

Swindon Travel Choices Phase 2 2015/16

Scheme Element 3 - Encouraging Active Travel & Raising Aspirations

End of Project Report

Document Title:	Project Closure Report
Reference Number:	LH02/311015
Project Title:	Scheme Element 3 - Encouraging Active Travel & Raising Aspirations
Programme:	LSTF
Directorate:	Service Delivery
Service Area:	Highways & Transport/Localities
Project Sponsor:	James Jackson
Project Manager:	Paula Harrison
Lead Member:	Cllr Dale Heenan
Author:	Lorraine Heath

Contents	Page No
1. Introduction	3
2. Priority Neighbourhoods	3
3. Identification of Programmes	5
4. Methodology	7
5. Staffing	11
6. Training	13
7. Results of Household Engagement	15
8. Project Monitoring Results	19
9. Participant Case Studies.	21
10. Process Case Studies	26
Tables and Figures	
Figure 1.0 Priority neighbourhoods Swindon	4
Figure 2.0 Introductory leaflet	8
Figure 3.0 Data Collection Process	9
Figure 4.0 Outcome Categories	10
Figure 5.0 Community Moves Handbook	14
Table 7.1 Target number of households	15
Table 7.2 Summary of engagement outcomes	15
Table 7.3 Summary of resources issued	16
Table 7.4 Referrals to programmes V's Resources issued	17
Table 8.1 Self-reported behaviour change	19
Table 8.2 Average increase in behaviour change	20
Appendices	
Appendix A - Community Moves data protection statement.	29
Appendix B - Community Moves Field Safety Protocol	30
Appendix C - Bus Pass flyer for job club members	31
Appendix D - Moving More leaflet.	32

1. Introduction

In 2011, Swindon Borough Council was awarded £4.8 million from the Local Sustainable Transport Fund (LSTF) by the Department for Transport to support the regeneration of Swindon town centre. Swindon Travel Choices was chosen as the branding of the project and their aim included encouraging more people to travel by walking, cycling or public transport by improving the amount and availability of advice and information that can help people to make choices about how to travel. During the summer months in 2013 and 2014, residents in West Swindon and East Swindon were invited to take part in the Swindon Travel Choices 'Personalised Travel Planning' project.

Locally recruited and specially trained Travel Advisers visited householders to offer them information, free incentives and support to try out new travel options that might benefit them - such as saving time and money, getting a little more active or just enjoying less stressful ways of getting around Swindon.

There were lots of positive outcomes from this work follow the link below for more details
<http://www.swindontravelchoices.co.uk/projects/lstf-2011-2015/work-with-residents.aspx>

In July 2014 an extension of the funding was applied for and awarded by the LSTF. The purpose of this bid was to support the local Swindon economy by reducing traffic congestion and improving access to education and skills. There were 3 proposed scheme elements:

Scheme element 1 - Access to education.

Scheme element 2 - Personal travel planning in growth areas.

Scheme element 3 - Encouraging active travel and raising aspirations.

This report is a summary of scheme element 3; named Community Moves follow the link below for the original bid information.

http://www.swindontravelchoices.co.uk/media/49868/swindon_borough_council_lstf_bid_for_2015_16_final_submission.pdf

Interpretation of the bid for Community Moves

The aim of the project was to use all of the knowledge and experience gained from the 2011-15 PTP work and roll it out to other areas using this as an opportunity to deliver advice on a wider range of topics including learning and health & wellbeing. This would broaden the value of PTP and deliver really good value for money. A key goal was to bring different parts of the Council together and to help co-ordinate efforts to engage with the key audience – those with issues around obesity and inactivity and young people who are not in education employment or training.

21,950 households were identified, of these 18,079 households were visited and 5,927 households opened the door to the Community Moves Adviser.

2. Priority Neighbourhoods.

The neighbourhoods listed below were included in the project as they are a priority for the whole of Swindon Borough Council (ie more than transport issues).

Central Swindon, Walcot, Park North, Park South, Moredon, Meadowcroft, Gorse Hill, Penhill and Pinehurst
See Figure 1 for location within Swindon Borough.

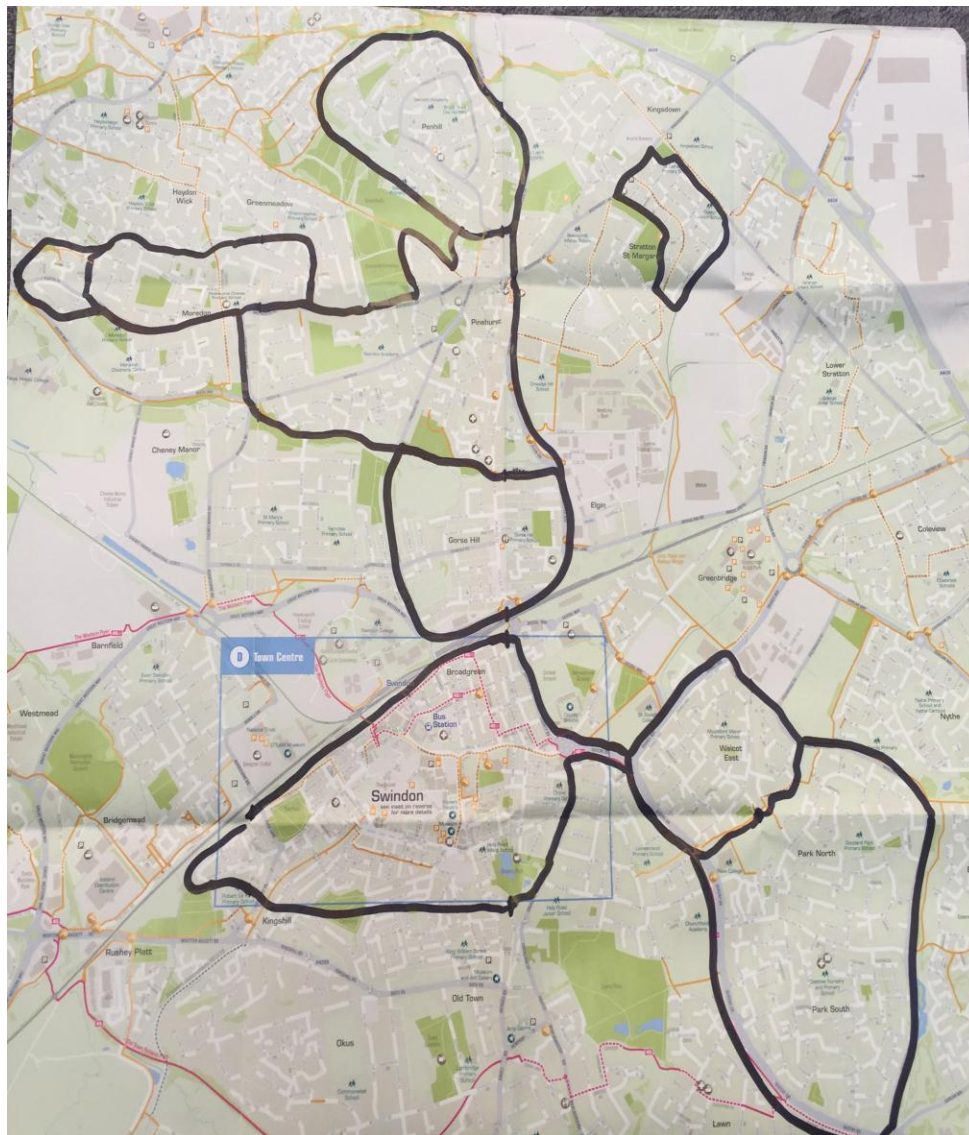
During the bid preparation phase we identified that the Council was doing lots of work and had lots of programmes that are really relevant to these neighbourhoods. This was seen as an opportunity to signpost people to these at the same time as offering travel advice. This was done by visiting each household with the purpose of engaging in conversation with the resident to encourage sustainable travel, participation in physical exercise, increasing health & wellbeing and learning & training opportunities. The conversation starter was to refer to the introductory leaflet (specifically designed for the project and which listed all of the programmes, initiatives, and leaflets etc that might be of interest to the resident) which had been delivered to the household 2 – 7 days before the visit.

This methodology of 'door knocking' was based on the experience of the Personal Travel Planning project which took place in West Swindon and East Swindon in 2013 and 2014. The residential visits were scheduled to take place between May and October 2015. Based on the results from the West and East Swindon projects and taking into account local demographics the target of this project was to engage with 25% of households.

The conversation that took place between the resident and the Community Moves Adviser was based on the householder response. The first step for the Community Moves Adviser was to introduce themselves and the project. And then to find out what subject in the introductory leaflet, if any, was of most interest to them following up with offering information on that subject. The information given was in the form of a leaflet together with the incentive (where applicable) and for some programmes referral to the programme leader who contacted the resident directly.

In addition to the 'door knocking' an established event was attended or a 'pop up' event was organised in each area to promote the project. In addition information points were set up in each area. The information points were manned by the Advisers on the same day and at the same time each week whilst the door knocking took place. The venues we used were libraries or community centres dependant on each area.

Figure 1.0 Priority Neighbourhood Areas



3. Identification of programmes

This project was much bigger in terms of households to be visited and content for discussion/promotion than either of the previous sustainable travel projects in West and East Swindon. Therefore preparation was started much earlier and began in January 2015.

