



OHID 22.05.25

Bath & North East
Somerset Council

Improving People's Lives



Active
Travel
England



The Active Way is...



- Promoting **social prescribing** into a range of **active travel** activities
- Offering a **broad cycling, walking and wheeling offer** with interventions for all age groups and needs.
- Building people's **confidence, motivation, knowledge and skills** to engage with walking and cycling activities long-term.
- Evaluating any **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).



Interventions



Walking



- Active Steps
- 1-2-1 Wellbeing walks
- Snap and stroll
- Buggy Walks
- Nordic Walking
- Go Jauntly localized route creation

Hybrid (Walking, wheeling and cycling)



- KiActiv Digital physical activity data dashboard
- Willson Grant (community asset building)
- Seated exercise / strength building
- Beat the Street (mass community activity)



Cycling

- Beginner and returning cyclist group rides
- Adult 1:1 cycle training in safe (off-road) spaces
- Inclusive cycling (using adapted bikes)
- Bikeability & Balanceability
- Bike and e-bike hire
- Wellbeing side by side ebike taxi (Chat E Cycle)
- Dr Bike and DIY bike maintenance
- Bike reuse
- E-Cargo Bike and Trailor Hire

Infrastructure

- Some improvements to existing infrastructure
- Route planning
- Wayfinding and Interpretation boards



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 (Global Majority)



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

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Referral opportunities

Working with the Three Valleys PCN



Social Prescribing Link Workers

At the start of the pilot there were 5 link workers in our targeted PCN

Care Coordinators

Each GP Practice has a Care Coordinator

PCN Health and Wellbeing Coach

The PCN now employ a Health and Wellbeing Coach to work across all 7 practices

Community Wellbeing Hub

A partnership organisation with over 40 Third Sectors Organisations and Charities and local services brought together to deliver services effectively.

Community Groups

We have a range of community groups we have proactively engaged with to offer activities

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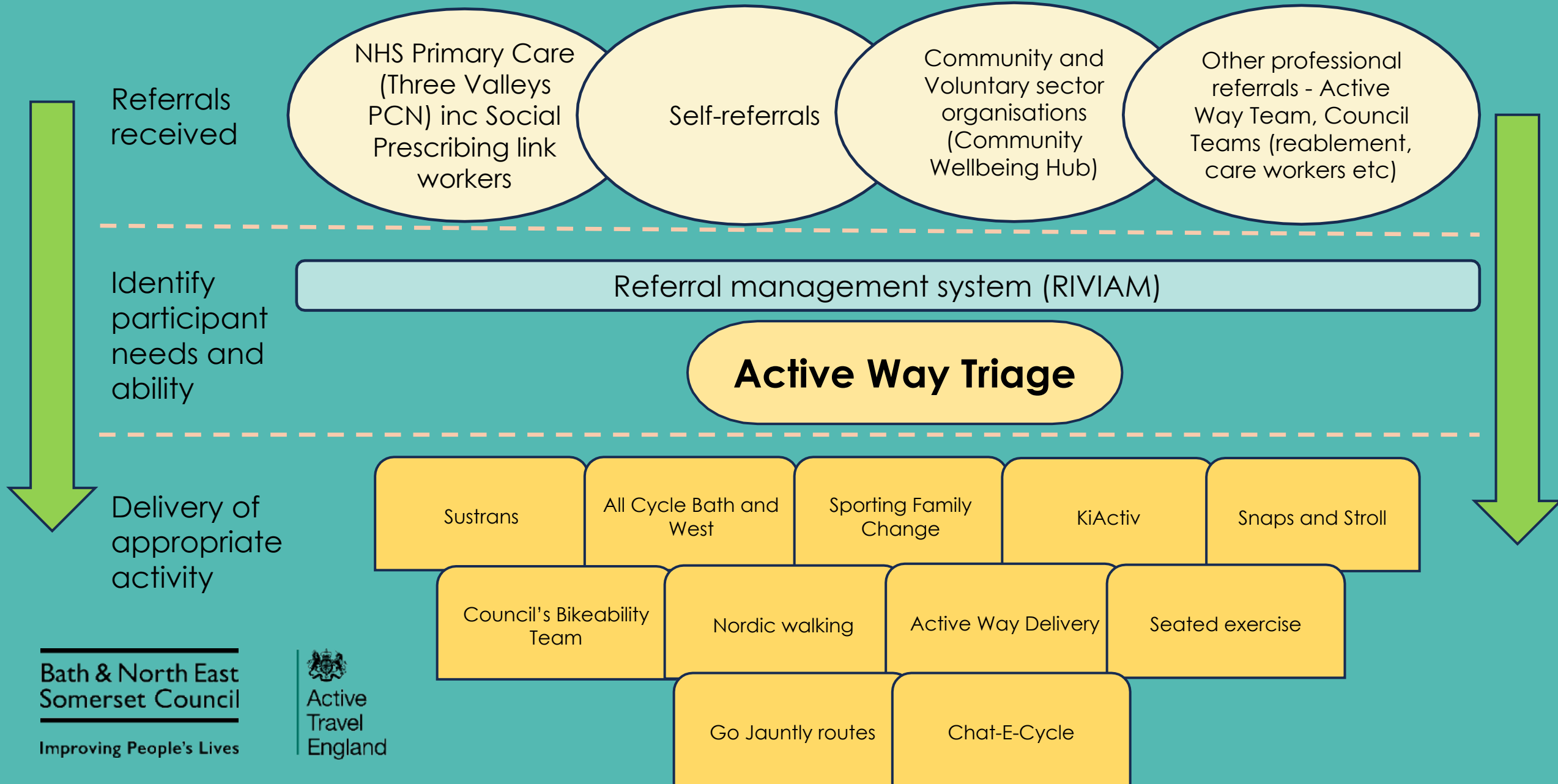
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Active Way System



