

Agenda Item 12
Report PR20/21-22

Report to	SDNPA Policy and Resources Committee
Date	26 November 2020
By	Cycling Project Officer
Title of Report (Note)	End of Project Review – Active Access for Growth (AAFG)

Recommendation: The Committee is recommended to

1. Receive the end of project review and note achievements, conclusions and recommendations of the Active Access for Growth project (AAFG)

1. Introduction and Background

- 1.1 As part of its remit this Committee receives end of project reports for the larger projects the SDNPA has supported. The End of Project Review (**Appendix 1**) provides detail on delivery outputs, challenges, conclusions and recommendations.
- 1.2 This project was part of ESCC's *Active Access for Growth programme (AAFG)* and the SDNPA's involvement and commitment of match funding was approved at OMT and notified to the P&P Committee on the 1st November 2016.
- 1.3 AAFG was a three year Department for Transport (DfT) funded revenue only programme supporting sustainable travel aimed at increasing active travel rates and levels of physical activity amongst target audiences in East Sussex.
- 1.4 The SDNPA delivered two elements of AAFG programme: *Cycle the Downs* and *Walk the Downs* focused on new audiences to visit and take part in physical outdoor activities in the National Park from adjacent communities in Peacehaven, Newhaven and Seaford.
- 1.5 ESCC were awarded the DfT funding for a three-year programme from April 2017 to March 2020. However, due to delays by the programme hosts in appointing a project team and procurement, it was late Q3 in 2017 before activity with partners, including the SDNPA, began in earnest. Thus Yr1 2017/18 was focused on planning, methodology and researching, negotiating and appointing suitable delivery partners. Project delivery against the agreed target for three years was concentrated into Yr2 2018/19 and Yr3 2019/20.
- 1.6 Delivery partners, Wave Leisure and Cycle Seahaven were appointed to deliver Walk the Downs and Cycle the Downs activities in Yr2 2018/19 and Yr3 2019/20.
- 1.7 The P&R Committee received the AAFG Mid Project Review on the 28th February 2019.
- 1.8 Mid Project Review key observations:
 - In Yr1 2017/18 it became clear that ESCC / AAFG were unable to supply the health referrals / enquirers through the health network. SDNPA and our delivery partners had to take on additional responsibility to generate the enquirers which brought added pressure and challenges to the project.
- 1.9 Participation levels in the first delivery year Year2 (2018/19) were considerably lower than expected and the shortfall against KPIs had to be addressed. Action was taken to address these concerns in Year 3 (2019/20) including improved and more targeted marketing activity and closer working with partners in the health and community transport sectors to widen the reach of the programme.

2. Policy Context

2.1 The AAFG Programme contributes to the SDNP PMP Outcomes 5, 6 and 8; and Policies 29, 37 and 41 (2014-2019) as identified within the objectives and delivery action plan of the Cycling and Walking Strategy 2017-2024:

- Objective: ES5 Actively promote the benefits of the National Park as a healthy, outdoor, recreation facility (or green lung).
- Delivery action: ES5.1 Develop themed health activities that provide learning opportunities about the National Park, with Local Authorities, Health Organisations and communities, such as 'Health Walks and Rides'.

2.2 The project complements the SDNPA's emerging Health and Well-being Strategy.

3. Active Access for Growth End of Project Review

3.1 The summary points, project performance, challenges, lessons learned and recommendations are expanded upon fully in the End of Project Review (**Appendix 1**).

3.2 Key Performance Summary:

3.2.1 The project was largely successful with the majority of KPIs being met (see End of Project Review for details) and we delivered beyond our contractual obligations in terms of the number of activities offered:

- *Walk the Downs (WtD)* generated 198 unique participants against an original target of 160.
- Eighty-eight guided walks were delivered against a target of 24.
- *Cycle the Downs (CtD)* generated 48 unique participants who took part in a programme of 49 rides against targets of 140 participants and 22 rides.

3.2.2 Participant shortfalls experienced in Yr2 2018/19 were largely redressed in Yr3 2019/20 through the development of new activities and focused promotions.

3.2.3 Bespoke Health Walks were developed in Yr3 2019/20 for engaged groups and were particularly successful generating much higher participation levels than public activities. The events proved particularly popular for families, where child friendly themes were developed. The Case Study in Annex 1 provides one example of a bespoke health walk.

3.2.4 Generating self-referrals from the community and health network referrals proved very difficult despite intensive networking and the introduction of Health Link Workers. Formalising the GP referral process with one surgery proved successful for WtD.

3.2.5 The project demonstrated that a participant's physical and mental wellbeing does improve through such interventions and some participants continued with further activities after the programme.

3.2.6 Participants indicated in four out of five Mental Wellness Profiling statements that after participating in WtD / CtD they *felt more positive* either *all*, or *all and most of the time*.

3.2.7 Encouragingly 4 (8.3%) CtD participants progressed to a higher level of ride within the programme and also 9 (19%) which is almost one in five of the participants progressed and joined Cycle Seahaven and have been cycling with the club since.

3.2.8 More detail on the Health and Wellbeing impact of this project on individual participants can be found in the Case Studies annexed to the Project Review.

3.2.9 Important lessons were learned about planning social prescribing projects, setting KPIs with the ability to flex in response to evolving situations and expectation setting when working with community partners. This is explored more fully in Lessons Learned of the Review and in the Recommendations.

3.3 ESCC secured an additional year of DfT funding for 2020/21. SDNPA's role in this year is to support partners in the delivery against their KPIs and we have not contracted to deliver

specific activities. The SDNPA Health and Wellbeing Officer manages the on-going relationships. Delivery of this programme will have been impacted by the ongoing pandemic.

4. Project Cost

- 4.1 The project was delivered to time and within budget. The 3year budget of £90k comprised external funding from the ESCC's AAFg programme (£75k) and SDNPA Strategic Fund match (£15k). The funding covered SDNPA officer time (0.4 FTE of Cycle Project Officer post) and the project delivery budget.
- 4.2 The project under-spend of £20k has been carried forward to support further health and wellbeing delivery in 2020/21 by the Health and Wellbeing Officer. The AAFg programme is being extended for the year 2020/21. SDNPA are not a contracted delivery partner with specific KPIs for the programme extension but will be supporting other delivery partners.
- 4.3 Note: the total Active Access budget line was £154,258 and included an additional £64,258 for 0.6 Cycling Project Officer's role within the Authority 2017-2020 to deliver core activities alongside other projects outlined in the SDNPA Cycling and Walking Strategy.

5. Other Implications

Implication	Yes*/No
Will further decisions be required by another committee/full authority?	No
Does the proposal raise any Resource implications?	No additional requirements.
How does the proposal represent Value for Money?	The project did represent good Value for Money which can be presented in different ways: - The cost per unique participant (246) was £61pp and the cost per participant / attendees (294) was £51pp. - The cost per minute of healthy activity per participant / attendees was £0.49pppm. - The project leverage was 5:1 as the £15k secured match funding of £75k from the Dept for Transport
Are there any Social Value implications arising from the proposal?	No
Has due regard has been taken of the South Downs National Park Authority's equality duty as contained within the Equality Act 2010?	Yes. The project offer was targeted at hard-to-reach groups currently under-represented in the National Park visitor profile.
Are there any Human Rights implications arising from the proposal?	No
Are there any Crime & Disorder implications arising from the proposal?	No
Are there any Health & Safety implications arising from the proposal?	No
Are there any Sustainability implications based on the 5 principles set out in the SDNPA Sustainability Strategy:	The project contributed toward the goal of ensuring a strong healthy and just society.

6. Risks Associated with the Proposed Decision

- 6.1 There are no decisions associated with this report.

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Appendices	I. Active Access for Growth end of project review
SDNPA Consultees	Director of Strategy & Partnerships; Chief Finance Officer; Monitoring Officer; Legal Services, Governance and Support Services Manager
External Consultees	None
Background Documents	Committee Report – 28 February 2019 P&P decision November 2016

End of Project Review

Project Overview

PROJECT TITLE:	Active Access for Growth (2017-20)
PROJECT LEAD (AUTHOR):	Alister Linton-Crook (Cycling Projects Officer)
PROJECT START DATE:	April 2017
PROJECT END DATE:	March 2020

Executive summary

- Overall the Active Access For Growth (AAFG) project was successful. We delivered beyond our contractual obligations in terms of the number of activities offered and achieved the majority of the KPIs set at the beginning of the AAFG Programme by the lead Partner ESCC. The SDNPA objectives for the project were also met. That we didn't meet all of the original programme KPIs, highlights both the difficulties of targeting hard to reach groups and the challenges that were experienced during the term of the project.
- At programme inception it was understood that ESCC / AAFG would be responsible for generating all enquiries in the form of health referrals to SDNPA. After commencement it became clear that ESCC / AAFG were unable to supply the referrals / enquirers through the health network, so SDNPA and our delivery partners had to take on responsibility to generate the enquirers. This fact brought added pressure and challenges to the project and delivery partners.
- Legacy was successfully built into the project by utilising local delivery partners so that participants could continue taking part in or be sign-posted to activities outside of the programme. Both delivery partners benefitted through the training of SDNP Cycling and Walking Ambassadors and the generation of new members from the project.
- Generating self-referrals from the community and referrals from the health network proved very difficult despite intensive networking and the introduction of Health Link Workers. However, formalising the GP referral process with one surgery proved successful. Once the appropriate referral pathway was established, which involved the passing potential participant details to the delivery partner for them to contact and arrange an intervention appointment, then participant uptake rates increased dramatically in contrast to previous year's general referral process where the responsibility rested with the patient to take action.
- The project demonstrated that a participant's physical and mental wellbeing does improve through such interventions and some participants continued with further activities after the programme.