The first thing to decide was what this project would 'look' like in order to get a feel for this the bid was broken down into the following areas, which are corporate priorities for SBC and the Local Economic Partnership:

Health & Well Being
Learning & Training
Sustainable Travel

In addition we looked at what opportunities were available for NEETS as this is a key issue for SBC and the Local Economic Partnership

Then we looked at existing programmes within the Localities and Leisure teams, Health Improvement Team and other areas of Swindon Borough Council which fitted in with the overall aim of the project.

The programmes we chose were:-

Programme Name	Description	Incentive
Health & Wellbeing		
Diet Busters	A free 12 week weight management programme (including Introductory & Final session) that will help set you on your way to a healthy lifestyle by encouraging sensible eating habits and increasing activity levels. We have found that small changes like these can be maintained long-term and lead to a healthy weight loss. The 10 course sessions consists of 45 minutes education and 45 minutes of exercise.	Course fee paid instead of referral from GP.
Health programmes for older people or people with long term health conditions	Exercise sessions offering lower levels of intensity which are ideal if you have not exercised for years, have a health condition, are recovering from an injury or want to maintain independence and improve postural stability.	Free Taster Session
Health Ambassador	Six free 1:1 sessions offering information and advice tailored to your needs, including: stopping smoking, healthy eating, emotional health and physical exercise.	Six free 1:1 sessions
Befrienders	A free service offering you an opportunity to be accompanied to any meeting or activity of your choice to enable you to link with your local community.	A free service
Swindon Health Walks	Free guided walking groups around Swindon suitable for all ages and abilities. <i>Volunteer Walk leader training opportunities also available.</i>	Free pedometer on sign up.
Street Games	A Swindon wide menu of free sports for young people, aged 14- 25 which includes; Basketball, Table Tennis and Football sessions. <i>Volunteering opportunities for 16 - 25 year olds also available.</i>	Free coaching training for eligible volunteers.
Tri Active Project	A free programme of running, swimming, cycling events including learn how to swim and cycle training and sky rides. <i>Volunteering opportunities are also available.</i>	Free GLL leisure card on sign up.

LIFT Psychology	Various wellbeing courses available including Stress and Mood management, Healthy Minds (aimed at 16-18yr olds), Beating Low Self-esteem, Anger Awareness, Moving on After Separation & Divorce and Wellbeing After Baby.	All courses are Free of charge.
Learning & Training		
Learning Ambassadors	Free 1:1 sessions offering information, advice and guidance to access Learning & Training opportunities, building confidence in preparation for employment and links with agencies offering further advice.	Free 1:1 sessions
The Tenant Academy	In conjunction with educational providers and voluntary agencies assists SBC tenants to attain qualifications, work experience and new skills to build their confidence to assist them in education and employment opportunities.	Free of charge.
Community Learning Courses	Adult Community and Family Learning courses that are delivered within the community across Swindon at a range of venues. The courses are funded by the Skills funding Agency.	Free of charge.
Sustainable Travel		
Bike Maintenance	Cycle drop in sessions at the County Ground for route information, basic bike maintenance tips and basic bike repairs. Plus Dr Bike maintenance sessions and maintenance workshops available at community events as advertised plus	Free Puncture repair kit.
Cycle Loan NOTE: The cycle loan scheme was a new initiative set up specifically for this project.	Three different types of bike available to borrow for free for a 6 week period (£25 Returnable deposit required) Loan scheme participants will qualify for a 25% discount on a bike and accessories from two of Swindon's Cycle shops.	Free cycle helmet and hi vis vest with each loan bike.
Active Swindon Challenge	Online Active Challenge where residents can sign up to their community team to record the journeys they make each day will be competing with other communities as well as other teams.	Free water bottle on sign up.
Bus Taster Ticket	A Thamesdown Multi Day Rider voucher for those who wish to try the bus service, also available is a 1 day travel pass for those attending an interview for work.	Free of charge.
18 travel information leaflets	Bus Service Timetable	Get Walking in East Swindon
	Bus fares Guide	Get Walking in South Swindon
	Next Buses leaflet	Get Walking in West Swindon
	Journey Planner	Get Walking in North Swindon
	Swindon Cycle Map	Cycling with Children
	Swindon Cycle Parks	Cycle Clothing and Accessories
	Safe Cycle Commuting	The Right Bike for You
	Get Cycling	Cycle Security
		Electric Bikes

One of the reasons these programmes were chosen was because each programme manager had their own records of enrolment, attendance and outcomes. We envisaged we could use this information to evaluate the success of the project in addition to the self-reporting changes that residents informed us had occurred as a result of the visits made by the Community Moves Adviser. The self-reporting would be collated through follow up surveys made by telephone at the end of the project.

Most of the programmes offered were free of charge, if there was a cost Community Moves subsidised the resident for the full cost of the programme or offered a free taster session. In addition Community Moves offered incentives to residents to attend some of the programmes; these included a free pedometer, free leisure card and a free puncture repair kit.

4. Methodology

Information on the programme content and a short summary of the project was put together in the form of an introductory leaflet (see Figure 2.0). This was hand delivered by the Community Moves Adviser to each household on an area by area basis. This was the first notification to the householder of the Community Moves project.

A short questionnaire was designed and produced on an electronic tablet for each programme area of the introductory leaflet. This allowed data to be captured quickly and efficiently on the doorstep. The data captured included contact details for the householder, documented which information resources and/or incentives they wanted to receive and detailed the base level of activity in the programme area that was of most interest to the householder.

The advisors returned to the same households within 2-7 days to make contact with the householder. Where successful contact was made the Community Moves Adviser sought to engage the householder in a conversation about the content of the introductory leaflet concentrating on what was of most importance to the householder. The Community Moves Adviser provided information or made a referral based on the individual programme. As the conversation took place the advisor completed the short questionnaire on the electronic tablet.

Often the householder stated they had not received the leaflet or needed time to consider the content after it had been explained to them. In these cases the Community Moves Adviser would offer to collect the leaflet at a later date or provide information on our collection points (the information points).


Each area had a list of all of the dwellings in the area referred to as the 'Street Sheet'. Whereas the electronic tablet was used to capture data from the conversation with the householder, the 'Street Sheet' Was used by the team to manually record the outcome of the visit (see Figure 4.0). It was also a notation of the households visited which was transferred to an electronic version back in the office and used to collate the statistical information required to record progress.

The Community Moves Adviser visits took place between 9.00am and 6pm week days and between 10.00 am and 4pm on Saturdays. Each advisor wore an ID badge, Community Moves uniform and carried a copy of the Community Moves data protection statement – see Appendix A. They worked in teams of two or three and were briefed on Community Moves field safety protocol – see Appendix B.

At the end of the day the adviser 'handed in' their tablet to the admin support officer who extracted the information onto a USB stick, uploaded it to a database and then downloaded it to an excel spread sheet. The spread sheet was the data source which the admin support officer used to collate data about the requested information resources and incentives. These were put into an envelope addressed to the householder and hand delivered by the Community Moves Adviser operating in the area. The spread sheet was also a data source for the referrals and the follow up calls that were made at the end of the project.

The Community Moves Advisers also manned an information point for 3 hrs each week, on the same day and at the same time whilst they were operating in the area 4-6 wks. The local residents could use these points to return their introductory leaflet (regular collections were made throughout the project) or obtain information on the programmes listed in the leaflet.

Figure 2.0 Introductory Leaflet



Community Moves

Community Moves is a project that aims to offer information, guidance and support to those of you who wish to improve your health & wellbeing. This could be through increasing your physical exercise, managing your weight or taking steps to improve your emotional and mental wellbeing.

Through our Learning Ambassadors we can offer free learning & training opportunities on a wide variety of subjects including DIY, Jamie's home cooking skills, money management, IT & gardening.

We also have lots of free information and incentives for bus travel, cycling and walking including free cycle helmets and accessories as part of our new cycle loan scheme.

This brochure contains more details about the free information and initiatives available please have a browse through it in readiness for your visit from our Community Moves Advisers. They will be visiting you in the next 2 - 5 days and will be able to provide you with further details.

If you are unlikely to be in when we visit, but would still like to receive an information leaflet or further details about these initiatives please contact us.

t: 01793 463296 or e: Communitymoves@swindon.gov.uk

Please fill in your contact details below.


Name: _____

Address: _____

Tel: _____

Please allow up to 2 weeks for the delivery of your information

[@community_moves](https://twitter.com/community_moves)
facebook.com/Communitymoves



	Bus Service Timetable Bus timetable booklet/leaflet detailing the bus times for all Stagecoach and Thamesdown routes.		Bus Fare Guides Information about the price of tickets for Thamesdown and Stagecoach bus services.
	Bus Service Timetable Leaflet giving details of how to get 'next bus' times sent to your mobile phone.		Get Walking in... A magazine containing maps of walking routes in East, West and South Swindon.
	Swindon Cycle Map A comprehensive map to getting around Swindon by bike, showing on and off road cycle routes.		Get Cycling A magazine giving hints and tips about cycling as well as articles and general information.
	Swindon Cycle parks A leaflet giving details of the secure parking available in Swindon town centre and information on how to access it.		Journey planner Plan your journey by comparing routes by bike, on foot, car and train. www.swindontravelchoices.co.uk/jplanner/

Cycling information Leaflets covering different aspects of cycling:		
		
		
		
		

This information is available on the internet at www.swindon.gov.uk. It can be produced in a range of languages and formats (such as large print, Braille or other accessible formats) by contacting the Customer Services Department.

t: 01793 445500 f: 01793 463982 e: customerservices@swindon.gov.uk
 D1330/FO3989/15

Health & Well Being

Dietbusters
 A free 12 week weight management programme (including Introductory & Final session) that will help set you on your way to a healthy lifestyle by encouraging sensible eating habits and increasing activity levels. We have found that small changes like these can be maintained long-term and lead to a healthy weight loss. The 10 course sessions consists of 45 minutes education and 45 minutes of exercise.
Free pedometer on sign up.

