

Initiatives & Impacts

REPORT 2022

brightwayz
inspiring active travel



brandmythingy.com

Welcome

PAVING THE WAY TO ACTIVE TRAVEL

Our **Brightwayz** Impact Report for 2022



“ For nearly 20 years Brightwayz social enterprise has been helping reduce car dependency by promoting safe, active, sustainable, everyday travel - such as walking to school, cycling to work and road danger reduction.

Hundreds of active, sustainable travel campaigns led by our customers across the UK have been supported by our products and information. We've also led on many of our own local campaigns to improve travel choices in our own community.

I hope this impact report helps inspire you to be part of what we do.

ALISON HOLLAND | Brightwayz Founder

Highlights

OUR WORKPLACE

- Achieved Silver status in the DfT-recognised Modeshift **STARS** sustainable travel award for our own workplace and an 84% reduction in carbon from staff journeys to and from work.



ACROSS THE UK

- 100,000+ hi vis reflectors and waistcoats sold.
- 170+ active travel campaigns supported.
- 31 speaker sessions delivered.
- 54 newsletters and blogs published.

LOCAL PROJECTS

- 1,314 young people benefited from our local schools projects.
- 5 local organisations, including schools, a hospital and a major retail site directly supported to secure and improve their Modeshift **STARS** accreditations.
- Supported 2 local walking and cycling infrastructure plans with our local authority.
- 57 active travel events delivered, involving a total of 2,203 local people.
- Kettering Community Cycle Club established.
- 10 group cycle rides organised.
- 95 bikes security marked.



SUPPORTING LOCAL SOCIAL ENTERPRISE

- North Northants Social Enterprise network (NNSE) organised by **Brightwayz** and expanded to 21 members.
- £10,000+ secured and invested to provide support for social entrepreneurs in North Northamptonshire.

READ MORE | www.Brightwayz.co.uk/impact



Who we are

Enabling safe, active, sustainable travel for everyday journeys helps reduce car dependency – and that’s what we are all about at **Brightwayz**.

Our Story

Brightwayz was first launched in 2004 after our founder, Alison Holland, set up a ‘walking bus’ scheme at her son’s school and realised there was a need for information and resources to support other walk to school schemes.



Change Starts with Us

Changing the way we travel for **Brightwayz** starts with the way we all travel to work. Since 2020 we have achieved an 84% reduction in carbon from our own staff journeys to and from work.

Local Projects

We also deliver local active travel projects and provide active travel consultancy support across North Northamptonshire.

National Resources

We provide engaging products and information to support active travel campaigns being run by our customers - schools, councils, charities, businesses and other organisations - across the UK.

Enabling Change

Our work enables others to make places better, reduce car dependency, improve public health and slash emissions.



ACTIVE TRAVEL RESOURCES

| www.Brightwayz.co.uk |

Why active travel?

There are multiple benefits of **making it easier** to walk, wheel, scoot or cycle and reducing the need for so many car journeys.

Reduced congestion
and parking issues



Reduced road
casualties



Cleaner air, less
noise pollution



Mental and
physical health



Improved
neighbourhoods

Improving
active travel
options =
Better for
everyone



Thriving local economy



Action on climate change



Access to jobs, easier
recruitment

Travel products

We provide 'off the shelf' and custom printed products to support active travel campaigns across the country.

- Over **100,000 reflective products** sold in 2022.
- Over **170 active travel campaigns** supported.



“

*My role is to enable children to be safer and more active on their journeys to and from school and **Brightwayz** are an essential, supportive partner in helping achieve this. I find the resources very engaging, effective, on-point and great quality.*

DONNA CROMB Consultant | Breathing Globe

“

*Playing Out CIC are delighted to work with **Brightwayz**.*

Their support with the distribution of our Play Street Road Closure Kit frees up time for our team to focus on supporting play streets across the UK, and campaigning for children's right to play out for their health, happiness and sense of belonging in their communities.

RACHEL MANSI
Operations
Officer

| Playing Out CIC



ACTIVE TRAVEL PRODUCTS

| www.Brightwayz.co.uk/products |

Promotional products



“ With our **Brand My Thingy** range we are finding clients come to us to get their custom-branded resources because they want to make good social and environmental impacts across different areas of their business, including procurement. They love the fact that all profits from their purchases go towards our campaigns to promote walking, cycling and road safety and therefore help reduce car dependency.