- Bespoke Health Walks were developed for engaged groups and were particularly successful generating much higher participation levels than public activities. The events proved particularly popular for families, where child friendly themes were developed.
- A selection of case studies and examples of marketing and promotional activity can be found in the appendices attached and linked to the report.

Analysis of project

PROJECT OVERVIEW:	<p>The Active Access for Growth programme was a three year (2017-20), DfT funded programme aimed at increasing active travel rates and levels of physical activity amongst target audiences in East Sussex.</p> <p>The over-arching AAFG Programme Outcome Targets were</p> <ul style="list-style-type: none"> ➤ Active Travel: To increase walking and cycling across the programme by 2.2% per annum. ➤ Physical Activity: Increased proportion of participants meeting recommended physical activity guidelines (i.e. 150 minutes of physical activity per week) <p>One of the desired outcomes of the project is for previously inactive people to become more active, taking part in cycling or walking activities on a regular basis and using the National Park for this purpose.</p> <p>The SDNPA has been a delivery partner in 'ES3 Active Access for Healthy Communities' work stream delivering two distinct elements: Cycle the Downs and Walk the Downs. Project delivery focused on target audiences in the Peacehaven, Newhaven and Seaford communities. The specific objectives of the SDNPA elements were:</p> <ul style="list-style-type: none"> ➤ To introduce the South Downs National Park to a new audience ➤ To promote the National Park as an 'on your doorstep' destination for outdoor activity and health and well-being. <p>At programme inception it was understood that ESCC / AAFG would be responsible for generating all enquiries in the form of health referrals to SDNPA. After commencement it became clear that ESCC / AAFG were unable to supply the referrals / enquirers through the health network, so SDNPA and our delivery partners had to take on responsibility to generate the enquirers. This fact brought added pressure and challenges to the project and delivery partners.</p>
PROJECT DURATION:	<p>The funding was awarded to ESCC for a three year period April 2017 to March 2020.</p> <p>Following delays by the lead authority in appointing a project team and procurement, it was Q3 of Yr1 before all partners were appointed and activity with partners, including the SDNPA, began in earnest. Thus Yr1 2017/18 focused on planning, methodology and researching, negotiating and appointing suitable delivery partners. Project delivery against the agreed targets and KPIs for three years was concentrated into 2018/19 and 2019/20.</p>

PROJECT CONTROL & GOVERNANCE:	<p>The AAFG Programme Board comprised ESCC Transport and Health officers and Sustrans Project Management officers. Quarterly Reporting (initially monthly) and Steering Group Meetings involving all delivery partners such as SDNPA ensured the programme was managed and supported appropriately.</p> <p>Internally, monthly meetings with line manager and quarterly team meetings reviewed the project plan, budget and performance appropriately. Quarterly reports were submitted to the Performance and Projects team and the Access Theme Board received regular project updates. Management and oversight of the two delivery partners was led by the Project Manager and formally structured around the quarterly reporting cycle with weekly telecoms or meetings and day to day informal contact.</p>																								
PARTNERS:	<p>SDNPA appointed and worked with two delivery partners, Wave Leisure and Cycle Seahaven to deliver and report on a programme titled Walk the Downs (WtD) and Cycle the Downs (CtD) respectively and other complementary activities in Yr2 2018/19 and Yr3 2019/20.</p> <p>Different delivery options and partners were considered for WtD and Wave Leisure (commercial operator of leisure facilities) were selected for various reasons including: they currently delivered a health walks programme in the area; local geographical knowledge and position; and legacy offering. Roles and responsibilities with Wave Leisure were clearly laid out within a proposal document. The project lead within Wave drew upon other staff resource to promote, deliver and report the activity outputs. The relationship was strong, professional, involved regular meetings, tele-conferences and quarterly reporting.</p> <p>Cycle Seahaven is a very pro-active, voluntary organisation, cycling club based in the community and affiliated to CyclingUK. They were selected as delivery partner due to their unique offering within the community. Consisting of local enthusiasts and volunteers from the target area, they had the passion and desire to encourage more people to experience (and take up) cycling, whilst offering legacy for the future. Roles and responsibilities were developed through a series of meetings with the Chair and selected members, appointed as the project team and summarised in a number of communications including meeting minutes, emails and a simple proposal. Rides were enthusiastically delivered for participants. Activity promotion, reporting and monitoring proved challenging on occasion as often happens with voluntary organisations, hampered by team illnesses and other factors. Interventions for the second year of delivery, such as alterations in team structure and automated registration and booking facility significantly improved matters. Despite the difficulties encountered, on balance I believe they were still the best option as CtD delivery partner, particularly for the participants' experience and onward legacy.</p> <p>The following table reflects the Project Manager's view of the partner performance, rated out of 5 per category</p> <table><tr><th></th><th>Mktg and promotions</th><th>Activity delivery</th><th>Reporting and monitoring</th><th>Resource, resilience and adaptability</th><th>Total</th><th>Rating Average</th><th>Would we recommend using the delivery partner in the future?</th></tr><tr><td>Walk the Downs Delivery Partner</td><td>4</td><td>5</td><td>4</td><td>4.5</td><td>17.5</td><td>4.4</td><td>Yes</td></tr><tr><td>Cycle the Downs Delivery Partner</td><td>2.5</td><td>4</td><td>1</td><td>2</td><td>9.5</td><td>2.4</td><td>Yes (subject to SLA or similar and improved processes and resource)</td></tr></table>		Mktg and promotions	Activity delivery	Reporting and monitoring	Resource, resilience and adaptability	Total	Rating Average	Would we recommend using the delivery partner in the future?	Walk the Downs Delivery Partner	4	5	4	4.5	17.5	4.4	Yes	Cycle the Downs Delivery Partner	2.5	4	1	2	9.5	2.4	Yes (subject to SLA or similar and improved processes and resource)
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LEGACY & SUSTAINABILITY:	<p>The following measures were built into the legacy of the project:</p> <ul style="list-style-type: none">• Using local partners such as Wave Leisure and Cycle Seahaven from the outset meant that participants could be signposted to follow-on programmes of activity on completion of this project.• The progressive nature of the programme of walks and rides offered enabled participants to build up the necessary skills and confidence needed to continue taking part in activities outside of any formal programme.• Participants and public are now able to download self-guided Health Walks, Rural Rambles and rides from the ViewRanger App based on the programme of guided walks and rides.• SDNP Cycling and Walking Ambassadors are now equipped to promote and support on-going walking and cycling activities in the target communities.																				
RISK:	<p>The key project risks identified were contained within the SDNP quarterly reports as summarised below</p> <table><tr><th colspan="5">RISKS & MITIGATION STRATEGY:</th></tr><tr><th>No.</th><th>Risk</th><th>Risk Score</th><th>Previous</th><th>Mitigation Strategy Summary</th></tr><tr><td>1</td><td>Participant numbers for Cycle the Downs fail to meet targets set under project agreement by end of 2020.</td><td></td><td></td><td>During the project term, new communication strategies and marketing materials were devised in partnership with the delivery partners. Revised activities were targeted at new audiences during the final year of delivery including Bespoke Health Walks, Health Walks by Bus, Bike It Wild and a suite of activities for the Beacon Eastbourne.</td></tr><tr><td>2</td><td>Participant numbers for Walk the Downs fail to meet targets set under project agreement by end of 2020.</td><td></td><td></td><td>Participant targets for WtD were reached and CtD participant targets were not.</td></tr></table>	RISKS & MITIGATION STRATEGY:					No.	Risk	Risk Score	Previous	Mitigation Strategy Summary	1	Participant numbers for Cycle the Downs fail to meet targets set under project agreement by end of 2020.			During the project term, new communication strategies and marketing materials were devised in partnership with the delivery partners. Revised activities were targeted at new audiences during the final year of delivery including Bespoke Health Walks, Health Walks by Bus, Bike It Wild and a suite of activities for the Beacon Eastbourne.	2	Participant numbers for Walk the Downs fail to meet targets set under project agreement by end of 2020.			Participant targets for WtD were reached and CtD participant targets were not.
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COMMUNICATION:	<p>The over-arching AAFG Comms Plan was inadequate to promote the programme as a whole and pro-actively generate enquirers / referrals for the different delivery partners. It was limited to a supporting role. As we expected enquirers / referrals to be generated by ESCC / AAFG it significantly impacted on our delivery plan. It was necessary to seek delivery partners with already established routes to suitable audiences and the proven ability to deliver the activities.</p> <p>Individual Comms Plans for our walking and cycling activities were developed, led by our delivery partners and supported by SDNPA comms measures. Overall the WtD Comms Plan was deployed quite effectively with the delivery partner managing to network strongly within the health community and amongst target audiences. The CtD Comms Plan was aimed at the public and concentrated on local social media and more traditional marketing methods. As both programmes struggled to generate high participant levels, we have to question the effectiveness of the Comms Plans.</p>																				