Health programmes for older people or people with long term health conditions
 Exercise sessions offering lower levels of intensity which are ideal if you have not exercised for years, have a health condition, are recovering from an injury or want to maintain independence and improve postural stability.
Free Taster session.

Health Ambassador
 Six free 1:1 sessions offering information and advice tailored to your needs, including: stopping smoking, healthy eating, emotional health and physical exercise.

Befrienders
 A free service offering you an opportunity to be accompanied to any meeting or activity of your choice to enable you to link with your local community.
Volunteering opportunities are also available.

Swindon Health Walks
 Free guided walks in groups around Swindon suitable for all ages and abilities. Volunteer Walk leader training opportunities also available.
Free pedometer on sign up.

Street Games
 A Swindon wide menu of free sports for young people, aged 14-25 which includes; Basketball, Table Tennis and Football sessions. There are also opportunities for volunteering for 16 - 25 year olds.
Free coaching training for eligible volunteers.

Tri Active Project
 A free programme of running, swimming, cycling events including learn how to swim and cycle training and sign rides. Volunteering opportunities are also available.
Free GLL leisure card on sign up.

LIFT Psychology
 Various wellbeing courses available including Stress and Mood management, Healthy Minds (aimed at 16-19yr olds), Beating Low Self-esteem, Anger Awareness, Moving on after separation and Divorce, & Wellbeing after baby.
All courses are Free of charge.

Learning & Training

Learning & Training
 Information, advice and guidance to access Learning & Training opportunities from Community Learning Courses, The Tenant Academy, Local Colleges. Courses include Jamie Oliver cookery course, Basic DIY, IT Children's First Aid, ESOL, Employability Taster Courses.
All courses are Free of charge.

Community

RE:FRESH
 An improvement fund from Swindon Borough Council's Housing Department available for improvements to make neighbourhoods safer, cleaner and tidier. Applications can be submitted by homeowners, leaseholders and private tenants and should be for a group of residents which must include council tenants.

Sustainable Travel

Bike Maintenance
 Dr Bike maintenance sessions and maintenance workshops available at community events as advertised.
Free Puncture repair kit.

Cycle Loan
 Three different types of bike available to borrow for free for a 6 week period (£25 Returnable deposit required) Loan scheme participants will qualify for a discount on a bike and accessories from Swindon Cycles or Mitchell's Cycles.
Free cycle helmet with each loan bike.

Active Swindon Challenge
 Online Active Challenge where residents can sign up to their community team to record the journeys they make each day will be competing with other communities as well as other teams.
Free water bottle on sign up.

Bus Taster Ticket
 A Thamesdown Multi Day Rider voucher for those who wish to try the bus service, also available is a 1 day travel pass for those attending an interview for work.

Figure 3.0 Data Collection process

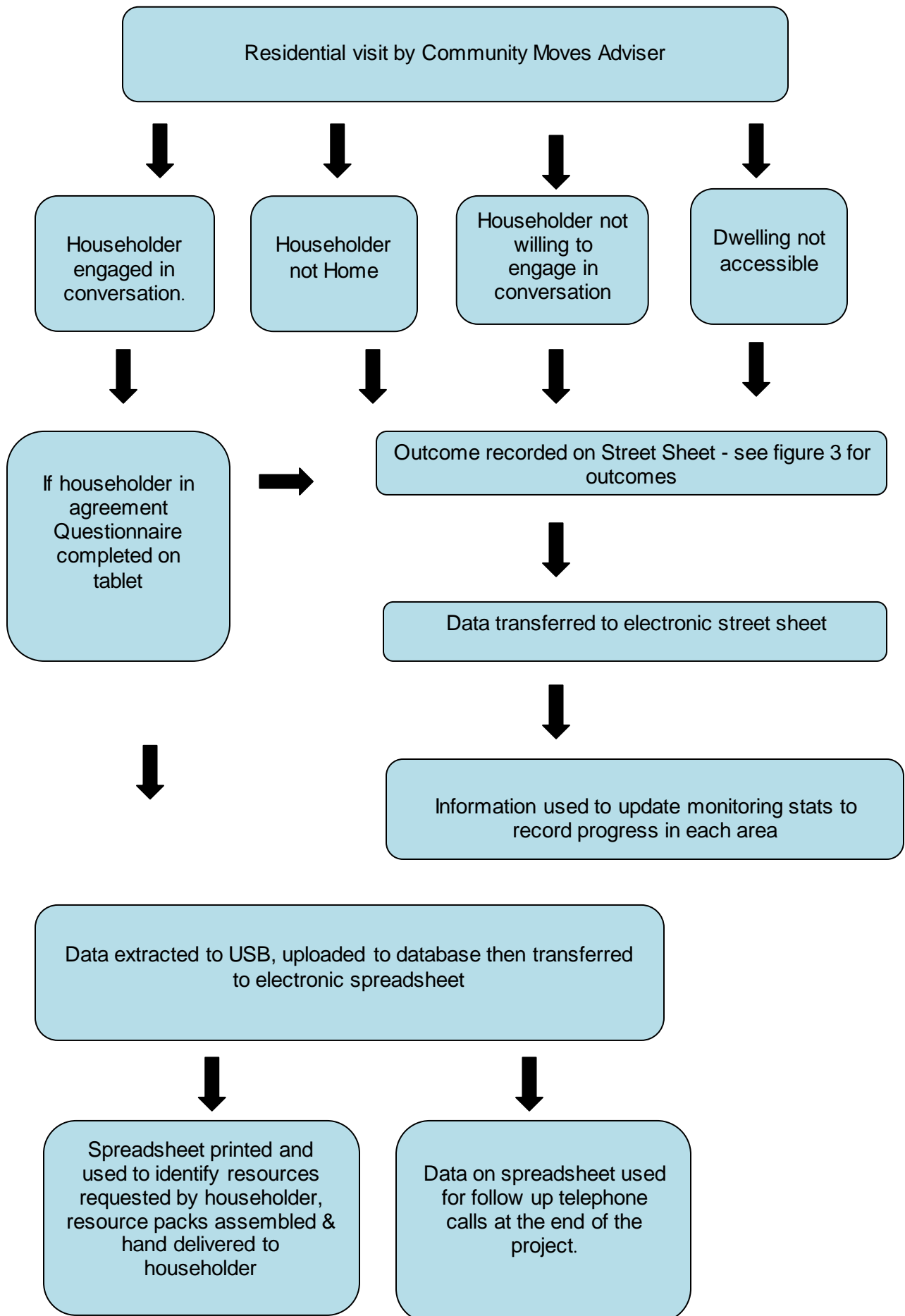


Figure 4.0 Outcome Categories

As stated in the methodology section after each visit the Community Moves Adviser recorded the outcome of the visit. This information was collated on the electronic street sheet and used to track progress.

OUTCOME	ROUTE	CATEGORY
(AP) The householders Actively Participated in the project by engaging with the adviser, completing the questionnaire and requesting programme information or referral.	(R) Referral (S) Signposted (TE) Telephone Enquiry (FB) Face book	(ST) Sustainable Travel (HW) Health & Wellbeing (LT) Learning or Training
(P) The householder Participated in a conversation at the doorstep with the adviser and may have accepted information but did not participate in completion of the questionnaire.	(E) Engaged in Conversation (TE) Telephone Enquiry (FB) Face book	(H) Happy they have knowledge of the available choices. (I) Information accepted (K) Travels sustainably (A) Currently Active (L) Currently in Learning or Training
(NP) Non Participant , the householder declined to have a conversation with the adviser.		(C) Not willing to hold a conversation. (N) Programmes/information not good enough (S) Non English Speaker (H) Hostile/Aggressive (O) Other
(NH) The householder was Not at Home when the adviser called.		

In addition to the residential visits we attended 16 events in the areas providing the same information resources as per the introductory leaflet to all of the people who attended. If the person lived in one of our designated areas then we also asked them to complete the short questionnaire and provided the incentives accordingly.

Attendance at these events were roughly 200 for the large organised events ie. Armed Forces Day and Pinehurst Fun Day. Attendance was much lower, between 12 and 50 attendees for the Community Moves 'pop-up' events. We were supported at all of the events we attended by the events Advisers with the 'smoothie bike' (a bicycle fitted with a blender adapted to be run on 'pedal power') and Dr Bike who offered a free bicycle maintenance check, including small repairs to anyone bringing their bicycle to him on the day.

At most of the events we were also supported by members of the Health & Wellbeing team who conducted on the spot health checks for people over 40, the Learning Ambassadors who could assist with available learning & training opportunities and the Health Ambassadors who offered appointments to those wanting to pursue a healthier lifestyle ie stopping smoking, losing weight, eating healthier.

5. Staffing

The Community Moves Team consisted of 1 full time Project Coordinator, 1 part time Project Administrator, 5 full time Community Moves Advisers and 4 part time Community Moves Advisers. The Project Coordinator managed the Administrator and team of Advisors, coordinated delivery of the engagement element of the project, was responsible for data monitoring, evaluation and reporting and liaising with other SBC departments with the purpose of promoting the project and identifying opportunities of working together.

The Project Administrator assisted the Project Co-ordinator by collating data from the tablets, extrapolating the relevant information with regards to resources and referrals then actioning these requests. The Community Moves Advisers travelled throughout the designated areas visiting households to engage with residents and provide information and advice to encourage participation in the chosen programmes and the use of sustainable modes of travel.

