



Walk and Wheel Gateshead

Active Travel & Social Prescribing Pilot

Presented by Dawn Harvey & Emma Allan

Social Prescribing & Active Travel Pilot

- **What is social Prescribing?** It is an approach that connects people to activities, groups, and services in their community to meet the practical, social and emotional needs that affect their health and wellbeing. [NHS England](#)
» [Social prescribing](#)

- **What is Active Travel?**

Active travel refers to modes of travel that involve a level of activity. It includes walking and cycling and trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, scooters, as well as cycle sharing schemes





Transport perspective

- Regional Active Travel Strategy– aspiration for half of trips to be active modes
- Local Cycle and Walking Infrastructure Plans (LCWIP)
 - Data led scheme development
 - LTN 1/20
- Community Route Audits with Living Streets
- Engagement and consultation to deliver schemes that are not only well designed and in the right place, but also understood by the community



Current approach

Targeted communities / health inequalities

Challenging- bringing both areas together.

Pilot -testing out different approaches.

Relationship building and establishing trust with individuals, services and community organisations.



Free help to get moving!



Do you want to get
started with
walking or cycling?

Walk
and
Wheel
Gateshead

Walking and cycling can make you
feel better, physically and mentally.
It's also good for the environment and
your local community.

However, we understand that it's not always easy
to walk or ride a bike, even for short distances. We
know that lots of people don't feel fit enough or
confident enough. For some people, it's simply
not practical or they don't know where to start.

Walk and Wheel Gateshead can help. We support
people of all ages, fitness levels and abilities,
including wheelchair users.

Our friendly team will work with you to
understand how you're feeling and how we can
help you to take the first steps towards a more
active lifestyle. In return, you'll be helping us to
make walking and cycling easier for everyone.

How we can help you

We'll decide together on what's right for you, but our support includes:

- assisted walking and cycling programmes designed to improve your fitness and confidence
- safe walking and cycling routes in your area
- guided one to one and group walks and bike rides
- cycling sessions for beginners with equipment provided

**We'll be with you
every step of the way!**



Walk
and
Wheel
Gateshead

To find out more, email
activetravel@gateshead.gov.uk
or contact your GP practice and ask to
speak to a link worker.

gateshead.gov.uk/WalkAndWheel

Inclusive Cycling

- Inclusive Cycling Support;
- Commissioned Wheels for All to do a feasibility study to further understand the need and requirements of inclusive cycling within Gateshead.
- Invited groups to the session including those with physical and learning disabilities in Gateshead for insight.
- Evaluation report provided by Wheels for all following the event.



The main image shows three people riding a tandem adaptive bicycle on a paved path. The person in the front is wearing a blue shirt and a black helmet. The person in the middle is wearing a pink jacket and a black helmet. The person in the back is wearing a blue shirt and a yellow helmet. The bicycle is blue and yellow with large wheels and a low frame.

Wheels for All
Gateshead Council

Walk and Wheel
Gateshead



Three circular inset images showing people on different types of adaptive bicycles. The first shows a person on a blue and white adaptive bicycle. The second shows a person on a blue and white adaptive bicycle. The third shows a person on a blue and white adaptive bicycle.

Wheels for All taster event

Wednesday 24 July 2024
10am – 4pm

Gateshead Harriers & Athletics Track
Neilson Road
Gateshead
NE10 0EF



Scan the QR Code
to sign up!

Email: hello@wheelsforall.org.uk

Wheels for All is the operating name of Cycling Projects, a registered Charity
No.1003309 | Company limited by guarantee Reg. No. 2618968 | VAT No. 673 668294

Case study Jill (name has been changed)

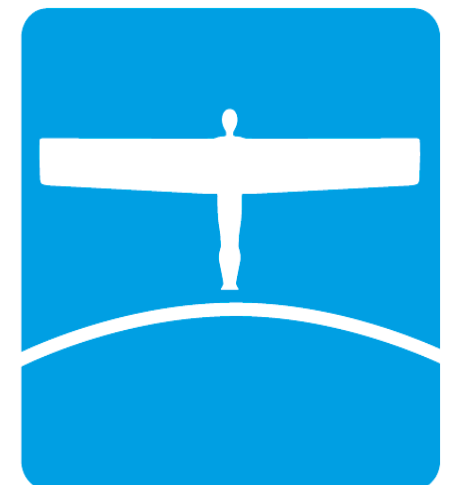
Jill met Yvette when referred into the programme. She is 43 years old and lives on her own, she is unemployed and lives on a low income. She is living with chronic physical and mental health conditions and she required the use of a stick as a walking aid.

Jill shared with Yvette that she feels lonely and isolated and can only walk very short distances before feeling exhausted. She only goes out for necessities and has to use a taxi.

Yvette encouraged Jill to go for short walks in the local area starting with 1,070 steps to a local community centre. She enjoyed discovering this and keen to find out what was on offer. Over the weeks Jills walking improved and they walked further to a ladies group to a local church.

Jill heard about a Buskers Night at her local community centre with a piano available to use which she hadn't played in 15 years and found the courage to go along and give it a try.

Jill increased her walking to 8,243 steps by the end of the programme and is now confident accessing public transport to attend the ladies group she discovered at a nearby church.



Early Insights

Link workers need to fully understand and trust all support services.

Link workers want to work closely with Walk & Wheel Gateshead to regularly communicate and share patient insight.

Consider active travel officer wellbeing as they may experience patients detailing traumatic.

Have a range of options as to where and when a patient can be active.

Help patients to monitor and track their wellbeing progress





Opportunities

- A unique funded project with great staff.
- To build upon existing and planned work regarding infrastructure (LCWIP) and wider AT programmes.
- Great opportunity to work with PCN's and Social Prescribing partners.
- Buy in and support from partners- see benefit!
- Use case studies to demonstrate impact of programme
- Gain insight from the programme to further understand barriers to active travel within areas of health inequalities

Challenges

- Appropriate referrals.
- Changes in workforce.
- Changing mindset- active travel not just physical activity.
- Geographical restrictions for referrals.
- Embedding the programme into communities for long term sustainability.
- Transport scheme funding and time lags from design to build.
- Political support for transport infrastructure- this project alone will not change the system which we are trying to intervene in.
- Social norms and active travel – car is a status symbol, bikes are for kids



References

- [Walking and Cycling Index 2023: Tyneside \(sustrans.org.uk\)](https://sustrans.org.uk)
- [Active Travel Strategy \(northeast-ca.gov.uk\)](https://northeast-ca.gov.uk)
- [Cycling and walking plan for England - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- [Walkingwheeling and cycling to be offered on prescription in nationwide trial - GOV.UK \(www.gov.uk\)](https://www.gov.uk)