

ACTIVE TRAVEL

Move more. Feel better.
≡ LIVE WELL! ≡

Walking, wheeling or cycling for everyday journeys is one of the easiest ways to improve your health and wellbeing – for body, mind and community.



≡ BOOSTS YOUR HEALTH EVERY DAY ≡



IMPROVES PHYSICAL HEALTH

Just 10 minutes of brisk walking or cycling can burn 50 calories.
Regular activity helps strengthen your heart, muscles and bones.



ENHANCES MENTAL WELLBEING

Active travel boosts endorphins and serotonin – helping to lift your mood, reduce stress and leave you feeling more relaxed and positive.



IMPROVES SLEEP

Being active during the day helps you rest more deeply at night and wake up feeling refreshed.



BUILDS CONFIDENCE

Reaching your daily activity goals boosts self-esteem and gives you a sense of achievement and independence.



SOCIAL & CONNECTED

Walking, wheeling or cycling helps children connect with friends and community, supporting happier, healthier lives.



REDUCE RISK OF ILLNESS

Regular activity can help lower the risk of obesity, type 2 diabetes, heart disease, high blood pressure and some cancers.



≡ A LITTLE MAKES A BIG DIFFERENCE ≡

Children and young people who regularly walk, wheel or cycle to or from school can meet between 25–35% of their recommended physical activity each day.

- ✓ Builds self-confidence
- ✓ Improves physical health
- ✓ Supports mental wellbeing
- ✓ Develops independence and safety awareness
- ✓ Improves physical health
- ✓ Helps with learning and focus

Every journey is a step towards a healthier you!

≡ GOOD FOR YOU, GOOD FOR PEMBROKESHIRE ≡

CLEANER AIR



Up to 40,000 deaths in the UK each year are linked to air pollution. Active travel reduces harmful emissions and creates fresher, cleaner air for everyone.



FEWER CARS ON THE ROAD

Around 80% of that pollution comes from vehicles on the road. Choosing active travel means fewer cars, less congestion and quieter streets.



BETTER PLANET BETTER FUTURE

Replacing car trips with walking, wheeling or cycling cuts carbon emissions and helps fight climate change.



HEALTHIER COMMUNITY

Safer routes, less pollution and more active people create happier, healthier neighbourhoods for us all.



CHOOSE TO WALK, WHEEL OR CYCLE
For your health, your community and our planet.
EVERY JOURNEY COUNTS!

Remember: Always use the Green Cross Code when crossing the road.



Scan the QR code for more information on Active Travel in Pembrokeshire