



# Active Bucks: Independent Evaluation February 2018



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# Executive Summary

## Overview

The Buckinghamshire Health & Wellbeing Board identified physical activity as a key priority for tackling the increasing non-communicable disease and health inequalities across the county. Promoting active lifestyles is proposed as a simple solution to many of the health challenges that exist today, with the potential to reduce all-cause mortality, improve life expectancy, save the NHS and social care money, and significantly ease the burden of chronic disease on the acute sector and public services.

The Buckinghamshire Physical Activity Strategy 2014–17 set out three key principles: Start Young, Keep Going, and Don't Stop, with the aim of encouraging everyone across the county to become more active.

## Active Bucks

Active Bucks was a two-and-a-half-year programme developed and commissioned by Buckinghamshire County Council (BCC) that used a community engagement approach to get residents engaged in physical activity. Active Bucks looked to utilise the county's existing partnerships while developing new partnerships to build upon the work being carried out.

By supporting local communities to design and advocate physical activity interventions, a sustainable approach was created to increase physical activity levels across Buckinghamshire. By engaging local communities in the development and decision making process around physical activity provision, it was postulated that the Active Bucks programme could reach and support as many local people as possible, and as a result, reduce the number of inactive residents across Buckinghamshire.

The delivery of Active Bucks was divided into three strands: Local Area Forum (LAF)-chosen activities, Green Space Structured activities, and Green Space Stealth activities. Green Space Stealth was an innovative approach in which physical activity was not the primary reason for engagement. Active Bucks was supported by a steering group which consisted of representatives from BCC Public Health, LEAP, MK Dons SET, Active-In, Chiltern District Council, South Bucks District Council, Aylesbury Vale District Council, Wycombe District Council, ukactive, BCC Communities, BCC communications team, and the local Clinical Commissioning Groups.

Active Bucks aimed to increase the number of Buckinghamshire residents classified as active and reduce the number classified as inactive. The programme focused on providing high quality, evidence-based, and best practice physical activity provisions that met the needs of Buckinghamshire residents, engaging local communities with the programme's planning, delivery, and sustainability.

## This Report

This independent evaluation report draws together all relevant information from across the programme, from the initial engagement process to understand the needs of the residents through to delivery, sustainability, and return on investment. Different methods of data collection were used to demonstrate the impact of the Active Bucks programme. These are discussed in detail within this report. Finally, conclusions, learnings, and recommendations are presented to inform the development and implementation of future physical activity programmes.

## Asset Mapping and Community Engagement

A community engagement survey provided local residents with the opportunity to have their say on the activity provisions to be delivered within their local area. The views and opinions of 3,248 local residents were successfully captured during the process. Assets across the county were mapped and broken down into four key areas: associations, organisations, physical, and people, to highlight what was already available within local communities. The results of the community engagement and asset mapping were utilised to commission new activities, engage inactive individuals, and increase families participating in physical activity together.

## Engagement

A total of 3,922 unique participants were engaged in 193 activities, totalling 27,212 attendances across Buckinghamshire, with 493 participants attending more than one activity. Participants were predominately female (63%) (in contrast to the national and county trend), White or White British (83%), and with no disability (90%). Children and young people (under 16 years old) accounted for 39% of participation. The average age of adult participants was 47.7 years old.

Overall, 36% of participants registered were classified as inactive (less than 30 minutes of moderate intensity physical activity per week for adults, or less than 210 minutes for children), with an additional 50% of participants classified as low-active (31–149 minutes of moderate intensity physical activity per week for adults, or 211–419 minutes for children). 28% of all participants attended at least 60% of the sessions available to them, with just over a third (34%) attending half of the sessions available to them.

The activities that retained the greatest percentage of participants included traditional sports such as tennis, cage cricket, and U9s football, as well as Green Space Stealth activities such as conservation, environmental learning, and bushcraft. The activities attracting the highest number of people were beginners jogging, Nerf games, Tai Chi, and walking groups, alongside environmental learning and bushcraft. Word of mouth, social media, and leaflets or posters were the most popular methods of awareness.

## Longitudinal Behaviour Change

Follow up was conducted with registered participants at 3, 6, and 12 months to understand how their behaviour towards physical activity changed and the associated benefits to mental wellbeing and social cohesion. Participants were tracked between baseline and each of the three time-points. At each time-point the percentage of inactive adult participants decreased while active participants increased – with a statistically significant increase at 3 months. At each time point there were also increases in mental wellbeing, yet, social cohesion results fluctuated. The greatest improvement in this metric was seen at 6 months.

High quality activity instructors and staff were a key motivator for participants to remain physically active while cost was the least important, demonstrating the importance of those delivering the activities. In addition, parents provided data on their perception of their child's activity at 3 months, however these were different participants at each time-point, showing that participants moved from being inactive to low-active or active.

## Qualitative Insight

In-depth qualitative data was collected through focus groups and semi-structured interviews. The data found that Active Bucks is having a positive effect on social cohesion, mental wellbeing, and perceptions of physical activity. Increased awareness of guidelines and a reduction in barriers was also reported. Participants felt more satisfied, were happier, and felt more involved in the community as the programme progressed.

## A countywide understanding

Countywide polling of a random, representative sample of 500 residents was used to try to understand the impact, scale, and effect of Active Bucks across Buckinghamshire as compared to a control sample from Oxfordshire. The nature of this method means that respondents may not have attended an Active Bucks activity. The percentage of inactive individuals remained constant from 2015 to 2017 at 34% whilst the percentage of inactive individuals in Oxfordshire increased by 1%. The percentage of active participants decreased slightly from 2015 (24%) to 2017 (21%), with Oxfordshire residents increasing by 2%. Buckinghamshire residents used the local facilities to a greater extent. Moreover, county awareness of Active Bucks increased by 5% between 2015 to 2017 to 21% - just below the awareness of national campaigns such as This Girl Can.

## Community Champions

A total of 54 Community Champions (volunteers) supported Active Bucks through various different roles. Across the 19 LAFs, 620 volunteer hours were recorded, with the highest numbers reported in the Spring and Summer months.

To understand more about these Community Champions, data was collected to determine their activity levels as well as their personality and motivation traits. Just under half (46%) were classified as active, with all taking part in some form of physical activity. Personality analysis indicated the Community Champions were effective, cooperative, and warm leaders who often judged their ability against themselves rather than others, and were competent in appraising their own and other's emotions - making them suitable supporters of Active Bucks. 43% of Community Champions have continued volunteering beyond Active Bucks, with 75% of these with original Active Bucks sessions that have continued past the end of the funded period.

## Communications

An Active Bucks website ([www.activebucks.co.uk](http://www.activebucks.co.uk)) was commissioned and developed to help drive awareness and activity engagement. This website supported residents to find activities they were interested in that were local to them, at a convenient day and time. A total of 1,840 activities were listed, advertising both Active Bucks and wider activities delivered across Buckinghamshire. A total of 44,986 unique users visited the website and 673 vouchers were downloaded for participants to try an activity listed on the website for free. Many of the Active Bucks activities were already free or a nominal cost of £2. Additionally, the Active Bucks Facebook (reach 479,740) and Twitter pages were used for advertising activities and directing individuals to the Active Bucks website, also acting as an information hub. Targeted Facebook advertising engaged over 22,350 users. Bright, eye catching flyers were designed for each activity and displayed on websites and social media as well as printed and distributed across the county. A wide range of engagement and communication methods were utilised across Active Bucks, supporting the successful delivery.

## Sustainability

One of the major successes of the programme was the number of

activities successfully sustained beyond the initial 6 month funding period. Activities were classified as sustained if they met one of three criteria: 1) delivery was continued beyond Active Bucks funding (continual sustainability), 2) the activity was combined with other activities to ensure continued delivery (transfer of participants), 3) the activity will be continued beyond Active Bucks funding, but will be delivered seasonally and has not yet commenced (seasonal sustainability). Overall, 59% of activities delivered were initially sustained beyond the funding period, with a further 5% sustained seasonally, meaning a total of 64% of activities were sustained. Ongoing data indicates that activities remain sustained at 3 and 6 months beyond the initial funding period.

## Return on Investment

Return on Investment (ROI) was estimated using Sport England's 'Economic Value of Sport - Local Model' which estimates the value of health cost savings and other health benefits. This highlighted potential health cost savings of £685,717 from engaging inactive individuals, and a saving of £423,314 through maintaining the activity levels of active individuals. The tool neglects the health cost savings for children participating in the programme and does not account for the ongoing return on investment from the 64% of activities that have been sustained past the funding period, therefore, it is suggested that this is an underestimation.

