



Aiming for an
Integrated Transport Infrastructure
for Keighley and District



walkways 
The Keighley Walking Initiative



cyKle 
The Keighley Cycling Initiative



aktivehoppa 
The Keighley Hoppa Initiative



sKate 
The Keighley
Xtreme Sport Initiative



The **Ki** Initiative

The “Keighley Integrated” or “Ki” initiative has grown out of the separated but parallel development of walking, cycling, public transport and skating initiatives via the sportKeighley partnership.

The latter prepared a Physical Activity Action Plan (PAAP) in May 2002. This identifies two strands to the issue of transport as associated with physical activity:

- Even short journeys to facilities where physical activity goes on are difficult for many groups of people, and thus the opportunity for participation is reduced or even prevented;
- The actual journey itself can in many cases be an important source of physical activity (eg, walking, cycling, running, skating).

In order to promote a rational distribution of sports and physical activity venues across the district, it is an important element of the PAAP that the options are provided for people to get to them. If such options, such as a walking and cycling network and a specific public transport

service, are open to all, it will not only encourage those without personal transport to participate equally but also may persuade those who normally rely on the car to consider alternatives. The very act of travel, and the creation of corridors and routes between and through communities, also helps to challenge some of the perceived barriers between parts of the town and district, which a culture of exclusive and targeted action has tended to create.

The ideas represent the input of a wide partnership of people from every sector across the district. The initiatives do not seek to reinvent the wheel but instead to develop what is already physically present in Keighley, and to influence in a positive way the future development of the district. Thus the ideas (which are continuously evolving) are being fed into the Keighley Town Council and KADRA plans, the Airedale Masterplan, the Local Transport Plan and the Unitary Development Plan.

The use of the red “K” is part of a wider aim to create a clear and positive brand for Keighley and District that people associate with good things and a progressive, integrated set of initiatives.

Partner Organisations & Initiatives:

sportKeighley
Metro
British Cycling
Austrans
Keighley Town Council
Bradford Vision
Keighley College

Bradford Environment Partnership
Keighley & District
Oakbank School
bactive
Keighley & Worth Valley Railways
Airedale Primary Care Trust

quote from Ursula K. Le Guin, children’s author:

“It is good to have an end to journey toward, but it is the journey that matters in the end”

We need to promote our assets!!