



The Active WAY

(previously, called the Somer Valley Active
Travel Social Prescribing)

Active travel

- Active Travel is “*walking to school, cycling to work, or other everyday journeys you make to get from place to place – rather than solely for leisure or fitness*” – Sport England
- There is strong evidence that active travel interventions (such as this hub) increase walking, cycling and physical activity, particularly for town or citywide approaches.
- There is also evidence for the positive impact of walking and cycling interventions at a more localised level such as interventions to build or improve local walking and cycling routes or networks.

Source: Sport England



Social Prescribing

- Social prescribing is a means of enabling health professionals to refer people to a range of local, non-clinical services
- Recognises that people's health and wellbeing are influenced by many different factors
- Schemes can involve a range of activities that are typically provided by voluntary and community sector organisations
- Examples include volunteering, arts activities, group learning, gardening, befriending, cookery, healthy eating advice and sports



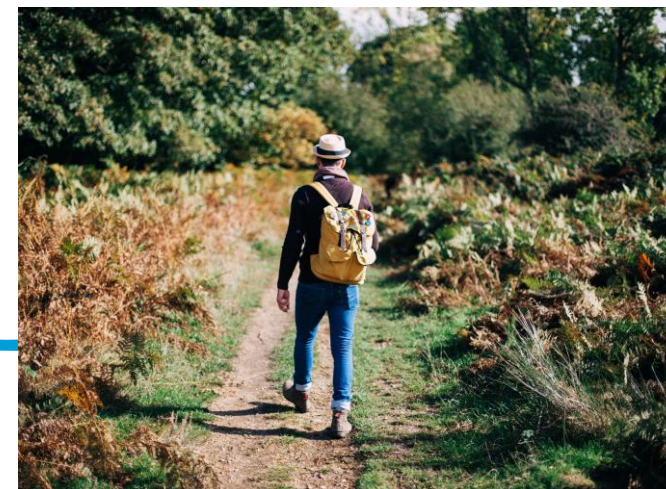
Source: King's Fund

What is the Active WAY?

- Bath & North East Somerset Council awarded **funding** from the Department for Transport, 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
- The Hub will:
 - Promote **social prescribing** into a range of **active travel**
 - 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.

Proposed activities

- Adult 1:1 cycle training in safe (off road) spaces
- Beginner group cycle rides
- Bike repair/maintenance
- Bike hire and e-bike hire
- Inclusive bike hire
- Route planning with an active travel officer
- Support for schools
- “Beat the Street” mass community activities for children and families
- Wellbeing walks
- Creativity walks
- Walking groups
- Cycling groups
- Snap and stroll (photo walks)
- Self-guided walk information and route signage
- Family/ children active challenges
- Wearable activity trackers
- Bikeability for schools



All activities are free!

