



aktivehoppa 

The Keighley Hoppa Initiative

Partner Organisations & Initiatives:

sportKeighley
Metro
Keighley Town Council
Bradford Vision
Bradford Environmet Partnership
Keighley & District
bactive
Keighley & Worth Valley Railways
Airedale Primary Care Trust



The Keighley Hoppa Initiative

The aKtivehoppa Initiative

It was identified early in the life of the sportKeighley partnership that a major bar to participation in physical activity, especially for those without private transport (the young, the elderly, people with disabilities and those unable to afford private cars) is the requirement to travel, even over relatively short distances.

Keighley has one of the best bus services in the UK, and the Airedale Line and Keighley & Worth Valley Railway provide excellent train services. The West Yorkshire Metro Journey Planner is superb, even detailing the number of metres to be walked in between bus/train jounries! However, the specific servicing of often quite individual travel needs is often quite hard to deliver and to promote.

The sportKeighley Physical Activity Action Plan identifies the need for good transport options, and thus the AKtiveHoppa concept has arisen alongside the WaKkways, CyKle and SKate initiatives as part of the overall Ki (Keighley Integrated) Initiative.

The Action Plan identifies the need for a frequent and scheduled bus service that links some of the key facilities in the town on a regular basis. The new Keighley Bus Station enabled this concept to have a definitive structure that would be able to provide safe and efficient transport to a variety of sites in the town where activities take place which could also link safely and conveniently with existing services from and to all outlying areas.

Originally put forward as a "SportHoppa", discussion amongst sportKeighley partners quickly identified a number of other activities that such a service might support, such as travel to/from after school clubs and evening classes, access to meetings, travel to worship, etc. and thus the generic "AKtiveHoppa" title was adopted.

The initially identified need for such a service (which would be in addition to the excellent bespoke local transport services already provided by Keighley Community Transport, Night Rider and other initiatives) is between the hours of 4pm and 9pm, Monday to Friday for forty-eight weeks of the year.

Discussions with West Yorkshire Metro and Keighley & District Transport have led to the proposed use of the new Yellow Buses to fulfil this need, with a target to commence services at a flat-rate fare basis early in 2005.

Quote from Dave Gent, Director, Sport England Yorkshire when shown wymetro journey planner:

"This is brilliant!!!!!"

We need to promote our assets!!