



**Somer Valley Forum 20<sup>th</sup> September 2023**



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# 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
- 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).



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# Who is the Active Way for?

We want to be as inclusive as possible and are unlikely to turn anyone away but our particular focus initially is on;

- People living in the Somer Valley
- People with long term conditions
- Under represented 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



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# Free Activities

## Walking

- Wellbeing walks
- Creativity walks i.e. snap and stroll
- Other walking groups
- Self-guided walk information and route signage

## Hybrid (both walking and cycling)

- 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
- Wearable activity trackers – KiActive

## Cycling

- Beginner and returning cyclist group rides
- Adult 1:1 cycle training in safe (off-road) spaces
- Inclusive cycling training and groups (for those with disabilities)
- Bikeability for schools
- Bike hire and e-bike hire
- Bike repair/maintenance
- Bike reuse

## Infrastructure

- Some improvements to existing infrastructure



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# Addressing local needs

- **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



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# How to access The Active Way

- Referral from through the **Community Wellbeing Hub** (The Active Way will be a pod within the community wellbeing hub, providing an integrated offer)
  - Health professionals including care coordinators and link workers
  - Other community services
  - Self referral
  - Internal referrals (other Active Way CWH providers)
- The referral form will be accessed via a link on our website [www.theactivewaybathnes.co.uk](http://www.theactivewaybathnes.co.uk)
- We will also be based at the **Hope House Healthy Living Centre** in Radstock every **Mon, Wed and Fri**
- We have mini hubs at **Unit 14 (MSN) on Tuesdays** and at **Paulton Library on Thursdays**



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# Willson Grant

In the honour and legacy of Jenny Willson, our colleague and passionate health and wellbeing champion.

The aim of the grant is to build strong community assets and support grass roots projects to provide free active travel, creative, cultural and sustainability initiatives and activities in the Somer Valley.

Applications are now live and are open until 16<sup>th</sup> October.

Our launch event is this Saturday at Hope House

<https://tinyurl.com/The-Willson-grant>



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# Save the date(s)

Saturday **23<sup>rd</sup> September** 2-4pm @ Hope House Healthy Living Centre  
**The Willson Grant Launch Event**

Tuesday **3<sup>rd</sup> October** 1-3pm @ Hope House Healthy Living Centre  
**Professional Launch of The Active Way**

Saturday **14<sup>th</sup> October** 1-4pm @ Unit 14, Midsomer Norton  
**Community Launch of The Active Way**



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# Thank you

Website:

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Bath & North East  
Somerset Council

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