

From: [REDACTED]
To: [A30 Chiverton to Carland Cross](#)
Subject: Application by Highways England for an Order Granting Development Consent for the A30 Chiverton to Carland Cross scheme
Date: 17 February 2019 16:32:19
Attachments: [WHO-NMH-PND-18.5-eng.pdf](#)
[Untitled attachment 00119.htm](#)

Dear Sir

I would like to speak in support of a direct cycle crossing at Chiverton Cross at the Open Floor Hearing on Tuesday 2 April 2019 (evening).

Thank you for your letter regarding the Application by Highways England for an Order Granting Development Consent for the A30 Chiverton to Carland Cross scheme. From the [Rule 6 letter](#) under Annex B, 11 Transport and Traffic 'Effects on the Public Rights of Way (PRoW) network, particularly cycling access' (1) I would like to make the following points:

- I'm a hip and knee surgeon working at the Royal Cornwall and Duchy Hospitals and living in St Agnes, at the heart of the north coast community. I cycle to work 3-4 times per week all year round and continue to be surprised that more has not been done to ensure the north coast route into Truro has not been made more active / cycle friendly.

- The benefits of cycling are laid out in the WHO 'GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY 2018-2030' (2) where it is stated that "23% of adults and 81% of adolescents (aged 11–17 years) do not meet the WHO global recommendations on physical activity for health" (see attached). There is a duty is on all of us to promote active environments (Objective 2).

I believe this consultation represents an important opportunity; please let me know if you require further information.

Kind regards

Dan

—

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1. https://infrastructure.planninginspectorate.gov.uk/wp-content/ipc/uploads/projects/TR010026/TR010026-000628-30CC_Rule_6_letter_-_Notification_of_the_preliminary_meeting_and_matters_to_be_discussed.pdf

2. <https://apps.who.int/iris/bitstream/handle/10665/272721/WHO-NMH-PND-18.5-eng.pdf?ua=1>

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GLOBAL ACTION PLAN ON PHYSICAL ACTIVITY 2018-2030

MORE ACTIVE PEOPLE FOR A HEALTHIER WORLD



World Health
Organization

AT-A-GLANCE

A VISION FOR A MORE ACTIVE WORLD

Regular physical activity is proven to help prevent and treat noncommunicable diseases (NCDs) such as heart disease, stroke, diabetes and breast and colon cancer. It also helps prevent hypertension, overweight and obesity and can improve mental health, quality of life and well-being. Yet, much of the world is becoming less active. As countries develop economically, levels of inactivity increase. In some countries, these levels can be as high as 70%, due to changing transport patterns, increased use of technology, cultural values and urbanization.

Failure to act to increase levels of physical activity will see related costs continue to rise, with negative impacts on health systems, the environment, economic development, community well-being and quality of life.

This new global action plan to promote physical activity responds to the requests by countries for updated guidance, and a framework of effective and feasible policy actions to increase physical activity at all levels. The plan sets out four objectives and recommends 20 policy actions that are universally applicable to all countries and address the multiple cultural, environmental and individual determinants of inactivity.

Effective implementation will require bold leadership combined with cross-government and multisectoral partnerships at all levels to achieve a coordinated, whole-of-system response.

The World Health Organization will support countries to scale up and strengthen their response with evidence-based policy solutions, guidelines and implementation tools, and will monitor global progress and impact.

There are many ways to be active - walking, cycling, sport, active recreation, dance and play - and many policy opportunities to increase participation.

GOAL TO REDUCE PHYSICAL INACTIVITY

BY 2025
10%

BY 2030
15%

1 CREATE ACTIVE SOCIETIES

SOCIAL NORMS AND ATTITUDES

Create a paradigm shift in all of society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular physical activity, according to ability and at all ages.



2 CREATE ACTIVE ENVIRONMENTS

SPACES AND PLACES

Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular physical activity, according to ability.



3 CREATE ACTIVE PEOPLE

PROGRAMMES AND OPPORTUNITIES

Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities to engage in regular physical activity as individuals, families and communities.



4 CREATE ACTIVE SYSTEMS

GOVERNANCE AND POLICY ENABLERS

Create and strengthen leadership, governance, multisectoral partnerships, workforce capabilities, advocacy and information systems across sectors to achieve excellence in resource mobilization and implementation of coordinated international, national and subnational action to increase physical activity and reduce sedentary behaviour.



PHYSICAL ACTIVITY HAS MULTIPLE HEALTH, SOCIAL AND ECONOMIC BENEFITS

AND CAN CONTRIBUTE TO ACHIEVING THE 2030 SUSTAINABLE DEVELOPMENT GOALS (SDGs).

Policy action on physical activity is interconnected with 13 SDGs



Working in partnership and investing in policy actions to promote walking, cycling, sport, active recreation and play can promote community well-being and quality of life for all.

WHAT IS THE WORLD HEALTH ORGANIZATION GOING TO DO?

Working in partnerships, WHO will support countries to implement a whole-of-community approach to increase levels of physical activity in people of all ages and abilities. Global, regional and national coordination and capacity will be strengthened to respond to needs for technical support, innovation and guidance.

