

ADEPT President's Awards 2024

Entry form

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Award category Shaping Places for People


Project Title The Active Way

Local authority entrant Bath and North East Somerset Council

Headline summary (150 characters max.)

The Active Way is Bath and North East Somerset Council's Active Travel Social Prescribing programme; helping people walk, wheel and cycle more.

Please note we need at least one supporting image per award submission. Upload your image/s below.

 B&NES-SVR-ActiveTravel-Logo-FullColour-01.jpg



ADEPT 2024.pdf

Shaping places for people: How was this project an innovative response to a significant concern? (150 words max.)

We developed our plan from a feasibility study identifying local health, economic and active travel needs. This showed that the Somer Valley has lower than average physical activity levels, higher car ownership alongside larger proportions of people suffering with obesity, diabetes, long term conditions, poor physical and mental health and isolation. The Somer Valley is an area which has high inequality, BUT also has some amazing active travel infrastructure linking 2 towns and greenspaces. This presented an opportunity in how we build the strength, confidence and skills in people to take advantage of what is essentially on their doorstep to improve health outcomes and increase activity levels through active travel.

Working with the local health system through GP practices, Link Workers, Care Coordinators and local third sector organisations and partners we aim to remove barriers, broaden accessibility and increase participation in a number of walking wheeling and cycling interventions.

Shaping places for people: Please give evidence of the quality of outcomes obtained from the project (for example improved/more efficient services, increased inclusivity for residents, futureproofing the service). (150 words max.)

The outcomes are measured through an evaluation process, interviews are being conducted, participants are asked to complete questionnaires and case studies are being gathered. We have had 4660 people take part in activities so far and some brilliant stories of people becoming healthier and happier through their interventions. This is leading to higher levels of physical activity in target groups and greater use of local infrastructure.

Our project sets out to remove as many accessibility barriers to walking, wheeling and cycling as possible. By providing the right activity in the right places, with the right equipment we are making it easier for

people to take part.

This evidence is driving the creation of a business case to show the demand, scalability and expansion beyond the pilot area. The pilot is also paving new approaches to Social Prescribing, linking many community organisations together to bring service under one referral system.

Shaping places for people: Please give evidence of the level of collaboration between place and people services (both within the council and with external partners/providers). (150 words max.)

This is evidenced in our objectives to:

- Address local community identified need relating to underrepresented groups, high levels of deprivation and health inequalities.
- Actively promote increased levels of physical activity through cycling and walking.
- Understand how infrastructure influences the uptake of active travel.
- Support modal shift to active travel providing people with travel choices and supporting changes in behavior.

We have commissioned and work with a range of local providers and stakeholders. We sit directly between Transport Services and Public Health and therefore bridge 2 key delivery services in the Authority between people and place.

We work with colleagues in both services. Working with the public health team for identifying health opportunities, local partners and networks and our transport colleagues to tie in with local infrastructure planning, consultations and accessibility needs.

We are recognising the shared outcomes which benefit the local community and Local Authority services.

Shaping places for people: Please give evidence of the level of buy-in to the project or its goals from members of the local community, health and social care and external organisations. (150 words max.)

Our referrals come from our wide network and represents the whole Somer Valley area through a range of sources, this signifies the broad local buy-in.

We've established a referral pathway which has engaged the local Primary Care Network of 7 GP practices and the Community Wellbeing Hub which is a partner organisation of local service providers (Local care providers, Hospital discharge services, CAB, Age UK, Mind, Homeless Charities, Hospices, Village Agents and Wellbeing Groups etc.).

We're also working with local partners in the Town and Parish Councils, grass roots organisations, local NGOs, charities, volunteers and area forums.

We're working with our local University to deliver a grant fund to support grass roots active travel, cultural and creative activities.

Our project has natural links with other projects being delivered in the area such as Somer Valley Rediscovered, the Radstock Regeneration Plan and Midsomser Town Plan which we are also involved with.

Shaping places for people: Please give evidence of the use or consideration of new sources of investment to fund projects. (150 words max.)

Our project is grant funded through Active Travel England and one of 11 local Authorities taking part in the Active Travel Social Prescribing pilots.

We are developing a business case to seek long-term funding twchich demonstrates the benefits of intervention at a critical and foundational level for participants. This aims to evidence the reduction in health service dependency, increase in active travel activity and infrastructure usage through behaviour change interventions.

We're attracting interest from new sources of investment through WECA (West of England Combined Authority) with the potential to support their broad aims to deliver behaviour change initiatives using our local micro mobility fund.

Demonstrating the scalability and replicability we also aim to attract other sources of investment, potentially from the private sector in offering intervention into workplaces or regional health funding through the potential savings that could be made (through reduced dependency).

All categories: please add anything else that supports your award entry

We have prepared some supporting information in the form of a powerpoint presentation (pdf uploaded to the images). This details more aspects of our project, along with the testimony and feedback from participants.