Accessing the Active Way



There are several ways to self-refer or make a professional referral

Integrated into the Community Wellbeing Hub as a mini hub:

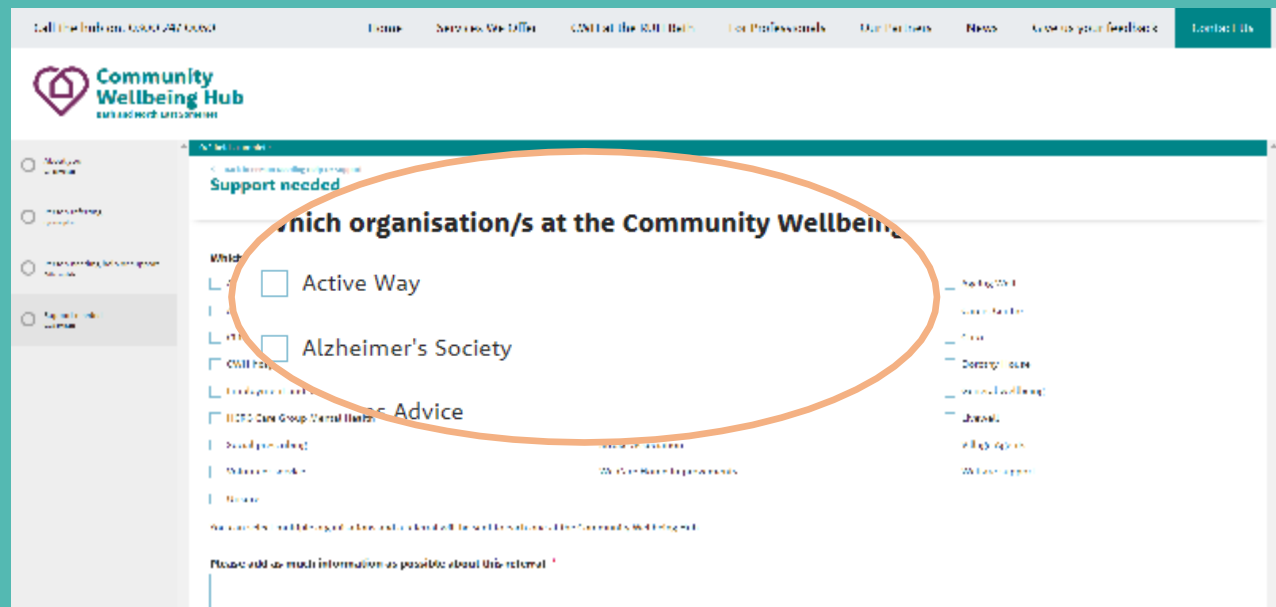
<https://theactivewayreferrals.riviam.io/>