We were supported by the events team, initially it was envisaged that they would work closely with the Community Moves Advisers to consolidate their training and to gain an awareness of the progress of the project. This did not happen as the events Advisers were also committed to work on the promotion of the other 2 work streams. Consequently they were only utilised to operate the 'Smoothie Bike' at our events.

The Project Coordinator was employed on a 12 month fixed term contract by SBC and the remaining team were employed on a temporary contract through Pertemps from 1 May until 31 October. 1 Community Moves Adviser was employed through to the end of December to undertake the follow up telephone calls and was assisted in this task by the Project Administrator.

All staff employed through Pertemps were paid weekly via timesheets authorised by the project coordinator. A staff signing in sheet was used in the office to keep a track on days and hours worked and reconciled with the weekly timesheets submitted by the Advisers and the charges made by Pertemps.

Some staff did take holidays during the project and a couple of Advisers left before the end of the project. This had no effect on the work load or progress as there was built in cover in the office at all times and a 'floating' adviser to cover Advisers in the field. The 'floating adviser' was also assigned to teams when required to cover sickness absence and to balance workload. The Advisers who were able to commit themselves to work the full length of the project were awarded a bonus at the end of the project.

Initially it was envisaged that the specially recruited members of the Health & Wellbeing team of Ambassadors, and Champions would accompany the Community Moves Advisers on their visits so that a clear understanding of the roles would be reached and relationships within the team would evolve at an early stage. Unfortunately due to recruitment delays within the Health & Wellbeing team this did not happen.

Lessons learned

- The team requested that they work together as one team rather than being split into groups. They felt this would give them more opportunity to work with different people and build relationships rather than being with the same person all of the time. It was agreed that we would try this initially in the town centre area. In reality they naturally gravitated into groups which resulted in the same people working together all of the time. Also only one or two members of the team took responsibility for planning the visits and recording the outcomes which caused some confusion and misunderstanding. In hindsight appointing a team leader to take the lead on planning the visits, recording outcomes and monitoring the progress of individual Advisers would have helped. They could also have acted as a mentor and trainer and undertake accompanied visits to ensure a uniform approach by the Advisers.
- Splitting the Advisers into teams resulted in the teams taking responsibility for their own planning and recording of outcomes and progressed more efficiently. It also created competition between the teams which increased motivation and interest in the stats.

- The large number of households identified was challenging and with hindsight it may have been better to focus more in depth on a small no of households which would have enabled the Community Moves Advisers to:
 - Identify and target areas instead of using a blanket approach, even in the priority neighbourhoods there were many affluent households.
 - Increase the number of visits to each household, undertaken at different times to increase chances of finding the Householder at home.
 - Spend more time with the householder to ascertain personal circumstances and enable opportunity for follow up support.
- In order to promote the project at the events, a different skill set was required and not all of the Community Moves Advisers adapted to working at the events preferring the 1-2-1 engagement of door knocking. In hindsight we should have identified those people who had the skill set and maybe set targets to improve performance at events.
- In hindsight it would have been more effective if the events staff had been part of the Community Moves team responsible for organising, promoting and staffing our own events. The reason for this is:
 - We were limited to the number of events we could hold and the lead time for arranging events as we were reliant on the availability of the events team.
 - Although the events team attended our training they were not able to consolidate their knowledge and therefore could not promote the project during the event.
 - Through working alongside the Community Advisers the events team would have greater knowledge of the project and could have been more effective.
 - Although they had the knowledge some Advisers struggled at promoting the project at the events due to the different nature of the role.
 - The events team would have been able to 'coach' the Advisers Being responsible for organising our own events
 -
- The programme leaders highlighted that there were some inaccurate referrals and quite a few householders were uninterested or had no clear understanding of the programme when they were contacted. Some householders who were referred struggled to understand the content of the course. In hindsight giving the Community Moves Advisers an opportunity to integrate with the team members of the programmes they were promoting before they started their visits would have helped increase their understanding of the criteria and aims of the programme. In addition more information about the client could have been given on the referral form
- With reference to Dietbusters it was felt that **all** (some did attend) of the advisers should have attended one of the introductory sessions as this would have given them that extra insight to the Dietbusters programme and may have helped them when talking to potential clients.

6. Training

The Community Moves Advisers consisted of 9 Advisers 6 of whom had previously worked on the door knocking project in East Swindon. The training programme was the same for all of the Community Moves Advisers and the events staff. It started W/C 21/04/2015 three weeks prior to the 'go live' date of the project.

See Training Timetable below:

Training Timetable				
21 April	Welcome and Introductions and Overview of Project by Helena Robinson		Health Walk Sanford 1pm and Lunch	Monitoring, Tablets & Questionnaires
22 April	Sustainable Travel Overview Claire Fleming Active Challenge, Bus Passes, Cycle Maintenance and Cycle Loan		Schools & Colleges Jane Deeley	Health & Well Being (1) Tri-Active project, Street Games, Health Walks including team building exercise
23 April	Badge Photos	Dietbusters Debbie Mitchell	About the neighbourhoods Kati Wood	Health & Well Being (2) Peter Kent including Let's get cooking
24 April	Process training including tablet questionnaires.			
28 April	Fundamental Human Needs Inez Apponte		Dementia Awareness Sue Giles	
29 April	Safeguarding		Learning in the Community	The Tenant Academy/Refresh
30 April	Familiarisation of Resources		Field Trip	
5 May	Equality & Diversity Nick Stephenson & Kati Wood		Basic First Aid	Seated Exercise etc Carole Jones
6 May	Motivational Interviewing (day 1)			
7 May	Motivational Interviewing (day 2)		Reflections on training	
8 May	Planning & Delivery of Introductory leaflet in Central			

A Community Moves Adviser Handbook was created and issued to each adviser in order to support the training they had received. See Figure 4.0.

Lessons learned

- The training brought together for the first time people from all over SBC and promoted lots of working together and gave the advisors a good grounding in a wide range of subjects.
- On reflection more training should have been given to the inexperienced members of the team around 'door knocking' perhaps through role play with the more experienced members.
- Initial monitoring of the Advisers with accompanied visits by an appointed team leader would have identified common training needs and areas where more information was required to ensure the team worked to the same standards and had equal knowledge of the programmes.

7. Results of Household Engagement

Target Households

The total no of dwellings identified on the street lists for the priority neighbourhood areas was 21,950
After visiting the households some were deemed to be:

- (1) **Sample Loss** the address being listed incorrectly (residential home/business premises, a dwelling being vacant or inaccessible **or**
- (2) **Not Applicable** the householder was immobile or incapacitated or there was an 'other' reason why they could not take part.

These dwellings were deducted from the final number of households giving a total of 18,079. This was the same approach as taken in the PTP work in West and East Swindon.

Table 7.1 Target Number of Households

Original No. of Residential Dwellings in Area	21,950
Dwelling vacant or listed incorrectly	3712
Householder immobile or incapacitated	159
Final Total after Sample Loss	18,079

As described in figure 3.0 there were 4 outcomes to residential engagement, see table below for a summary of the results for Priority neighbourhoods in comparison with West and East Swindon results.

Table 7.2 Summary of Outcomes of Household Visits

	Priority Neighbourhoods		West Swindon		East Swindon	
Number of households visited	18079		10844		7890	
Number of households who opened the door	5927	33%	6273	58%	5352	68%
Number of households not at home/didn't open the door	12152	67%	4571	42%	2538	32%
Number of households engaged in a conversation with the advisor	4801	27%	4148	38%	3426	43%
Number of households not wanting a conversation with the advisor	1126	6%	2125	20%	1926	24%

As the table above shows the number of people in the priority neighbourhoods willing to engage in conversation once they had opened the door was higher (81%) than in West (66%) and East Swindon (64%). However there were a higher proportion of householders 'not at home'. The reason for the low percentage of Householders 'not at home' in West Swindon is probably because 3 visits were made to each household at different times. This was the same process in East Swindon where there was an even lower percentage of households 'not at home' which is probably because of the demographics of the area - a large number of elderly/retired residents.

Resources uptake

The resource list was limited to 1 resource per programme/initiative except for Sustainable travel where we offered a total of 18 separate resources. The resource information was issued by request at the doorstep, by request through returning the introductory leaflet to us, at events and at the information points see table 3.3 for a summary of the number of each resource issued.

Table 7.3 Summary of resources requested/issued

SUSTAINABLE TRAVEL	Total No of Resource Issued
CYCLING	
Cycle Map	785
Get Cycling Magazine	342
Swindon Cycle Parks	183
Cycle Loan Scheme	185
Active Swindon Challenge	51
Journey Planner	16
Basic Bike Maintenance	192
Clothing and Accessories	66
Cycle Security	82
Cycling with Children	101
Electric Bikes	35
The Right Bike for You	66
Safe Cycle Commuting	66
Winter Cycling	66
BUS	
Thamesdown Bus Service Timetable	685
Thamesdown Bus Fare Guide	138
Multi Day Rider Leaflet	156
Next Bus Guide	64
WALKING	
Get Walking in East Swindon	380
Get walking in South Swindon	226
Get Walking in East Swindon	123
Get Walking in North Swindon	228
HEALTH AND WELLBEING	
Health Programmes for Older People or People with Long Term Health Conditions	247
Swindon Health Walks	552
Dietbusters	220
Street Games	181
Health Ambassador/Befriender Postcard	198
Tri active	281
Lift Psychology	175
LEARNING AND TRAINING	
Learning Ambassador Postcard	329

In total 4,236 sustainable travel resources were issued (2,236 cycling, 1,043 Bus & 957 walking), 1,854 Health & Wellbeing resources were issued and 329 Learning & Training resources were issued.

