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6 August 2021

Dear Rupert,

## **NOTTINGHAM CITY EXPRESSION OF INTEREST: ACTIVE TRAVEL GP PRESCRIBING PILOT**

Please find enclosed Nottingham City's Expression of Interest to become one of DfT's pilot areas for Active Travel Social Prescribing, our case is set out below and in the attached appendices.

The Council has a comprehensive approach to improving health to support our citizens to live well for longer. Encouraging more walking and cycling is key to this. Whole systems thinking is being applied to key health issues to improve levels of physical activity and address childhood obesity. **Appendix 1 Slide 2** shows how a whole system approach would be applied to the delivery of our active travel social prescribing programme. Our public health policies are complemented by the wider policy framework that shape the wider determinants of health with targets for increased physical activity and active travel woven into our public health, carbon reduction, transport and planning strategies.. A summary of the key strategies is provided in **Slide 3**.

Nottingham has secured significant capital investment to encourage cycling and walking through our Cycle Ambition programme, Active Travel Fund and Transforming Cities programmes with more improvements planned. This is complemented by our package of behaviour change measures through the Active Travel and Capability Fund programmes for 21/22 onwards. In addition, the Council has established partnership working with which a broad arrange of walking, cycling and community providers and voluntary sector partners through networks such as the Cycling and Walking Advisory Group and the Together We Move Collective which bring together a broad range of stakeholders with a common goal of supporting more walking and cycling.

This investment has provided Nottingham with the right physical environment and organisational infrastructure across the public sector and community partnerships to be able to maximise the benefits of taking part in the active travel GP prescribing pilot.

### ***Overview of health need***

Nottingham's Joint Strategic Joint Needs Assessments provide detailed thematic insight on health and wellbeing issues and needs in our communities to support service planning. Key demographic, health and wellbeing data for Nottingham City is set out below and in **slide 4**:

- Nottingham has a population of 333,000 (mid-year estimate 2019). The City has a relatively young age structure but has a higher than average rate of people with a limiting long term illness or disability. Approximately 35% of the population are from BAME groups.
- Nottingham currently ranks 11<sup>th</sup> most deprived districts in England for multiple deprivation with just under a third of super output areas are in the worst 10% nationally (Indices of Multiple Deprivation 2019). BAME groups are over represented in lower income groups.
- Life expectancy and healthy life expectancy in Nottingham is significantly lower than the England average - Nottingham's healthy life expectancy for men is ranked 143rd of 152 local authorities and 149th for women with the amount of time spent living in ill health being 26 years for females and 19.5 years for males. Healthy life expectancy between the least and most affluent areas of the city differs by approximately 12 years.
- Levels of Physical Activity in adults in Nottingham City are lower than for England with approximately 65,000 inactive people in the city of whom 40,000 do no physical activity at all.
- Nottingham has significantly higher rates of common mental health disorders and long-term mental health problems (CCG data from PHE Fingertips) - 55% of the 4000+ referrals through the Primary Care Network Link Workers, indicate mental health as primary reason for referral.
- These issues have been compounded by the pandemic which has reinforced the existing inequalities in physical activity for Nottingham's citizens and created additional groups whose physical activity has been impacted by the pandemic: People living alone; People without children in the household; People shielding/self-isolating because they are at increased risk; People without access to private outdoor space or access to green space.

Our data shows Nottingham has a real opportunity to capture the benefits of a renaissance in cycling activity: Currently 15.9% of adults aged 18-85 cycle for any purpose each week and 78% of adults aged 18-85 walk for any purpose at least once per month, with over a third walking at least 5 times per week (DfT CW0302). Cycle counts along priority corridors improved through Nottingham's Cycle Ambition, TCF and Active Travel Fund investment programmes show the proportion of total trips made by walking and cycling to local facilities over summer 2020 increased significantly (+12%). However the opportunity to reap the benefits of active travel is not available to all of our citizens due to barriers such as personal health, income, knowledge and confidence and this is why this pilot is so important.

### ***Capability to deliver - readiness, experience, ambition***

The Council has a proven track record for delivery of large scale projects and programmes of small scale local transport schemes for both capital infrastructure and behaviour change. It has developed innovative transport measures to encourage mode shift from car travel to walking, cycling and public transport use. It has achieved this through effective partnership working with a range of organisations across the public, private and third sectors. Nottingham has also been successful in securing and delivering a number of high profile and externally funded programmes that have provided new opportunities for people who were inactive to become active (see **slide 5**). Many of these have included an active travel component and all have provided learning about how to engage and support our local communities. To support programme delivery the Council has robust project management processes in place overseen by our corporate Portfolio Office and Governance Control Framework to ensure the Council has a consistent approach to governance, financial and risk management and benefits realisation.

