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Bath & North East  
Somerset Council

Improving People's Lives



Active  
Travel  
England



# What is the Active Way?



- Bath & North East Somerset Council awarded £1.6 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 will also explore 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).



# ATSP Objectives



There are 4 key Active Travel Social Prescribing pilot objectives:

- To address local community identified need relating to underrepresented groups, high levels of deprivation and health inequalities.
- To actively promote increased levels of physical activity through cycling and walking.
- To understand how infrastructure influences the uptake of active travel.
- To support modal shift to active travel providing people with travel choices and supporting changes in behaviour.



# Pilot area – Somer Valley



## Identified local need:

**Deprivation** - Midsomer Norton, Radstock, Westfield and Peasedown, located in the Somer Valley, are in the top 20% most deprived areas in B&NES

**Physical inactivity** – the % of inactive adults in Westfield (25.7%) and Midsomer Norton (25.1%) are higher than the England average (24.6%), with both Radstock (22.7%) and Midsomer Norton North (22.1%) being higher than the B&NES average (20.5%) (2).

**Childhood obesity** – between 2019/20 and 2021/22, 27.8% of year 6 aged children in B&NES were obese or overweight compared to 33.3% in Peasedown, 31.7% in Radstock and 31.6% in Midsomer Norton.

**Lower levels of active travel, higher rates of car ownership, lack of sufficient public transport options**

**We are also working in other areas of higher need (i.e. Twerton) and with settings where there are groups of people under-represented in active travel**



# Who the Active Way is 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



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# Our activities



## 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





# Key achievements in 1 year



- Providers commissioned
- Referral forms and management system developed and launched <https://theactivewayreferrals.riviam.io/>
- Website went live [www.theactivewaybathnes.co.uk](http://www.theactivewaybathnes.co.uk)
- Team and staff in place
- Storage locations and hubs established across the Somer Valley
- E-Bikes and pedal bike fleet procured
- Willson Grant projects awarded
- Activities underway
- Monitoring and Evaluation plan established, and evidence being gathered



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# Wilson 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
- Greeway Art Trail
- Handweaving
- Sing-a-ling
- Curiositree
- Skate Park – Radstock
- Creative Roots outdoor learning



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# Evaluation



We have commissioned the University of the West of England as our evaluation partner.

Monitoring activities planned to help us evaluate the impacts.

- Participation data (number of people and sessions)
- Participant questionnaire (to monitor physical activity, health and wellbeing before and after intervention)
- Infrastructure usage (Traffic count data, See.sense bike trackers, KiActiv data)
- Qualitative feedback (through interviews and focus groups)
- Health Economic data (through access to Social prescribers and some NHS data)

Informing the evidence base for the national evaluation programme being delivered by Active Travel England of ATSP. Also informing a business case for further funding where interventions are demonstrating effectiveness and cost effectiveness.

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