LANCE HOLLAND Director | Brightwayz

“ We are proud to partner with **Brand My Thingy** who share our own ethos of helping the communities in which we build. They supply us with their Desktop Bee Mix for our Customer Welcome Gifts, and the profits help to support **Brightkidz** projects that work to get more children active by walking to school, cycling and road safety. Together, we hope to create further positive social and environmental impact.

SIAN PRICE Sales & Marketing Coordinator | Orbit Homes Midlands

Our **Brand My Thingy** promotional **PRODUCTS** support our customers' marketing campaigns. Meanwhile the **PROFITS** enable us to give more support to the **PEOPLE** we help with boosting their active travel campaigns. This creates the **POTENTIAL** for more people to travel in more active ways - which is our **PURPOSE**.



Schools & young people

1,314 pupils from two local schools, **Grange Primary Academy** and **Kettering Buccleuch Academy**, benefited from our **ST:EPS** (Safe Travel: Enabling Pupils and Schools) project in 2022.

The programme is designed to help schools promote safe, active travel for children not just on the journey to and from school, but for life.



Grange Primary Academy achieved Modeshift **STARS** Gold Award, representing an excellent travel plan, with activities shown here.

- School play street - a temporary road closure event at the end of the school day to create a safe fun space for the children and the community.
- Walk to School with the Wombles - joining the local litter pick campaign on a walk to school for Environment Day.
- Slow Down in our Town workshop - learning about road safety and the impact of speed.



Schools & young people



Kettering Buccleuch Academy
The best in everyone™
Part of United Learning

Kettering Buccleuch Academy won the 'Secondary School of the Year' Modeshift School Travel Award for the Midlands and East of England and will be heading to the Houses of Parliament for the national final in summer 2023.

They also achieved Modeshift **STARS** Silver, with activities including:

- Cycle maintenance and community rides.
- Park and Stride - Encouraging parents to park away from school and pupils to walk 10 minutes.



Schools & young people



“

*We have worked with **Brightwayz** for the past few years and have been delighted with the positive impact their projects have had on raising awareness of safe travel to schools and in implementing active travel plans within school communities. The range of activities the **Brightwayz** team have developed are innovative, effective and engaging and working with them to advocate and drive positive change will help us all deliver our vision for a safer county for all.*

PAUL FELL Director of Delivery

| Office of the Police, Fire and Crime Commissioner



Consultancy



“ Thanks to the **Brightwayz** travel surveys and monitoring they manage, we can see what we are doing right and understand what the opportunities are for further improvements.

We can also see the progress which we are delighted to say includes an overall **17.9% decrease in car journeys by staff** which is significant.

DONNA FRENCH Centre Manager | Rushden Lakes

Consultancy



We provide a range of **active travel consultancy services** to organisations across North Northamptonshire, helping them reduce their travel impacts.

In 2022, our support enabled clients to achieve the following Modeshift **STARS** rankings, recognising their progress:

- **Kettering General Hospital** - Bronze
- **Wicksteed Park** - Bronze
- **Rushden Lakes** - Silver

Brightwayz also supported the development of the Kettering and Corby Local Cycling and Walking Infrastructure Plans (LCWIPs) by conducting public consultations, surveys and street audits.

Walking and Cycling in Corby Creating a New Plan For Safe Routes

HAVE YOUR SAY

Scan here



Or visit
corbytravel.commonplace.is

Consultation brought to you by Brightwayz social enterprise in partnership with North Northamptonshire Council, WSP and Commonplace
Enquiries: corbycp@brightwayz.co.uk 01536 903400



11/2022 - Ends Feb 2023

Kettering

COMMUNITY CYCLE CLUB & ACTIVE TRAVEL HUB

We launched **Kettering Community Cycling Club** and **Kettering Active Travel Hub** in 2022 to encourage cycling and to break down barriers to active travel for people of all abilities.

- 2,203 people benefited from our local projects, including school pupils.
- 57 local events/activities provided.
- 95 bikes security marked.
- 10 group cycle rides organised.
- 8 Active Travel Hub open days.