<p>MONITORING & EVALUATION</p>	<p>An extensive AAFG M&E Plan by ESCC set out the requirements for the whole programme which was largely successful. There were some requirements of programme monitoring and reporting that were inappropriate for our project and some data was unobtainable, creating some output gaps which in turn may have led to reporting inconsistency across the programme by delivery partners. For example it was not possible to monitor 'new twitter followers' generated by AAFG specific tweets, and other social media such as Facebook posts etc were not required for programme monitoring.</p> <p>In 2020 ESCC are planning to undertake a Programme Evaluation exercise and SDNPA have agreed to participate.</p> <p>Delivery partners were responsible for getting participants to complete a baseline survey and participants were also invited to complete a post-intervention follow-up survey which was co-ordinated by SDNPA.</p> <ul style="list-style-type: none"> • 164 baseline surveys were completed by the adult participants (Note 34 walk participants under 16 were not requested to complete a survey). • 29 (18%) post-intervention surveys were returned. <p>The gathered data has been submitted to AAFG / ESCC and Sustrans are analysing the data and producing an AAFG Programme Analysis Report which is expected to be shared later in 2020.</p> <p>SDNPA delivered quarterly (initially monthly) reports, case studies and annual survey data as required by the M&EP. Receipt of data / information from our delivery partners to inform our AAFG and internal reports was inconsistent.</p> <p>WtD delivery partner produced accurate and timely output data and information during the term. Marketing performance information and the development of case studies (participant experiences) was inconsistent and limited at times. Whilst they deployed structured processes to capture and report the data, their central comms team did not have the necessary resource to cope fully with all of the reporting demands.</p> <p>CtD delivery partner struggled with data capture in the first year of delivery and in turn with providing the necessary data reporting required. Additional measures, processes (automated registration and booking facility) and resource was deployed for the second year of delivery resulting in an improvement in data capture, reporting and monitoring, however this was compromised during the term due to the illness of the lead and technological difficulties (website server failure).</p> <p>Overall the over-arching M&E Plan set out to be comprehensive and we were able to deliver largely what was required. Some elements of monitoring were not relevant to all delivery partners such as ourselves, which caused some confusion.</p> <p>SDNPA internal monitoring was effective through quarterly project updates and the Mid Project Report presentation at P&R Committee 28th February 2019. We collected additional data which will hopefully help inform the on-going health and wellbeing work and insights into social prescribing.</p>
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Project results

The AAFG Programme contributes to the SDNP PMP Outcomes 5, 6 and 8; and Policies 29, 37 and 41 (2014-2019) as identified within the objectives and delivery action plan of the Cycling and Walking Strategy 2017-2024:

Objective: ES5 Actively promote the benefits of the National Park as a healthy, outdoor, recreation facility (or green lung).

Delivery action: ES5.1 Develop themed health activities that provide learning opportunities about the National Park, with Local Authorities, Health Organisations and communities, such as 'Health Walks and Rides'.

A series of walks and rides of varying levels (from introduction to intermediate) were delivered seasonally, offering participants the opportunity to progress their level of activity during the term.

Walk the Downs

- First Steps: 30-45mins one to one introduction and walking assessment. These were generated from GP referrals and were scheduled when required.
- Health Walks: Up to 90mins on generally level or gentle terrain (following national programme guidelines).
- Health Walks by Bus (Second year of delivery only): Community mini-buses transported participants to Health Walks on gentle sections of the South Downs Way.
- Bespoke Health Walks (Second year of delivery only): Health Walks for a closed group.
- Rural Rambles: 2-3 hours on gentle and undulating terrain including an element of the South Downs Way. SDNPA Rangers also delivered a number of these walks not on the SDW.

Cycle the Downs

- Introductory Skills Session: 30-60mins introduction to cycling with tuition and informal assessment of basic bike handling and riding skills.
- Health Rides: 90-120mins relaxed riding on segregated cycle paths and off-road tracks / bridleways. Gentle and undulating terrain.
- Rural Rides: 2-3 hours exploring predominantly on off-road tracks / bridleways including an element of the South Downs Way.

The project outputs of the activities identified in the PID are captured against AAFG KPIs in the table below.

AAFG Performance against the project targets and KPIs				
Walk the Downs	Target KPIs	Achieved	% Achvd	Output breakdown and key comments
1. Guided themed Walks	24 Walks	88 Walks	367%	30 First Steps Sessions
				25 Health Walks
				5 Health Walks by Bus (Second year of delivery only)
				3 Bespoke Health Walks (Second year of delivery only)
				15 Rural Rambles

				10 SDNPA Ranger Rural Rambles (predominantly delivered during the Lewes and Eastbourne Walking Festival)
2.Support events – walks linked to bus/rail	3 events	None specifically	0	<p>The project evolved and delivering events at stations to support partners such as Sussex Community Rail Partnership were not required. Partner led support events and collaborative events were discussed and developed with SCRP and Sustrans and audiences approached, but none were delivered.</p> <ul style="list-style-type: none"> - Several events were developed for the Beacon Eastbourne organisations in 2019 but not delivered due to a lack of take up (see separate note below). - Bike It Wild was developed and offered to selected schools in the catchment area, but none were able to commit during 2019 (see separate note below). <p>It should be noted that all organised walks were accessible via sustainable public transport and the five Health Walks by Bus were specifically developed to attract the audience who may not have access to a car.</p>
3.Walk Leader Training	2 Sessions (12 pers)	4 Sessions (8 Walk Leaders)	200% Sessions (67% Participants)	<p>SDNPA Walk Ambassador training was developed to impart SDNP knowledge to Walk Leaders.</p> <p>8 Walk Leaders were trained as SDNPA Walk Ambassadors to deliver all AAFG WtD activities. They also deliver and share SDNP knowledge during other activities outside of the AAFG programme and remain a legacy asset for on-going delivery.</p> <p>Wave Leisure are an accredited HW organisation and delivered Health Walk Leader training to public volunteers which was not attributed to AAFG.</p>
4.Number of clients participating in walking activities	160	198 unique participants (+18 returnees) (+2 returnees who had progressed from a lower level)	124% (136% inc returnees)	<p>34 First Step participants (one to one sessions) +1 Returnee Average of 1.2 participants per session.</p> <p>A referral pathway was established with a GP surgery. Initially the clients were given information relating to WtD plus other measures and asked to contact the delivery partner for an intervention session (for example First Steps). In 2018 there were an estimated 70 patients who received information about WtD (i.e. referrals) which resulted in 13 First Step participants, approximately one in five. The pathway was redefined in 2019 whereby a GP would advise relevant patients that their details would be passed to the WtD delivery partner who would then make contact and convert the enquiry to an</p>

				<p>appointment. This led to 21 First Step referral participants in 2019 which was a significant increase of 162% against 2018.</p> <p>Furthermore, all 21 FS participants in 2019 subsequently took part in further leisure activities within Wave Leisure facilities. 57% signed-up for Pay-as-you-go-pathway and 43% entered into a Flexible Monthly Membership.</p>
				<p>44 Health Walk participants +10 Returnees Average 2.2 participants per walk</p>
				<p>4 Health Walks by Bus participants Average 0.8 participants per walk</p>
				<p>62 Bespoke Health Walk participants (28 Adults, 34 Children / young person) Average 21 participants / 9.3 adult participants per walk which was the highest response of the walk programme so could be deemed the most successful.</p> <p>Individual groups were targeted with a single Health Walk for their closed group. Having (or developing) a strong or intensive relationship with a group proved fundamental in getting groups on board with the offer.</p> <p>The two most popular walks were delivered for groups that were already engaged with the delivery partner and involved encouraging families to participate together:</p> <ul style="list-style-type: none"> - Special Educational Needs and Disabilities (SEND), Peacehaven group enjoyed a butterfly themed Health Walk. 6 adults participated with 7 children. - Chyngton Primary School, Peacehaven enjoyed a Halloween themed Health Walk. 15 adults participated with 26 children. The event capacity was increased from 20 to 40 due to its popularity and it was over-subscribed by a further 30 people. <p>See Annex 1: Annex 1 AAFG Case Study Wtd 2019 nos2.pdf</p>
				<p>7 Rural Ramble participants +5 Returnees +2 Returnees who had progressed from Health Walk Average 0.9 participants per walk See Annex 2: Annex 2 AAFG Case Study Wtd 2018 HPeters.pdf</p>
				<p>47 SDNPA Ranger Rural Ramble participants +2 Returnees Average 4.9 participants per walk.</p>