## Learnings

Nine key areas of learnings have been highlighted from the Active Bucks programme. These learnings cover reducing the barrier of cost, controlling where possible external factors, utilising performance management tools to ensure effective delivery, ensuring good communication links between participants and deliverers, and using a booking system for accurate data collection. In terms of the evaluation, learnings revealed that certain data collection methods were more appropriate than others.

## Recommendations

Due to the unique nature of Active Bucks, learning and good practice from the programme has been collated and 10 recommendations have been suggested for others planning, commissioning, and delivering similar programmes in the future. These include continuous and shared learning between deliverers as well as being flexible in their delivery approach. The activities should focus on key motivators for the local communities that bring people together and support social cohesion, whilst having appropriate monitoring processes in place. The cost of activities is important for engagement, retention, and sustainability. Utilising volunteer networks can help to support programmes. Within Buckinghamshire, the groups that have been underrepresented by the programme so far have been identified, such as men and Black and Minority Ethnic groups, and projects to specifically address this have now been commissioned.

## Conclusion

Active Bucks has successfully implemented physical activity sessions that have engaged large numbers of inactive residents across Buckinghamshire through utilising available local assets and taking into account the opinions and requirements of the local residents. Green Space Stealth activities proved particularly successful in engaging inactive residents. Significant increases in physical activity were demonstrated 3 months into participation, with indications of sustained or improved activity levels at 6 and 12 months later. Wider benefits for the participants have also been demonstrated, with increases in mental wellbeing and qualitative insight showing improvements in social cohesion. Active Bucks activities have also proved to be sustainable with no further funding required, providing a legacy of activities to ensure participants remain active, meaning residents have the opportunity to engage and improve their physical and mental health for years to come.

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# Foreword

The case for increasing levels of physical activity is compelling – helping people to live happy, healthy lives as well as delivering wider benefits such as improved educational attainment, reducing demand and costs to health and social care, and enhancing community cohesion. Increasing levels of physical activity is a key focus for Bucks, particularly reducing the proportion of people who are inactive – as this is where the greatest health gains can be made.

Active Bucks was developed to provide a population-level, evidence-based approach to increasing activity levels amongst our residents, particularly those that are least active. Unlike traditional physical activity programmes, we were keen to ensure significant community engagement was undertaken to deliver activities that residents wanted, to increase the likelihood of success and sustainability of the activities. We have also explored how we can offer 'stealth' activities as an innovative approach to engaging inactive residents.

We commissioned this independent evaluation to assess the overall impact of the programme on activity levels, mental wellbeing, and social cohesion. To do this, we have adhered to the principles within the Standard Evaluation Framework for Physical Activity to enable comparability to other projects, help support scalability, and support future investment into physical activity.

Of paramount importance to the success of the project in engaging inactive residents and sustaining 64% of activities beyond the funded period has been the role of our partners across the county. Our partners helped shape, drive, and promote the programme, particularly those engaged in the project steering group and all the local activity providers who delivered high-quality physical activity provision, enabling us to recruit and retain our residents in regular physical activity. I would like to offer our sincere thanks to partners, providers and the public for helping to make this programme a success.

**Dr. Jane O'Grady**  
Director of Public Health  
Buckinghamshire County Council



# Introduction

One of the prime responsibilities of both the government and local authorities is to maintain, if not improve, the health of its population. As such, the Buckinghamshire Health and Wellbeing Board identified physical activity as a key priority for tackling increasing non-communicable disease and health inequalities<sup>1</sup>. Promoting active lifestyles is proposed as a simple answer to many of the big health challenges facing our country today. With significant potential to improve the health of the nation by reducing all-cause mortality and improving life expectancy, promoting physical activity can save the NHS and social care money and significantly ease the burden of chronic disease on the acute sector and public services<sup>2</sup>.

The benefits of regular physical activity have been clearly articulated. For adults, achieving 150 minutes of moderate intensity physical activity a week helps prevent and manage over 20 chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems, and musculoskeletal conditions<sup>3</sup>.



For children and young people, 60 minutes of moderate intensity activity every day is required for these benefits<sup>3</sup>. Furthermore, green exercise research suggests that, in addition to the physical and mental benefits gained from physical activity, taking part in activities in a nature-based environment can provide further benefits. Green space and natural features have been found to encourage a sense of community through increasing emotional attachment and personal identity within a community, while reducing feelings of loneliness and increasing social support<sup>4,5</sup>.

The Buckinghamshire Physical Activity Strategy 2014 – 2017 '*Making Physical Activity a Priority*'<sup>6</sup> was developed to drive organisation and community action, and sets out three key principles: **Start Young, Keep Going, and Don't Stop** – aimed at encouraging everyone across the county to become more active. The strategy has been created by the Healthy Communities Partnership, consisting of a range of partners, stakeholders, and strategic groups from across the county.

Within Buckinghamshire, as with other local authorities across the country, there are residents who could benefit from an increase in physical activity but may be limited by the lack of opportunity to take part in physical activity on a daily basis. With this in mind, the strategy aims to:

- >> **Encourage and support** less active people to change their behaviour;
- >> **Enable people to be more active** through organised activities, making active travel an easier choice, and by ensuring natural and built environment support active choices;
- >> **Identify** where provision or promotion of services does not match the needs of specific population groups and put that right where possible.

The local strategy for Buckinghamshire looks to compliment the Government's 'Public Health Outcomes Framework'<sup>7</sup> and the Department of Health's 'Start active, stay active: a report on physical activity from the four home countries' Chief Medical Officers<sup>3</sup> through increasing healthy life expectancy and reducing differences in life expectancy between communities. This can be achieved by engaging both active and inactive adults – something that Active Bucks endeavoured to do.

1. Health and Wellbeing Board, Buckinghamshire. Buckinghamshire Health and Wellbeing Strategy 2013–16. Buckinghamshire County Council. <http://www.buckscc.gov.uk/media/886593/JHW-strategy.pdf>

2. Foster J, Thompson K, Harkin J. (2012) Let's Get Moving – A physical activity care pathway. Commissioning Guidance. London. Available from: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/216262/dh\\_133101.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/216262/dh_133101.pdf)

3. Department of Health, Physical Activity, Health Improvement and Protection. (2011). Start Active, Stay Active: A report on physical activity from the four home countries' Chief Medical Officers. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/216370/dh\\_128210.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/216370/dh_128210.pdf)

4. Pretty, G. M. H., Andrewes, L., & Collett, C. (1994). Exploring adolescents' sense of community and its relationship to loneliness. *Journal of Community Psychology*, 22(4), 346–358.

5. Prezza, M., Amici, M., Roberti, T., & Tedeschi, G. (2001). Sense of community referred to the whole town: Its relations with neighboring, loneliness, life satisfaction, and area of residence. *Journal of Community Psychology*, 29(1), 29–52.

6. Buckinghamshire County Council. 'Making physical activity a priority', Buckinghamshire Physical Activity Strategy 2014–2017. <http://www.buckscc.gov.uk/media/1932033/Physical-Activity-Strategy.pdf>

7. Department of Health (2012). The Public Health Outcomes Framework for England, 2013–2016. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/216159/dh\\_132362.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/216159/dh_132362.pdf)

## Active Bucks

Active Bucks, a two-and-a-half-year programme commissioned by Buckinghamshire County Council (BCC) applied a community engagement approach to engaging residents in physical activity.

The Buckinghamshire Local Area Forum (LAF) structure enabled the physical activity sessions to be promoted locally through engagement with the community, and provided residents of each LAF with the opportunity to have input into what activities they would like to see delivered in their area. A LAF represents a geographical area and has representation from county, district, town, and parish councils. An in-depth understanding of local resources and assets was required to determine physical activity interventions that could be used to implement Buckinghamshire's Physical Activity Strategy.

Active Bucks utilised the strong partnerships that already existed across the county, and developed new partnerships to build upon the work already being carried out. By supporting local communities in the design and promotion of physical activity sessions, a sustainable approach to increase physical activity levels across Buckinghamshire was created. By engaging local communities in the decision-making processes of physical activity provision, the Active Bucks programme aimed to reach and support as much of the local population as possible while reducing the number of inactive residents across the county.

