



Cycling for Health Pilot Project - Nottingham

Murat Basaran – Project Manager

CHIPPS - Cycling and health innovative pilot projects

Two year project with 17 month extension

Regional Partnership

Cycling England (Funds through DfT)
& Government Office for the East Midlands

Local Partnership

NHS Nottingham City & RideWise Cycle Training Co



A not for profit community enterprise

Nottingham

Health Inequalities...

- NHS Nottingham City population 305,000
- 7th most deprived Local Authority Area
- Half of city population ranked within 10% most deprived nationally
- 18 of 20 wards are within 20% most deprived wards in England
- The difference in the expected lifespan 13 years



“Cardiovascular disease (CVD) is the main cause of death in the city”

(JSNA Apr 09)

Nottingham is estimated to have the third highest level [of smoking] in the country.....

Extract from LAA 2008 - 2011

“CVD is the single biggest contributor to the life expectancy gap in the City”

JSNA Apr 09

Compelling Case ...



“An end to health inequalities in our city”

NHS
Nottingham City

Choosing Health Priorities

1. Tackling obesity
2. CVD prevention
3. Promoting active life to older people
4. Improving health of NHS workforce

“Cycling is one of the few activities that can be carried out in daily life without the need for separate time put aside for exercise.”

“People who are physically active reduce their risk of developing major chronic illness such as Coronary Heart Disease and Diabetes by up to 50%”

(Chief Medical Officer 2004)

“Cycling and cycle training are recognised by DH as ways of tackling the Obesity Epidemic.....”

(Chief Medical Officer 2004)



Project Aims...



“To motivate more people to cycle more safely more often...”

To improve health and levels of physical activity through cycling

By providing free ‘one to one’ Adult cycle training lessons

Sub Project 1

Within NHS Nottingham City

Signposting pathway

1. Travel Plan Coordinator
2. Travel Plan Task Force
3. Cycle Champions
4. Events / Competitions
5. Internal publicity

Sub Project 2

Within target communities

Signposting pathway

1. Community based health improvement services
(CVD Programme)
2. Local community Health Promotion Events
3. Local publicity



Rationale...



NHS Nottingham City

- 1400 staff
- Creating a healthier workforce
 - “The NHS loses 10.3 million working days annually due to sickness absence alone, costing £1.7bn per year”
- Taking active role and responsibility sustainability issues
 - “Despite an increase in efficiency, the NHS has increased its carbon footprint by 40% since 1990” NHS SDU
- Staff seen leading the way forward for transport and health

Communities

- Reduce health inequalities
- 13 year life expectancy gap
- Cycling recognised as physical activity intervention
- Develop role of community based Health Improvement services
- Develop capacity of local cycle training provider
- Develop role of Cycle Instructors

Partnerships...



Main Barriers...



Breaking the culture of 'not cycling' in the PCT

- Staff see cycling as a threat rather than an opportunity
- Senior management not seen to be engaging/promoting



Convincing Health Sector managers and professionals cycling is good for health and not dangerous



Cycling not recognised as a Health Promotion 'physical activity' tool within NHS Nottingham City



Small number of sign posters promoting cycling



The need to get free loan bikes for clients

- Signposted clients and employees
- Resolved by the PCT pump priming the bike recycling scheme



Outcomes...



- **Greater support from Local PCT and City Council**

- ✓ Funding Bike Recycling Scheme
- ✓ Funding Launch & community cycling events
- ✓ **NHS City Chair** presents at Launch and Annual Cycle Forum
- ✓ **NHS City Chief Exec** signs up to Cycling Guarantee Scheme
- ✓ Development of Ridewise web based booking form and database

- **Cycle Instructors role development**

- **First CTC led Bike Assistant/Leader course** for Health Sector

- **Development of PCT Cycle Champions**

- **Mental health rehabilitation** through cycling related activities

DELIVERY RESULTS

- **255** signed up in 17 months
- **31** PCT staff
- **134** signposted by key partners
- **90** other: events, self referrals
- **30% drop out rate**



Learning Points...



PCT

1. Need for leadership – Senior Management to support and guide a sustainable cycling culture
2. convincing people cycling is good for you
3. Need to hire a Travel Plan coordinator
4. Staff concerns, lack of facilities, promotion
5. Travel Plan Task Force not signposting
6. People (with good jobs) won't buy a bike until they have got the confidence to carry on
7. Employers and employees need feel confident (the need for training and education)

Communities

1. Need for partner organisation's leadership to cascade to signposting teams
2. The need for PCT commissioners to integrate cycling referral outputs into partner organisation SLA's
3. Difficulties coordinating between different organisations
4. Resolving Client & Instructor expectations around training
5. Understanding client need for continual support and encouragement
6. Need for other cycling related activities (bike maintenance, bike rides, community cycling events)
7. Need to create a sustainable cycling culture

Conclusions...



“Getting NHS staff and patients cycling is a non-trivial change and needs strong change management”

Ridewise Chair

Continued success requires:

- ✓ Leadership
- ✓ A committed partnership approach
- ✓ Enrolment of managers and staff into a network of support
- ✓ The role and engagement of signposters
- ✓ Management, signposter and instructor competency
- ✓ A compelling and safe case for change
- ✓ A clear, credible but flexible plan
- ✓ Two-way communication







Cycling for Health Pilot Project - Nottingham

Murat Basaran – Project Manager

Ridewise

c/o Groundwork Greater Nottingham

Denman Street East

Nottingham

NG 7 3GX

t: 07791 724548

e: cyclingforhealth@hotmail.co.uk

w: www.ridewise.org.uk



A not for profit community enterprise

NHS Nottingham City Services...



How the project fits in

Cardiovascular Disease (CVD) Prevention services

Stop Smoking

Healthy Eating

Weight Management

Physical Activity

Physical Activity provision

Gym sessions

Swimming

Walking

Nordic Walking

Chair Based Exercise

Dancing

NO CYCLING!!!..... (Prior to CfH)

Target Groups

- SOA's
- Over 40's
- Men
- BME communities
- Incapacity claimants