We looked at the number of referrals made as a result of the resources issued – see table 7.4. It is important to note that most referrals could only be made when the householder completed the questionnaire to supply the information required for the referral and there was often reluctance by the householder to impart that information.

Referrals to Programmes vs leaflets issued Table 7.4

Programme/Initiative	Leaflets issued	Referrals made	%	Take up as at 04/02/2016	%
Multi Day Rider Bus Pass	156	120	77%	79	66%
Cycle Loan Scheme	185	20	11%	19	95%
Health Programmes for Older People or People with Long Term Health Conditions	247	92	37%	No Data	
Swindon Health Walks	552	N/A	Self-Referral	No Data	
Dietbusters	220	120	55%	18	15%
Street Games	181	N/A	Self-Referral	No Data	
Health Ambassador/Befriender Postcard	198	95	48%	21	22%
Tri active	281	50	18%	5	10%
Learning Ambassador Postcard	329	209	64%	68	33%
Active Swindon Challenge	51	N/A	Self-Referral	No Data	
LIFT	175	N/A	Self-Referral	No Data	

As shown in the above table there were a lot of positive outcomes, where possible the take up was confirmed through updated information on the referral list that we sent to each programme leader on a weekly basis. On receipt of the referral list the householder was contacted by the programme lead* to find out more about the householders personal circumstances so they could ascertain their eligibility for the programme, give further information and inform them of sign up process.

*except for Health Programmes for Older People or People with Long Term Health Conditions and Triactive.

Health Programmes for Older People or People with Long Term Health Conditions householders were issued with a free taster session voucher and given a schedule of the classes, venues and cost of each session. Householders interested in Tri active were sent information and a web site link to register with Tri active.

Bus Passes

Of the 120 referrals made 94 were Adult Multi Day Riders, to date 67 have been redeemed (71%), 28 were for Adult & Kids Multi Day Riders, to date 12 have been redeemed (43%)

Cycle Loan Scheme

19 people participated in the scheme as a result of Community Moves intervention. Over a 6 week period the participants cycled 2448 miles. This equated to an average of 129 miles completed by each participant during their 6 week loan. 14 participants went on to purchase their loan bike at a discounted cost. 17 participants said they would continue cycling regularly. Follow the link below to see the full report on the Cycle Loan scheme - [Awaiting link from Becky](#)

Health Programmes for Older People or People with Long Term Health Conditions

We were not able to identify the people who attended these sessions as no records were kept by the class instructors. Through the follow up telephone calls we contacted 28 people who had requested information on Health Programmes for Older People or People with Long Term Health Conditions, 8 of them had attended a class increasing their physical exercise by on average 60 mins per week.

Swindon Health Walks

Initially the Health Walk registration form was going to be amended to include a tick box for a Community Moves referral so we could identify those were attending as a result of Community Moves intervention. Unfortunately this was not possible as the programme has to use the national walking for health forms for all new registrations. Through the follow up telephone calls we contacted 69 people who had requested information on Health Walks, 13 of them had joined a health Walk increasing their walking on average by 90 mins per week.

Dietbusters

The information received from the programme leader was that they had received 120 enquiries, with 18 people having started a course. 7 people are "waitlisted", which means either they are still waiting to go on an introductory session, or have attended an introductory session and are waiting for their course start date. 5 Attended the introduction session but didn't proceed onto a course. 90 didn't proceed at all; they were contacted and it was identified they were not interested by speaking to them or a message was left on their answerphone and no response was received. For these and the ones where it was not possible to leave a message contact was made by letter but they still did not respond.

Street Games

We were not able to identify the young people who attended these sessions as no records were kept by the coaches. However through the follow up telephone calls we contacted 14 people who had requested information on Street Games, 1 of them had attended a session increasing their physical exercise by 60 mins per week.

Health Ambassador/Befriender

The information received from the programme leader is shown below:

2 people were referred directly to Circles of Support

5 people referred for Exercise/The Health Improvement Team

2 people attended a Lift Course – Both accompanied by a Befriender

9 people worked with Befriending Service including the 2 who attended the LIFT courses.

5 people worked with Health Ambassadors

5 people were contacted but didn't take up H/A or Befriending wrong time etc...

Through the follow up telephone calls we contacted 40 people who had requested information for Health Ambassadors or the Befriending Service, 33 of them were initially interested in the health ambassador service and 7 of them in the befriending service. However 30 decided not to take up the service, their reasons included no longer interested, not now required and do not have the time. 7 people were attending sessions and 3 were awaiting an appointment.

Triactive

Of the 5 people who participated in the Triactive programme, 2 took up swimming lessons and 1 took up cycle training. Through the follow up telephone calls we contacted 2 people were waiting for the next course of swimming lessons to start. There were any people who requested information on and may have participated in the Sky Rides through the Triactive project but no data was collated by the Sky Ride leaders.

Learning Ambassador

The information received from the programme leader was that they had received 209 referrals, 94 people were contacted with 68 people taking up a learning opportunity and 10 people meeting with the learning Ambassador but not to taking it any further. 102 people were telephoned but there was no answer or a message was left on their answerphone and no response was received. For 13 people the telephone number given was not available. Through the follow up telephone calls we contacted 148 people who had requested information on Learning & Training, 66 of them had taken up a learning opportunity, 67 were no longer interested reasons given included now started full time work, have caring responsibilities, can only attend in evenings, no free courses available. 15 people could not recall receiving a telephone call from the Learning Ambassador but were still interested (these details have been forwarded to the Learning Ambassador). 13 telephone numbers were not available.

Active Swindon Challenge

A total of 287 people registered from SN1, 2 & 3 postcodes which relates to the priority neighbourhood households but we were unable to ascertain how many were as a result of CM intervention. Follow the link below for the full Active Challenge Report.

http://www.swindontravelchoices.co.uk/media/61577/active_swindon_challenge_case_study_2015.pdf

LIFT Psychology

We were not able to identify the people who attended these sessions as it was accessed on a self-referral basis and no data could be shared due to confidentiality. Through the follow up telephone calls we contacted 1 person who had attend a LIFT Psychology course and felt it was an excellent service.

8. Project monitoring results

At the end of the project those householders who had given their telephone details were contacted to find out whether they had received the resources they had requested, to query whether there had been any changes in their behaviour as a result of the engagement with the project 768 householders were called and 476 participated in the follow up call.

The measurement of the impact and benefits of the programme was taken from the 476 participants who took part in the follow up telephone calls which is 10% of those who participated in the project.

- 18,709 households approached;
- 4,801 participating in the project;

Self-reported behaviour change

We asked those who had participated to consider whether the amount of walking, cycling, bus use, car use, physical exercise and car use had stayed the same, increased or decreased since their engagement with the Community Moves Adviser. We also asked those who had been referred to individual well-being programmes if they had attended and if they felt healthier, more motivated, more relaxed, or more confident (depending on the type of activity) as a result. Table 4.6 shows the results of this, the Net Change is the number of people increasing their use/activity minus number of people decreasing their use

Self-reported behaviour change - Table 8.1

Behaviour	Increased	Decreased	Stayed the same	Net Change
Car Use	1%	12%	87%	-11%
Bus Use	21%	1%	78%	+20%
Walking	22%	2%	76%	+20%
Cycling	37%	0%	63%	+37%
Physical Exercise	23%	0.5%	76.5%	+22.5%
Wellbeing	26%	0%	74%	+26%
Learning	37%	n/a	63%	+37%

In terms of outcomes, based on the follow up telephone calls:

- 11% of residents said they were using the car less
- 20% said they were using the bus more
- 20% of participants said they were walking more
- 37% said they were cycling more
- 22.5% said they were doing more exercise
- 26% had taken up wellbeing programmes
- 37% said they had attended a learning/training course

Participants who said they had increased or decreased their amount of travel with a particular mode of transport or increased their exercise were asked to estimate roughly how much more or less. This self-reported estimate is not robust, but it does provide some indication of the scale of change occurring - see table 4.7.

Average increase in behaviour change Table 8.2

Change	Unit	No Of Responses *1	Cum per week	Average per week per respondent	Average per week per project participant interested in that subject *2	Total per year across the project *3
Decrease in Car Use	Miles	60	165	-2.75 miles	-0.3	-74,880
Increase in Bus Use	Miles	81	336	4 miles	0.8	199,732
Increase in Walking	Miles	54	96	1.7 miles	0.3	74,880
Increase in *4Cycling	Miles	30	124	4 miles	1.5	374,504
Increase in Physical Exercise	Mins	156	2895	18.5 mins	4.0	998,608
Increase in Wellbeing	n/a	27	n/a	n/a	n/a	n/a
Increase in Learning or Training	n/a	68	1	1	0.4	99,840

*1 Number of people providing an estimate of their level of increase/decrease during the follow up telephone calls.

*2 calculation = % net change x total number of participants who showed an interest in that subject x average per week per respondent divided by total number of participants who showed an interest in that subject.

*3 Calculation = Average per week per project participant x total number of participants who showed an interest in that subject.
x 52

*4 There is a separate report for the cycle loan showing the increase in mileage conducted by those participating in the cycle loan.

The information was collated in minutes for bus use and walking and in miles for car use and cycling. In order to make a comparison the following assumptions were made bus use, 4 minutes = 1 mile, walking, 20mins = 1 mile. Exercise was collated in minutes.

