



Somer Valley Forum 27 February 2024

Bath & North East
Somerset Council

Improving People's Lives



Active
Travel
England



What is the Active Way



- Bath & North East Somerset Council awarded £1.5 million from Active Travel England, following a successful bid by the council and supported by the West of England Combined Authority
- One of 11 Local Authorities selected for a three year pilot study (2022-2025)
- The Active Way will...
 - **Promote social prescribing** into a range of **active travel** activities
 - Have a **broad cycling, walking and wheeling offer** with interventions for all age groups and needs.
 - Emphasise building people's **confidence, motivation, knowledge and skills** to engage with walking and cycling activities long-term.
- We are particularly keen to see what **positive outcomes** we find in relation to **improved health and wellbeing**, any correlation to **reduced GP and Hospital visits from participants** and any increases in the **use of local infrastructure** (cycle paths, use of parks and walking routes).



Free activities in the Somer Valley



Walking

- Active Steps (Sustrans)
- Wellbeing walks (Sporting family Change)
- Snap and stroll
- Other walking groups (Buggy Walks, Nordic Walking)
- Self-guided walk information and route signage

Hybrid (Walking, wheeling and cycling)

- Digital physical activity behaviour monitor(KiActiv)
- Willson Grant (community asset building)
- Route planning
- Support for schools
- Family/ children active challenges i.e. “Beat the Street” mass community activities for children and families

Cycling

- Beginner and returning cyclist group rides (B&NES)
- Adult 1:1 cycle training in safe (off-road) spaces (B&NES)
- Inclusive cycling training and group rides (All Cycle Bath and West)
- Bikeability for schools (B&NES)
- Bike hire and e-bike hire
- Bike repair/maintenance
- Bike reuse
- E-Cargo Bike Hire

Infrastructure

- Some improvements to existing infrastructure
- Interpretation boards



Who is Active Way for



There is something for everyone, we want to be as inclusive as possible and are unlikely to turn anyone away, but we are targeting based on need and inequality;

- People living in deprived areas with low levels of physical activity
- People with long term conditions
- Underrepresented groups
- People with Multiple morbidity
- People with disabilities
- People suffering from anxiety and lack of confidence
- People not in education, training or (well paid) employment
- Ethnic minority groups

We are offering activities to communities across Bath and North East Somerset based on need.



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Key achievements



- Referral forms and management system launched <https://theactivewayreferrals.riviam.io/>
- Website went live www.theactivewaybathnes.co.uk
- Staff in place - going out to recruit another part time post
- E-Bikes and pedal bike fleet procured
- Storage locations and hubs established across the Somer Valley
- Willson Grant projects awarded



Participation



- Beat The Streets, 4,270 participants
- KiActiv, 350 participants accessed directly from GP letters
- Active Way referrals:
 - 57 individual participants
 - 120 activities requested across all pods.

Lessons Learnt from first referrals:

- Referrals are best as 1-2-1 conversations
- Participant commitment is not always followed through
- The bulk of the referrals are coming from a handful of people

“Just want to thank everyone for last year and start off this year it’s been amazing, this groups has given me more confidence and a social life. Meeting new people and friends, I thank you all xx” – Snap and Stroll participant, Jan 24



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Willson Grant

Grant fund of £70000 for active travel, creative, cultural and heritage projects in the Somer Valley – closed in September 2023. Active Way and WECA funded

Awarded grants to 10 projects

- Chat-E-Cycle
- Inclusivfit
- Creative ReveloutionHERies
- Timsbury Street Theatre Workshops
- Greenway Art Trail
- Handweaving
- Sing-a-ling
- Curiositree
- Skate Park – Radstock
- Creative Roots outdoor learning



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Whats next?



- Proactive engagements with groups, more referrers and organisations
- Process evaluation in April 24
- Willson Grant projects starting in early Spring
- Continue to build the profile and visibility of The Active Way in the Somer Valley and create demand outside of it
- Establish a Social Prescribing vision and framework for B&NES using our project as a key example
- Breakdown more barriers to access for Active Travel and build a solid legacy



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Thank you

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Walk and Talk



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