

Impact Summary

Active Mums Cycling

Headline

Over the past 9 months Active Devon, on behalf of Devon County Council, has delivered a successful pilot programme called 'Active Mums Cycling'.

The programme has engaged **206** new mums into cycling. At the point at which the 206 women started with the project, **93% were 'under-active'**, doing less than the CMO guidelines of 150 minutes of activity each week. **Four of the mums**, who had no previous experience of cycling, are now trained as British Cycling 'Ride Leaders'.

Background

In September 2015, Active Devon was commissioned by Devon County Council (Public Health & Sustainable Travel) to deliver an Active Mums cycling project on behalf of Local District Authority Healthy & Wellbeing representatives. The main outcome was to encourage, support and sustain more mums to cycle regularly for both health and active travel benefits.

The Active Mums cycling concept, had been successfully developed and piloted in Teignbridge & Torbay. District Public Health leads agreed to focus on scaling this activity across the county within key market towns. Public Health Devon engaged colleagues from DCC Sustainable Travel to integrate the project with the Local Sustainable Transport Fund.

The following key objectives were agreed:

- Encourage and support more mums to cycle regularly through cycle confidence sessions, led cycle rides and building the volunteer leaders network.
- Promote the project within areas of higher deprivation
- Connect with local cycle providers
- Utilise social media and local networks
- Deliver taster sessions and confidence building sessions across 8 districts
- Train volunteer Active Mums / Breeze ride leaders

Approach to Delivery

Having identified 8 target towns, James Bogue and Louise Evans presented to Local Delivery

Partners (LDPs) and internal colleagues from Active Devon to introduce the project and scope potential opportunities and priorities. Nicky Taylor from Teignbridge District Council shared knowledge and expertise from the pilot project that took place in Teignbridge and Torbay.

Local bike shops were approached, a delivery plan for their local area was produced in collaboration with the LDP and AD lead.

A community activation approach was agreed involving listening to local residents, identifying barriers and motivations to take part in cycling and the benefits to health and wellbeing. Active Devon and LDP's facilitated taster sessions led by local ride leaders.

Targeted promotion and a social media plan was put in place to advertise sessions and book onto sessions.

Recruiting local ride leaders and volunteers to lead local rides took place, initial ride leader training from British Cycling commenced in February 2016. Equipment, including the buggies and safety equipment for the Active Mums rides was purchased and the first formal block of led rides was advertised in April 2016.

Throughout the process, future volunteer leaders were identified to sustain the Active Mum's



rides and a second training session took place in September 2016. A celebration ride at the start and end of the Tour of Britain Devon stage was successfully delivered.

Pic 1: Active Mums from Exeter and Exmouth leading out the Devon Tour of Britain stage with Sir

Bradley Wiggins

Target Areas and Impact

Exeter

Active Devon team worked in collaboration with Ride On to jointly role out Active Mums rides in Exeter. We specifically targeted areas such as St. Thomas in Exeter working with children centres and schools. 8 blocks of sessions (4 -6 weeks per block) were delivered to 44 mums. Rides are continuing throughout the winter months, with Halloween themed rides and a Christmas ride about to take place. Two of the active mum's participants recently took part in the last British Cycling, Breeze leader training to continue the rides into next year. Active Devon staff still continue to manage the social media sites, advertising and organisation of sessions.

Newton Abbot

Pro cycle centre are the hub for bikes and trailers that have already been sourced. Ride leaders were identified and a number of women have taken part in the British Cycling, ride leader training in February and September. Mums groups, children's centres are all on board and advertise the rides. Active Mums from Newton Abbot took part in the celebration ride at the end of Tour of Britain Devon stage at hay Tour.

Exmouth

Bike lands bike shop was identified as a central hub for activity and it is next to the Exe Trail ideal for great cycle routes. Two ride leaders have taken part in the Ride Leader training to lead the rides. Leisure East Devon have good connections with Children's Centres and approached them to advertise the rides as well as helping with consultation events. Three blocks of rides took place in Exmouth over a 6 week period. Active Devon led on the Facebook (Active Mums Exmouth) used to maintain the sessions and develop the rides.

Crediton

Bike Shed in Crediton were approached to host the equipment and support the rides. Active Devon led the rides and organised consultation and taster sessions with local primary schools and children's centres. Two blocks of sessions were delivered in the summer months with another block happening this winter.

Cranbrook

Linking with Ride On to supply equipment, Active Devon set up a taster session to mums in Cranbrook. Our community organiser found a potential leader who attended training in September. Active Devon promoted the group to Cranbrooks Facebook page and toddler groups. Two rides are taking place each week from November to December. Lack of storage for equipment is a challenge.

Okehampton

OCRA identified a bike shop that they will be working with and a route has been identified as suitable for the mum's rides. Links with children's centres and primary schools are strong and used the children's centre as the main source of advertising.