The delivery of Active Bucks was divided into three activity strands: LAF-chosen, Green Space Structured, and Green Space Stealth (an overview can be seen below). Milton Keynes Dons Sport and Education Trust (MK Dons SET) were commissioned by BCC's Public Health team to coordinate the community engagement and asset mapping process, recruit and support Community Champions, and support the LAF-chosen activities. LAF-chosen activities were delivered through BCC commissioning many individual providers. Additionally, two providers were contracted to deliver the Green Space activities. LEAP (the Buckinghamshire and Milton Keynes Sport and Activity Partnership) delivered the Green Space Structured activities, and Active-In (hosted by the Adventure Learning Foundation) delivered the Green Space Stealth activities. A list of all activity providers can be found in Appendix 1.

In order to remove the barrier of cost and engage the maximum number of residents, Active Bucks activities were offered for free if the activity would continue to be free of charge after the end of the funding period or at a minimal cost (i.e. £2) if the activity would require participants to self-fund at the end of the funded period.

Active Bucks was supported by a steering group which consisted of representatives from BCC Public Health, LEAP, MK Dons SET, Active-In, Chiltern District Council, South Bucks District Council, Aylesbury Vale District Council, Wycombe District Council, ukactive, BCC Communities, BCC communications team, and the local Clinical Commissioning Groups.

### LAF-CHOSEN ACTIVITIES

The LAF-chosen activities were selected by each LAF following the Asset Mapping and Community Engagement process to understand what was required. These activities, delivered by local providers, were wide-ranging to meet the needs of each specific LAF. LAF-chosen activities also included Simply Walks.

### GREEN SPACE STRUCTURED ACTIVITIES

Green Space Structured activities took place using local green and open spaces and were advertised as such.

### GREEN SPACE STEALTH ACTIVITIES

Green Space Stealth activities utilised the local green and open spaces, however the activities were not advertised as physical activity and had physical activity as a secondary outcome of the participation. Examples include bushcraft and Nerf games for children and photography walks and dog agility for adults.

Green space activities were based on the countywide popularity of park activity, which was identified during the initial engagement process and supported by the strong academic evidence that green spaces increase the benefits of physical activity.

## This Report

This independent evaluation will draw together all relevant information from across the programme, from initial engagement to understand the needs of the residents through to delivery, sustainability, and potential return on investment. Engrained in the programme delivery were different methods of data collection to demonstrate the impact of Active Bucks. Finally, conclusions, learnings, and recommendations will be presented.

### Project Aims

Active Bucks had four main aims:

1. To increase the number of Buckinghamshire residents classified as active and meeting the Chief Medical Officers' (CMO) guidelines<sup>3</sup> of physical activity: for adults a minimum of 150 minutes of moderate intensity physical activity each week and for children and young people a minimum of 60 minutes of moderate intensity activity every day.
2. To reduce the number of Buckinghamshire residents classified as inactive<sup>3</sup>: adults undertaking less than 30 minutes of moderate intensity physical activity each week and children and young people undertaking less than 30 minutes of moderate intensity activity every day.
3. To provide a range of high-quality, evidence-based, and best practice physical activity provisions that meet the needs of Buckinghamshire residents.
4. To engage local communities with the planning, delivery, and sustainability of the programme.



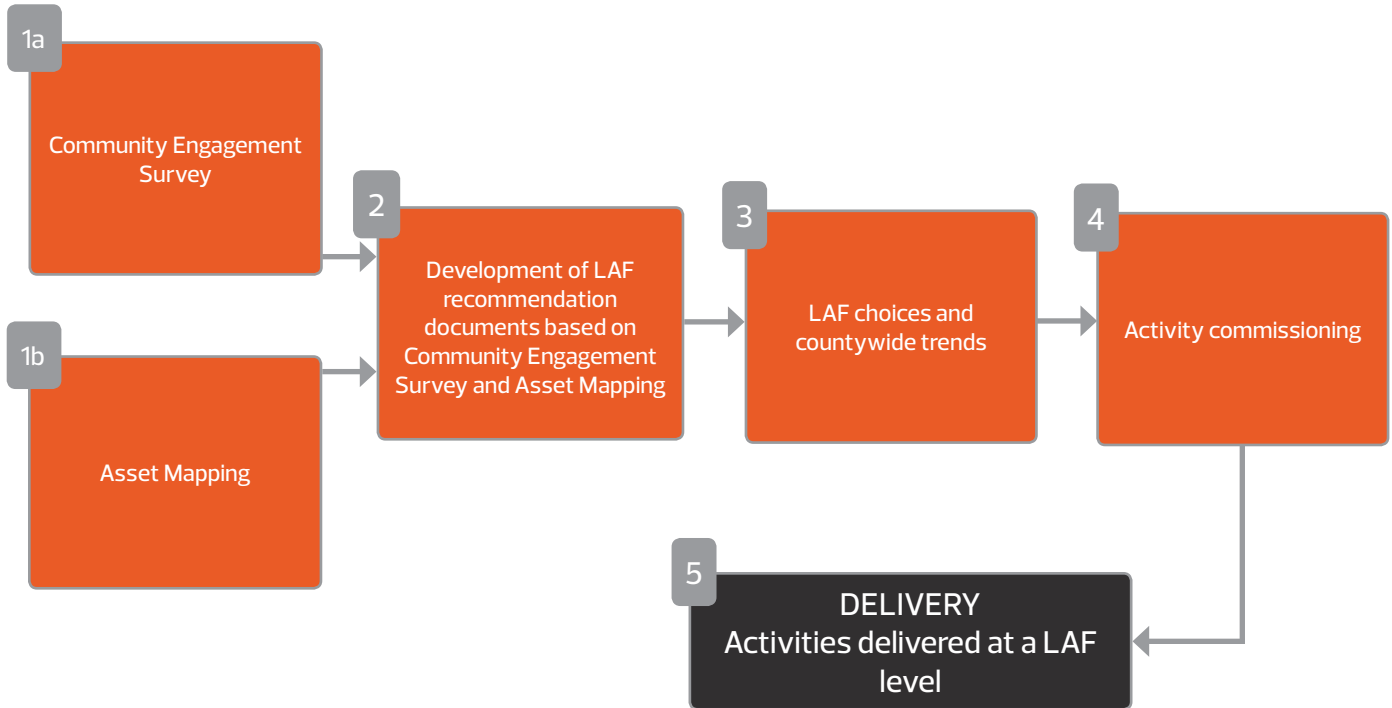


# Asset Mapping and Community Engagement

Asset mapping and community engagement was undertaken by MK Dons SET and supported by a wide range of stakeholders, including members of the steering group (see acknowledgement section for details). This process was completed between May 2015 and September 2015, and involved the mapping of assets that facilitate physical activity and a community engagement survey to understand which activities residents would like to engage with.

Asset mapping is described as a 'process of building an inventory of the strengths and contributions of the people, [places, and facilities] who make up a community prior to intervening'<sup>8</sup>. The aim of this stage of the programme was to gain an understanding of what was available across the county, what could be built upon in the future, and what residents wanted to engage with. The pathway of how this process was used to determine activity delivery can be seen in Figure 1.

Figure 1 The pathway of how the community engagement was used to decide on activities to be delivered.



The community engagement survey was completed by 1,593 Buckinghamshire residents from each of the 19 LAFs. The aim was to understand the residents' physical activity levels, behaviours towards and opinions of physical activity, and which activities they would like to see delivered within their local area. Residents were engaged through a wide range of stakeholders, at numerous events, and through street surveys. A further 470 individuals were engaged through other means such as focus groups. A total of 2,063 adults across Buckinghamshire were engaged as part of this process. An additional community engagement survey was conducted with children and young people through school assemblies and youth groups. This engaged a further 1,185 residents under the age of 16, producing a total engagement of 3,248 individuals from across Buckinghamshire.

In conjunction with the community engagement survey, assets across the county were mapped. These assets were broken down into four key areas: associations, or organisations, physical, and people. Assets mapped highlighted what was and was not available within the community. The addition of these elements was an integral part of community development and allowed connections and opportunities between individuals and organisations to be drawn.

A recommendations document was created for each LAF that combined the results of the community engagement survey with details of the current assets and available activities within each LAF area. This provided each LAF with a shortlist of activities suggested by local residents that utilised the assets within the LAF. Each LAF was allocated a set amount of money by BCC's Public Health team which could be spent how the LAF decided based on the options presented. This meant each LAF could get the activities they felt were needed most within their area. However, swimming was not provided as an option due to the cost of offering this activity and its current availability across the county. 'Children and Young People Activities' were selected in some cases due to the LAF identifying children and young people as a priority, or if the LAF had a higher proportion of overweight or obese children.

