



Cumbria County Council
**DfT Active Travel
Social Prescribing
Pilot Delivery**

What is the ATSP?

Aim

- To provide cycling and walking interventions and improvements as part of a social prescribing offer

Objectives

- To address local community identified need relating to under-represented groups, high levels of deprivation and health inequalities
- To actively promote increased levels of physical activity through cycling and walking
- To demonstrate clear links between infrastructure development and the proposed social prescribing schemes
- To support modal shift to active travel providing people with travel choices and supporting changes in behaviour.

Stages of Pilot & DfT Application Process

| Stage | Stage Name | Timescales |
|---------|---------------------------------------|---------------------------|
| Stage 1 | EOI Letter | June – August 2021 |
| Stage 2 | EOI Application Form | September 2021 |
| Stage 3 | Feasibility Study 1 of only 32 LAs | January – April 2022 |
| Stage 4 | Pilot Delivery 1 of only 11 LAs | Autumn 2022 – Spring 2025 |

Why Barrow-in-Furness & Carlisle?

| Measure | National Average | Barrow | Carlisle |
|---|------------------|--------|----------|
| Life expectancy at birth (Male) | 79.8 | 77.7 | 78.4 |
| Life expectancy at birth (Female) | 83.4 | 81.5 | 82.9 |
| Gap in the employment rate between those with a LTC and the overall employment rate | 10.6 | 21.1 | 14 |
| Fuel poverty | 10.3% | 14.4% | 12.0% |
| Smoking prevalence in adults (18+) current smokers | 13.9% | 17.7% | 21.4% |
| Percentage of cancers diagnosed at stages 1 & 2 | 55% | 51.1% | 50.8% |
| Mortality rate from causes considered preventable | 180.8 | 248 | 213.4 |
| Suicide rate | 10.4 | 20.2 | 12.5 |
| Hip fractures in people (65+) | 572 | 699 | 686 |
| Percentage of people (16+) that are inactive | 27.1% | 31.3% | 34.3% |
| Percentage of people (16+) that are active | 61.4% | 54.9% | 58.5% |
| Percentage of adults (18+) classified as overweight or obese | 62.8% | 73.2% | 62.7% |
| Percentage of adults who cycle for travel at least 3 days per week | 3.1% | 1.0% | 1.5% |
| Percentage of adults who walk for travel at least 3 days per week | 22.7% | 17.8% | 15.7% |
| Deprivation score (IMD 2019) | 21.7 | 31.1 | 22.0 |
| Percentage of population aged 65+ | 18.5% | 21.9% | 22.2% |
| Percentage of population from ethnic minorities | 13.6% | 1.7% | 1.1% |

Who are the targeted audiences?

Pilot Delivery will support the following:

- Older Adults
- Disabled or those with Long Term Conditions (LTCs)
- Lower Socio-Economic Groups (LSEs)
- Culturally Diverse Communities (CDCs)
- Younger People

Feasibility Study Stage

- Over 100 strategic and local partners engaged
- Confirmed the targeted cohorts, focus on LTCs, including those with mobility issues
- Agreed the Governance arrangements
- Identified activities, interventions and capacity
- Engaged with end users via f2f / electronic surveys with 145 responses to help shape the DfT submission

Feasibility Study Products List

To support the DfT Submission a wide range of products had been created, including:

- Feasibility Study Baseline Report
- Feasibility Study Report
- Feasibility Study Communications and Engagement Plan
- Feasibility Study Stakeholder Engagement Summary Report
- Feasibility Study and Pilot Delivery Governance Documents
- Pilot Delivery Costing Report - Scheme Prioritisation and Costs
- Pilot Delivery AMAT Methodology and Outputs
- Pilot Delivery Gantt Chart
- Pilot Delivery Risk Register
- Pilot Delivery Marketing and Communications Plan
- Pilot Delivery Theory of Change Model and Logic Model for Behaviour Change
- Pilot Delivery Equality Impact Assessment
- Pilot Delivery Submission Pro Forma to DfT

Delivery Activities & Services

Pilot Delivery will comprise of the following activities and services:

- ATSPP Team
- Active Travel Events
- Support & Training
- Cycle Provision:
 - Hire/Loan Schemes
 - Rebike Schemes
- Enhanced Cycle Parking
- Digital Platforms

Pilot Delivery Budget

| Item | Total (£) | Year 1 | Year 2 | Year 3 |
|---|------------------|----------------|----------------|----------------|
| <ul style="list-style-type: none"> ATSPP Team: 2 x Lead Officer 2 x Support Senior Management time | 490,532 | 158,790 | 163,464 | 168,278 |
| Active Travel Events | 81,000 | 27,000 | 27,000 | 27,000 |
| Marcomms + MEL (includes Digital Platforms) | 255,000 | 92,500 | 87,500 | 75,000 |
| Cycle Provision | 394,000 | 131,334 | 131,333 | 131,333 |
| Cycle Parking Enhancements | 171,900 | 54,283 | 54,283 | 63,334 |
| Support & Training | 104,000 | 34,667 | 34,667 | 34,666 |
| Total | 1,496,432 | 498,574 | 498,247 | 499,611 |

Pilot Delivery Investment

| | Requested in Submission £ | DfT Allocated £ |
|---------------------------|----------------------------------|------------------------|
| Overall Investment | 1,496,432 | 1,496,432 |
| Year 1 2022-23 | 498,574 | 598,572 |
| Year 2 2023-24 | 498,247 | 448,930 |
| Year 3 2024-25 | 499,611 | 448,930 |