You can also refer via our website:

www.theactivewaybathnes.co.uk

Or pop in and contact our hub team at:

info@theactivewaybathnes.co.uk

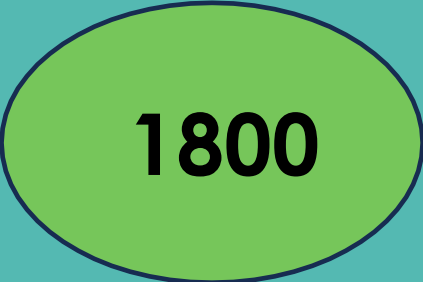


We are based at Hope House Surgery in Radstock every Monday, Wednesday and Friday



Engagement so far

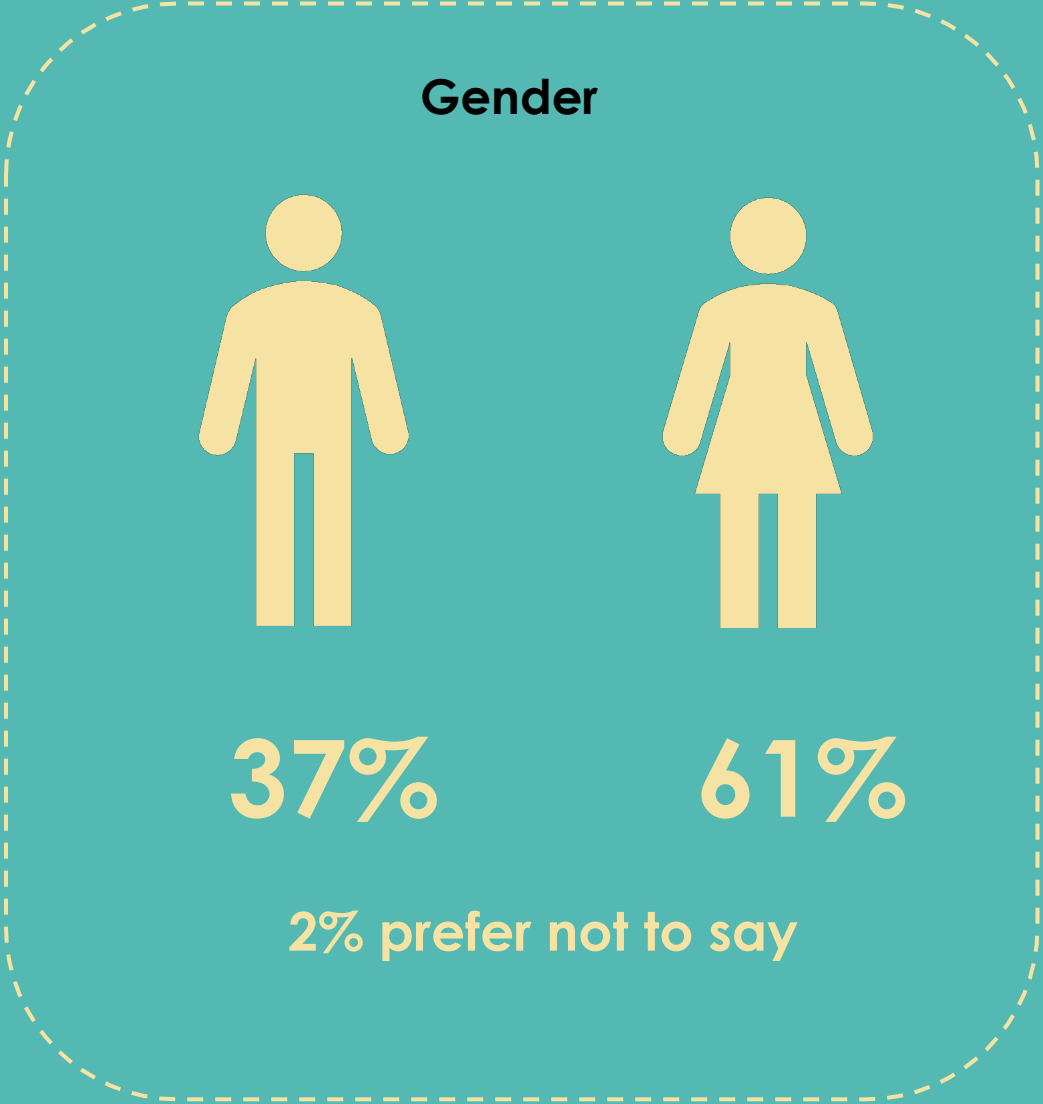
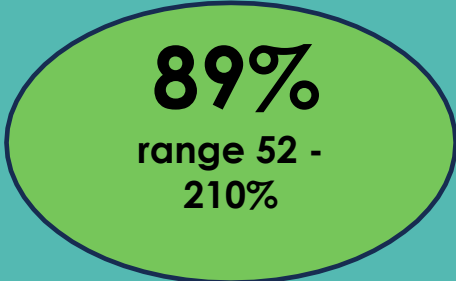
Total active referrals
(without BTS)