The LAF-chosen activities were commissioned by BCC's Public Health team through a procurement process whereby the opportunity to deliver an activity in each LAF was advertised, and local providers completed an application form bidding to deliver the activity opportunity. Community Group Walks chosen by LAFs were delivered by Buckinghamshire's Simply Walks programme, which was already established across the county.

A countywide recommendations document was also produced based on the results of the community engagement and asset mapping. This identified that Activities in the Park were a priority for residents. Based on this, the Green Space Structured activities delivered by Leap and the Green Space Stealth activities delivered by Active In were also commissioned as larger contracts by BCC's Public Health team for delivery across all LAF areas.

8. Morgan, A., Ziglio, E., & Davies, M. (Eds.). (2010). Health assets in a global context: theory, methods, action. Springer Science & Business Media.

To determine whether data collected via the community engagement survey was representative of the Buckinghamshire population, the traits and activity behaviours of respondents were compared to Buckinghamshire county statistics. The comparison showed that the proportion of inactive individuals who completed the survey was 33% higher than the proportion of inactive people living in Buckinghamshire<sup>9</sup>, indicating a high proportion of the target population had their say on what they wanted to see delivered. The age breakdown of respondents was similar to the county average, with slightly higher engagement of 36–45 and 56–64 year olds and less engagement with 16–25 year olds. The ethnicity breakdown was also similar. A higher percentage of disabled individuals completed the questionnaire when compared to county statistics. There was a large skew in female respondents across the county compared to the nearly even split from the county statistics. Nevertheless, the asset mapping results show that an overall representative sample of the population completed the 'Have Your Say' survey on a countywide level.

## Activity Delivery

As a result of the asset mapping and community engagement survey and the subsequent procurement process, a variety of activities were implemented across the 19 LAFs. Activity delivery for LAF-chosen activities and Green Space Stealth was split into two delivery phases: May to December 2016 and January to October 2017. Green Space Structured was split into three delivery phases: May 2016 – November 2016, September 2016 – March 2017, and March 2017 – September 2017.

Throughout the delivery of Active Bucks, data collection methods were incorporated to measure the impact at different stages. The evaluation of the delivery phase was divided into three sections, which allowed for an in-depth understanding of the impact and effectiveness of Active Bucks. These are:

- >> **Engagement:** Registration information including demographics, self-reported activity levels, programme awareness, and total and unique attendance records across activities.
- >> **Longitudinal follow-up:** Monitoring longitudinal behaviour change by sending follow-up questionnaires via email at baseline, 3, 6, and 12 months to all registered participants. These included questions on physical activity levels, social cohesion, and mental wellbeing.
- >> **In-depth qualitative insight:** Data collection through focus groups to gain a deeper understanding and demonstration of impact. This included themes around mental wellbeing, social cohesion, and physical activity perceptions.



9. Sport England. Active People Survey 10. <http://activepeople.sportengland.org/Query>

# Engagement

Engagement information was collected via a registration questionnaire that captured demographic and physical activity information. Session attendance records helped to identify where and how often participants were taking part. All collated data was processed to ensure uniform and comparable data categories across the programme.

Summing the number of unique participants to each individual activity provided an estimate of 4,415 participants taking part in Active Bucks, making up a total of **27,212 attendances**. However, 493 participants attended more than one activity across the three strands of delivery, leading to **3,922 unique participants** of the programme. Attendances to LAF-chosen activities made up the highest percentage of total Active Bucks attendances with just under half (46%) of the total attendances (Table 1). Meanwhile, Green Space Structured and Green Space Stealth activity attendances were roughly equal (Table 1). A similar pattern was seen with unique participants, whereby LAF-chosen activities engaged the most unique participants while Green Space Structured and Green Space Stealth activities remained relatively equal in unique participant numbers. The split in participants shown is as expected, due to the LAF-chosen activity strand being commissioned to deliver a larger number of activities compared to the Green Space activity strands.

Table 1 Attendance by activity strand

Strand	Unique participants	Total attendances	Percentage of total Active Bucks attendance
Green Space Structured	1,132	7,305	27%
Green Space Stealth	1,112	7,439	27%
LAF- Chosen	1,705	12,468	46%
<b>Total</b>	<b>3,922</b>	<b>27,212</b>	<b>100%</b>

## Who took part

Overall, participants were predominantly female (63%), which was in contrast to the trend both nationally and within Buckinghamshire<sup>9</sup> – showing a target group was being engaged. This was also the case for Green Space Structured (75%) and LAF-chosen (63%) activity strands, yet participants were more often male for Green Space Stealth activities (51%; Figure 2). Across all strands, participants were in majority White or White British (76% or more; Table 3) and with no stated disability condition (81% or more) – a pattern that was also seen overall (Figure 3) and mirrors the Buckinghamshire population. Whilst the under 16s age category was the highest percentage both overall and across all strands (Table 2), adult participants were most commonly aged between 36–45 (Green Space Structured), 26–35 (Green Space Stealth) and 66–75 (LAF-chosen). This demonstrates that each strand was successful at targeting different age groups. Whilst all strands catered to children, it appears that Green Space Structured and Green Space Stealth activities appealed mostly to younger and middle-aged adult groups, while LAF-chosen activities attracted over 55 year olds.

Figure 2 Gender breakdown

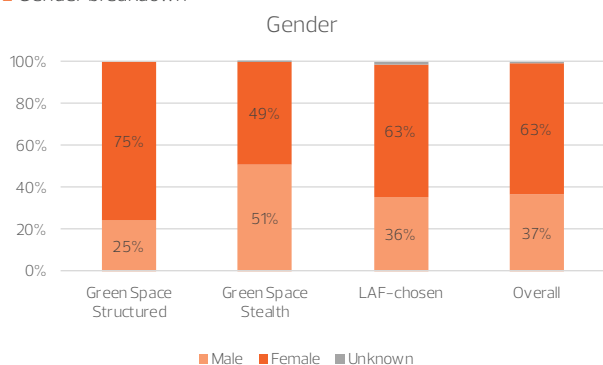


Figure 3 Disability breakdown

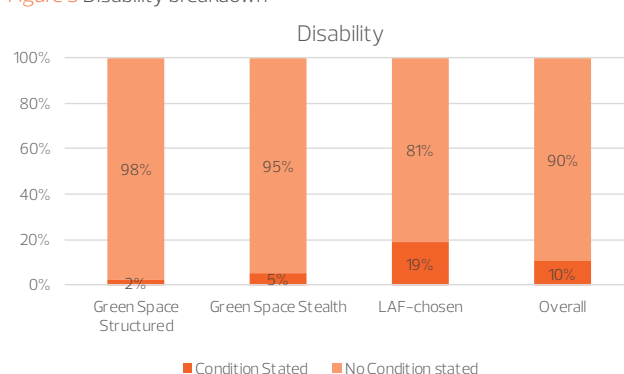


Table 2 Age Breakdown

	<16	16–25	26–35	36–45	46–55	56–65	66–75	75+	Unknown
Green Space Structured	23%	9%	20%	22%	13%	9%	4%	0%	1%
Green Space Stealth	58%	4%	11%	11%	7%	4%	1%	1%	2%
LAF- Chosen	37%	4%	4%	7%	10%	12%	15%	6%	5%
<b>Overall</b>	<b>39%</b>	<b>6%</b>	<b>11%</b>	<b>12%</b>	<b>10%</b>	<b>9%</b>	<b>8%</b>	<b>3%</b>	<b>3%</b>

Table 3 Ethnicity Breakdown

	Asian or Asian British	Black or Black British	White or White British	Other	Mixed	Unknown / unspecified
Green Space Structured	3%	0%	93%	0%	1%	2%
Green Space Stealth	3%	0%	86%	2%	7%	1%
LAF- Chosen	7%	1%	76%	0%	4%	12%
<b>Overall</b>	<b>5%</b>	<b>1%</b>	<b>83%</b>	<b>1%</b>	<b>4%</b>	<b>6%</b>

