

Active Travel Social Prescribing Pilot: Expression of interest application form – Second Stage

You should use this form to apply for the active travel social prescribing pilot.

The objectives for the pilot are:

- To address local community identified need relating to underrepresented groups, high levels of deprivation and health inequalities.
- To actively promote increased levels of physical activity through cycling and walking
- To 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.

You should address each of the following questions within the stated maximum word count. Content that exceeds the maximum word count will not be considered. Please also note, only information in the application form will be considered, please do not send additional information or appendices.

The funding available is up to £100,000 for feasibility studies / detailed project planning. Delivery funding will be made available following Spending Review 2021 for financial year 2022 onwards.

Completed forms should be sent to jenny.box@dft.gov.uk and walking.cycling@dft.gov.uk by 9am on 22nd October 2021.

Key contact details

Name of Active Travel / Transport lead contact & email address (note: this will be who we will contact regarding the development of the expression of interest process and direct specific queries to):

Kerry Perruzza, Transportation Manager

Caroline Temperton, Public Health Lead Wider Determinants of Health

Name of ICS/CCG/PCN lead contact:

Karen Smith, Programme Manager (Prevention), ICS

Dr David Crichton, Clinical Chair, CCG / Vice Chair Health and Wellbeing Board

Laura Sherburn, Chief Executive Officer, PCN

Q1. Evidence of a clear understanding of the Active Travel Social Prescribing Pilot project outline

Please outline your intended activities as part of the pilot. We don't expect your project plans to be fully formed at this stage, but are interested to understand your ideas in relation to linking active travel and opportunities for social prescribing to support improved health and wellbeing.

Demonstrate your commitment to providing new or extended opportunities, linking local infrastructure with the provision for social prescribing offered to increase physical activity, help address mental ill health and short and long-term health conditions and support increased active travel for short journeys.

Please directly reference schemes that are already included in your existing capital bids or 1/4/10-year active travel project pipeline information submitted to the Department in August 2021. (max 300 words)

Using an asset-based approach, this pilot will facilitate connections across the current active travel and social prescribing offers in Doncaster.

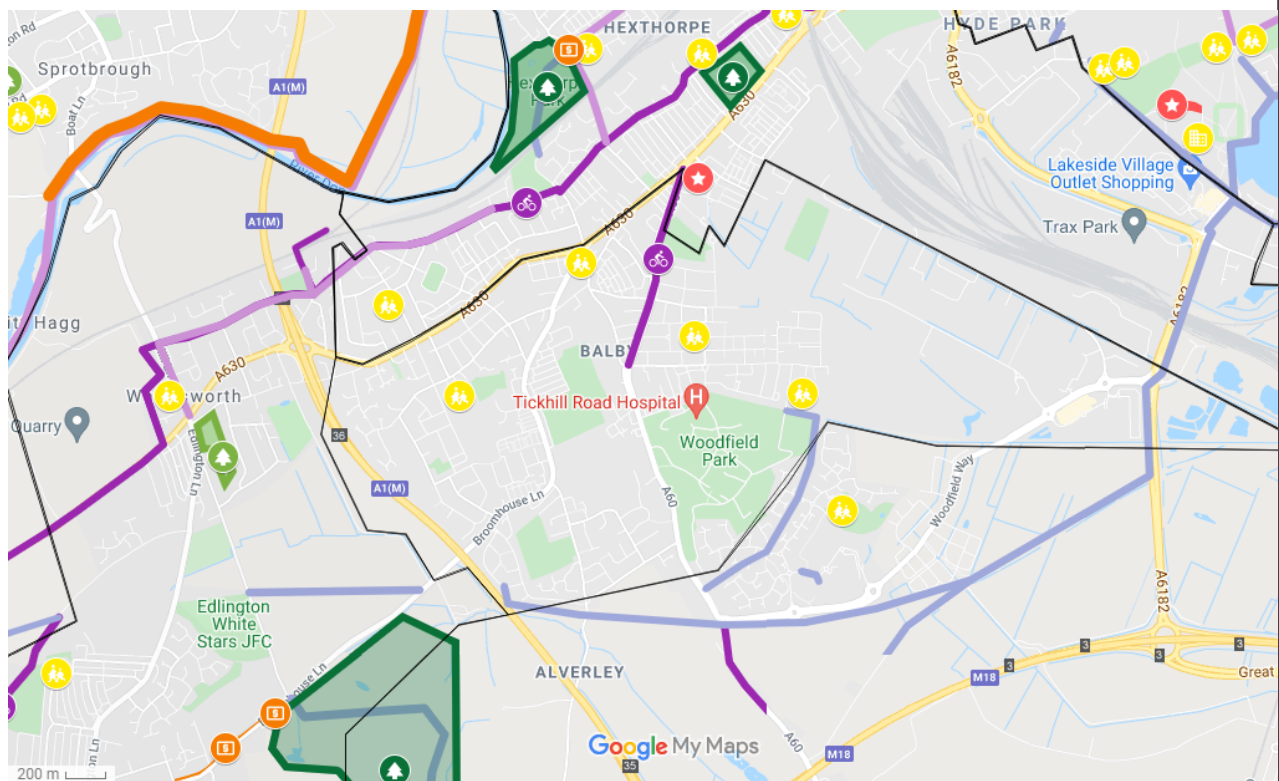
Doncaster Council is delivering a £6million strategic walking and cycling vision connecting key towns and villages, including Balby, with the town centre. The schemes are a combination of LTN 1/20 compliant pedestrian improvements, segregated cycle facilities and improved road quiet ways.

