

# Developing an Active Travel Strategy

Active Black Country have an established reputation for embracing data and taking an insight-led approach to tackling inactivity and improving the health and wellbeing of people who live, work and play in the Black Country.



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This requires an approach led by reliable evidence, local consultation and timely data. The Insight Hub's Data section contains the latest statistics on walking and cycling.



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We now have a tool that pulls together the latest data in relation to physical activity and sport and combines this with a series of softer learnings that we capture through our day to day work, research reports that we develop to respond to local gaps in intelligence and the very latest national and international findings from research carried out by publicly funded organisations and academics.



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There are lots of helpful ways in which the Insight Hub can be used.

The hub can be used to inform and develop local strategies. For example, in light of recent announcements regarding investment in walking and cycling, Local Authorities are reassessing their strategic priorities with active travel in mind.



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However a strategy needs more than just data. ABC are regularly developing our understanding of what prevents our residents in priority areas from walking and cycling and the Learnings section of the hub collates our knowledge into the barriers to active travel in deprived areas.



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Whilst we're constantly updating the site, there'll always be areas to improve. The Insight Hub allows you to alert us to gaps in knowledge via our online proforma. Alerting us in this way gives us the best possible change of sourcing the information that the local sector needs to operate most effectively.



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