

# Active Design

Using Active Design Principles to  
create healthier communities

Rob Holt – Sport England

Chris Burgess – Greengage

Healthy City Design Congress 2018



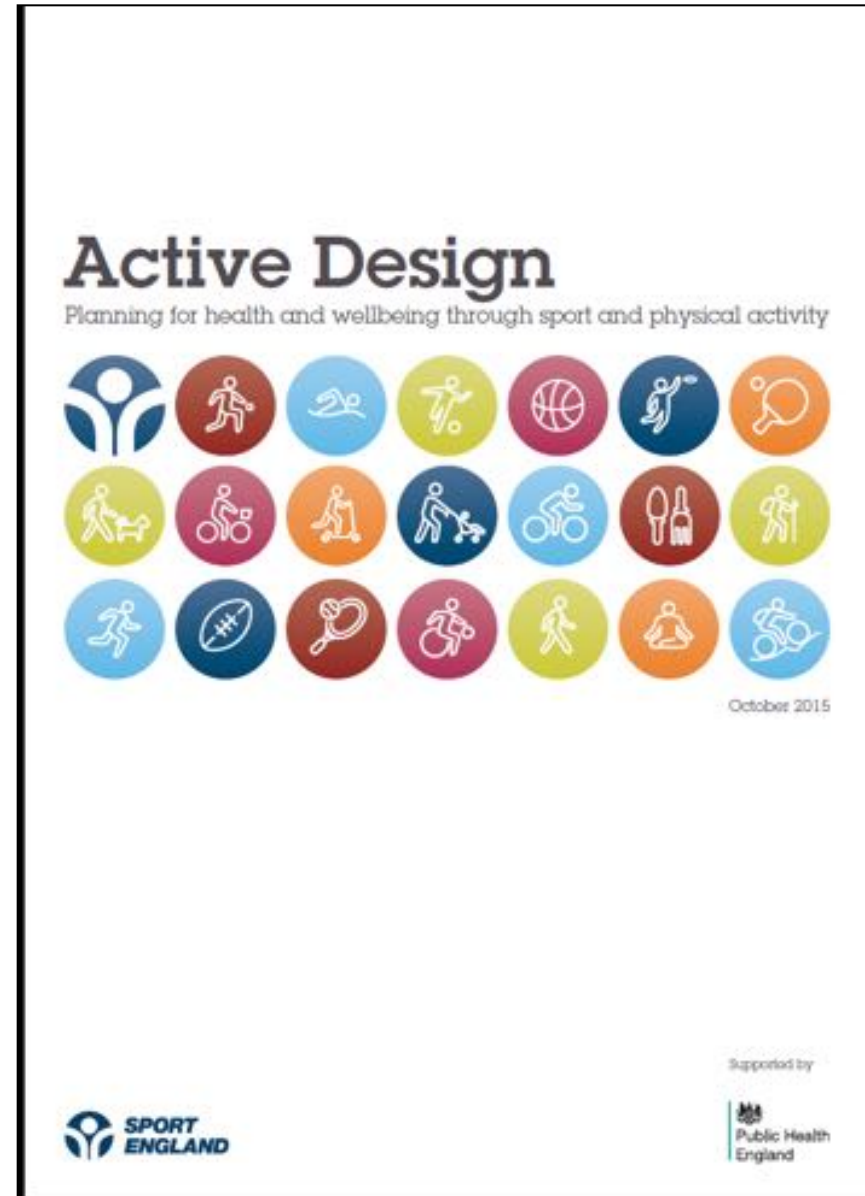
# What is Active Design

## 10 Principles aimed to promote active environments.

Original 2007 & Revised 2015

**Aimed at Town Planners, Urban Designers, Health Professionals, Developers and house builders.**

Encouraging individuals to be active through everyday living.



# ACTIVE DESIGN



LOTTERY  
FUNDED



SPORT  
ENGLAND



# INSIGHT... WHAT CONDITIONS GENERATE ACTIVITY

- Neighbourhood Design
- Streets and Active Travel
- Parks and Greenspaces



# Neighbourhood Design



- Walkability
- Compact neighbourhoods
  - Increased housing density
- High street connectivity
- Mixed land use
- Public transport links





# Streets & Active Travel



- Active travel infrastructure
- Public transport provision
- Street connectivity
- Road safety and road calming measures
- Exposure to air pollution



# Parks & Greenspaces



- Accessibility
- Quality
- Appearance



# Activity Friendly Environment Characteristics - Sallis et al. (2016)

**Activity Friendly Environment = 60% of CMO 150 mins/week target**

4 out of the 6 environmental attributes included had a positive, linear and significant impact on peoples physical activity.

- Residential density
- Number of parks
- Number of Public transport stops
- Number of street intersections – street connectivity
- Mixed land use
- Nearest public transport points

Result = **48-89 mins more** of physical activity per week





# active environments

- Brings opportunities to be active down to the everyday level
- Small interventions, small changes, big impact
- Nudging individuals into choosing the active choice
- Building activity into people every day behaviour
- Making the active choice the default choice
- Get it right and it could bring change at scale to several generations.









# SITE C PROPOSED CIRCULATION: PEDESTRIAN



SITE C PROPOSED CIRCULATION: CYCLE



## THE CENTRAL PARK





## THE CENTRAL PARK: fitness



THE CENTRAL PARK: sitting



THE CENTRAL PARK: growing





THE CENTRAL PARK: dedicated play



## THE CENTRAL PARK: planting



THE CENTRAL PARK: trees





# Why don't more teams 'actively' use the principles? 1. Evidence



## 2. Commercial Motivations

---

'We put in the roads, play areas and trees from day one, so it was an attractive place for people to move into. We weren't thinking about it in health and wellbeing terms'.

### 3. Scale

---





---

Thank you