In Balby, the identified pilot area, 4 miles of new segregated cycle lane will connect users along Sandford Road, creating a new cycle route linking users between the Balby Quietway and the Woodfield Greenway through Woodfield Park. The improvements include raised tables and a toucan crossing. This will alleviate safety concerns making connectivity by active travel to key sites and social and green spaces in the area more appealing.

Balby is a deprived area with many residents experiencing long-term health conditions. Appreciative Inquiry within the community identified parks as a key and valuable asset.

Woodfield Park is the obvious place to host the pilot. Adult and Family learn to ride sessions already take place through Capability Funding, enhancing this offer with the provision of adapted cycles would provide create a fully inclusive scheme. Woodfield Park is run by Rotherham, Doncaster and South Humber NHS Foundation Trust and in 2011, the Big Lottery awarded funds to the Centre for Sustainable Healthcare for the 'Outer Space' project, as part of the Access to Nature programme run by Natural England. This showed how improving access to green spaces can be used to for a wide range of green health benefits for local people and patients. The site is centred within the ancient woodland, providing a peaceful, safe location for walking and cycling, ideal for social prescribing referrals.

285 words



- School
- TCF Scheme new cycle route
- Doncaster Future Park
- Leisure Centre
- Park/Open Space of interest
- ATF2 proposed new cycle route
- Traffic-free path
- TPT

Q2. Addressing health inequalities and deprived communities

The pilot must address local need with regards to under-represented groups, high levels of deprivation and health inequalities in communities which may have been disproportionately impacted by Covid-19 (e.g. gender, age, deprivation, ethnicity, comorbidities¹).

Describe your target population and /or geographical area for the pilot including evidence of need, how the proposed project addresses health inequalities and the estimated increase in active travel referrals resulting from the interventions. We are particularly interested in pilots seeking to investigate cycles as a mobility aid as part of their delivery. (max 300 words)

¹ [Disparities in the risk and outcomes of COVID-19 \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

Almost half of the population of Balby Ward is living in deprivation. Balby has a younger than average population with just over half of working age. A high number of children do not meet development milestones and high levels of childhood obesity are prevalent.

People in Balby have a lower life expectancy and many residents are living with conditions related to poor lifestyle choices, including smoking, Chronic Obstructive Pulmonary Disorder (COPD), lung cancer and emphysema. A significant number of preventable deaths occur in people aged 75 and under.

Mosaic data shows a high percentage of the population Balby South (our pilot area) do not engage in any moderate intensity physical activity. This mirrors Acorn data which shows 44.2% of residents in Balby South have reported never engaging in moderate intensity physical activity.

Within the pilot site, Westfield and Woodfield Parks provide the main green space. Woodfield Park has safe routes for people wishing to access green space for wellbeing and is ideal for people using cycling or walking to aid and improve mobility and mental health. Westfield Park is included in the Get Doncaster Moving Future Parks' scheme expected to take place in 2022; using appreciative inquiry techniques Get Doncaster Moving will help inform the development and engagement with the community around this asset and other green spaces ensuring access and usability for all.