Barnstaple

Following from Cycle Sunday Active Devon established a relationship with the Bike Shed as the Bike deliverer. One leader has attended the ride Leaders course that took place in February and more identified for future courses. Active Devon played a big part in recruiting mums for the taster sessions which led to blocks of weekly led rides. Much higher engagement with mums in Barnstaple than we first expected.

Totnes

Bike shop was identified, two people trained as ride leaders. The identified bike shop pulled out due to lack of storage of equipment. Still looking into alternative venues/ delivery methods.

Sustainability

- Volunteers in some locations have been equipped and trained to continue the Active Mums cycle sessions post initial taster events and session blocks.
- Rides continuing in Exeter, Crediton and Newton Abbot locations with Exmouth looking to continue in the New Year.
- Ride leaders trained in each area from February and September training days with British Cycling.
- Links with Bikeability to continue confidence cycling sessions aimed at Mums in Barnstaple and Exeter for the initial stages.

Challenges

We need to meet the challenge of:

- More ride leaders trained to continue Active Mums taster sessions
- Managing bike shops and volunteer leaders to continue Active Mums rides and taster sessions
- Lack of storage at Bike Shops, e.g. Totnes, Cranbrook
- Booking systems - Continuing the ground work with the best platform for volunteers to use.

Aggregated Outputs

206 mums took part in sessions across Devon

209 children under five years of age on the rides

8 Groups (inc Cranbrook)

4 - 8 weeks average block length of sessions

4,628 miles travelled on cycle rides

18 ride leaders trained

2 national case studies

Breakdown of Outputs

Local Authority Area	No. of Mums Taking Part	No. of Children	Leaders Trained	Social Media Group members
Exeter	44	41	5	157 Members
Crediton	18	20	2	50
Barnstaple	52	48	1	65
Bideford	16	18	1	25
Okehampton	18	18	1	-
Cranbrook	16	20	1	95
Exmouth	24	26	2	30
Newton Abbot	18	18	3	-
Totnes	0	0	2	0
Total	206	209	18	422

Communication and Promotions

Social Media Interactions

Exeter - Example of a group <https://www.facebook.com/groups/478440025698864/>

Newspaper interactions

<http://www.exeterexpressandecho.co.uk/exeter-mums-fitness-campaign-taking-cycling/story-29254624-detail/story.html>

Mums in the know <https://www.familiesonline.co.uk/local/north-east-devon/in-the-know/active-mums-cycle-rides>

Quotes

Mum within Exmouth Group:

"Confidence to get out cycling with a baby has definitely improved, and got me thinking about how good it is again to get out exercising post baby."

We have bought a baby seat and baby helmet - bike lands gave some great advice on equipment.

We are cycling more as a family as a result of getting started with active mums!

*Also, opportunity to do things like tour of Britain and meet other mums/ride with friends is great!
And Jenny is a fab leader!"*

Mum within Cranbrook Group:

"I had hired bikes and a trailer once before with my husband and kids but had never thought I could cycle independently and use the trailer myself (not sure why now!). It has given me much more confidence in my own abilities and made me realise I can go out with just me and the kids. It was daunting signing up to a program when I didn't know anyone but meeting like-minded mum's and kids has been really good for me."

Cycling had definitely become an activity we want to invest in as a family now. My husband has even been inspired and has bought a bike (and all the gear) and cycles to work and we have bought my eldest child (5) a bike. We are also building a shed now so we can all have a bike and store it and the goal is to be able to cycle as a family in the near future.

I've hired a bike and trailer several times and taken the kids for a cycle and a picnic on my own and with my brother. I've also met up with friends I've made through this and have gone off on what would have been our slot for Active Mums. My husband hired a bike and trailer when he had the kids when I was at work one day and this is what prompted him to buy a bike and start to cycle to work.

Sidenote

This project honestly is fantastic. I'm a busy working mum of 2 who rarely gets a moment to do anything for myself. Having an organised activity that involves spending time outside with your children, interacting with other mums and - really importantly- being active is perfect. I really looked forward to Wednesdays and went out regardless of the weather and just found it was good for my mental health and wellbeing."

Mum within Barnstaple Group

"This project has helped my confidence as hadn't been on a bike for around 20 years.

I have since been given a trailer from my Mother in law, but not bought any new equipment as we already all had helmets etc.

I have cycled the school run occasionally, with my 3,4 and 6 year old children. Avoiding the morning traffic. Which is lovely. We have also gone on several bike rides to Fremington Quay and to In tow with my fiancé and the four children."

Mum within Crediton Group

"I don't have a bike anymore, but the project has inspired me and Husband to get back into cycling. We are looking for new bikes and are excited about going on bike rides with our toddler. I have become ride leader for Crediton and also ride during the Summer with the whole family."