				Ranger led walks proved more popular than other Rural Rambles perhaps indicating that they have a certain cache. Anecdotally these participant levels could have been much higher as pre-bookings for three walks in 2019 were 41. However only 16 attended (presumably, or due in part to) following inclement weather on the day. The figures represent a 60% no show rate.
Cycle The Downs	Target KPIs	Achieved	% Achvd	Output breakdown and key comments
5.Skills Sessions	18 Sessions	8 Sessions (5 pers +2 returnees)	44%	5 Introductory sessions delivered. In the first year of delivery a further 3 sessions were cancelled due to no participants. Due to a lack of take up, the number of sessions for the second year of delivery was reduced.
6. Themed Rides	22 Rides	49 Rides	223%	39 Health Rides
				10 Rural Rides
7. Ride Leader Training	3 Sessions (18 pers)	1 Session (12 pers)	33% (67% participants)	12 Ride Leaders from the local community participated in SDNP Cycle Ambassador training to impart knowledge about the SDNP. The Ambassadors delivered all AAFG CtD rides plus other rides outside of the programme, throughout the two year period and remain a legacy asset for on-going delivery.
8. Support for Challenge Events	6 Events	22 Events	367%	A wide range of promotional / support events were attended to promote the programmes including a Senior Active Lifestyle event, Meridian Surgery open day, Live Well Die Well event, various Dr Bike sessions, events at the emerging Peacehaven Cyclehub and Lewes and Eastbourne Walking Festival. SDNPA and delivery partners assisted with the promotion of and participation in the Active Travel Challenge 2018 and 2019 (delivered by Sustrans) – a workplace based health and well-being initiative to encourage the use of sustainable travel.
9. Number of clients	140	48 unique participants	34%	5 Introductory session participants +2 Returnees

participating in cycling activities		(+24 returnees +4 returnees who had progressed from a lower level)	(54% inc returnees)	<p>39 Health Ride participants +21 Returnees +1 Returnee who had progressed from Intro session</p> <p>4 Rural Ride participants +1 Returnee +3 Returnees who had progressed from Health Ride</p> <p>Annex 3: Annex 3 AAFG Case Study Ctd 2019 nos1.pdf</p>
General	Target	Achieved	% Achvd	Output breakdown and key comments
10. Marketing	6 Publications	38 promotional materials	633%	<p>The following different promotional publications were produced jointly by Wave Leisure, Cycle Seahaven and SDNPA:</p> <p>9 Web pages 9 Media releases (inc Radio interviews) 6 Leaflets / flyers and 7 Posters positioned within the local community including health surgeries, pharmacies, libraries, community rooms, citizens advice, health stores, cafes, parish notice boards etc 4 Misc Adverts 3 Email shots targeted at relevant audiences</p> <p>There was also extensive networking to generate awareness and referrals through meetings, promo distributions and presentations, amongst health and well-being groups and community groups including Meridian Centre, Walking for Health Network, Heartsease Support Group, Stroke Survivors, Older Persons Network, East Sussex Healthy Weight Partnership, Greenhavens Network and the Lewes and Havens Community Network.</p> <p>Additionally, GP surgeries and health practitioner awareness and referrals were targeted in the local area. 8 GP surgeries and health practitioners were engaged intensively and a further 13 were engaged lightly. One GP surgery committed to making direct referrals to Wave Leisure, see First Steps comments above.</p> <p>Social media was heavily targeted to reach audiences 'in their own homes'. There was an extensive campaign involving Facebook promotions, postings, community forums, Instagram and Twitter etc focused on the local area.</p>

				See Annex 4: Annex 4 CtD WtD Promo Examples.pdf
11. Number of case studies across both programmes	6	5 Case studies	83%	<p>The case studies were developed to reflect the personal journeys of participants. Whilst it was difficult to produce case studies about individuals, the personal messages and positive anecdotes were plentiful. The case studies and positive messaging were subsequently used within promotional work to encourage new participants.</p> <p>See Annex 5: Annex 5 AAFG Case Study Wtd 2019 nos1.pdf</p>

- Overall the AAFG project was a challenge but the majority of objectives and outcomes were still achieved. The most difficult aspect of the project was the generation of participants from the specified 'hard to reach' target audience.

Walk the Downs

- Activities generated 198 unique participants (164 adults and 34 children) which exceeded the target of 160 unique participants (124% against target).
- Participation levels in the second year of delivery improved considerably delivering 143 participants against 55 in the first year through the development of a new offering (Bespoke Health Walks) and improved promotional focus.
- 11 adult participants (6.4%) returned for a further 20 walks in total, almost two per person, giving a total of 218 walk attendees.
- In total 88 walk activities were delivered, almost four times the target of 24 indicating the amount of additional effort required to reach the targets. Few participants demonstrated a progression from one level to another, however many participants did progress to other healthy activities outside of the programme following the AAFG engagement.
- 100% of participants felt 'Very Satisfied' with the WtD programme activity and 100% said they were 'Very likely' or 'Likely' to recommend the events to others.

Cycle the Downs

- Participation levels of 48 unique participants was disappointing and well below the target of 140.
- There were also 24 returnee participants and 4 who progressed to a higher level of ride, equating to a total participation of 76 ride attendees.
- In total two and half times the target of 22 rides were delivered (53 rides delivered) indicating the difficulties encountered in generating participants.
- Participant performance in the second year of delivery did improve. Whilst the unique participant levels remained almost identical with 25 in 2019 and 23 in 2018 it was achieved through much fewer rides, 20 in 2019 compared with 34 in 2018.
- A positive outcome in 2019 was that almost one in three participants 14 (29%) returned for further rides, participating in 28 additional rides collectively, effectively another two rides each.
- Encouragingly 4 (8.3%) participants progressed to a higher level of ride within the programme and also 9 (19%) which is almost one in five of the participants progressed and joined Cycle Seahaven and have been cycling with the club since.

- 100% of participants felt 'Very Satisfied' or 'Satisfied' with the CtD programme activity and 100% said they were 'Very likely' to recommend the events to others.

Participant profiles were very similar across the two programmes which is perhaps surprising. One observation was that 5% of WtD participants were full time carers looking after a family member of which several commented: "As I am a carer, walks of around 1.5-2hours max suit me"; and "I'm glad I took part...it gives me a break from my caring role".

Participant profiles	Walk the Downs	Cycle the Downs
Female	71%	67%
Male	29%	33%
Aged 65+	35%	29%
Aged 45 – 64	42%	47%
Aged 16 - 44	23%	24%
Retired	48%	38%
Full time and Part time employed	20%	26%

Mental Wellness Profiling

An insight into the mental wellness of the participants before and after taking part in the activities was gained by asking participants to grade their feeling towards a number of statements. The table below shows participants felt more positive either all or all and most of the time after participating in four out of five statements.

Questions (Frequency - All, most, some, rarely, never)	Baseline		After intervention	Key Observations
I feel relaxed	All of the time	17.2%	10.3%	Fewer participants felt relaxed all and some of the time.
	Most of the time	51.7%	48.3%	
I have energy to spare	All of the time	17.9%	20.7%	More participants felt they had more energy to spare all of the time
	Most of the time	28.6%	27.6%	
I feel connected to people	All of the time	29.6%	34.5%	Participants felt more connected to people all and some of the time
	Most of the time	40.7%	41.4%	
I am interested in new things	All of the time	37.9%	44.8%	More participants felt interested in new things all of the time.
	Most of the time	48.3%	44.8%	
I feel good about myself	All of the time	19.2%	20.7%	More participants felt good about themselves all and most of the time
	Most of the time	46.2%	55.2%	

- The overall average number of days per week that participants achieved 30 minutes of physical activity at baseline was 4.1 days per week. This was perhaps higher than anticipated. Interestingly participants who responded with a follow up survey, reported a very small increase in the frequency of doing 30 minutes of physical activity from 4.2 days per week to 4.3 days per week afterwards.

- 31% of participants said their knowledge of the South Downs National Park was either 'High' or 'Very High' after participation in Wtd and CtD.

Additional Activities

For the second year of delivery a suite of bespoke options to target a different AAFG audience was developed for workplaces including walks, rides and corporate volunteering days. Initiatives were developed in partnership with Sustrans who offered complimentary Active Steps and Active Travel Challenge programmes. Joint promotions during Q1 and early Q2 2019, targeted the Eastbourne Beacon shopping centre which hosts more than 70 organisations and 1200+ workers. Some interest was shown by four organisations only, however there was subsequently no take up by the respective staff of the organisations to the activity programme offered. Several organisations and staff did participate in the Active Travel Challenge in June 2019, so the engagement did generate some participation in the broader AAFG Programme. The planned (cancelled) walks and rides are not included within the AAFG KPIs table below.