Improving Current Infrastructure

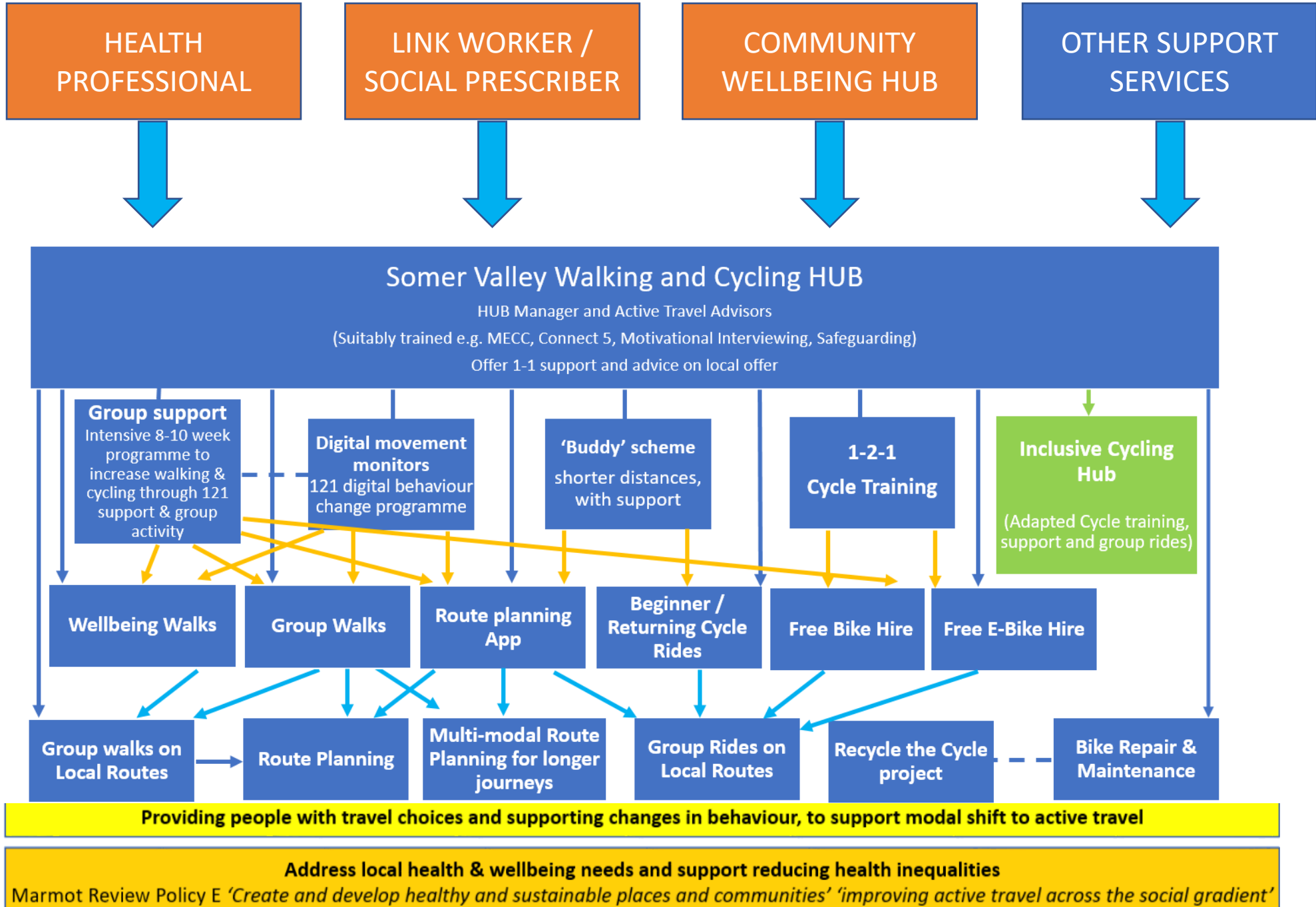
e.g. overgrown footpaths, route maintenance, signage, lighting

New Active Travel Infrastructure

CRSTS schemes, A37/A367 Corridor, LCWIP routes

Comms, messaging and information

e.g. normalisation of active travel, case studies, printed and digital information



Aims and Objectives (1)

Health

- **Increase levels of physical activity** through cycling and walking.
- **Increase rates of mobility in target and under-represented groups**, including but not limited to those with long term conditions, multiple morbidity, disabilities, those not in education or (well paid) employment, and those from ethnic minority groups.
- **Address local community identified need** relating to underrepresented groups, high levels of deprivation and health inequalities.
- As a result of the above, **reduce dependence on prescribed pain medication, reduce morbidity, reduce mental health need, reduce health inequalities, and improve healthy life expectancy.**

Social

- Bring **greater awareness of the benefits of active travel** to health and wellbeing among local residents and share good practice to raise awareness beyond the area.
- Directly **tackle barriers to accessing sustainable transport** by providing training, cycle access and ongoing support to overcome confidence, access and skills gaps.
- **Support a modal and cultural shift to active travel** providing people with travel choices and supporting changes in behaviour.
- **Share evaluation and research**, contributing to knowledge about what works and sharing good practice.



Aims and Objectives (2)

Environmental

- Demonstrate **clear links between infrastructure development and the proposed social prescribing schemes.**
- Support communities to be **more resilient** in adapting to a changing climate.
- Support **stronger neighbourhoods**; reduce traffic congestion and air, noise and water pollution.
- Leave a legacy of modal shift by **empowering individuals** and the community to support one another in accessing sustainable transport and advocating for its provision in the future.

