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



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





- 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!

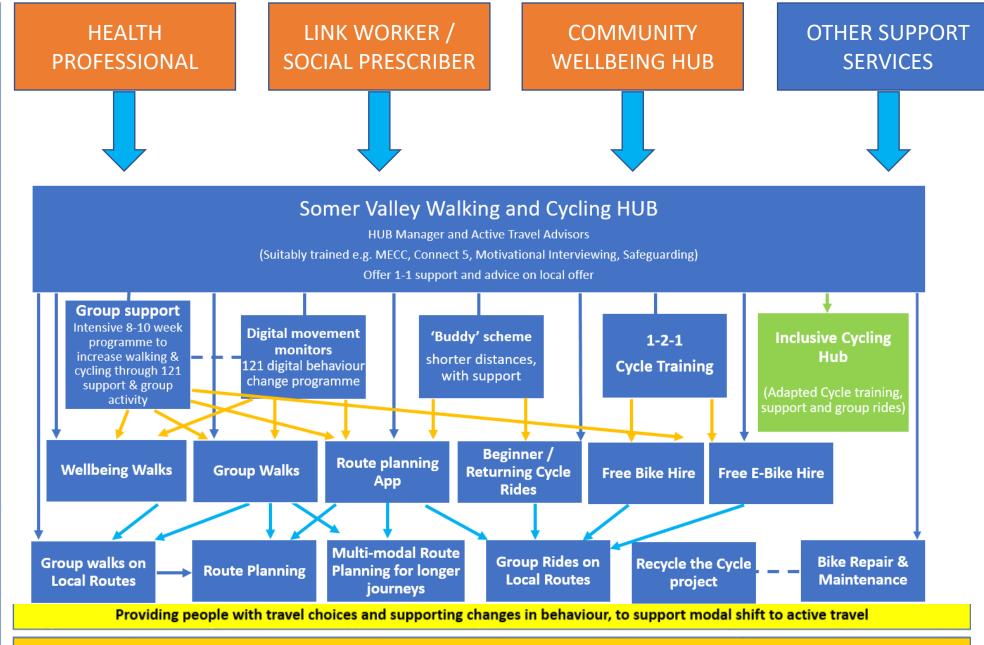


- A 12 month mass participation behaviour change programme which increases people's activity levels and improves mental and physical well-being.
- Over 1.6 million participants have taken part to date in over 130 places across the UK and Europe.
- RFID sensors called "**Beat Boxes**" are placed on street furniture, parks and green spaces. Local residents are provided with RFID cards and then walk, run, cycle or roll between boxes, tapping their cards on the boxes and earning points for themselves and their team as they do so.
- During and after the game local partners work together to sign-post participants to ongoing activities and support residents to remain active; in this way Beat the Street will be used as a launch pad into the ATSP Hub and the range of leisure and recreational activities on offer in the Somer Valley and across B&NES.
- Benefits:
 - Increased physical activity:
 - 71% of adults who were inactive when they registered to take part before the game were lifted into activity 12 months later (40,754)
 - 75% of children who were 'less active' when they registered to take part before the game were lifted into activity 12 months later (33,976)
 - **Getting participants to visit local green spaces** In Leicester, Go Wild week led to a 45% increase in activity in 10 parks from the previous week (based on Beat Box data). There was a threefold increase in activity at Beaumont Park in the most deprived area of the programme.
 - Showcasing cultural sites In Reading, they made the Beat Box outside the museum worth double points during half term and then museum saw a 50% increase in footfall.
 - Increasing active travel levels means a shift away from car use Across 17 recent programmes, there was a 12% increase in people walking or cycling on 5+ days per week.
 - **Supporting local businesses** In Eastbourne, 40% of players travelled to the town centre specifically to play Beat the Street and visited a range of local attractions and businesses.
 - **Growing the social economy** In Derby, the proportion of participants reporting high social cohesion increased from 1% before the game to 17% after.
 - Social prescribing a number of programmes signpost participants to local social prescribing services.
- In addition to this, the programme will provide Bath & NE Somerset Council and other partners with good data and insight, which can then be used to aide future commissioning decisions.

overgrown footpaths, route maintenance, signage, lighting **Current Infrastructure Improving** e.g.

Travel Infrastructure ctive New

and digital A37/A367 Corridor, LCWIP routes printed and information studies, case information Comms, messaging active travel, CRSTS schemes, ofnormalisation e.g.



Address local health & wellbeing needs and support reducing health inequalities

Marmot Review Policy E 'Create and develop healthy and sustainable places and communities' 'improving active travel across the social gradient'

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 an 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.

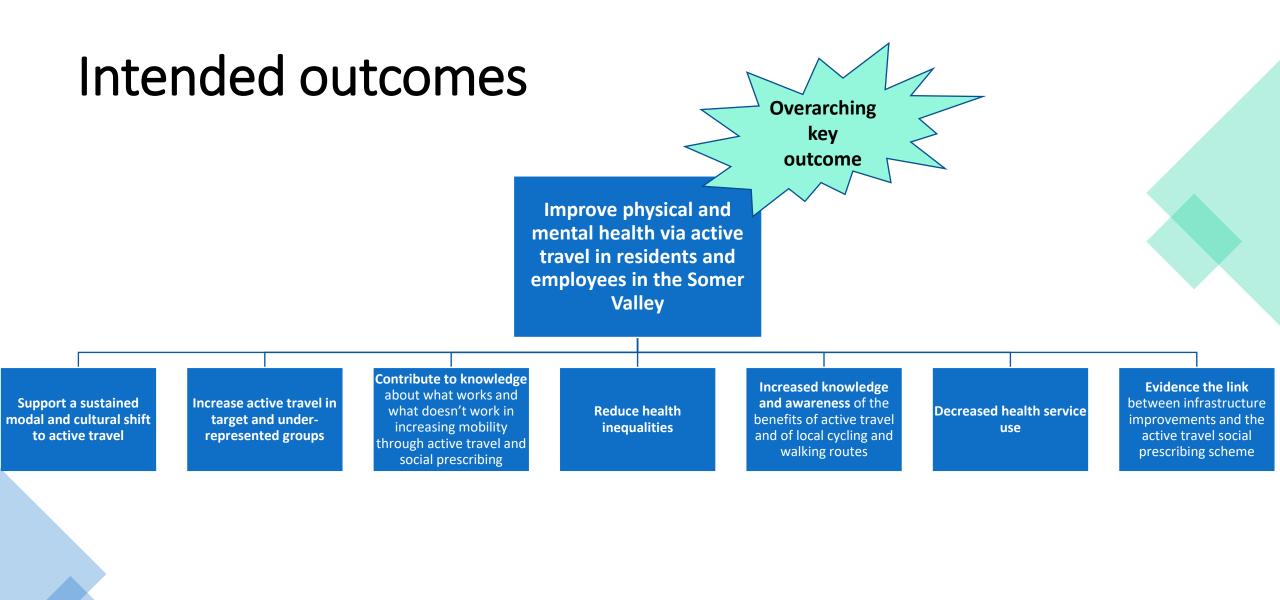


Needs/wants of Somer Valley residents...

- Community engagement with residents in the Somer 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



Contact details

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