Total active participation
(Inc BTS)

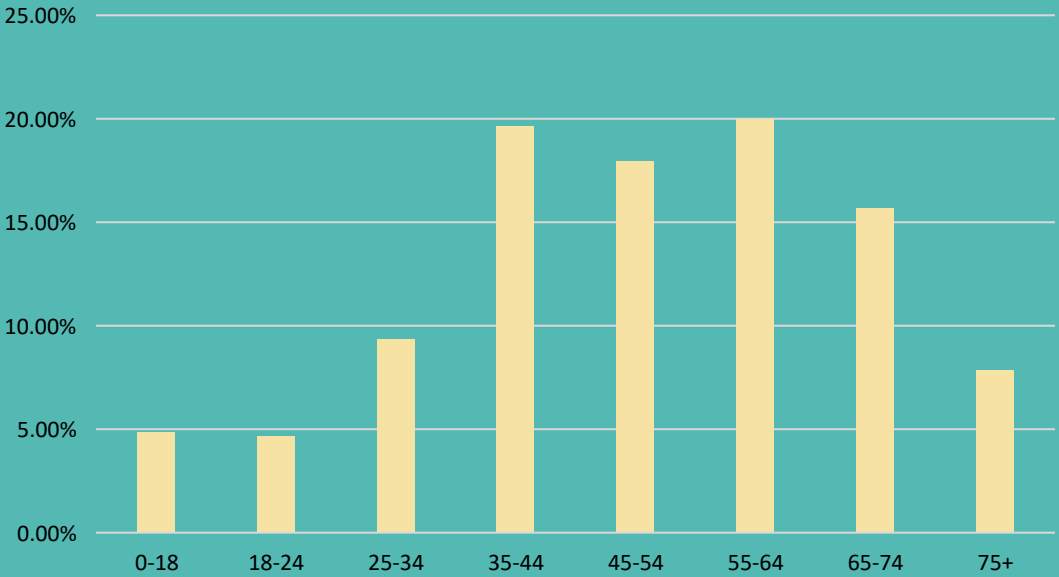


Average take up rate



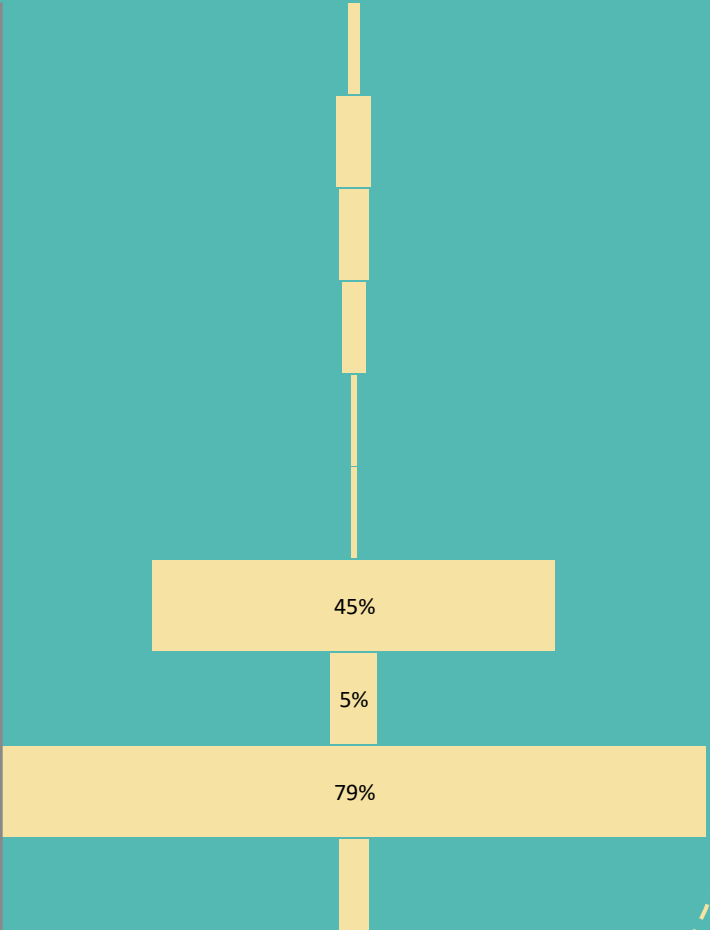
Engagement so far

Age range of referred participants



Demographics

- Asian or Asian British (Any other Asian Background)
- Asian or Asian British (Indian)
- Mixed - Any other Mixed background
- Mixed - White and Asian
- Mixed - White and Black African
- Mixed - White and Black Caribbean
- Not Stated
- White - Any other White background
- White - British
- White - Irish



Outcomes (qualitative and quantitative)



Improved health and wellbeing



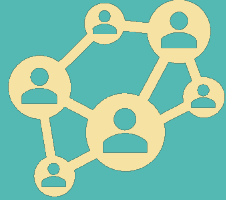
Increases in physical activity levels



Greater awareness of local area, cycling and walking routes



Widescale engagement with stakeholders



Social Connections and improved life outcomes (employability, confidence and skills)



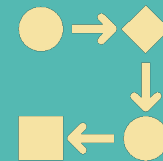
Provided skills and resources to local charities and organisations to sustain active travel



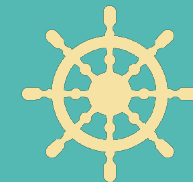
Investment in local economy



Successful targeted approach to those with the most need



Developed robust systems and processes



Leading the way in ATSP

Stef took a e-bike on loan for a month. Within a few days she was reporting back about her experiences;

“...the e-bike made cycling home up big hills possible, which I couldn’t manage on a regular bike since knee surgery.

The first few days, I felt wobbly and unsure about gears..... But after a few days, I mastered it and felt confident navigating potholes and even horse poo! Each day at around 3 pm, I’d start thinking about the ride home, feeling tired and wishing for my car. But by 6 pm, I’d change and hop on the bike, and within minutes, I was so glad to be cycling.”

What was next for Stef?

“I am a convert! I have enjoyed cycling each day and have ordered myself an e-bike. Realistically, I can only commute on it two days a week due to other commitments, but I’ll eagerly anticipate those days and more weekend adventures!”

Stef went on to buy a new e-bike from a local supplier, supporting the local economy. By replacing her 6km commute by car for 2 days per week equates to approx. 54km per month. The average emissions of this is 8.5kg of CO2 saved through an Active Way intervention*.