Nottingham and Nottinghamshire is an early implementer of an Integrated Care System (ICS) that brings together all the organisations whose works impacts on health and wellbeing, including the local NHS, the council and the voluntary sector, to deliver integrated care services. Nottingham City is one of three Integrated Care Providers (ICP) in the ICS and the Nottingham City ICP boundary is the same as the Council's administrative area enabling a joined up approach across health and social care and wider supporting services. There are 8 Primary Care Networks (PCNs) in Nottingham City. (**Slide 6**)

In April 2021 Nottingham and Nottinghamshire ICS commenced delivery of a two-year national green social prescribing programme, the GreenSpace Programme <https://www.nottinghamcvs.co.uk/voiceand-partnerships/greenspace> which aims to improve the mental wellbeing of communities hardest hit by the coronavirus pandemic, focusing on promoting nature based activities including physical activity in local green spaces and rivers and canals. Active travel has been flagged as a key element of a successful referral package both to access green/blue spaces and as activities in those settings.

The GreenSpace programme means there is already a comprehensive referral framework in place to signpost people into existing universal active travel provision such as the community cycle training. The active travel GP prescribing pilot would enable us to provide an additional layer of personalised active travel interventions to our existing offer to more effectively support those individuals and communities that would most benefit. For further information about the social prescribing support package to deliver a personalised care pathway in Nottingham see **slide 7** and potential governance model for the active travel pilot via the current GreenSpace Social Prescribing programme see **slide 8**. This approach will embed the active travel social prescribing pilot into each PCN's wider delivery in the pilot neighbourhoods

This success in delivery of both transport and health programmes demonstrates the city's ambition and innovation and the GreenSpace programme along with the ICS's commitment to social prescribing shows the level of readiness across the local health and transport partnership ecosystem to embrace the opportunity offered by the active travel GP prescribing pilot. Local delivery on active travel projects is supported by a network of experienced national and local providers: British Cycling, Sustrans, Love to Ride, Ridewise, Nottingham Bikeworks, along with smaller grassroots organisations such as Women in Tandem and BikesLoveYou. This brings together the advantages of locally based providers with the knowledge and trust of local communities with the benefits of national learning and good practice. This work is embedded in wider partnership working through multi sector partner and stakeholder groups including the Together We Move Collective, the Cycling and Walking Action Group and the Local Access Forum as shown in **slide 9**.

We understand the importance of the monitoring and evaluation for a national pilot project and the council, in partnership with the ICP, would be able to bring expertise in their respective fields to support DfT's monitoring and evaluation activities for active travel social prescribing: The Council has a proven in-house monitoring and evaluation capability and extensive industry experience including impact evaluations for major transport interventions and process and impact evaluation for travel behaviour change programmes; The ICP is experienced in population health management harnessing GP primary care data via an e-healthscope to provide near real time data on outputs and outcomes, supported by case studies and co-production forums to analyse the effectiveness of social prescribing.

### ***Support of Clinical Commissioning Group and social prescribing partners***

The ICS has already embraced social prescribing: 52 Primary Care Network Link Workers currently work across the system, and over 100 in wider social prescribing roles, with over 4,000 referrals since January 2020; the Personalised Care Board is developing a localised Social Prescribing Strategy; the ICS has invested in community development roles to strengthen the CVS infrastructure. Therefore the structures and resources for working in this way are already established with an effective social prescribing model using both GPs and wide network of trained community providers in place. The value of this approach is mirrored by our experience of delivering travel behaviour change projects in Nottingham which have shown that having dedicated staff embedded in the community and being able to have those one to one conversations with people are critical to supporting and motivating people into accessing services and trying new behaviours. **Appendix 2** provides letters of support from the Chair of Nottingham City ICP and the GreenSpace Programme Manager hosted by Nottingham CVS.