Also in the second year of delivery, bespoke 'Bike It Wild' cycle rides were developed for schools in partnership with Sustrans, the Sussex Wildlife Trust and the Sussex Community Rail Partnership. Two schools were engaged and were keen on the concept, but convenient dates with suitable lead in timescales were not able to be co-ordinated. The activity may still be delivered outside of the AAFG Programme. Anecdotally, we helped to deliver the inaugural Bike It Wild activity with Sustrans for Blatchington School in Brighton and Hove in summer 2019. Participants cycled into the SDNP to YHA Truleigh Hill to enjoy a variety of nature activities (delivered by Phil Paulo SDNPA and the Sussex Wildlife Trust) before camping out under the stars.

Summary

In summary, we delivered beyond our contractual obligations to this project in terms of the number of activities offered.

New activities were developed to address the shortfall in enquiries / participants and important lessons were learned about targeting hard to reach groups.

The project was largely successful, although unfortunately we did not meet all of the original programme KPIs.

Overall the AAFG programme has been successful enough for ESCC to secure an additional year of funding from the Department for Transport. SDNPA will be supporting partners in the delivery against their KPIs in 2020/21 but will not be contracted to deliver specific activities.

Successes/Challenges

KEY SUCCESSES:	<ol style="list-style-type: none"> 1- Formalising the GP referral process with one surgery proved successful. Once the appropriate referral pathway was established which involved passing the potential participant details to the delivery partner for them to contact and arrange an intervention appointment, then participant uptake rates increased dramatically in contrast to previous year's general referral process where the responsibility rested with the patient to take action. 2- The programme demonstrated that participant's physical and mental wellbeing does improve through such interventions and some participants continued with further activities after the programme. 3- Bespoke Health Walks for engaged groups were successful particularly for families, where children friendly themes were developed.
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KEY CHALLENGES:	<ol style="list-style-type: none"> 1- Generating sufficient volume of enquirers / participants, particularly as we were targeted to attract an inactive audience. Despite extensive networking with Health Partners including Link Workers and GP practices, referrals were almost zero aside from the direct referral process established above. 2- Sourcing delivery partners and developing a delivery methodology was difficult and took approximately 6-8 months from initial contact to delivery of first activity. 3- Managing delivery partners to deliver in line with the contract, specifically in regard to monitoring and reporting. The situation was magnified when the resilience of one partner was tested following a period of staff illness and technical issues which highlighted the importance of having suitable mitigation measures, such as additional back-up resource to cope with unforeseen circumstances. 4- It was difficult to get participants to repeat activities and to demonstrate progression to a higher level 5- Monitoring participants' onward activity outside of the project was difficult (although not a monitoring requirement). Often the data captured of such was anecdotal and thus could not be quantified.
LESSONS LEARNED:	<ol style="list-style-type: none"> 1- Always allow for sufficient lead in time to research and appoint partners, develop suitable methodology and delivery. It should be noted that additional time may be required when developing partnerships with voluntary organisations. 2- When setting KPIs and programme targets it is essential to undertake research and/or benchmark against similar schemes in order to ensure participant targets are not over-ambitious and therefore unachievable. 3- Where possible KPIs for multi-year programmes should be subject to review and adjustment during the life of the programme. 4- The resilience of community based voluntary organisations to adapt to potential staff resource and technical issues needs to be understood and factored into the delivery partner selection process.
WOULD YOU DO THINGS DIFFERENTLY:	<ol style="list-style-type: none"> 1- Plan a lead-in time of 9-12 months from initiation to first activity delivery if commencing from a static start. 2- Undertake a more formal approach with delivery partners and establish a formal MOU / SLA agreement with both delivery partners containing all responsibilities, roles, reporting / monitoring requirements, targets, detailed Project Comms Plan and potential risks with mitigation measures. 3- Where possible seek the development of a pro-active Programme Comms plan by the lead partner. 4- Incorporate activities that targeted family participation
UNFORSEEN IMPACTS:	<ol style="list-style-type: none"> 1- We did not anticipate fully how much the lack of referrals directly from the Lead Partner would impact on our delivery programme (methodology and appointment of delivery partners) and the ability to meet the KPIs around participant numbers

SDNPA & SDVRS Resources

ESTIMATED:	0.4 Officer time
ACTUAL:	<p>0.4 Officer time</p> <p>At key times during the project, considerably more officer time was required. Particularly when considering different delivery mechanisms, delivery partners and developing the activity programmes and promotions etc at the early stages of the project. Similarly reporting and monitoring periods were often resource heavy not least due to the information sought and the supply of the information from partners to inform such reports.</p> <p>On balance across the term of the project it probably evened out as activities were seasonal.</p>

Project Budget

SDNPA BUDGET (INCOME):	Total income £15,000
PARTNERS BUDGET (INCOME):	Total income from partners £75,000
OTHER INCOME:	Total other income £0

TOTAL PLANNED RESOURCE COST		TOTAL ACTUAL RESOURCE COST		TOTAL PLANNED DELIVERY COST (£)	TOTAL ACTUAL DELIVERY COST (£)	PLANNED TOTAL EXPENDITURE (£)	ACTUAL TOTAL EXPENDITURE (£)
IN KIND VALUE (£)	SALARY COST (£)	IN KIND VALUE (£)	SALARY COST (£)				
£0	£60,000	£0	£55,212	£30,000	£14,578	£90,000	£69,790
EXPLANATION:		<p>The project was delivered significantly under budget.</p> <p>The delivery cost underspend was due primarily to three factors:</p> <ul style="list-style-type: none"> - The low cost levied by the delivery partners, noting that one partner was a voluntary organisation - The planned Walk Leader and Ride Leader training was not required. Walk Leaders were trained by the delivery partner at no charge and the Ride Leaders were already qualified. Furthermore the potential to formally train CtD participants did not materialise - Lower salary and on-costs than forecast <p>The project underspend of £20k will be carried forward to support further health and wellbeing delivery in 2020/21.</p> <p>The AAFG Programme is being extended for the year 2020/21. SDNPA are not a contracted delivery partner with specific KPIs for the programme extension but will be supporting other delivery partners.</p>					

(Please note the total budget line of £154,258 includes an additional £64,258 for 0.6 Cycling Project Officer's role within the Authority 2017-2020, which delivers core activities alongside other projects outlined in the SDNPA Cycling and Walking Strategy).

Value for Money

WHAT IMPACT WAS ACHIEVED?	<p>The outcomes and impacts of the AAFG Programme will be evaluated within the overall report being produced by ESCC / Sustrans.</p> <p>The impact of SDNPA WtD and Ctd should be considered against the two objectives identified in the Project Overview</p> <ul style="list-style-type: none"> ➤ To introduce the South Downs National Park to a new audience ➤ To promote the National Park as an 'on your doorstep' destination for outdoor activity and health and well-being <p>All 246 individual participants in Wtd and CtD project experienced health and wellbeing activities in the SDNP (see project outputs). They will all have benefitted from the release of positive endorphins, connecting with people and the nature around them whilst learning about the SDNP. The real positive impact for participants will be realised in the future as the intervention may act as a catalyst for future healthy activities and visits into the National Park which will assist their physical and mental wellbeing.</p> <p>The impact on the new audiences of the SEND group and Chyngton School families was significant and the project is likely to generate similar repeat events in the future – Wave Leisure (SDNPA Ambassadors) continue to work with both groups and are planning further Health Walks and activities in the year ahead beyond the project.</p> <p>Both delivery partners and Ambassadors learned a great deal about the SDNP and continue to be knowledgeable advocates and 'promote' the South Downs as an accessible destination for outdoor activities beyond the project term. The legacy of the project has generated new members for both partners and Cycle Seahaven (SDNPA Ambassadors) for example are continuing to work with Sustrans to develop the Peacehaven Cycle Hub and engage further with the local community to encourage more people into cycling beyond the project.</p> <p>Many of the participants' anecdotal comments demonstrate how the project has succeeded against the objectives and these are reflected in the table below.</p> <table border="1" data-bbox="430 1107 2074 1367"> <thead> <tr> <th colspan="2">A selection of audience comments demonstrating the impacts of the project</th></tr> </thead> <tbody> <tr> <td>"It has helped me enormously to get my confidence , to do more cycling and improve my health"</td><td>"My mum and I have since walked the same route"</td></tr> <tr> <td>"I was not really interested in cycling, especially off road...It is lovely being up on 'the tops' with the beautiful wide-ranging views. I was so keen to continue that I purchased a new mountain bike more suitable to the downs."</td><td>"Having something organised like this encouraged us to get out this encouraged us to get out."</td></tr> <tr> <td>"Gave my son lots of confidence & now he rides to school safely"</td><td>"We will continue our walks around the downs..."</td></tr> <tr> <td>"I am certainly more cycle active now and try to cycle 3-4 times a week."</td><td>"I (now) walk with friends most weekends"</td></tr> </tbody> </table>	A selection of audience comments demonstrating the impacts of the project		"It has helped me enormously to get my confidence , to do more cycling and improve my health"	"My mum and I have since walked the same route"	"I was not really interested in cycling, especially off road...It is lovely being up on 'the tops' with the beautiful wide-ranging views. I was so keen to continue that I purchased a new mountain bike more suitable to the downs."	"Having something organised like this encouraged us to get out this encouraged us to get out."	"Gave my son lots of confidence & now he rides to school safely"	"We will continue our walks around the downs..."	"I am certainly more cycle active now and try to cycle 3-4 times a week."	"I (now) walk with friends most weekends"
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	"I've done some club rides since with Cycle Seahaven and have been on a cycling holiday!"	"We only did one walk which we enjoyed and joined the gym since"
	19% of 2019 CtD participants subsequently joined Cycle Seahaven	"I now take part in a weekly health walk"
		"I ... have done a charity walk too"
		"We discovered a new walk and area to explore"
WAS THE PROJECT VALUE FOR MONEY?	<p>Yes/No</p> <p>The over-arching AAFG Programme Evaluation Report due later this year will capture value for money assessment and conclusions. The project was a small element of the AAFG Programme so the outcome focus was heavily weighted towards the programme objectives.</p> <p>The project cost to the SDNPA was £15k.</p> <p>Value for money (VfM) can be presented in different ways:</p> <ul style="list-style-type: none"> - The cost per unique participant (246) was £61pp and the cost per participant / attendees (294) was £51pp. - The cost per minute of healthy activity per participant / attendees was £0.49pppm. - The project leverage was 5:1 as the £15k generated match funding of £75k from the Dept for Transport <p>Purely from a funding leverage perspective and £cost per output of 49 pence per person per minute of healthy activity in the SDNP demonstrates good value for money. However value for money is not merely based on £cost versus performance.</p> <p>In addition to the healthy activity undertaken, this project will have delivered many non-monetised benefits to the participants as indicated by the mental wellness profiling (see project results table above) and other benefits that have not been captured such as increased environmental and countryside awareness; and improved self-confidence and family relationships.</p> <p>Other non-monetised project benefits and VfM impacts should also be acknowledged including community engagement; health network / stakeholder engagement; long term delivery partner relationships; partner benefits and project legacy.</p> <p>Whilst there is an established methodology for calculating a £value for these aspects, known as the Social Return on Investment (SRoI), this was not an identified evaluation priority for AAFG when the programme was established in 2017 and so the necessary data capture for monitoring and analysis was not undertaken.</p> <p>For this relatively small project, further analysis by SDNPA attempting to place a value on such items would be disproportionate.</p>	

