

EPP and the power of active travel in delivering socio-economic benefits for people and communities

Juliette Raison- Relationship Manager
Active Essex



What is EPP??

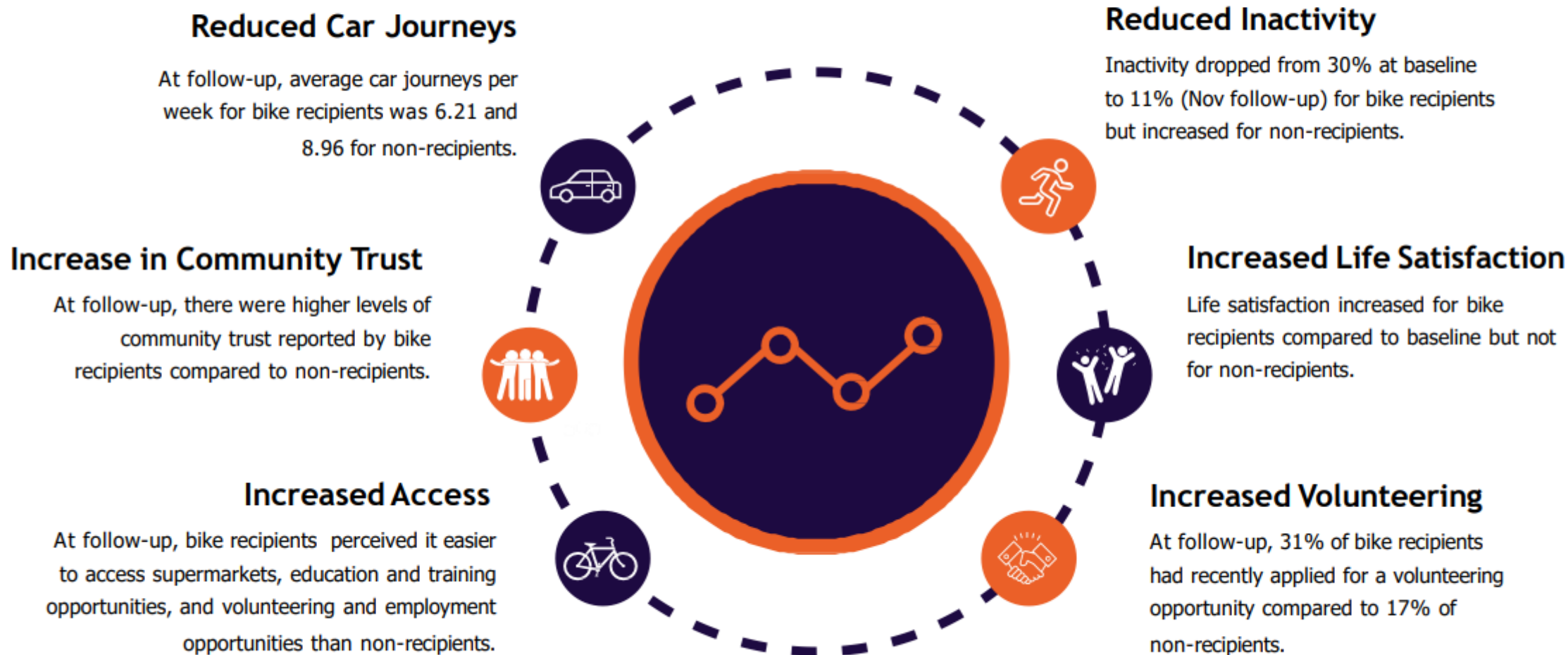
- A community-based cycling scheme piloted in Jaywick Sands & Clacton.
- Aim is to overcome the barriers to sustainable travel as a result of inequalities
- Individuals assessed against a set criterion (deprivation and residential status) and loaned a bike for free.
- Each bike fitted with a **GPS tracker** to provide intelligence and monitoring.
- If regular use is identified after 12 months, the individual is gifted the bike for free
- Wrap around support provision provided - training packages to increase confidence, learn to ride a bike and basic bike maintenance, as well as bike helmet, lock and light.



Essex Pedal Power Project Delivery

- [Project delivery video](#)

Programme Evaluation * what it tells us so far.....



Essex Pedal Power - Clacton & Jaywick

Key Impacts

as at July 2023



746 adults bikes given out
51 childrens bikes given out



11 bikes given away through
social prescribing

20,166 kg

CO2 Saved

3 less car journeys on average
per week for bike recipients



30%

of bike recipients
perceive it as easy to
access employment
opportunities
compared to 14% of
non-recipients

34%

of bike recipients
volunteer compared
to 21% of non-
recipients

100%

of EPP bikes are
tracked for data
collection and
monitoring

17%

of bike recipients
recently applied for a
training opportunity
compared to 10% of
non-recipients



Community trust is higher for
bike recipients (41%) compared to
non-recipients (33%)



Inactivity levels halved from 33%
at baseline to 15% at follow-up
for bike recipients



Levels of loneliness are lower for
bike recipients (9%) compared to
non-recipients (14%)

171,443 km

travelled by bike recipients



1.5

times equivalent around the earth



Average life satisfaction
score is 27% higher for
recipients compared to
non-recipients



Average anxiety score is
17% lower for recipients
compared to non-
recipients

145 people have attended bike
training sessions



bike training sessions



logged by 20 volunteers