Increase in wellbeing was measured by asking the participant if their health, motivation or confidence had improved 10 said their health had improved, 11 said their motivation had improved, 2 said they felt more relaxed and 4 said their confidence had improved.

Increase in learning and training was measured by the number of people attending courses which was 68 people, the courses included but not limited to IT, English, First aid, DIY and Cooking.

There was a large amount of data collected in the original survey and it is possible to extrapolate this data for further assessment if required.

9. Participant Case studies.

Those residents who agreed to engage in the follow up questionnaire were entered into a prize draw at the end of the project. Those who won the prizes were asked to take part in case studies, those who agreed are featured in the case studies below. As you can see all of the results are positive with some outstanding life changing results.

Community Moves Case Studies	
GARY	
Personal Circumstances	Gary was using the car every day, to either get to work in the week (5miles each way) or on the weekends to go shopping etc. now drives only 2 or 3 days a week, otherwise walks, uses the bus or get a lift share with partner. Doctor had informed him he needed to do more exercise to raise the heart rate as he has diabetes.
Type of Resources received/Activity undertaken/ Area of Interest	Bus Taster Ticket/Cycle Map/Get Walking Mag Used bus taster ticket and now his use of buses have increased. Walking has increased also, often uses the cycle to find new and longer routes to walk the dogs. Walking has increased in general due to decrease in car use.
Any effects on lifestyle?	Gary has saved money on fuel and general wear and tear of the car. His son who has recently passed his test is able to borrow Gary's car as he doesn't need it all the time. This has meant they didn't need to purchase another car for him. He feels a lot fitter and healthier since walking more often and further distances, and finds that he is managing to raise his heart rate, by walking faster, as the doctor had told him to. This will in turn lead to health benefits and hopefully help with his diabetes. Gary has found that walking the routes on the cycle map has given him an opportunity to meet other dog walkers whom he chats to, he enjoys this social interaction.
JANICE	
Personal Circumstances	Janice walks a lot anyway or uses the bus as she doesn't own a car. She walks every day, varying distances, to do her food shopping or general shopping around Swindon. She likes to stay fit and healthy as best she can.
Type of Resources received/Activity undertaken/ Area of Interest	Health Walks and Get Walking In..... magazine Janice decided to go along to a Swindon health walk held on a Tuesday from the Haydon Centre and has continued going once a week since. It is a 3 mile walk and all on level ground which is good for Janice as she had suffered from a slipped disc and so needed to do only gentle exercise. The group includes people of all ages and abilities so although some walk a lot faster than others they always wait for the people to catch up. They have a cup of tea when they

	arrive back. Janice was very positive about the walks and said she will continue to attend them for the near future.
Any effects on lifestyle?	The extra walking has made Janice feel fitter and healthier. Going to the health walks has meant she has met new people and she really enjoys the social aspect of it. She met 3 ladies on the bus very recently and informed them of the health walks, as they were talking about doing some gentle exercise and weren't aware of them. She told them about the one at the Haydon Centre and they seemed very keen to attend.
SARAH	
Personal Circumstances	Sarah could swim before starting the lessons but not properly and couldn't do backstroke at all. She decided to attend the 7 week beginner's course of free swimming lessons through the Tri-active Project. The fact that they were free encouraged her to try it; if they had not been free she would not have gone .
Type of Resources received/Activity undertaken/ Area of Interest	Tri-active - swimming lessons From attending the first session Sarah realised swimming was a good sport and very enjoyable. She completed the beginner's course and was then asked if she wanted to attend the 7 week improvers 2 course she agreed and is currently attending. She enjoyed both courses and is finding the advanced course more challenging as it is in a larger pool where they swim lengths; the instructors are very positive, encouraging and patient.
Any effects on lifestyle?	Sarah suffers occasionally from back pain, she said swimming eases this pain and one week when the pain was particularly bad she went 3 times in one week as it acted as a pain relief. She also enjoys the social aspect of the swimming lessons, usually she stays at home when her son is at school and doesn't get to talk to many people but going swimming has meant meeting new people with a similar interest and has improved her confidence when swimming alone. It was a marked achievement for Sarah going from the beginners to the improver's lessons. As well as really enjoying the swimming Sarah feels the lessons have benefitted her in other ways for example Sarah has a six year old son who knows how to swim but she now has the confidence to take him swimming once a week.
SIMON	
Personal Circumstances	Simon had put a lot of weight on due to ill health and prescribed medication. He wanted to lose weight for himself however the doctors had told him that he needed to. He didn't know about Dietbusters until the Community Moves advisor knocked on his door.
Type of Resources received/Activity undertaken/ Area of Interest	Dietbusters Dietbusters – a 12 week course held at Pinetrees Community Centre - he attends once a week on a Friday.

Any effects on lifestyle?	<p>Simon feels healthier; people have noticed and commented that he looks like he has lost weight. They have also commented that he looks a lot healthier. Simon has learned a lot about the correct foods to cook and how to cook them. It has given him ideas on different meals he can make. Previously he wouldn't cook for himself at all and now he cooks for himself and also enjoys it. The exercise parts of the session have made him feel fitter and each week he finds the exercise is getting slightly easier. Before Dietbusters he did not exercise at all. He feels he is moving in the right direction and used the words 'getting there slowly'. He feels like his confidence and his motivation to lose weight is growing as he now believes he can do it. He will continue to use his new knowledge to eat well and lose weight after Dietbusters has finished. Overall he is feeling more confident, more motivated, more relaxed and healthier.</p>
WILLIAM	
Personal Circumstances	William wanted to attend an IT and a cookery course in order to improve his knowledge on both subjects. It was also something interesting to do and had the social aspects of meeting new people.
Type of Resources received/Activity undertaken/ Area of Interest	<p>Learning and Training – IT and Cookery IT course – Library 'Toyoba contacted Mr Bendall and booked him on. This was a six week course - attendance once a week. *Cookery Course – Cooking on a budget at CPD Centre Drove Campus. This was a six week course attendance once a week. *Emma booked William on this course after follow up telephone call.</p>
Any effects on lifestyle?	William said these courses have not affected his lifestyle but he did very much enjoy them and would like to attend other courses around the same subject. He does feel he has more knowledge now and confidence on both cooking and IT.
ALISON	
Personal Circumstances	Alison used to either walk 40 minutes to school with the children, or if husband was on the right shift he would take them or brother would drive 15 minutes to pick them up and take them to school.
Type of Resources received/Activity undertaken/ Area of Interest	<p>Adult Multi Day Rider bus taster ticket. Alison used the taster ticket take her children to school and back for a week. It allowed Alison to see how easy it was to use the bus for the school run and establish that the timings worked well for when she needed to get to the school. Alison went on to purchase an adult and kids multi day rider travelling by bus four times a day to take the children to school and back. It is a 10 – 20 minute journey each time depending on which bus she catches. Alison also travels by bus herself during the day to go shopping and to visit her parents. Purchasing the adult and kids multi day rider has allowed the family to save money on petrol and paying her brother petrol money.</p>

	Alison finds it a manageable cost as you get 6 tickets for the price of 5, the 'free' days travel adds up over time.
Any effects on lifestyle?	Alison's husband works shifts and was sometimes having to get up at 7am (after getting in from work at 2am) to take the children to school. On the occasions when her husband was at work her brother would make a 15 minute journey by car to pick the children up then take them to school. Using the bus saves money and relieves the stress of relying on her husband and brother to take children to school. Alison enjoys going to school with the kids because it's more personal, she gets to see them go into the classroom and is able to see the teachers to collect letters and reports from them. It is also much quicker than if she had to walk.
SUE	
Personal Circumstances	After working in an office job for 30 years, Sue decided to work from home running a cattery. Her husband works away all the time so is not always available to do the DIY around the house. Sue did not have the knowledge or confidence to try and do it herself and so wanted to learn the skills so she didn't rely on her husband. During her time working in an office Sue did not do any exercise. She suffered with arthritis in her knees, to the point where she couldn't walk up the stairs or kneel down without it causing a lot of pain. Sue gave up smoking years ago and wanted to improve her health further by losing weight. She also has depression and takes medication to lighten her mood but often struggles in the evenings, when it gets dark, to keep in high spirits Sue finds that working from means she does not get to see many people or socialise much.
Type of Resources received/Activity undertaken/ Area of Interest	<p>L & T – DIY course, Health Ambassador, Health Walks, Tri- Active (cycling), cycle map for walking routes.</p> <p>DIY course – Sue absolutely loved it, she had a really positive experience. She said she found it absolutely brilliant and learned so much. It has given her a confidence boost and would never have dreamed of attempting to do some of the jobs she has now learned how to do. Sue now wants to learn more. She said the gentlemen running it were amazing, so friendly, helpful and really patient with her. They accepted she knew absolutely nothing and was starting from scratch. They were very patient in their approach, never once did she feel stupid about asking silly questions or about saying she had no idea where to start. She learned multiple things – plastering, carpentry, bricklaying, painting, tiling etc. She took photographs of the jobs that needed doing around her house, took them in to show the tutors who went through each one and showed her what she needed to do.</p> <p>Health Ambassador – she has had 3 sessions with Jo so far, and has found them very positive. They meet at the Community Centre and chat whilst walking to improve fitness, Jo always ensures Sue is a little out of breath by the end. Although Sue is currently attending slimming world, the nutritional advice given to her by Jo about the correct food groups and the quantities she should consume has helped her to improve her health as well as losing weight. She has lost 2 stone so far and wants to lose another 2 stone.</p>

