



Woodlands and Highfields Walking Pilot

What is it?

- **Walking, Wheeling and Cycling Active Travel Masterplan** for the Highfields and Woodlands area in North Doncaster was created in 2024 to support walking, wheeling and cycling (for transport and leisure) and positive health outcomes for the local community and environment.
- The infrastructure improvements will increase ease, accessibility and safety for residents to actively travel around these communities. In preparation for the infrastructure changes, **Woodlands and Highfields** walks is a pilot which transitions the insights gathered during the masterplan stage to delivery through a **behaviour change intervention**.

The Aim

- The aim is to **reduce health inequalities** through encouraging **positive behaviour change regarding the way people travel around their community**, for example shifting short car journeys to walking and wheeling. Using the **COM-B model**, the pilot focuses on providing the right support, particularly regarding **opportunity and motivation**, while preparing for increased 'capability' once new infrastructure is completed.

The Approach

What we offer

- Woodlands and Highfields walks offers a programme of **free, accessible activities** to support individuals to improve their **health and wellbeing**, develop positive walking habits, build confidence, increase awareness of local routes and increase individual levels of physical activity.
- Activities include led group walks, one to one walks and personalised travel plans.

Impact

- Having a visible presence within the community being based at Woodlands community library has helped people who may not otherwise leave the safety and comfort of their homes feel confident enough to engage in both one-to-one support and group walks.

Partnership working

- Working with Adwick Leisure and Wellbeing Hub, We aimed to encourage residents to walk to their local leisure hub instead of using cars for short journeys.
- In partnership with the hub, three walking maps were developed to provide a clear visual of the centre's proximity and highlight three local walking routes of varying time and distance starting from the facility.
- A launch event was held, attended by local residents, to promote the maps. Work is now underway to promote the 15-minute route as an alternative warm-up activity.



Working in partnership has been invaluable.

It (the pilot) has encouraged people to meet others in a welcoming and supportive environment, helping build friendships and strengthen social networks. It has been particularly beneficial for older adults, carers, and individuals experiencing loneliness and mental health issues. People who have been referred told me they have gained confidence to engage in 1:1 walks, felt they were listened to and supported. These people may have not attended group walks, finding them too overwhelming. I feel that it has also helped people feel more connected to their local community.

Sally - Social prescriber



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Active Travel England