**Based on 164g of CO2 per Km average vehicle emissions from Statista.com*





Snap & Stroll facilitator

“A participant came with no confidence and struggled to speak, we were told. We helped with a CV, and they now have a responsible job. Another is doing a training course; I don't think that's bad for our little group.”

Adrian Wyatt, Snap & Stroll Facilitator



Active Steps participant

“I just really wanted to say how different your group is. It provides me with the ability to exercise increasing serotonin which in my position is a really hard thing to do. You are completely empathetic and extremely non-judgmental. With your leadership the whole group is very welcoming.”





Bike Maintenance participant

"I gained confidence and new skills in how to check a bicycle to ensure it is road-worthy and maintained correctly. Excellent session."



Snap & Stroll participant

"Just want to thank everyone for last year and start off this year it's been amazing; this groups have given me more confidence and a social life."





Seated Dance participant

" I want to say a big thank you...I really look forward to Wednesday afternoon. You are both kind and patient. The sessions have been fun and helped with my movement and mental health. Attending these sessions has also given me the confidence to try other things with The Active Way."



Beat the Street participant

"It made me more determined to go walking during my lunch break even if it was raining."

Female, 50s



Quote from **Sustrans**:

“I think the people that we are currently taking out are very, very enthusiastic. They're definitely moving more. We've got one person in particular who is loving it. [...] I'm thinking of one chap who comes along and he sings his way through Beatles songs every time we go out.”



Whats next?



- More proactive engagements with groups, more referrers and organisations
- Continue to build the profile and visibility of The Active Way in the Somer Valley and create demand outside of it
- Evidence outcomes
- Breakdown more barriers to access for Active Travel and build a solid legacy



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Thank you



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