We are addressing the need for more accessible infrastructure to enable people with disabilities to walk and cycle more through improvements that link the community with the parks and green space. Through Social Prescribing we want to reach out to people with health conditions and disabilities, connect them to expertise in inclusive cycling and walking to create an environment where physical activity and independent mobility is a reality for more of our residents.

297 words

Q3. System and partnership approach and methodology

Outline your commitment to a partnership approach and provide an indication of partner engagement in the expression of interest. Each pilot team is expected to have local transport, public health, VCS and NHS representation (ICS, CCG and PCNs) as a minimum. You might also have external delivery partners (i.e., charities), please include these in your detail below.

Propose how you will seek to maximise involvement and partnership working with the identified stakeholders. This might include connecting with intended audiences for the project including those with greatest need for social prescribing activities. (max 300 words)

Doncaster Active Travel Alliance (DATA) will oversee delivery of the pilot programme. The group has operational and strategic connectivity across transportation, health, community, and partners such as planning, road safety and air quality. The group is positioned within our local system where we have collective senior leadership at Board level, and shared operational capacity across the mentioned teams.

The Get Doncaster Moving Board is chaired by the Portfolio Holder for Public Health, Leisure, Culture and Planning. It includes the Director of Public Health, and the Clinical Chair of Doncaster CCG (also a local GP and Vice-Chair of the Health and Wellbeing Board); both have endorsed our proposal.

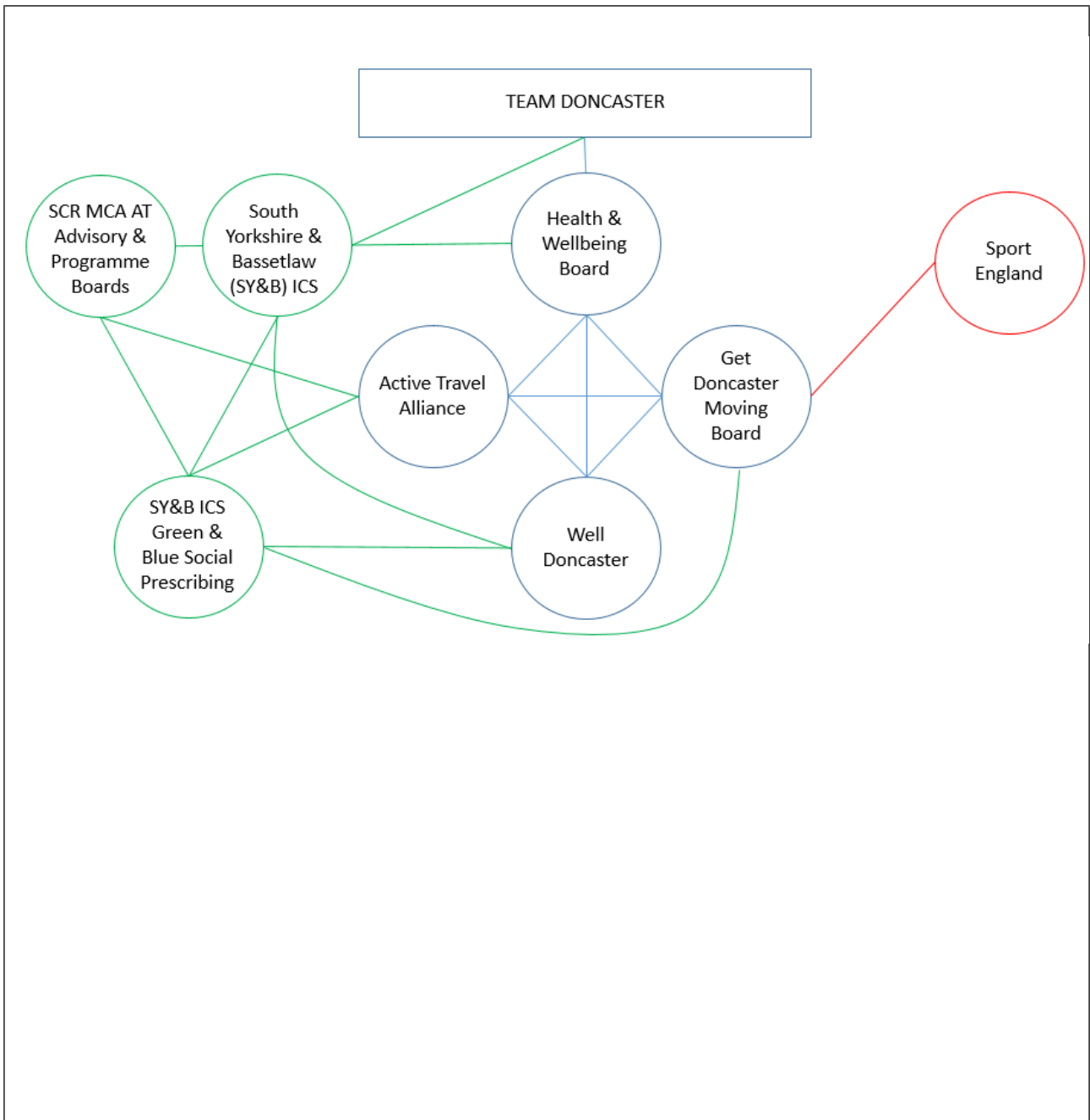
Well Doncaster ([video](#)) is an asset-based community development approach to shaping more effective health, care and welfare services in Doncaster. It strengthens community partnerships and facilitates collaboration with residents in Doncaster's 20 most deprived communities. Well Doncaster will enable the project to maximise involvement and partnership working in the Balby community, through their existing connections and work themes (see question 4).