## Physical Activity Levels

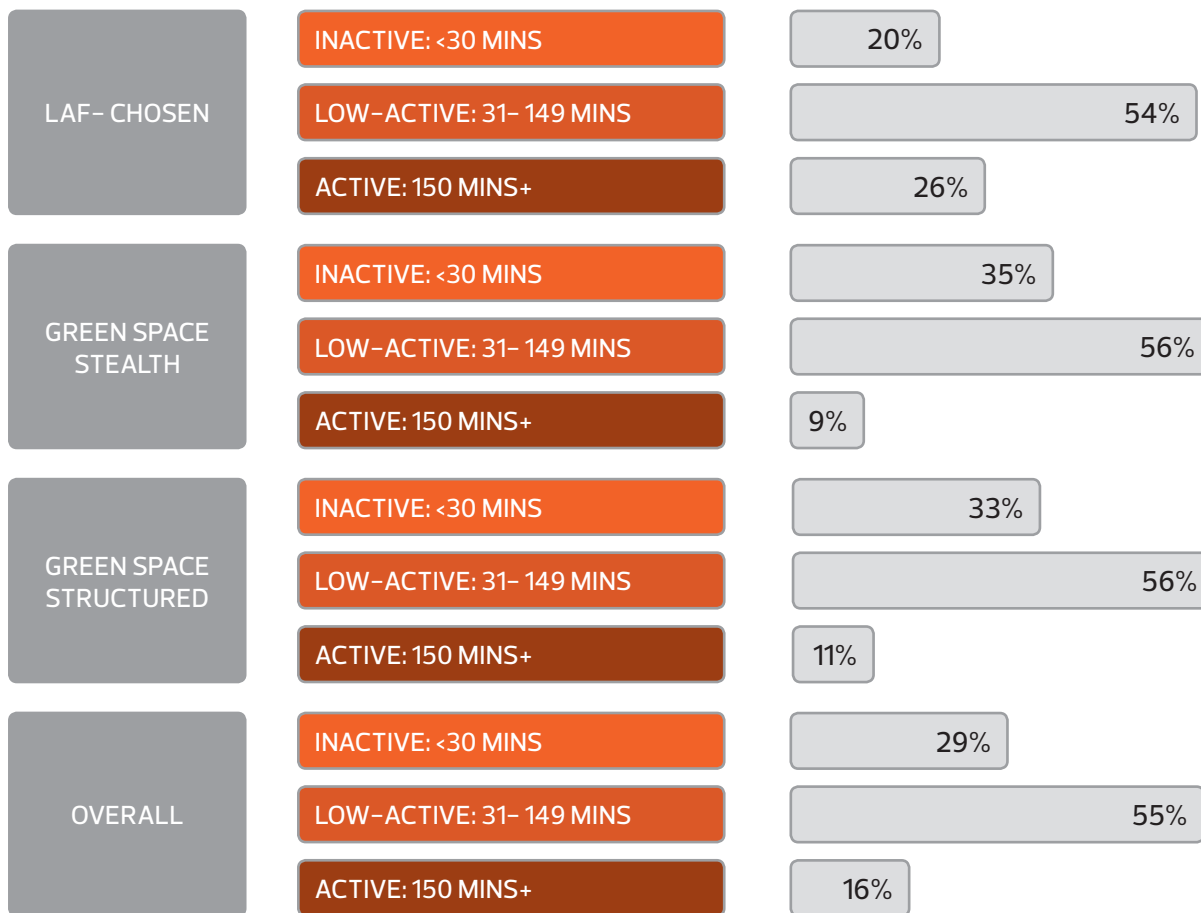
Key objectives of Active Bucks were to engage inactive and low-active participants in more physical activity to help them meet the CMO-recommended levels. Physical activity levels were measured at registration by asking participants how many minutes of physical activity they completed per week and on how many days per week they were active.

According to the CMO guidelines<sup>3</sup>, adults should be achieving 150 minutes or more of moderate intensity exercise per week to be classified as active. Those achieving under 30 minutes per week were classified as inactive and those achieving between 31-149 minutes per week were classified as low-active. For children, the CMO guidelines<sup>3</sup> state those aged between 5-18 years should be achieving at least 420 minutes of moderate intensity physical activity per week (or 60 minutes a day) to be active. Inactive children are those completing less than 210 minutes of moderate intensity activity per week (30 minutes per day, seven days a week), and low active children are those who complete between 211 and 419 minutes per week.

Overall, a third (36%) of all participants engaged were inactive when they registered, a key target population of Active Bucks. Green Space Stealth had the highest proportion of participants self-reporting their physical activity levels as inactive (43%), followed by Green Space Structured (38%) and LAF-chosen (29%). A further 50% of participants engaged were classified as low-active, indicating how Active Bucks engaged residents of Buckinghamshire not meeting the CMO-recommended levels of physical activity. By strand, LAF-chosen activities had the lowest proportion of participants self-reporting their physical activity levels as low-active (49%) compared to Green Space Structured (51%) and Green Space Stealth (50%).

For adults, just over half of all participants were classified as low-active (55%), and just under a third (29%) were classified as inactive, indicating a high engagement (84%) of a key target population (Figure 4). Green Space Stealth activities engaged the highest proportion of inactive adults (35%), closely followed by Green Space Structured (33%), whilst LAF-chosen activities engaged the lowest (20%) proportion of inactive adults. All strands engaged over 50% of low-active adults. Adults were most likely to be moderately active for more than 30 minutes on two days a week (23%), followed by three days a week (22%), and least likely to be active on six days out of the week (3%) (Figure 6). Broken down by strand, adults were most likely to be active on one to two days a week across all three strands.

Figure 4 Adult physical activity levels duration per week overall and per strand



Children's physical activity levels were measured using the same questions. However, these were reported by their parents. This data indicates a similar pattern to the adult's physical activity levels. Overall and across all strands, over 80% of children were reported as not meeting the physical activity guidelines for children (Figure 5). These figures demonstrate that a greater percentage of inactive and low-active children were engaged than their adult counterparts. This was most prominent for Green Space Structured activities where over half (54%) of registered children were inactive and Green Space Stealth activities where 48% of children registered were inactive. LAF- chosen activities engaged the lowest proportion of inactive children (41%), although this number still represents over a third of children in this strand. Similarly to adults, children were most often active for two (23%) or three (18%) days a week (Figure 7). A greater percentage of children were active every day of the week in comparison to their adult counterparts (9% to 5% respectively). Those who took part in LAF-chosen activities were more commonly active on six to seven days a week than those who took part in Green Space Structured or Green Space Stealth activities.

Figure 5 Childrens' physical activity levels duration per week overall and per strand