Recommendations

Fill in the first three columns of the table below. Your Line Manager must complete the last two columns plus the 'Management Response' section below.

RECOMMENDATION	ACTION (INCLUDING TIMEFRAME)	WHO	ACCEPTED OR REJECTED BY LINE MANAGER?	LINE MANAGER COMMENTS
In future when setting KPIs and targets, particularly for multi-year projects, it would be appropriate to build in opportunities to review with the Programme Lead Partner and adjust as necessary to reflect the experience gained during the early periods while the project is in delivery, or to set targets for shorter periods of time.	We need to bear this in mind when developing future internal projects and external projects with partners.	Project Lead and Project Officer	Accepted	It is essential that we build in the ability to flex targets/KPIs when working on projects over a long delivery period and where the audience is not known in advance.
Future programmes targeting similar key audiences should include working with groups already engaged in social and wellbeing activities and family audiences via schools.	Build into future internal and external projects where applicable.	Project Lead	Accepted	This project has demonstrated the benefits of working with existing groups in terms of ease of audience recruitment and retention.
Build in 9-12 months lead-in time before project activities	Build into future internal and external projects where applicable.	Project Lead	Accepted	Sufficient lead-in time may have helped to establish a better understanding of the actual budget required for delivery.
A formal MOU / SLA agreement must be established with every delivery partner organisation and include: responsibilities, roles, reporting / monitoring requirements, targets, detailed Project Comms Plan, potential risks and mitigation measures. The agreement should be proportional to the length of term and project value.	Build pre, contract and start up meetings with partners into future internal and external projects. Suitable mid-term reviews should be undertaken.	Project Lead and Project Officer	Accepted	The recently adopted Project Management process ensures this will be undertaken in future.
To mitigate against potential project delays or non-delivery, additional SDNPA resource / officer time should be considered (and allocated) when working with small, voluntary organisations who may lack skills/experience to assist in particular areas (such as monitoring/reporting processes)	Develop a project resource plan as appropriate to identify potential shortfalls.	Project Officer	Accepted	The Performance and Projects Team may be able to offer support to small organisation including advice on monitoring and reporting.
Similar projects should consider including suitable provision, resource and budget to evaluate the Value for Money of the project, potentially including establishing the Social Return on Investment.	Build into future internal and external projects where applicable.	Project Lead	Accepted	This should be a key consideration for the Authority. We can be very good at capturing outputs on projects but understanding the wider impacts and value of what we have delivered is not always fully explored.

Management Response

LINE MANAGER RESPONSE	<p>There's no doubt this programme has had a positive impact on the lives of a number of individuals in the target communities and that this impact is more than short-lived as evidenced by the case study reports and the data on increased membership of the Cycling partner organisation. Another positive outcome has been a greater understanding of what works in terms of referral pathways for these types of intervention. This learning will be helpful as we further develop our Health and Wellbeing work.</p> <p>Overall we have achieved the specific objectives we set for the Authority as well delivering almost all of the original programme KPIs. The biggest resource demand on this project was officer time. The delivery costs in terms of partner organisations fees, marketing and promotional materials were considerably less than forecast. Future projects in this area should have a greater understanding of costs in advance of bidding for funds.</p> <p>It is fair to say when the SDNPA began to develop proposals for this project back in 2016 we had no real understanding of the nature of Social Prescribing for people's health and wellbeing and that our experience going into the programme was based on the previous four years Local Sustainable Transport Fund (LSTF) programmes where the primary focus was around increasing uptake of sustainable travel modes through walking and cycling and public transport schemes. Through this DfT funded programme, ESCC, focused one of three AAfG programme strands on Healthy Communities seeking to address some of the key health inequalities in the County through Active Travel interventions. It has been an ambitious programme at a time when social prescribing was not well understood and it is unlikely that there was much in the way of earlier projects as evidence to build on. ESCC are yet to carry out a full evaluation of the three year AAfG Programme but they have been able to present sufficient evidence of success to DfT to date to secure a fourth year of delivery funding. The SDNPA intends to participate in the evaluation exercise and to ask ESCC to consider particularly questions around the value of using social prescribing approaches to achieve behaviour changes for Active Travel and Health and Wellbeing outcomes.</p>
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Active Access For Growth Programme East Sussex

Walk the Downs

Themed Health Walk for
Chyngton Primary School

By South Downs
National Park

Country activities such as water filtration (similar to below) were delivered by Anna Jones (Walk Leader and SDNP Ambassador) during the Health Walk.



Background and Delivery

A different interpretation of a Health Walk was developed and delivered for Chyngton Primary School in Peacehaven.

The 'Witches and Wizards Walk' was a themed walk delivered during the school October half term and offered to pupils who in turn would bring their adult parents/guardians along. The closed event was delivered in Friston Forest and included some family based country activities and a Health Walk incorporating a Halloween themed treasure hunt for the children.

The initial capacity of 20 was reached within a couple of days and subsequently increased, capped and booked out at 40. The event was so popular, it was over-subscribed by an additional 30 participants

Output

The School Business Manager felt: the event was very popular with the Chyngton families and it was a real asset to the school. Fun and healthy family events help support the community feel of the school.

There was really positive feedback from the families and children. Many stated (despite the weather) it was 'educational, 'fun' and 'engaging' and were asking when the next event would be?

"I can't wait to hear if similar events can be delivered in the future"

Walks	1
Participants	41
Profile	16 Adults 25 Children

For more information about Walk the Downs please contact
Alister.Linton-Crook@Southdowns.gov.uk

Participant Feedback (adults)

- "The children really enjoyed looking for the hanging items in the trees and we had a good walk"
- "Having something organised like this encouraged us to get out."
- "It was great being together as a family and engaging with each other, get some exercise and fresh air with added fun, educational element"
- "We discovered a new walk and area to explore"
- "It was good for bringing some awareness of nature around us, and to appreciate where we live"
- "Great being together as a family and meeting other people"
- "We will continue our walks around the downs, beaches, Friston Forest and want to attend SWT events"

**FREE
WITCHES
AND
WIZARDS WALK**

Thursday 31st October
1:30 – 2:30pm
Location: Friston Forest
(Meet in Car Park)



Walk the Downs activities are delivered by the Wave Leisure Trust. A charitable not-for-profit Trust working to inspire active lifestyles through providing high quality, affordable and accessible health and fitness facilities and activities for the community.