The feasibility study will explore developing partnerships with groups, organisations and services, including (but not exclusively):

- Cycling Projects (Wheels for All)
- Flourish Enterprises
- Yorkshire Bike Shack
- Friends of Woodfield Park
- Pedal Ready
- Dr Bike
- Ramblers Walking for Health (Doncaster walks and groups)

At a sub-regional level, this pilot will align with and inform the wider SY approach to inclusive active travel and the GSP and other ICS work that is going on across the patch. Members of DATA are integrated within SYMCA Active Travel programme Board, the ICS Green Social Prescribing (GSP) Programme and work led by Yorkshire Sport Foundation to integrate physical activity within the work of the ICS. This EOI has been developed with the support and approval of SYMCA Commissioner, Active Travel Programme Director and Public Health Consultant.

299 words



Q4. Relevant experience and ability to deliver

Describe your current activity in respect of social prescribing activity (delivered by link workers, community connectors or other) – active travel, nature-based activities, VCSE provision or Green Social Prescribing. Please include reference to how this pilot will be additional or new compared to your current social prescribing schemes.

Demonstrate your ability to commence local project scoping/feasibility from November 2021 and delivery from April 2022. Please also consider your capacity (active travel and link worker) to deliver either through existing or new resource. (max 300 words)

DATA is closely linked to social prescribing, primary care networks and health referral pathways are facilitated by Well Doncaster - a crucial member of the Alliance. There are currently three referral routes into social prescribing that we wish to connect with this programme:

- Doncaster's Social Prescribing Service, currently delivered by South Yorkshire Housing Association (SYHA) who link with local GPs
- Be Well Doncaster works alongside Primary Care Networks to provide one to one behaviour change support by health and wellbeing coaches and peer support groups
- Embedding into healthcare pathways across the ICS (e.g. rehab services)

Doncaster's Social Prescribing has identified a gap in referrals to active travel and nature based activities. This pilot will offer access to active travel pathways that are not currently offered to this specific target audience via the current Social Prescribing offer. Well Doncaster staff work in the 20 most deprived communities across the borough, who are able to promote the offer and signpost people to the service. We will work in collaboration with ICS Green Social Prescribing to ensure that the pathway is joined up to provide a seamless offer for the client group.

Throughout development of the EOI, engagement with partners has prepared them for the opportunity and all aware and comfortable with the timescales associated with this bid. DATA has the experience of initiating project mobilisation quickly and a proven track record of delivering complex programmes to tight deadlines. DATA will act as the programme manager and will report progress via the GDM Board. We will also be able to use the board in an advisory capacity. Our connectivity and working practices across the Alliance ensures that we have resource to do this.

This pilot will also draw on the expertise of the SYMCA Active Travel staff and Advisory Board.

297 words

Q5. Budget

If successful in the application and feasibility study processes please indicate the level of funding required to deliver your proposed pilot. Please note, this is not expected to be a finalised budget and can be subject to change as plans are developed.