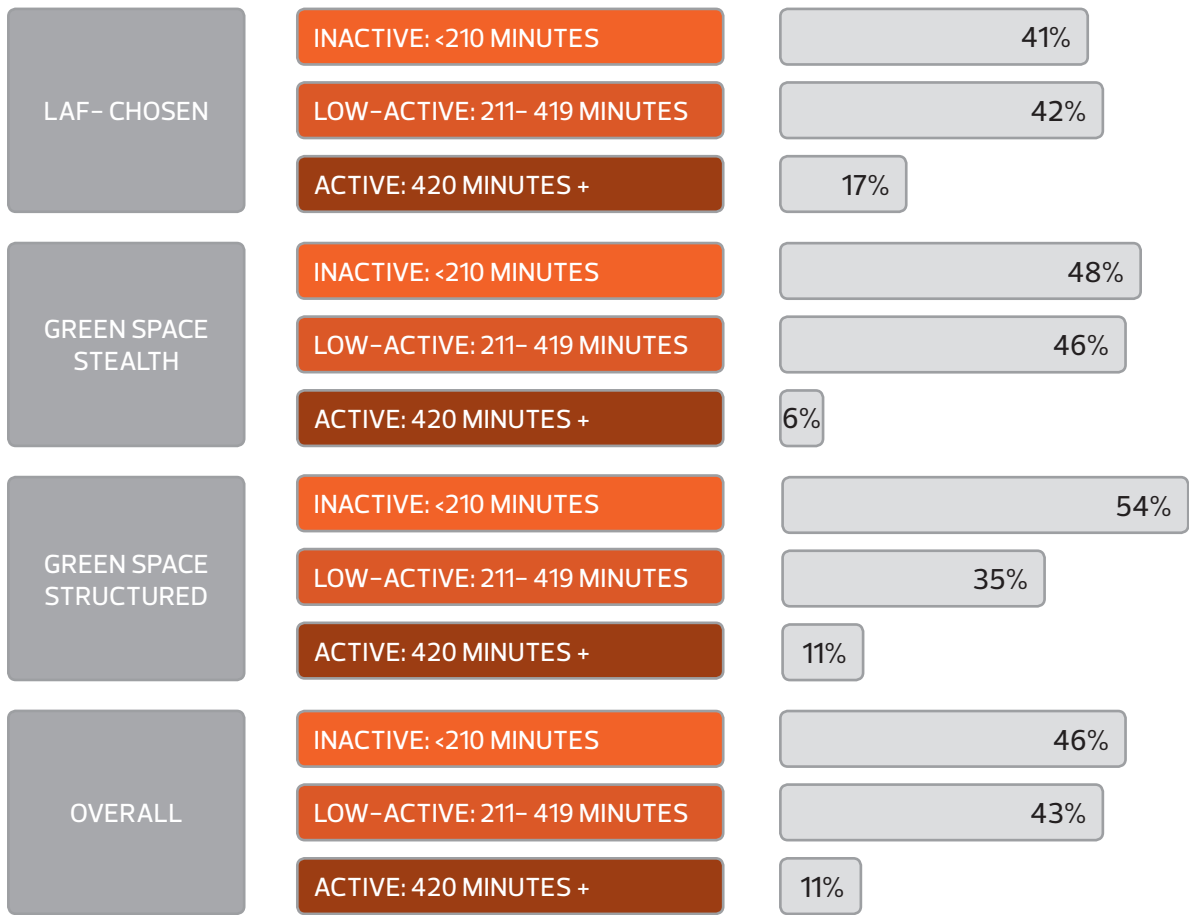


Figure 6 Adult physical activity levels frequency overall and per strand

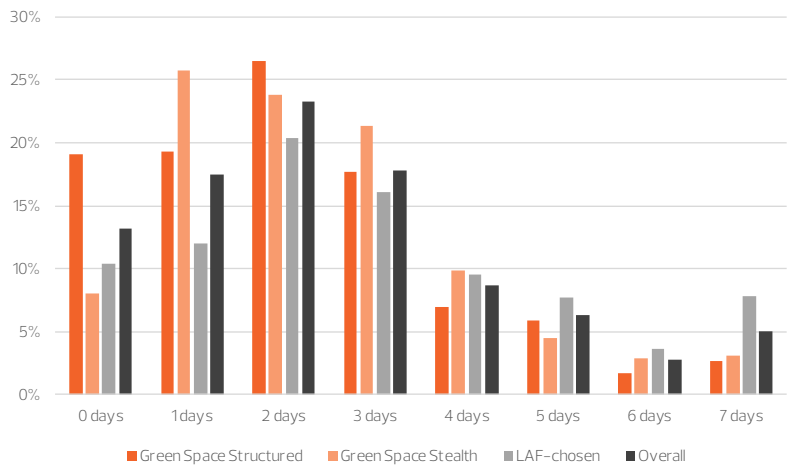
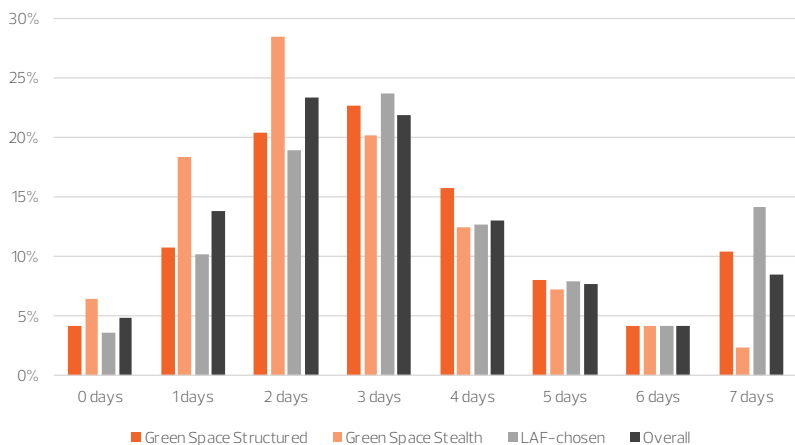


Figure 7 Childrens' physical activity levels frequency overall and per strand



## Retention

Retention reveals the number of times a participant has attended a specific activity as a proportion of the number of sessions they could have attended within the funded period. Usually the maximum number of sessions that could have been attended for a specific activity was 24 (weekly over a 6 month period). The three levels of retention demonstrate the percentage of participants that had attended the indicated percentage of available sessions (Table 4). Overall and across all strands, more than 50% of participants attended over a quarter of all the sessions available to them. This pattern of attendance was found to decrease at 50% and 60% of all available sessions. Just over a quarter (28%) of participants attended over 60% of the available sessions. At each retention percentile, the percentage of participants attending all available sessions remains relatively similar across all three strands. Green Space Structured had the highest percentage of participants attend over 25% of their sessions (61%), while LAF-chosen had the least (55%). Green Space Structured and Green Space Stealth activities demonstrated the highest retention rates of 31% at over 60% of all available sessions. Overall, LAF-chosen activities showed the lowest retention rates at each retention percentile, while Green Space Structured activities tended to show the highest.

There is no benchmarking data available for retention for an activity with a 6 month duration. It is recognised that weekly retention over this period is challenging due to other commitments of participants over such a long duration. However, a programme funded for this duration is more likely to become sustainable for those who are retained.

Table 4 Activity retention per strand and overall

Strand	Retention >25%	Retention >50%	Retention >60%
Green Space Structured	61%	38%	31%
Green Space Stealth	52%	35%	31%
LAF- Chosen	55%	32%	25%
Overall	56%	34%	28%

## Activities

A total of 193 activities were commissioned within the Active Bucks funding period across the 19 LAFs (Table 5). 18.7% of activities finished before the end of their 6 month period as they were not delivering the minimum requirements expected. This enabled the remaining funding to be used for commission alternative activities in that LAF area to provide the best offer for residents. The majority of activities were commissioned as LAF-chosen activities (54%), with Green Space Stealth (24%) and Green Space Structured (22%) delivering just under a quarter of activities (Figure 8). These activities ranged in the number of attendances and the number of participants they were able to retain throughout the programme. To understand which activities participants were most likely to take part in and continue attending, activities were viewed through two lenses: attendance (total throughput) and retention (of unique individuals).

Figure 8 Proportion of overall activities

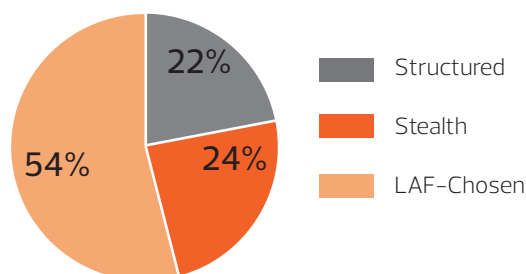


Table 5 Breakdown of activities delivered

Strand	Number of activities completing delivery	Total activities commissioned
Green Space Structured	41	43
Green Space Stealth	43	46
LAF- Chosen	73	104
Overall	157	193

The activity that was best attended was the LAF-chosen 'Simply Walk – Wendover Short' with a total of 1,434 total attendances. This was followed by two Green Space Structured activities – Beginners Jogging – Chepping Wye Valley (1,101) and Junior Parkrun- High Wycombe (679) – and another LAF-chosen activity 'Simply Walks – Bourne End' (616) (Table 6). The data suggests that the structure of a walking or running group, such as their capacity flexibility, may have influenced their attendance numbers. Tai Chi – Beeches (340) and Nerf Games – Amersham (285) were also popular LAF-chosen and Green Space Stealth activities, which demonstrates both the wide range of activities that participants enjoyed attending as well as the wide age range of participants, from children to older adults. Furthermore, Green Space Stealth activities had the highest proportion of attendances by under 16s (58%), whilst LAF-chosen activities attracted the highest proportion of participants aged over 55 (34%).

Table 6 Top 5 attended activities for each delivery strand

Strand	Top 5 activities	Total Attendance
Green Space Structured	Beginners Jogging – Chepping Wye Valley	1,101
	Junior Parkrun – High Wycombe	679
	Beginners Jogging – Greater Aylesbury	571
	Beginners Jogging – Great Brickhill, Wing & Ivinghoe	325
	Beginners Jogging – Buckingham	296
Green Space Stealth	Environmental Learning – The Chalfonts	604
	Bushcraft – Shortenills	598
	Bushcraft 8+ – Amersham	288
	Nerf Games – Amersham	285
	Nerf Games – The Missendens	283
LAF- Chosen	Simply Walks- Wendover Short	1,434
	Simply Walks- Bourne End Leisure	616
	Simply Walks- Ivinghoe	425
	Tai Chi – Beeches	340
	Nordic Walking – High Wycombe	309

The retention rates show how much participants have engaged with an activity (Table 7). Interestingly, those activities that have the highest attendance don't necessarily have the best retention. For LAF-chosen activities, Simply Walks did not have the highest retention rates. Children's activities including U9 and U12 girls' football and other sports like badminton had the most participants attending 60% of all available sessions. The success of the children's activities is evident, as a range of activities achieved 100% of participants attending 60% of the sessions available to them – partly due to the capacity and booking requirements of these activities. Sports also had a tendency to be well retained across Green Space Structured activities, with tennis, cricket, and flag football in the top five retained activities. Similarly, whilst environmental learning in The Chalfonts and bushcraft were some of the most well *attended* stealth activities, the activities that successfully *retained* the highest percentage were environmental learning in Amersham, conservation in The Chalfonts, and Parents & Tots in Wexham and Ivers. These three activities had 100% of participants attending at least 60% of all sessions available to them, indicating the success of these Green Space Stealth activities.

