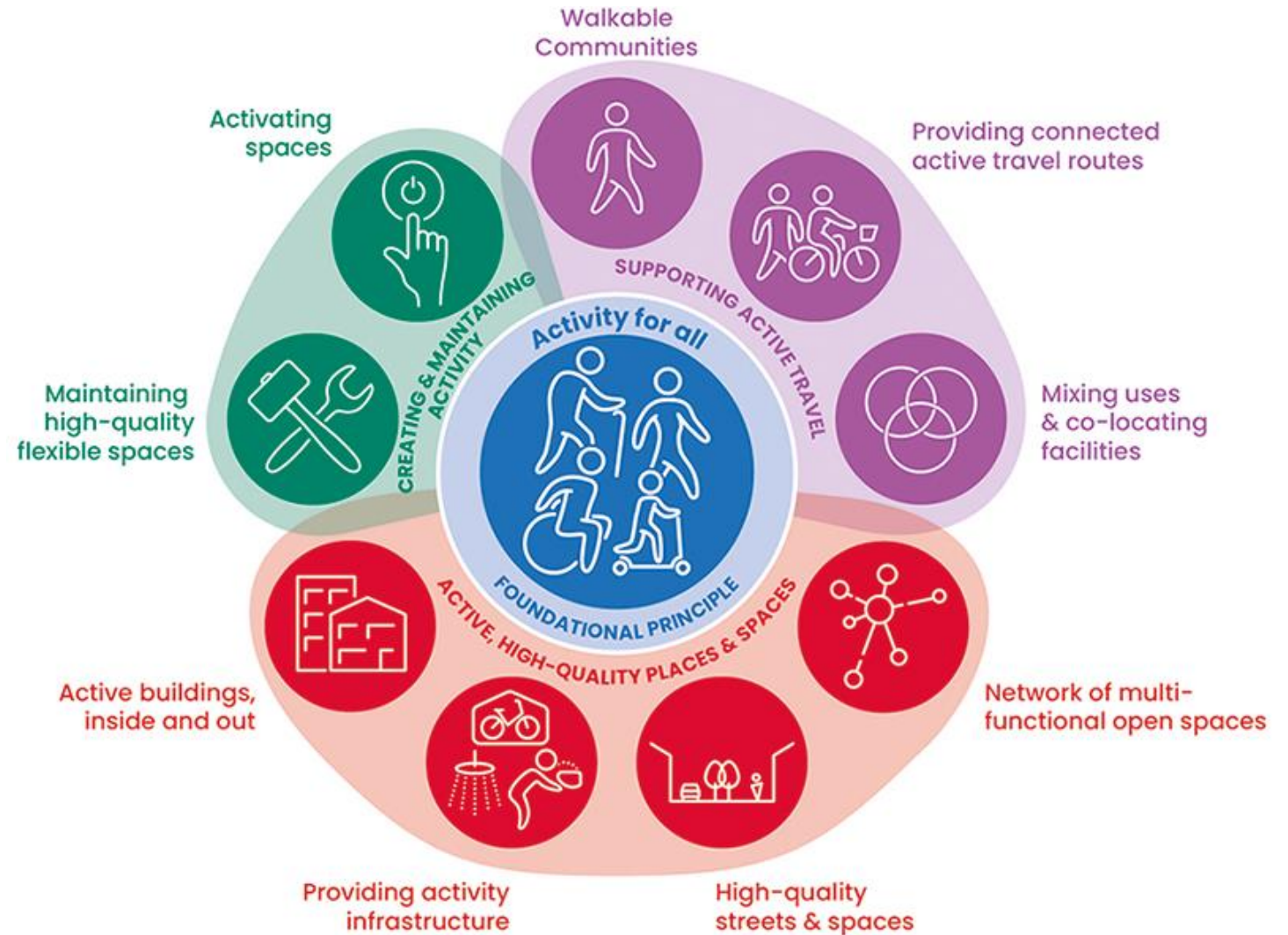
Estimated impact on Life Satisfaction of using the trails (at least once a month)	0.275
WELLBY value of 1 increase in Life Satisfaction	£13,000
Estimated monetary value of trails, per person who uses monthly	£3,575
Average estimated no. of people who trails at least monthly	579
Estimated monetary value of trails	£2,068,790

Table 2. Estimating the net social value of monthly use of the Zoo Trails

Estimate monetary value of trails	£2,068,790
Cost (Project Management, Community Engagement and Physical Infrastructure)	£113,500
Net Value	£1,955,290
Benefit-Cost Ratio	18.23

Summary

- The aim of Active Design guidance is to promote non-conventional physical activity into people's daily lives.
- It comprises three themes and 10 principles.
- There is a real opportunity to improve health and wellbeing by increasing physical activity through design in everyday habits.



References and further reading

- Sport England Active Design Guidance and Case Studies: <https://www.sportengland.org/guidance-and-support/facilities-and-planning/design-and-cost-guidance/active-design>
- National Design Guide: https://assets.publishing.service.gov.uk/media/602cef1d8fa8f5038595091b/National_design_guide.pdf
- Essex Design Guide <https://www.essexdesignguide.co.uk/overarching-themes/active-design-principles/>
- UK Chief Medical Officers' Physical Activity Guidelines: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/832868/uk-chief-medical-officers-physical-activity-guidelines.pdf
- OHID Physical Activity and Health: <https://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health>
- Everybody Active, Everyday: <https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life>
- Healthy Streets: <https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/healthy-streets>
- Universal Design: <https://universaldesign.ie/about-universal-design>
- Play Streets: <https://playingout.net/play-streets/what-are-play-streets/>
- Cycle Infrastructure Design: <https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-120>
- Manual for Streets: <https://www.gov.uk/government/publications/manual-for-streets>
- Active Travel England : <https://www.activetravelengland.gov.uk/>

Please contact planningforsport@sportengland.org with any feedback