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| Feasibility study indicative budget (November 2021 – March 2022) | £60,000 |
| Pilot delivery indicative costs (revenue) (annual cost) | £405,000 (£135,000 per annum for 3 years) |
| Indicative capital costs associated with delivery (annual costs phased over 3 years)* | £200,000(all required Year 1 of project) |

*capital costs to include: infrastructure, equipment, storage. All directly associated to delivery of social prescribing pilots. Additional capital funding may come via other funding streams such as the Levelling Up Fund or previously from funds such as the Local Growth Fund or Cycle Cities Ambition Grant programme.

Q6. Monitoring & Evaluation

Please give brief details about how you plan to deliver monitoring and evaluation for the Active Travel Social Prescribing Pilot project. How will you link the Active Travel Social Prescribing Pilot to capability fund monitoring & evaluation? This might be in relation to health inequalities, active travel and/or physical activity.

Note: we will provide further support and guidance on this through the feasibility study stage and do not expect finalised monitoring & evaluation plans at this stage. (max 300 words)

Through Get Doncaster Moving, Well Doncaster and DATA we have a substantial amount of monitoring and evaluation taking place. Examples of the types of data we are currently collecting are:

- DATA partners provide updates on their progress at regular intervals throughout the year and an Annual Report of progress against actions is developed. This provides insight into population outcomes, system outcomes and learning outcomes to inform future ways of working.
- Capability Fund monitoring, this includes qualitative and quantitative data, e.g. case studies that show the impact on the service user longer term.
- Parks Evaluation is in its infancy but a mixed methods approach will be used including the use of mobile phone data [HUQ](#) to understand movement of people in our parks and open spaces.
- Theory of Change is in place for GDM and Well Doncaster that sets out what we want to achieve over the next 10 years and this informs how we will evaluate progress over this time.

The nature of the project that we are proposing cuts across many partnerships so we wouldn't want to duplicate existing mechanisms of capturing data but find a way to bring it all together. However, we do know there will be additional metrics that we need to capture to evaluate this pilot, which will be identified through the feasibility study.

Because of the partnership nature of our work we feel appointing an independent evaluator would be beneficial and we have therefore included in our budget estimate a proportion of funding allocated for monitoring and evaluation. We would want them to help us with the Theory of Change and design an evaluation methodology that responds to needs of the pilot.

278 words

Q7. Finally, please detail how this pilot will fit with your Local Cycling and Walking Infrastructure Plan and what the strategic rationale is for this project.

Looking at the bigger picture, what makes this pilot study so relevant for your Authority and your long-term plans? Why is active travel social prescribing of interest at this time and please outline your initial ideas for sustainability beyond the project lifetime? (max 300 words)

The vision for Doncaster's Active Travel infrastructure is that it will be accessible for all, inclusive of different mobility aids. The pilot study will take place in an area that is seeing unprecedented investment in Active Travel infrastructure. The Balby corridor was one of two named locations in Doncaster LCWIP. This is a key corridor for the Borough in targeting a behaviour change towards active travel. The Balby to Town Centre corridor has one of the highest rates of cycling within the Borough, the propensity to cycle tool indicates that this will be increased further with the delivery of the infrastructure we are proposing through Transforming Cities and Active Travel Fund.

Balby is an Air Quality Management Area and providing the opportunity for people who travel by car, due to limited mobility or long-term health conditions, to feel confident and safe travelling actively around their community will enable them to contribute to improving air quality.

We will use this pilot to reduce inequalities and the offer from the Active Travel Social Prescribing enables us to make the most of the assets in and around the area including links to the community, the hospital, the infrastructure and the parks.

This pilot will test/inform a wider Doncaster/SY ambition for inclusive Active Travel Social Prescribing. DATA will attend the SYMCA Active Travel Programme Board to provide learning and insight on delivery of the programme to inform future development.

The pilot contributes to [Doncaster Delivering Together](#), our recently launched Borough Strategy which focusses on People, Place and Planet.

Future sustainability will occur through the following examples:

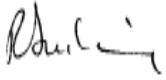
- Efficient and embedded referral practices
- Investment in people e.g. trained ride and walk leaders, bike maintenance
- Continued connected partnerships
- Connection to the Community Wealth Builder fund to support the possibility of a future social enterprise

297 words

Signature of Local Transport and Public Health leads



Neil Firth, Head of Service for Major Projects and Infrastructure



Dr Rupert Suckling, Director of Public Health

10th September 2021