Table 7 Top 5 activities by retention at 60% of all available sessions

Strand	Top 5 activities	Retention >60%
Green Space Structured	Tennis – South Western Chilterns	92%
	U9s Cricket – Haddenham and Long Crendon	90%
	Parent Fitness – Waddesdon	89%
	Get Active – Amersham	68%
	Flag Football – High Wycombe	65%
Green Space Stealth	Parents & Tots – Wexham and Ivers	100%
	Conservation – The Chalfonts	100%
	Environmental Learning – Amersham	100%
	Bushcraft – North West Chilterns	82%
	Bushcraft <7s – Amersham	82%
LAF- Chosen	U9 Girls' Football – Amersham	100%
	Girls' Rugby 5-8 – Amersham	100%
	U12 Girls' Football – Amersham	100%
	Cage Cricket – Buckingham	100%
	Badminton – Greater Aylesbury	89%

## Marketing

Overall, participants reported that word of mouth was the most prominent method of raising awareness of the activities (43%): followed by social media - including Facebook and Twitter (23%), and Posters or Leaflets (15%) (Table 8). Some awareness methods were more successful for certain activity strands than others. 11% of awareness for Green Space Stealth activities came through 'other' methods, however the exact method was uncaptured. 8% of awareness methods for LAF-chosen activities came through internet searches, indicating a potential link to the Active Bucks website.

Table 8 Methods of awareness of Active Bucks

Method of awareness	Green Space Structured	Green Space Stealth	LAF-Chosen	Overall
Word of Mouth / Friends & Family	42%	39%	43%	43%
Social Media	23%	32%	15%	23%
Poster / Leaflet	15%	16%	9%	15%
At an activity/event	5%	2%	7%	5%
School	1%	0%	3%	3%
Active Bucks / Leap Website	1%	0%	2%	2%
Public facility (e.g. Church, Café, Work, Doctor)	1%	0%	3%	1%
Magazine/ Newspaper / TV	1%	0%	2%	1%
Internet search	3%	0%	8%	1%
Email	1%	0%	3%	1%
Other	3%	11%	0%	3%
Unknown	2%	0%	4%	2%





## Summary

Active Bucks has engaged a large number of residents from across the county. The population engaged were predominantly female, which is in contrast to the trend both nationally and within Buckinghamshire<sup>9</sup> – showing a key target group is being engaged. Furthermore, the majority were White or White British and reported no disability, mirroring Buckinghamshire as a whole. A large proportion of attendees were under the age of 16, which reflects the number of activities available for this group. A key target group of inactive individuals were engaged in activities, with Active Bucks providing the opportunity for them to become more active. The range of activities across the different strands has helped with engagement, with different strands providing support to different groups.

- >> The Active Bucks programme was successful in engaging 3,922 participants to take part in physical activity.
- >> Over a quarter (29%) of adults and a third (46%) of all children were classified as inactive at the point they registered.
- >> LAF-chosen activities made up the highest proportion of total and unique Active Bucks participation, whilst also having the highest number of activities delivered.
- >> Green Space Stealth activities engaged the highest percentage of inactive adults (35%), while Green Space Structured activities engaged the highest percentage of inactive children (54%).
- >> Simply Walks, beginners jogging, and junior parkrun were the most well-attended activities overall, however environmental learning and sports like girls' football were activities with the highest levels of retention.
- >> Beginners' jogging was the most well-attended Green Space Structured activity, but tennis retained the highest percentage of participants at 60% of the sessions.
- >> Environmental learning and bushcraft were the most well-attended and retained Green Space Stealth activities, although the locations differed.
- >> Simply Walks was the most well-attended LAF-chosen activity, however sports like football, cricket, and badminton were most successful in retaining participants.
- >> Word of mouth, social media, and posters or leaflets were the three most prominent methods of awareness both overall and per individual activity strand.



# Longitudinal Behaviour Change

To understand how behaviour changed over time as a result of participation in Active Bucks activities, continued follow-up with participants was conducted at 3, 6, and 12 months post registration. This allowed for a better understanding of behaviour change through the continued tracking of participants instead of simply comparing isolated time-points of different participants. Specifically, the follow up survey looked to understand changes in physical activity levels, feelings towards Active Bucks, mental wellbeing, and social cohesion. Adults completed their own survey and parents also completed a survey which asked about their perceptions of their child.

## Physical activity

Two aims of Active Bucks were to:

- 1) Increase the physical activity levels of the residents of Buckinghamshire to meet the CMO guidelines of physical activity.
- 2) Decrease the number of residents classified as inactive.

To measure this, physical activity was tracked at 3, 6, and 12 months by utilising the same questions asked during the registration process.

## Mental wellbeing and social cohesion

Mental wellbeing and social cohesion were measured using valid and reliable questionnaires. For mental wellbeing the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS)<sup>10</sup> was used, which consists of a positively worded seven-item scale and allows for the monitoring of mental wellbeing in a general population across time-points. Social cohesion was measured using nine items of the Perceived Neighbourhood Social Cohesion questionnaire (P-NSC-BF)<sup>11</sup>, which covers aspects of trust, attachment to the community, and tolerance and respect. This questionnaire is a shortened version of the full questionnaire, developed as a common measure of perceived social resources in a social survey setting.

## Response Rate

A follow-up survey was sent to all participants over the age of 16 who provided an email address and did not choose to opt-out of the follow-up. The response rates for each time-point can be seen in Table 9. The positive baseline response rate of 18.1% demonstrates the willingness of Active Bucks participants to continue contributing to the delivery of the initiative. Over time, the response rates reduced to 9.8% at 3 months and went down to 4.9% at 12 months (Table 9).

Table 9 Total and tracked response rate at each follow up time point

Sent	Surveys sent	Total responses	Total response %	Tracked responses*	Tracked response % of all surveys
Baseline	1,474*	268	18.1%	-	-
3 months	1,963	194	9.8%	62	3.2%
6 months	1,680	91	5.4%	38	2.3%
12 months	850	42	4.9%	21	2.5%

\*tracked responses refer to those tracked between baseline and that time-point only.

\*due to a delay in some data being reported some baseline emails could not be sent.

10. Stewart-Brown, S., Tennant, A., Tennant, R., Platt, S., Parkinson, J., & Weich, S. (2009). Internal construct validity of the Warwick-Edinburgh mental well-being scale (WEMWBS): a Rasch analysis using data from the Scottish health education population survey. *Health and quality of life outcomes*, 7(1), 15.