**Active Access
for Growth**

In partnership with



SOUTH DOWNS
NATIONAL PARK

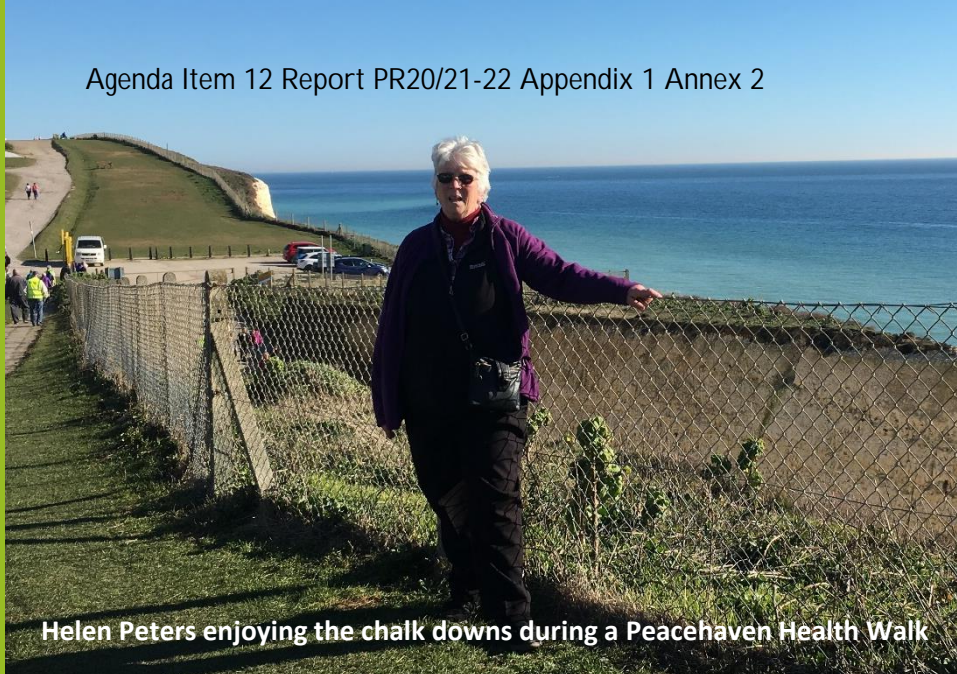


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Active Access For Growth Programme East Sussex

Walk the Downs

By South Downs National Park



Helen Peters enjoying the chalk downs during a Peacehaven Health Walk

Helen's story

Helen started walking locally for recreational purposes, when she first moved to the area. Her first engagement within a structured activity was as part of the Walk the Downs project, specifically the Health Walk in Seaford. Helen progressed onto the longer Rural Ramble in Peacehaven, a walk that is twice the length of her initial engagement.

She loves being outside and does continue to walk alone on occasion, but likes socialising with others on organised walks.

"I'm glad I took part in the Walk the Downs project because it gives me a break from my caring role"

What next?

Helen now walks regularly and takes part every Monday in the Health Walk from the Meridian Centre in Peacehaven (part of the Walking for Health National programme). She is always up for more walks, not too long though, anything around 1-2 hours.

She has progressed onto swimming within Wave facilities and has also taken part in Wave's Charity Walk.

For 2019 Helen is also interested in Walking Netball in Seaford, having played netball for many years when younger and feels it would be good to get back to it.

For more information about Walk the Downs in 2019 please contact Alister.Linton-Crook@Southdowns.gov.uk

"It is nice to socialise and meet different people"

"I now take part in a weekly Health Walk and have done a charity walk too"

Walk the Downs activities are delivered by the Wave Leisure Trust. A charitable not-for-profit Trust working to inspire active lifestyles through providing high quality, affordable and accessible health and fitness facilities and activities for the community.



**Active Access
for Growth**

In partnership with



**SOUTH DOWNS
NATIONAL PARK**



**EAST SUSSEX
PEDALS
POWER**



sustrans

University of Brighton

**5 ACTIVE
CYCLING
PROJECTS**



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Active Access For Growth Programme East Sussex

Cycle the Downs

By South Downs National Park



Diana Norman

"I am more cycle active now and try to cycle 3-4 times a week"

Diana's Story

"I have always enjoyed being active particularly walking and swimming. I was not really interested in cycling, especially off road as I couldn't see the point. However, I have always cycled but not very regularly and not any great distance. I kept an old bike to travel short journeys when I didn't want to take the car.

Cycle the Downs rides appealed to me as it involved riding with others, which I had rarely done, and making new friends. I was able to discover new routes which were easily accessible from my local town and I went much further afield than I had ever done.

It is lovely being up on 'the tops' with the beautiful wide-ranging views. I was so keen to continue that I purchased a new mountain bike more suitable to the downs."

Outcome

"I am certainly more cycle active now and try to cycle 3-4 times a week. I've joined my local cycling club, Cycle Seahaven and cycle with them once a week.

I would encourage anyone thinking of taking up a more active lifestyle to choose cycling and in particular join a scheme like Cycle the Downs.

It will give you the confidence and knowledge to cycle on your own.

You can learn the great number of traffic free routes available and immerse yourself in the stunning environment of the South Downs."

For more information about Walk the Downs please contact
Alister.Linton-Crook@Southdowns.gov.uk

Feedback

- "Gave my son lots of confidence & now he rides to school safely"
- "I learnt some new cycle routes which I wouldn't have explored on my own"
- "It has helped me enormously to get my confidence, to do more cycling and improve my health"
- "I've done some club rides since with Cycle Seahaven and have been on a cycling holiday!"
- **100% Very Satisfied or Satisfied** with the activity (f/up survey respondents)
- "The events are very well organised by friendly and inclusive group and I would recommend them"

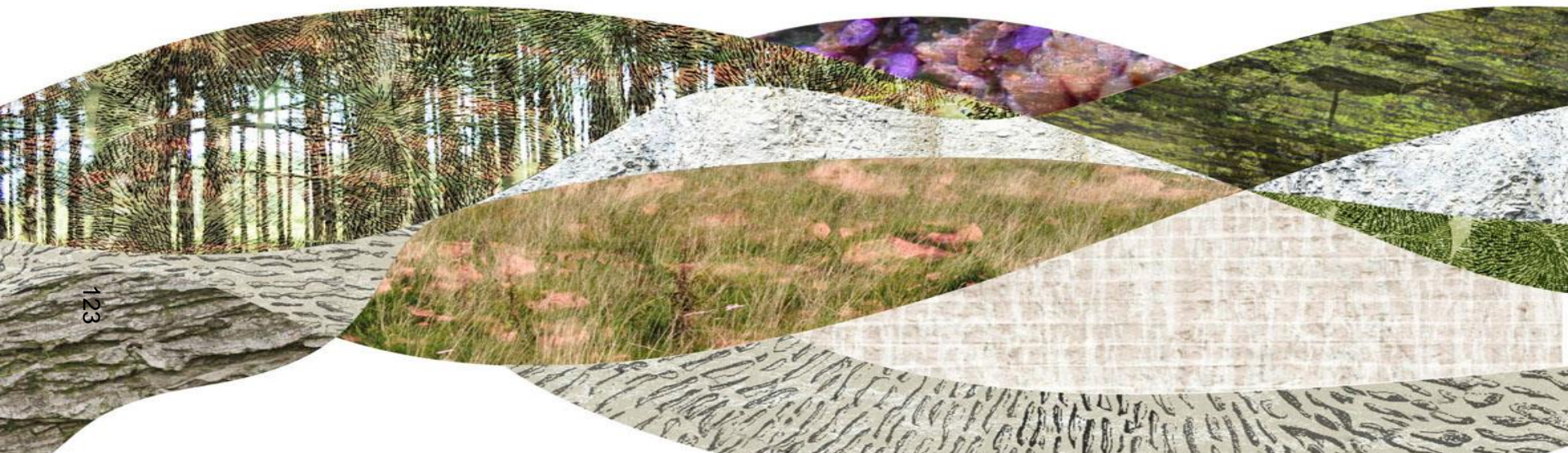
✓ 8% participants progressed to a higher level of ride

✓ 19% participants subsequently joined Cycle Seahaven



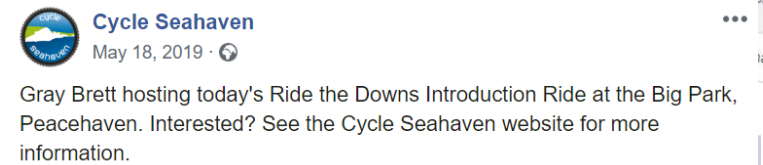
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AAFG Walk the Downs and Cycle the Downs Promotional Examples



Cycle the Downs

SOUTH DOWNS
NATIONAL PARK



Cycle the Downs

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SOUTH DOWNS
NATIONAL PARK



Walk the Downs

**SOUTH DOWNS
NATIONAL PARK**



FREE GUIDED WALKS

GET TO KNOW THE SOUTH DOWNS ON YOUR DOORSTEP

We have a range of free, gentle, guided walks into the South Downs National Park from Peacehaven, Newhaven and Seaford:

- ✓ Reduce stress and anxiety
- ✓ Improve mobility
- ✓ Increase cardiovascular fitness

For further information and to book, contact Luke on:
01323 408862 or luke.greenwood@waveleisure.co.uk