Many of our free cycle service events, 'learn to ride', 'learn to fix' and community ride events were part of Cycling UK's Big Bike Revival



The
BIG BIKE
Revival

Kettering

COMMUNITY
CYCLE CLUB

“ Whilst on holiday at Christmas, I saw an advert for the **Community Bike Ride** at the end of December, stating ‘all abilities welcome’ and I thought this was my opportunity to get back out and enjoy being on my bike again - and the rest is history!

Since then, I've done a couple of the community rides, meeting lots of new, like-minded people and regained my confidence to go out on my bike again. Having lived in Kettering all my life, I'm now discovering new routes on my bike or routes I can do on foot with my dogs and friends too!

JOANNE BRADBURY | Community Ride Participant



Kettering

KETTERING
ACTIVE TRAVEL
- HUB -

The Active Travel Hub provides a safe, secure, indoor space to leave bikes in the centre of town one day a month.



“

This secure type of bike lock up is very needed. An excellent idea.

A great idea for Kettering town centre.

I don't often ride into town as I worry about leaving the bike (even locked), so this will encourage me to cycle in more often.

Helpful and friendly volunteers.

Sharing & advocating

We work hard to **collaborate and share** our learnings and support those who need help.



“

*We have been working with **Brightwayz** for over 15 years and greatly value the partnership, especially their expertise, knowledge, collaborative nature and continued drive to improve delivery in our industry.*

***Brightwayz** provide outstanding service to **Modeshift** and our members through an excellent range of products to support active and sustainable travel schemes.*

ROSS BUTCHER BA (Hons), MSc, CIHT
| National Chair, Modeshift



We've **led** on many local campaigns, to improve travel choices in our community.

We've **supported** 170 active and sustainable travel campaigns supported across the UK including neighbourhood events run by:

- Individuals
- Schools
- Businesses aspiring to net zero
- County-wide initiatives headed up by local authorities

We've **published** 54 newsletters and blogs to raise awareness and understanding of the importance of active travel, showcase best practice and signpost others to further support.

Alison Holland, our Founder and Projects and Partnerships Director, **spoke** at 31 events in 2022, online and face to face.

This included sharing examples of best practice at the Modeshift National Conference. **Modeshift** is the UK body representing sustainable travel professionals.

Social enterprise

Brightwayz has boosted our fellow local social enterprises in 2022 by leading on the **North Northants Social Enterprise network** (NNSE) which we set up in 2020.

NNSE member Beccy received media training which has helped get coverage of her plans to create a new arts centre from a former bingo hall.

- **£5200 invested** into NNSE, using profits generated by Brand My Thingy.
- **£5000 secured** from Northants Community Foundation Growth for Good project.
- **Two Social Enterprise Ambassadors** planning the Growth for Good project.



“

The NNSE network has given us some wonderful opportunities such as fully funded social media, video feature and press training. This has increased our skills and confidence in sharing our own messages effectively. It has also helped us to connect with and get to know other local social enterprises which has created new potential for exciting collaborations on community projects.

BECCY HURRELL Director | Beccy Hurrell Voice & Arts Limited

FIND OUT MORE | www.NNSE.org.uk

Our thanks

HERE AT BRIGHTWAYZ, WE WOULD LIKE TO THANK:

- All of our staff and volunteers.
- All of our customers and clients.
- All of our supplier partners.
- All of our advocates, including individuals, schools, local authorities and community partners who share and promote our active travel ambitions.

SPECIAL THANKS

North Northamptonshire Council.
Northamptonshire Community Foundation.
Northamptonshire Office of the Police, Fire and Crime Commissioner.
Cycling UK.

OUR FUNDERS

OUR NATIONAL PARTNERS

Playing Out CIC.
Modeshift.
Supply Change.
Social Supermarket.

OUR LOCAL SUPPORTERS

The Green Patch.
Youth Works
Northamptonshire.
Wicksteed Park.
Grange Primary Academy.
Payman Royal Hotel.

Northamptonshire Sport.
Kettering Community Cycle Club leaders and members.
North Northamptonshire Business Network.
Pilkington PR.
HMP Five Wells.
Kettering Buccleuch Academy.
Grange Place Co-operative store.

OUR IMPACT SPECIALISTS | www.makeanimpactcic.co.uk