	<p>Health Walks – Sue attends the health walks twice a week, one on a Monday and one on a Friday. She really enjoys the social side to it as well as the health benefits, since doing the health walks with Jo she has lost weight every week, Sue has made friends. She is looking forward to attending the Christmas party that the health walk leader is organising. The group introduced her to a ‘fit bit’ which counts her steps, if she hasn’t done her 10,000 steps a day she will go for a walk or go on the treadmill till she has achieved it. The group also showed her a walking app, which keeps track of her walks, time, distance and calories burned so she can keep a record.</p> <p>In addition Sue now goes on an extra walk once a week with a lady she met has through the health walks. They go all over the place and do 6/7 mile walks at a time. She has found that the lady she walks with walks at a faster pace so it pushes her to speed up from 3 miles an hour to 5 miles an hour. She has seen a significant increase in her level of fitness as well as an improvement in her mood. She also finds that she barely gets any pain with her knees now. She also found that whereas normally her knees would stiffen up in the winter because of the cold weather this year that hasn’t happened. Sue is generally feeling healthier and happier, even the effects of the menopause seem to have reduced. Sue has more energy and motivation when she comes home to do other things rather than sitting down. Sue was worried when she first started to work from home that she would suffer more with depression due to working alone all the time, making friends through the health walks has really helped and prevented this from happening. A bonus for Sue is that meeting and chatting to new people through the health walks has allowed her to advertise her business through word of mouth.</p> <p>Cycle Map – Sue has used this to find new routes to walk, how to get to places as well where to walk with her dogs.</p> <p>Tri- active (cycling lessons) – Sue was encouraged to go to the cycling lessons at the county ground by the health ambassador, Jo. She has been going once a week on a Friday and found it has really boosted her confidence. She hadn’t ridden a bike for years and when she first started round the track she was unsteady, now she is confident on the bike. At first Sue was getting pins and needles in her hand when she rode the bike; the instructors showed her what to do to stop this. Sue found the instructors were so helpful, friendly and patient. Her next step is to take up the road safety cycling and hopes she can gain the required confidence to cycle on the road.</p>
<p>Any effects on lifestyle?</p>	<p>Sue’s behavior has changed so much that she now doesn’t think to get in the car when she leaves the house she automatically thinks to walk places instead and even walks the long way round. The realization being that is often easier, quicker and more enjoyable to walk than to drive. Her weight loss has made her feel healthier and she no longer struggles with arthritis in her knees. Overall Sue feels happier and more motivated. She has made friends meaning she doesn’t get lonely working from home. Sue has new routes to walk the dogs which keeps it interesting. She is suffering less with the effects of the menopause, and takes less medication for the depression. Sue has more energy is more active and makes sure she completes at least 10,000 steps a day. Her nutritional knowledge has improved. She has learnt to cycle again. She has learnt how to do DIY around the house and gained the confidence that she can do the jobs on her own and she is motivated to learn more. She has</p>

	been able to advertise her business via word of mouth through the people she is meeting. She has got so much to keep herself busy that she finds she doesn't feel lonely or stressed.
--	---

10. Process Case Studies

Introductory leaflet

The Community Moves project's aim was to engage with 20,000 households to raise aspirations, increase health & wellbeing, increase learning & training opportunities and promote sustainable travel.

This was completed over a period of six months during British Summertime we only had the resource to visit each household once.

In order to deliver the message in advance of the 'door knocking' and to increase the likelihood of engagement we created a leaflet which was informative, attractive and user friendly in the hope it would be appealing enough to householders so that they would not discard it with the numerous amounts of junk mail they receive on a daily basis.

The leaflet held details of all of the different programmes we were promoting split into 4 different groups as follows:

Health & Wellbeing:

- Diet Busters
- Health Programmes for Older People or People with Long Term Health Conditions
- Health Ambassador
- Befrienders
- Swindon Health Walks
- Street Games
- Tri Active Project
- LIFT Psychology

Learning & Training:

- Learning Ambassadors
- The Tenant Academy
- Community Learning Courses

Community:

- Housing Projects

Sustainable Travel:

- Bike Maintenance
- Cycle Loan
- Active Swindon Challenge
- Bus Taster Ticket
- Plus 16 different travel information leaflets

In order to be eye catching the leaflet was designed to be simplistic and had images of the programme logo or information leaflet against each entry. In addition there was a brief description of the programme/information leaflet along with the available incentive ie free pedometer on sign up to Swindon Health walks.

The leaflet also had a tick box section which, if they were not at home when we called, the resident could complete and return to their local library for us to collect or they could telephone or e-mail their requests to us as per the contact details on the leaflet. We did not include a return address or envelope as our preference was to have a conversation with the householder whenever possible.

In addition if the householder answered the door but could not remember receiving the leaflet the Community Moves Adviser was able to issue another one and briefly explain to the householder that they

could have a look through it in their own time and still obtain the resources using the methods described above.

The leaflet was very useful when colleagues working in Housing offered to second door knock a number of households for us. This was as a result of a meeting with the Health Improvement Team Manager who wanted to promote their programmes (most of which were in our leaflet) and the Housing Business Development Manager, who had identified that a lot of residents were looking for support in connection with their health & wellbeing or with learning & training opportunities, and the Community Moves Project Coordinator who was looking at ways to increase engagement.

The Housing dept. agreed to visit the residents in Walcot who were identified as 'Not at Home' when the Community Moves Adviser had called. In a four week period they collated 52 responses which increased our active participant rate by 4%.

Despite positive feedback from the housing staff who engaged with the residents there has been no response from the Housing Business Development Manager to queries of whether they would like to repeat the exercise in other areas.

The Housing officers were successful in their approach as in many cases they already had an existing relationship based on trust or familiarity with the residents. Due to the nature of their role they were able to spend more time with the resident and were often aware of the individual's circumstances which made it easier to identify and 'sell' the programme which was most relevant and helpful to the resident.

Taking this idea of joint working forward as a legacy would be very effective. The leaflet (updated accordingly) could be issued by staff from other SBC services that have regular contact/existing relationships with householders in Swindon. The householder would be referred directly to the programmes via a one point of contact triage system as well as being able to order information leaflets through a website designed for purpose.

Note: Lack of trust, unfamiliarity and incorrect pre conceived assumptions of the reason for the visit ie sales people were barriers which the Community Moves Adviser had experienced. When the adviser was able to establish a relationship with the householder (even at a first meeting) the householder was more likely to engage in a positive way which resulted in active participation.

Bus Pass Flyer for Job Club

Within the introductory leaflet were details of a multi-day rider bus pass. The bus pass is in the form of a 'smart card' (credit card size) which enables the holder to travel on Thamesdown transport for six separate return journeys. After this they can 'reload' the card with further journeys at a daily, weekly or monthly rate. Thamesdown bus service operate a no change given policy, so the smartcard is a convenient way to travel and means you do not have to worry about having the exact bus fare.

We extended the bus pass offer in the form of a day rider and a four week pass to four separate job clubs operating in our areas. The day rider was for a single return journey which the resident could use to attend a single interview or a four week bus pass which enabled the user to have free travel for four weeks, the intention being to cover the cost of getting to work until they received their first month's pay. For those resident who struggled to attend the job club because of transport issues including cost we offered a multi-day rider bus pass which enabled them to attend the job club six times, this could be renewed at the discretion of the job club leader.

To promote this offer we produced a flyer (see appendix C) which held details of the days, time and venue of each job club. It also had a tear off slip for the applicant to fill in which asked for the following information:

Name
Address
Telephone number
Ticket type - Day Rider, Multi Day Rider, Four Week Pass.
Job club venue

Interview date
Start date of new job
Company name/company contact name/telephone number

Process

Flyers issued to: All residents, not in work, who engaged with the Community Moves Adviser
All Four Job club leaders.

Day rider and Four week bus passes were issued to the job club leader for distribution as we felt they were more likely to be familiar with the intentions of the job seeker ie some attend more interviews than others. Also a request to attend an interview can be at short notice so we wanted to limit the time it would take to issue the bus pass to the applicant.

Residents who required a multi-day rider to attend the job club were asked to contact Community Moves by e-mail or telephone.

Applicants fully completed the tear off slip and gave to the job club leader in exchange for the relevant bus pass. In addition the Job club leader asks the applicant to complete a Community Moves questionnaire to find out about their travel habits – see attached.

The Job Club leader completes the bus pass 'stub' staples it together with the questionnaire and tear off slip and returns them to the Community Moves Office.

Currently awaiting information from Job club leader reference progress.

Exercise for pre –bariatric patients

During the project it came to our attention that there were a number of residents who were attending a weight management clinic run by public health. The residents attending the clinic were referred to public health by their GP as a pre cursor to Bariatric surgery. Amongst the opportunities on offer through the clinic was a nutrition course along the same lines as the Dietbusters programme but facilitated by the registered dieticians at Great Western Hospital. After some research we discovered that none of the mainstream activities we were working with offered exercise classes aimed at people who required a different approach to exercise both practically and emotionally because of their size.

Community Moves approached the Programme leader of the Tri Active project (Ben) and Health programmes for older people or people with long term health conditions (Carole) to find out if they could offer anything suitable that could be conducted as a closed session for this particular group of people. Ben suggested a twelve week course of gentle aqua exercise at a local hydrotherapy pool and Carole explained that seated exercise classes would be suitable if wider chairs could be provided. We agreed to pursue the course of gentle aqua exercise and to make enquiries about the cost and storage of the bespoke chairs.