South Downs National Park

Active Access for Growth

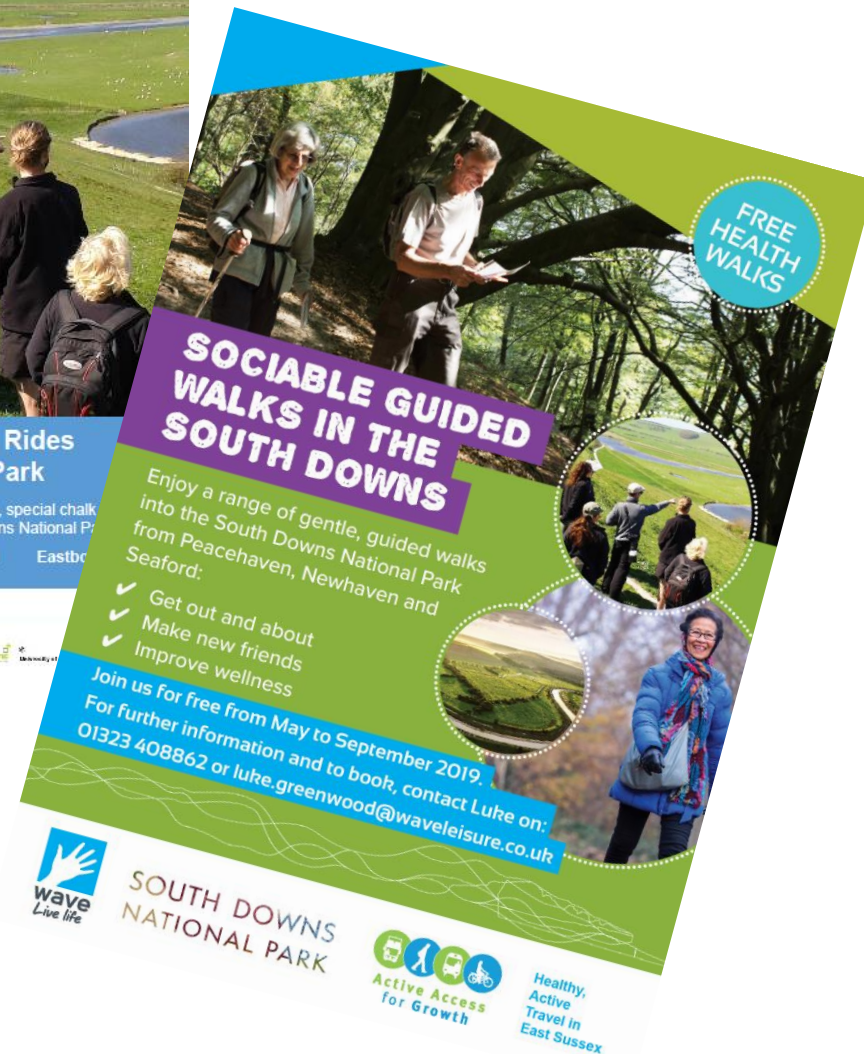
Healthy, Active Travel in East Sussex



Sociable Walks and Rides in your National Park

...ends and discover the health benefits, special chalk
...scape and heritage of the South Downs National Park
...haven Newhaven Seaford Eastbo

in partnership with

FREE HEALTH WALKS

SOCIABLE WALKS IN THE SOUTH DOWNS

Enjoy a range of gentle, guided walks into the South Downs National Park from Peacehaven, Newhaven and Seaford:

- ✓ Get out and about
- ✓ Make new friends
- ✓ Improve wellness

Join us for free from May to September 2019.
For further information and to book, contact Luke on:
01323 408862 or luke.greenwood@waveleisure.co.uk

South Downs National Park

Active Access for Growth

Healthy, Active Travel in East Sussex

Walk the Downs

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Wave Leisure Trust @TheWaveLeisure · Aug 22
Spend time in the great #outdoors this summer and join us for FREE sociable guided #walks into the South Downs National Park! Meet like-minded people take in the beautiful views together. 🌳 See our upcoming walks here: bit.ly/2P0vZiP @sdnpa #walking #southdowns



Wave Leisure Trust
@TheWaveLeisure

"It's nice to socialise and meet different people"

Join us for a FREE sociable guided walk into the South Downs National Park, meet like-minded people and take in the stunning views together. 🌳 See our upcoming here: bit.ly/2P0vZiP @sdnpa #keepac #walking



Wave Leisure Trust Retweeted
South Downs National Park @sdnpa · Sep 23

Autumn is here but that's no excuse for not getting outside. There's a few dates remaining for free guided walks and bike rides from our friends @TheWaveLeisure and @Cycleseahaven

Check out all the remaining dates & details on how to book

southdowns.gov.uk/still-time-enj...

Wave Leisure Trust and Cycle Seahaven



Wave Leisure Trust @TheWaveLeisure · Aug 31
Explore the @sdnpa this September and receive a free aluminium #SouthDownsNationalPark #reusable bottle! 🌊 Join us for a free sociable walk heading into the #SouthDowns. See our upcoming walks now: bit.ly/2P0vZiP
Terms and conditions apply.



Walk the Downs Cycle the Downs



Country activities such as water filtration (similar to below) were delivered by Anna Jones (Walk Leader and SDNP Ambassador) during the Health Walk.

Output

The School Business Manager felt: the event was very popular with the Chyngton families and it was a real asset to the school. Fun and healthy family events help support the community feel of the school.

There was really positive feedback from the families and children. Many stated (despite the weather) it was 'educational', 'fun' and 'engaging' and were asking when the next event would be?

"I can't wait to hear if similar events can be delivered in the future"

Participant Feedback (adults)

- "The children really enjoyed looking for the hanging items in the trees and we had a good walk"
- "Having something organised like this encouraged us to get out."
- "It was great being together as a family and engaging with each other, get some exercise and fresh air with added fun, educational element"
- "We discovered a new walk and area to explore"
- "It was good for bringing some awareness of nature around us, and to appreciate where we live"
- "Great being together as a family and meeting other people"
- "We will continue our walks around the downs, beaches, Friston Forest and want to attend SWT events"

FREE WITCHES AND WIZARDS WALK

Thursday 31st October
1:30 – 2:30pm
Location: Friston Forest
(Meet in Car Park)



- Spot the Witch – Round the route there will be Witches' Hats and Wizard Wands. Use the clues to identify the location of the Witch
- Family Quiz – Family Quiz. Fun for the Whole
- Family based on the South Downs National Park
- Witches Cauldron Water Filtration
- Witches Dress Competition – Prizes for best dressed

Booking essential. Please contact Anna Jones:
anna.jones@waveleisure.co.uk



SOUTH DOWNS
NATIONAL PARK



Walking
Active
Access
to
East Sussex

Walk the Downs

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SOUTH DOWNS
NATIONAL PARK



Active Access For Growth Programme East Sussex

Walk the Downs

By South Downs National Park



"We liked walking in an area that was new to us, but particularly enjoyed learning about the area" during a Peacehaven Health Walk.

Anecdotes and Outcomes

Several attendees expressed that they'll "definitely be signing up for some additional walks". This was reflected by 6.4% (11 people) of participants returning to take part in a further 20 walks between them.

Other participants used the walk programme as a catalyst to begin or maintain healthy habits:

- ✓ "I (now) walk with friends most weekends
- ✓ "It is great for people 'getting started', my Mum and I have since walked the same route."
- ✓ "We only did one walk which we enjoyed and joined the gym since"
- ✓ "I now take part in a weekly Health Walk"
- ✓ "We will continue to explore the South Downs, when the weather isn't inclement"
- ✓ "I had lost confidence in my ability to undertake longer walks but since Walk the Downs, I realise that I am still capable of walking 5-6 miles "

- ✓ One participant decided to move to the area having used a walk as an opportunity to explore the nearby countryside. Peacehaven in relation to the South Downs was a huge positive.

All 21 First Steps participants in 2019 were from GP referrals whom subsequently took part in further leisure facility activities outside of the programme. 57% signed up to the Pay-as-you-Go Pathway and 43% entered into a Flexible Monthly Membership with Wave Leisure

Walks	88
Participants	192
Profile	Female 71%
Ages	65+ 35%, 45-64 42%

For more information about Walk the Downs please contact

Alister.Linton-Crook@Southdowns.gov.uk

Feedback

- **100% Very Satisfied** with the activity (respondents to the f/up survey)
 - "It is nice to socialise and meet different people"
 - "We discovered a new walk and area to explore"
 - "As I am a carer, walks of around 1.5 - 2 hours max suit me"
 - "I'm glad I took part... it gives me a break from my caring role"
- 5% of participants were a home carer for a family member
- Great being together as a family and meeting other people"
 - "I now take part in a weekly Health Walk and have done a charity walk too"
 - "It was led by a person very knowledgeable about local history and nature"



Walk the Downs activities are delivered by the Wave Leisure Trust. A charitable not-for-profit Trust working to inspire active lifestyles through providing high quality, affordable and accessible health and fitness facilities and activities for the community.

