

Health Promotion Service – Project Overview

TITLE	Mobilise!
NATIONAL TARGETS (e.g. ‘To reduce the under 18 conception rate by 50% by 2010’)	Foresight – Tackling Obesities Future Choices Healthy Weight, Healthy Lives Change 4 Life
EVIDENCE OF EFFECTIVENESS (e.g. Research, NICE guidelines)	<p>NICE – Promoting and Creating Built or Natural Environments that Encourage and Support Physical Activity (Jan 2008)</p> <p>“Adults, young people and children can achieve the national recommended levels by including activities such as walking, cycling or climbing stairs as part of their everyday life.”</p> <p>Four commonly used methods to increase physical activity: brief interventions in primary care, exercise referral schemes, pedometers and community-based exercise programmes for walking and cycling. NICE public health intervention guidance 2 (2006). Available from: www.nice.org.uk/PHI002</p> <p>A more physically active population will help the government to achieve the aims and targets it has set out in leading the global effort to avoid dangerous climate change. This includes a target to reduce UK net CO₂ emissions by 26–32% by 2020: Measures to achieve this include encouraging more people to cycle and walk.</p> <p>Healthy Weight, Healthy Lives – Guidance for Local Areas - HM Government 2008</p> <p>Local authorities should work with local partners to create and manage more safe spaces for planned and incidental physical activity e.g. cycling and walking routes, safe play areas.(NICE)</p> <p>To promote a healthy weight, adults should be doing 30 minutes of planned and incidental physical activity every day and children 60 minutes. (NICE)</p> <p>Green gyms – Dr William Bird – Natural England - “These days people are walking less and there are fewer opportunities for children to go outside and explore. We have an indoor sedentary culture, where obesity alone is costing the NHS £7 billion a year.</p>

AIM(S)	To promote cycling and walking as simple and achievable exercise choices for people in Cornwall thereby improving the health of the population, easing the care burden on the NHS and helping to achieve NHS and government targets on tackling obesity and climate change, especially CO2 emissions created by private transport.
OBJECTIVES	This to be done by offering an expansive programme of led walks and rides (Stroll and Pedal Back the Years) and one off promotional activities with partner organisations e.g. running short duration, leisurely paced cycle rides with NCDC as part of their annual North Cornwall Tor cycling event. Mobilise! also enables community groups and organisations to set up their own cycling and walking projects, which after a time of intense intervention, are left to be self sustaining. Mobilise! co-runs a programme called Saddlebags and Secateurs which encourages volunteers to work one day per month on maintaining the Clay Trails around St Austell e.g. clearing vegetation and erecting way markers. With Cornwall County Council, Mobilise! stages the annual Festival of Cycling which is a series of public road shows and a programme in local schools to train children in Bikeability levels 1 and 2. Mobilise! targets the over 60s, schoolchildren (at the Festival of cycling), the socially disadvantaged and mentally ill.
PROJECT TARGETS	Mobilise! is a Big Lottery funded initiative run in partnership with Sustrans. It has a very prescriptive annual targets as follows: (though please note our year runs Dec – Dec) 1/1/09 – 31/12/09 60 volunteers trained ie walk leaders and support riders 469 NEW participants in led walks and rides or one off events 10 NEW trails maintenance volunteers (saddlebags) 1400 participants at the Cornwall Festival of Cycling and other one off events e.g. a planned joint open day on the Goss Moor with Natural England.
ACTIVITIES	Pedal Back the Years - Led leisure rides on flat or flat-ish off road trails, 7 days a week, across 12 different locations ranging from Mousehole in Penwith to Wenford Bridge in North Cornwall. Stroll Back the Years - An extensive programme of led weekly leisure walks at a moderate pace (1hr to 1.5hr duration approx) in locations in and around Penzance, Truro, Penryn, Newquay, St Austell (on 3 separate days), Bodmin, Bude, St Dennis and Liskeard. Saddlebags and Secateurs – A trail maintenance programme run one day per month on sections of the Clay Trails in

	<p>partnership with the County Council.</p> <p>Gwellheans Cycling Club – Mobilise! helped set up this initiative with the Redruth based substance misuse day centre for recovering addicts. It co runs a weekly cycle maintenance programme and a led ride on off road trails in the CPR area.</p>
<p>EVIDENCE (how you will collect the evidence that demonstrates your objectives have been achieved)</p>	<p>Each walking and cycling group has a pre prepared register for regular attendees plus enrolment forms for new participants. Data collected on attendance rates and new enrolments is input into a database and a quarterly report produced for the Lottery and Sustrans which totals new attendees.</p> <p>The number of children trained in Bikeability levels 1 and 2 are recorded on a spreadsheet by the training organisation, Bikeright.</p> <p>Participants at Festival of Cycling road shows and one off events throughout the year are either individually counted or roughly assessed through a head count.</p>
<p>DELIVERY PARTNERS and Stakeholders</p>	<p>The Big Lottery’s Wellbeing Fund, Sustrans, Cornwall County Council and the 6 District Councils (soon to be Cornwall Council) Natural England, Imerys and the Eden Project.</p>