A meeting was arranged between the Community Moves Project Coordinator, Ben (Tri active project) the two dieticians who ran the clinic and The Public Health Programme manager. It was agreed that the proposed exercise programme would be beneficial for the group to assist them with their weight loss and also to increase motivation, confidence and self-esteem. The dieticians invited Ben to attend one of the classes to find out if there was interest amongst the group as obviously they needed to be on board for the activity session to be successful.

We designed a leaflet (see Appendix D) which Ben issued at his presentation and we asked all of the residents who attended the first session of the gentle aqua exercise course to complete a questionnaire before they started. 28 people showed an interest in the course and at the first session 17 people attended. The course continued for 12 sessions with an average attendance of 12 people per session.

We conducted a follow up questionnaire by telephone with those who had completed an initial questionnaire. Please see below for the outcomes:

Awaiting info from Debbie Mitchell.

Appendix A

Community Moves Data Protection Statement

Community Moves is part of Swindon Borough Council and is registered under the Data Protection Act 1998. Any information we collect from you during this project will be used solely for the purposes of the project. Your details will be kept on a secure database that is solely used for the purpose of this project and only accessible to our staff.

We may ask for your phone number and/or email address in order to continue to offer our service.

Our project team may also seek to contact you again after the initial visit in the following circumstances:

- To contact you reference the resources you have requested, particularly if we have a query.
- To see how you are getting on and whether you need any additional information / support;
- To give you further details or information about the service you have shown an interest in.
- To follow up on your visit to find out if you were satisfied with the customer service you received from Community Moves and to find out if you took up the service we referred you to

We will never pass on your contact details to any unrelated third party, but we may pass on your details in the following circumstances:

- You have shown an interest in one of the programmes/initiatives and have been informed that a member of that team will be in contact with you to offer more information or advice.
- If you want to pass on information to other bodies for example If you make any comments about transport or other services in the local area and you would like them to be passed on to the relevant third parties.

If you have any queries, you can contact the Community Moves Project Co-ordinator, Lorraine Heath on 01793 463296 Alternatively, if you would like to speak to a representative of Swindon Borough Council, please contact Helena Robinson on 01793 466210 or email HERobinson@swindon.gov.uk

Community Moves reserves the right to updated or amend this data protection statement.

Appendix B

Community Moves Field Safety Protocol

The Community Moves project involves engagement with members of the public. The engagement will take place at the person's home or other places (e.g. shopping centres, libraries and community events). The execution of a project which relies on face to face contact, especially at the person's home, inevitably involves risks. This note lays out how staffs are expected to manage these risks.

At all times, employees may refuse to carry out tasks which they feel are unsafe or an unreasonable risk to their health without fear of disciplinary action but are expected to discuss the circumstances with their Community Moves Project Coordinator at the earliest opportunity.

Community Moves Advisors are advised to take all reasonable steps to ensure their own safety and that of their colleagues at all times during the course of their work, including any travel between locations necessary for the performance of their duties. However the following guidelines are recommended when calling on households in the community:

At a person's home - Community Moves Advisors will usually be assigned work in pairs in order to promote safety. It is not usually expected, however, that Community Moves Advisors will approach a given door together; they should undertake their own work but intend to stay within sight/calling range of their colleague.

In streets of houses, Community Moves Advisors will usually be expected to work on opposite sides of the street, so stay within sight of their colleague.

In tenement-type flats Community Moves **Advisers** should aim to work a given stair together. Whilst they may then be on different floors at some times, they should never be out of verbal contact with their colleague and should never leave a colleague and move onto the next stair alone.

In bigger blocks, Community Moves Advisors should ensure that they are working the same corridors/floors, so have visual contact with their colleague much as they would if they were working in a street of houses.

Community Moves Advisors are expected to conduct the conversation with the householder on the doorstep and are not expected to enter any homes.

In some circumstances this might not be practical, or the person requests that the Community Moves Adviser comes into the house to conduct the conversation. Community Moves Advisors may enter the house only if they are explicitly invited in and feel comfortable to do so, if they do not feel comfortable they must decline to enter. If the person is insistent that the Community Moves Adviser comes into the house, the Community Moves Adviser may politely refuse, and terminate the conversation if necessary.

If the Community Moves adviser decides to go ahead and enter the house, they must bring to the attention of their colleague that they will be entering a house or contact their Community Moves Project Coordinator to let them know. If a Community Moves Adviser stays in an indicated household for too long, their colleague can call them on their mobile or go and knock on the door to assist them in closing down the conversation.

Alternatively the Community Moves Adviser can offer to call back at a more convenient time and

another Community Moves Adviser could undertake the visit

At an organised event

Community Moves Advisers will, from time to time, be required to engage with members of the public at events: at community fetes, and in public spaces such as shopping centres, whilst working at a stall or stand.

Community Moves Advisers must ensure that the stall or stand (or other locations at which they are working) is positioned in a manner so that ready egress is available in the event of emergency or personal confrontation. If no such position is available, the Community Moves Adviser should seek advice from the Community Moves Project Coordinator but may leave the event/location as soon as possible without fear of disciplinary action.

Given the nature of the work, it is unlikely that Community Moves Advisers will find themselves working alone (out of sight or earshot of other people). Should this occur, however, and the Community Moves Advisers feel unsafe they should seek advice from the project coordinator but may leave the event/location as soon as possible without fear of disciplinary action.

Community Moves Advisers are not expected to put themselves at any risk of injury to defend property taken with them to, or provided at, the event.

Any queries about the content of this Field Safety Protocol should be addressed to the Community Moves Project Co-ordinator Lorraine Heath.

Alternatively, if you would like to speak to the Community Moves Project Manager please contact Helena Robinson on 01793 466210 or email HERobinson@swindon.gov.uk

Appendix C

Not In Employment, Education or Training? Need Help Finding A Job?



Community Moves

Visit any of the Free Job Clubs listed overleaf for help In :

- Preparing a professional CV
- Writing a cover letter
- Completing job applications
- Finding job vacancies
- Preparing for interviews
- Reviewing job search sites

Live in any of these areas:

Do you live in any of these areas Pinehurst, Penhill, Park North, Park South, Walcot , Central , Moredon, Gorse Hill and Meadowcroft?

If so, Free bus travel is available to job clubs, interviews, travel to work.
Contact Community Moves or see your job club leader for more details

Contact Community Moves

t: 01793 463296 e: communitymoves@swindon.gov.uk



@community_moves



[facebook.com/Communitymoves](https://www.facebook.com/Communitymoves)



SWINDON
BOROUGH COUNCIL

Monday

North Swindon Library
Orbital Retail Park
Swindon SN25 4AN
t: 01793 707120

10am - 12pm

Wednesday

Central Swindon Library
Regent Circus
Swindon SN1 1QG
t: 01793 463238

3pm - 5pm

Job Support Sessions

9.30am - 12pm

Tuesday

Broadgreen Community Centre
Salisbury Street
Swindon SN1 2AN
t: 01793 466486

10am - 12pm

Wednesday

New College , Room BF09
Employability Courses
Swindon SN1 1QG
t: 08081783875

e: employability@newcollege.ac.uk

11am-1pm

D1542/HJ403/15

These details will only be shared with the Job Club Leader and Community Moves who administrate this programme and may contact you in order to review their service. Community Moves is part of Swindon Borough Council and are registered under the Data Protection Act 1988.



Name: _____

Address: _____

Tel: _____

Ticket Type

Multi Day Rider Job club venue: _____

Day Rider

Interview date: _____ Company name: _____

Contact name: _____ Tel: _____

4 week pass Start date of new job: _____

Company name: _____

Contact name: _____ Tel: _____

Appendix D

Moving More



Community Moves

Being more active isn't always easy, however it can lift your mood, help you control your weight, and can be sociable. You may be nervous about doing more activity, so it is best to build up slowly over time.

We have put together a few activities to help you be more active, these are gentle exercises developed specifically for you. The classes are for a closed group except Gentle Walking and we encourage you to move at your own pace.

See overleaf for details.

Note: If you have any concerns regarding your health in relation to exercise then it would be advisable to speak to your GP prior to commencing any exercise programme.

If you would like to take part in any of these activities or would like to find out more about opportunities to be active, please complete the tear off slip below.



Name: _____

Address: _____

Tel: _____ **Mob:** _____

Email address: _____

Area of Interest: Seated Exercise Exercise in water Gentle walking

These details will only be shared with Community Moves and the Health Improvement Team who organise these activities and will contact you.

Community Moves and the Health Improvement Team are part of Swindon Borough Council and are registered under the Data Protection Act 1988.



Fun, Free, Exercise in Water**Gentle exercises in warm water which can help to:-**

Relax muscles
Improve range of movement in joints
Increase circulation
Promote freedom of movement
Improve self-esteem
Strengthen muscles

Thamesdown Hydrotherapy Pool,
Jefferies Avenue,
Swindon. SN2 7HJ

**Starting Thursday 22/10/2015
12pm - 1pm for 10 weeks**

Free Seated Exercise

Gentle chair based exercises, in a fun but safe environment, specifically designed to improve mobility, flexibility, upper and lower body strength and general fitness.

Park South Community Centre,
Cranmore Avenue,
Swindon. SN3 2ER

Day and time tba

Gentle Walking

Free, safe and friendly group walks lasting 20 minutes with light refreshments and socialising at the end, this is ideal for people who can only walk a short distance.

Monday 2pm

Haydon Leisure Centre,
Thames Ave,
Swindon. SN25 1QQ

Tuesday 10am

Buckhurst Park Community
Centre, Burghley Close,
Walcot. SN3 3BS

Tuesday 1.30pm

Gorse Hill Community Centre,
Chapel Street, Swindon
SN2 8DA