### **Active travel pilot – scope for delivery**

Our active travel prescribing programme will target delivery in areas of health need where there is existing or planned active travel infrastructure alongside established active travel support programmes. We are initially considering three possible target areas (**slide 10**) to be refined through the feasibility stage in consultation with the Primary Care Networks and community stakeholders:

- **St Ann's/Sneinton area (PCN6):** this complements our capital bid for provision of a high quality cycling corridor on St Ann's Well Road corridor as part of our LCWIP, a weekly community cycle centre operates from King Edwards Park, and this PCN a green social prescribing turbo boost area and an area in the This Girl Can programme;
- **Aspley/Bilborough area (PCN3):** Cycle corridor improvements are underway on Wigman Road and Beechdale Road, a school street project is working with a cluster of primary and secondary schools, it is the home to the Harvey Haddon Sports village providing state of the art community sports facilities where there is a popular fortnightly Cycling for All accessible cycling programme;
- **Bulwell/Top Valley area (PCN1):** This links to the NCN6 and River Leen Cycle routes, a weekly community cycle centre operates from Bulwell Forest Recreation Ground, it is a focus area for This Girl Can and Bulwell Riverside was one of our Community Smarter Travel Hubs providing successful and innovative travel behaviour engagement programme.

The greatest health impact can be gained by concentrating on the most inactive (Sport England, 2016) and our programme will apply proportionate universalism by taking a layered approach to support people at different levels of need, from targeted motivational support and signposting into existing suitable active travel provision to more intensive bespoke support for specific groups that have more complex needs (**slides 11 & 12**). The feasibility stage will use local health insight data to evidence which groups to target but initial work has highlighted the following as ones our pilot could support:

- Those with mobility or balance issues for whom standard bikes are not suitable who could be supported with an ebikes, e-trikes, adapted bikes offer;
- Clients on waiting lists or in weight management programmes using walking and cycling activities as part of the support package or as post-programme active lifestyle maintenance support offer;
- Clients in mental health support programmes with active travel as a way to build confidence, and address isolation, potentially avoiding need for referral into mainstream mental health service;
- Patients on clinical treatment pathways – pre-opp, post opp and rehab – supporting “waiting well”
- Preventative role with non clinical but inactive groups such as parents of young families who are cash and time poor, citizens over 55 yr olds, and people in lower income groups;
- Explore how active travel could be used within treatment pathways to address long covid.

We will use a co-design approach to work with these communities and specialist referral partners to understand what services and support people actually want and would use (**slide 13**). We will engage with our area co-ordinators, GP practices, patient representative groups, link workers and health and wellbeing coaches in the target PCN areas 1, 3 & 6, plus wider partner and stakeholder networks, to identify a menu of possible interventions for an inclusive, supportive and personalised offer. Initial engagement has identified the following approaches to explore in the feasibility phase:

- **Start with walking** as the accessible entry point to active travel and build on existing local good practice e.g: extend Ridewise Charities Aid Foundation walking buddy pilot;
- **Build on existing provision by adding a targeted engagement package:** e.g. use resources such as TransportNottingham everyday active travel videos and Nottingham GreenSpace Go Jauntily app (project to create local, accessible short walks from 5 to 20 mins aimed at those who are time poor or have mobility issues) to develop buddying schemes, walk groups, led walks, local volunteer groups eg Friends of Parks network to build confidence around making short local walk and cycle journeys, use the routes as the basis for personal travel and exercise plans;
- **Build in progress towards independence:** eg Build structured conversations into buddying offer to plan longer journeys including using public transport, to provide the stepping stones for people into the wider active travel provision and to access other social and physical activity provision;
- **Use existing community support hubs** eg Boost Community Cycle Centre cycle training offer with a tailored motivational 1:1 training and guided rides; Extend community bike library with range of

accessible adapted bikes/ebikes with safety equipment and clothing supported by 1:1 exercise package; explore links with other local community support eg food banks and clothing charities as delivery venues and to address wider barriers to being active such as clothing and footwear;

- **Explore crossover with other projects** e.g. transfer learning from jobseeker active travel support package to other target groups (see **slide 14** for examples of case studies);
- **Use active travel improve access to other beneficial activities for the target groups** e.g. community active travel small scale grant scheme to fund cycle parking and associated facilities and equipment at community venues, similar to the grants available to businesses and schools.

### ***Active travel promotion and engagement***

These interventions will be supported by a behaviour change marcomms package in partnership with the ICP and Together We Move Collective. Nottingham has a well-established travel and transport marketing and communications capability through Transport Nottingham web and social media channels which provide a one stop shop for all information about travel and transport options and initiatives in the city. This underpins our travel behaviour change offer and is supported and crosspromoted through our delivery partners including Sustrans, Ridewise, British Cycling and Love to Ride. Specific examples of how TransportNottingham promotes physical activity through active travel and has collaboratively supported local public health initiatives such as Active 10 and Clean Air Day are provided in **slides 1517**.

In conclusion, this is an exciting opportunity to make walking and cycling truly accessible to all our citizens and Nottingham City is ready to step up to this challenge.

Yours sincerely

Melbourne Barrett  
Chief Executive