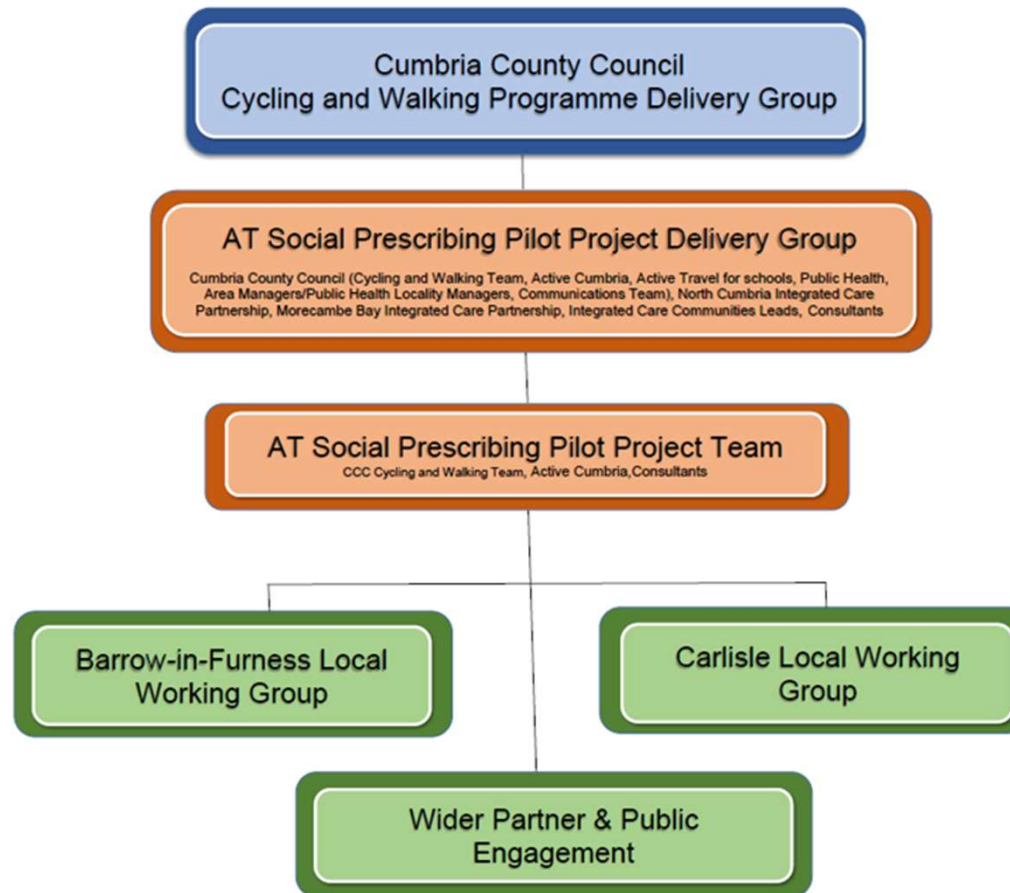
Key Stages of Pilot Delivery

Throughout Year 1 of the ATSP, activities will be split into three key stages:

- Stage 1 – ATSP Inception:
 - Months 1-3 (September-November 2022)
- Stage 2 – ATSP Establishment:
 - Months 4-6 (December 2022 – February 2023)
- Stage 3 Wider Implementation of ATSP:
 - Months 6-12 (March – August 2023)

Stage 4 – Embedding the ATSP (Years 2-3)

Project Governance



Delivery Outputs

Identified target outputs from the ATSPP include:

- Creation of a team of dedicated ATSPP professionals
- ATSPP team are considered 'trusted connectors' for GPs, Social Prescribers, end user cohorts
- Positive levels of uptake for the ATSPP activities across all cohorts
- Enhanced awareness and usage of all activities provided by the existing partners, leading to their increased capacity and financial security
- Robust data gathering and continuous participation from end users
- Further insight into shortcomings of existing provision and new opportunities to help influence future capital and funding bids
- Strengthening of existing local partnerships with community organisations, social enterprises and service providers
- A degree of ownership from the local communities engaged
- Production of a library of case studies and good news stories, to demonstrate best practice

Delivery Beneficiaries Cycling

| Activity | Anticipated Number of Beneficiaries |
|---------------------------------|--|
| Active Travel Events | c. 30,000 / year |
| Bike Hire/Loan Schemes | c. 650 at any one time c. 2000 over the 3 year period |
| Rebike Schemes | c. 650 at any one time c. 2000 over the 3 year period |
| Basic Cycle Maintenance Courses | c. 650*at any one time c. 2000 over the 3 year period |
| Adult Cycle Training | c 40,000 cycle trips / yr |
| Guided Rides | c 40,000 cycle trips / yr |
| Cycle Trials | c 40,000 cycle trips / yr |
| Enhanced Cycle Parking | c. 10,000 cycle trips / year |
| Digital Platforms | 100,000 views / year |

Delivery Beneficiaries Walking

| Activity | Anticipated Number of Beneficiaries |
|---------------------------------------|-------------------------------------|
| Active Travel Events | c. 50,000 / year |
| Guided Walks | c. 35,000 walk trips / year |
| Walk Events 'with a purpose' | c. 35,000 walk trips / year |
| Self-guided Doorstep Walks (Leaflets) | c. 35,000 walk trips / year |
| Digital Platforms | Est. 100,000 views/year |

Next Steps

- Create Job Profiles and Person Specifications for Delivery Team positions
- Recruitment and selection of Delivery Team positions
- Explore opportunities for digital platforms
- Reengage with strategic and local partners and potential providers previously engaged
- Redefine Governance arrangements for Pilot Delivery
- Consider priority locations for phase 1 cycle parking enhancements
- Explore and consider the resources required for hosting promotional events

Thank you

Any Questions?