WHO will focus on the following key areas:



Facilitate and promote multisector partnerships



Develop and disseminate policy, guidelines and tools



Catalyse innovation and digital solutions



Advocate for policy action, partnerships and community participation



Support knowledge transfer



Promote investment in research and evaluation



Support resource mobilization



Provide technical support



Partner to strengthen workforce capacity



Monitor progress and impact

WHOLE OF GOVERNMENT SOLUTIONS FOR PHYSICAL INACTIVITY

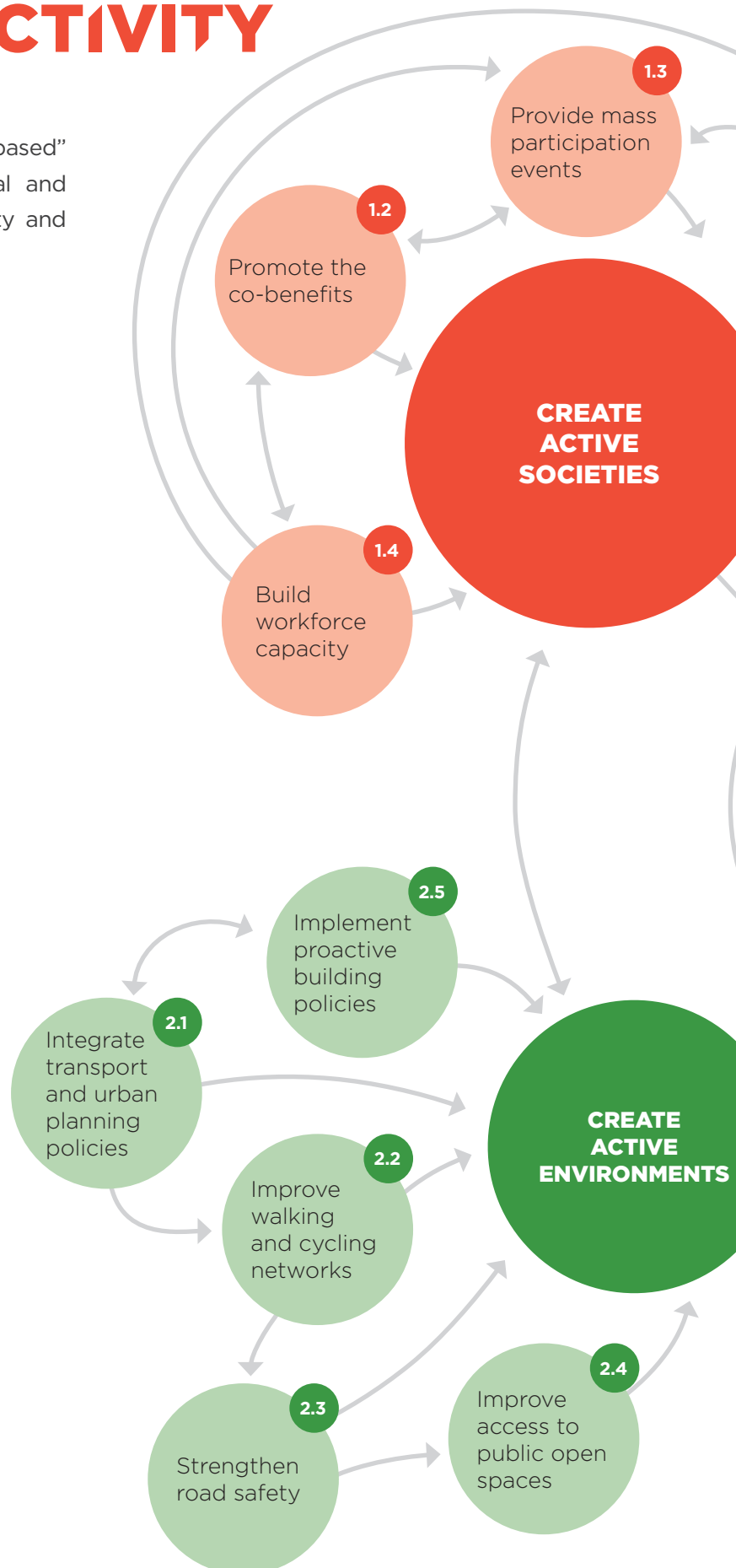
This global action plan provides a “systems-based” roadmap for all countries to enable national and subnational action to increase physical activity and reduce sedentary behaviour.

Increasing physical activity requires a systems-based approach - there is no single policy solution

WHAT IS A ‘SYSTEMS-BASED’ APPROACH?

A systems-based approach recognizes the interconnectedness and adaptive interaction of multiple influences on physical activity. It shows the numerous opportunities for policy action by different stakeholders to reverse current trends in inactivity and how they interact on multiple levels.

Implementation requires a collective and coordinated response across the settings where people live, work and play by all relevant stakeholders, at all levels, to ensure a more active future.





Numbers shown refer to the recommended policy actions. For full details refer to the main report.



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