Economic

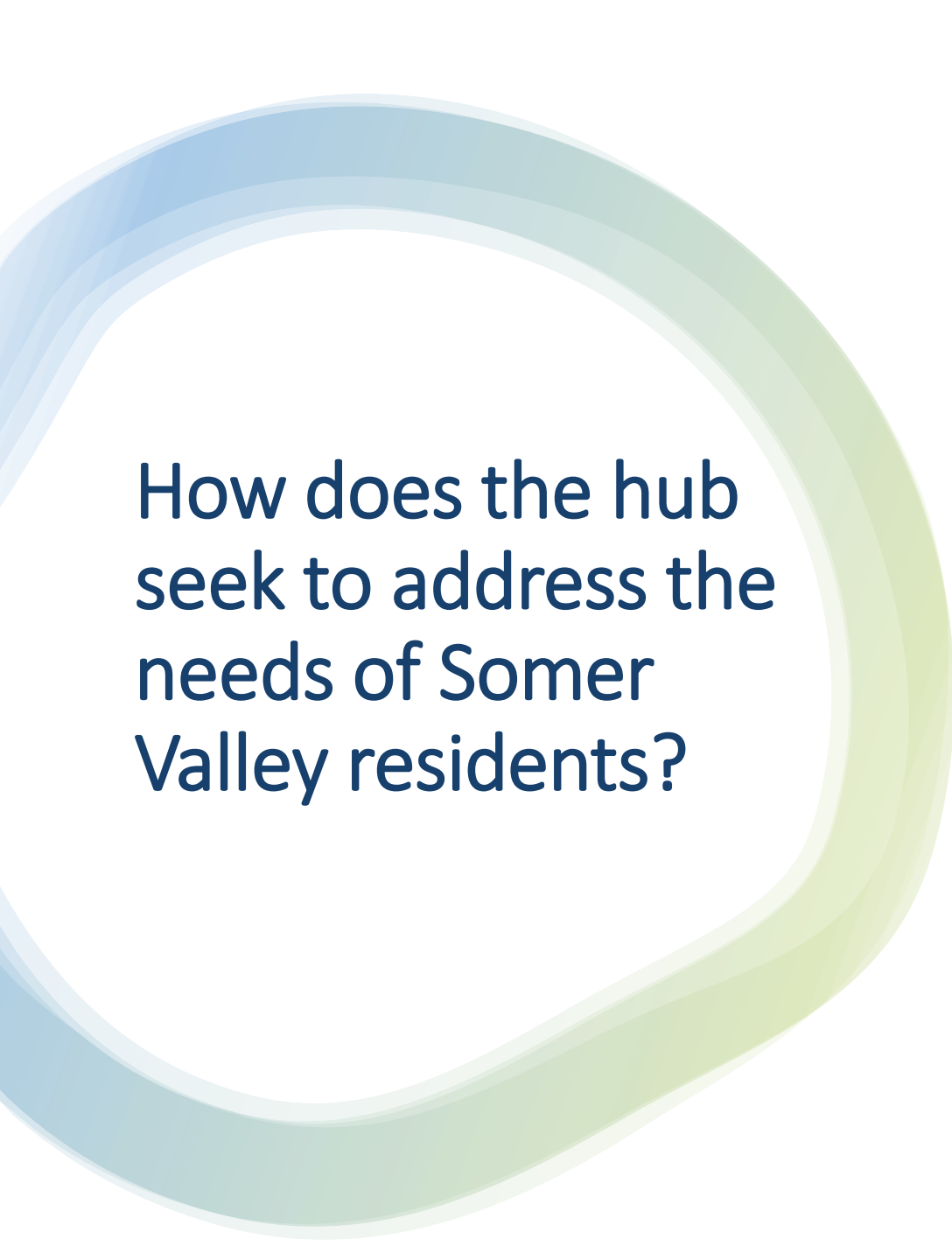
- **Reduce absenteeism, increased opportunities to access education and work, increased footfall in local areas, and long-term cost reductions to the health service** by improving health outcomes and habitual changes that will last for decades.





Needs/wants of Somerset Valley residents...

- **Community engagement with residents in the Somerset Valley indicated the following barriers to physical activity & active travel:**
 - Affordability/not enough money
 - Low motivation
 - Fear, feeling unsafe & lack of confidence
 - Poor access to spaces e.g. cycle paths & green spaces
 - Poorly maintained infrastructure e.g. pavements
 - Limited understanding of cycling and benefits of active travel
- **Recommendations from the engagement exercise were:**
 - Strong local links with existing services & health professionals
 - Inclusive e.g. different times of day, varying abilities, age, family types, access to facilities, friendly, pets allowed, improved cycle & footpaths and signage, free
 - Emphasise benefits e.g. personal, family & community benefits
 - Promote safety – lights, Hi-Viz, training available
 - Professionals who are proactive, champion active travel and provide support



How does the hub seek to address the needs of Somer Valley residents?

- **Free** to use!
- **Broad range of activities** to choose from
- Activities are **open to all** regardless of age or ability
- **Training and support** available to help people feel confident and motivated to use the equipment
- Accessible through **self-referral** as well as **referrals from community services and local health professionals**
- Physical 'hubs' people can visit to get **advice and support in person**
- **Boosting mental and physical health**

Intended outcomes

**Overarching
key
outcome**

**Improve physical and
mental health via active
travel in residents and
employees in the Somer
Valley**

**Support a sustained
modal and cultural shift
to active travel**

**Increase active travel in
target and under-
represented groups**

**Contribute to knowledge
about what works and
what doesn't work in
increasing mobility
through active travel and
social prescribing**

**Reduce health
inequalities**

**Increased knowledge
and awareness of the
benefits of active travel
and of local cycling and
walking routes**

**Decreased health service
use**

**Evidence the link
between infrastructure
improvements and the
active travel social
prescribing scheme**

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