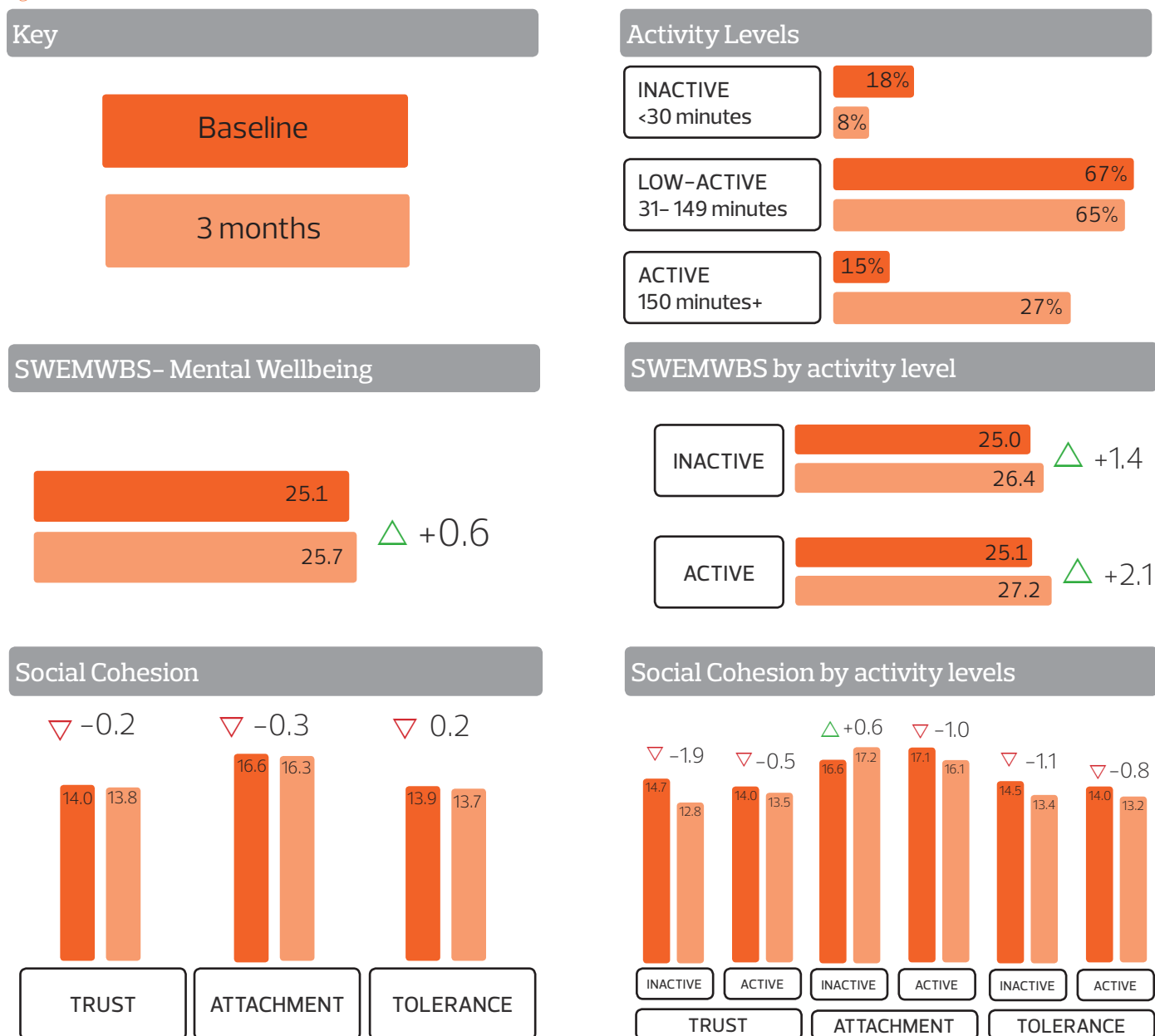
11. Dupuis, M., Baggio, S., & Gmel, G. (2017). Validation of a brief form of the Perceived Neighborhood Social Cohesion questionnaire. *Journal of health psychology*, 22(2), 218-227.

## Baseline versus 3 month-tracked

Sixty-two participants who completed the questionnaire at baseline and then again 3 months later were tracked between these two time-points to provide an understanding of short-term change. Physical activity levels at baseline and 3 months can be seen below (Figure 9).

There was a statistically significant increase from baseline to 3 months ( $Z=-2.711, p=0.007$ ). At baseline only 15% of participants were classified as active, with 85% of the surveyed participants not reaching the recommended CMO guidelines of 150 minutes of moderate intensity physical activity per week. Positively, at 3 months this number decreased by 12% (to 73%) while the number of those meeting the guidelines (active) almost doubled to 27% (+12%). Notably, the number of participants classed as inactive (completing under 30 minutes per week) decreased by 10%. Moderate intensity activity of 30 minutes or more most often occurred on two days at baseline (43%), which increased to three and four days at 3 months (24% and 21%). Activity on six or seven days remained consistent (at 3–8%).

Figure 9 Results at Baseline and 3 months



The change in average mental wellbeing and social cohesion scores between baseline and 3 months show increases in mental wellbeing and decreases in social cohesion. However, when these are broken down by inactive and active participants, more interesting patterns can be observed. Mental wellbeing increased from baseline to 3 months, however this increase was non-significant ( $t=-1.36, p=0.179$ ). Means did increase for both inactive (+1.4) and active (+2.1) populations from baseline to 3 months, but this increase was greater for active participants (+0.7 more than inactive). This suggests firstly that mental wellbeing increased over a short time period, but more importantly that mental wellbeing is enhanced to a greater extent for participants who are active compared to those who are inactive. Significantly, at both time-points participants had a score that was greater than the average taken from the Health Survey for England 2011<sup>12</sup>.

Of the three subcategories of social cohesion (trust, attachment and tolerance), only attachment increased from baseline to 3 months for inactive participants. Attachment was the only subcategory for which active participants had a higher score than inactive participants. Of the three, attachment remained the highest scoring subcategory for both active and inactive participants at baseline and 3 months, while trust was the lowest. Over a greater period of time and prolonged exposure to other members of the community through the programme, cohesion would be expected to increase.

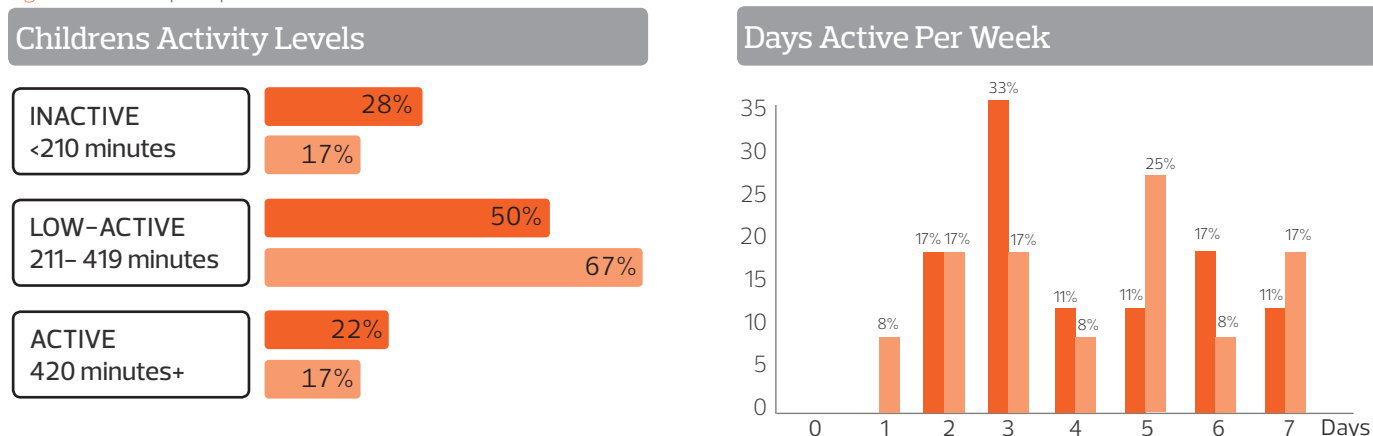
12. Department of Health, Physical Activity, Health Improvement and Protection. (2011). Start Active, Stay Active: A report on physical activity from the four home countries' Chief Medical Officers.

## Parents' perceptions at baseline and 3 months

To understand changes in children's physical activity levels and to understand the factors that may influence them to participate in activity (e.g. parents' motivations and actions towards physical activity), the parents of all child participants were sent questionnaires at baseline and 3 months following their child's registering with Active Bucks. This method was implemented during the second year of delivery, and the response rate is lower than that of the adult questionnaires. The current response rates are low, preventing longitudinal change in perceptions to be tracked. However, the results demonstrate a snapshot of some of the parents' perceptions at two individual time-points. Eighteen parents completed the questionnaire at baseline and 12 completed the questionnaire at 3 months; these participants are not connected between the two time-points.

Parents' perceptions of their children's physical activity levels indicate that at 3 months, a smaller proportion of children were perceived as inactive (17%) than at baseline (28%) (Figure 10). In general, 72% of children were perceived as completing enough activity to be classified as low-active or active at baseline, which increased to 84% at 3 months. At baseline, children are perceived most commonly to be active three days a week (33%). At 3 months, five (25%) and seven (17%) days active were most popular perceptions. Collectively, although these time-points are not connected, this indicates that in general children are perceived as doing more minutes of activity and being active on more days of the week 3 months after they first started participating in Active Bucks.

Figure 10 Parents' perceptions at Baseline and 3 months



All average scores for parents' actions around their child's activity were lower at 3 months than at baseline (Table 10). This may be explained by the smaller sample size at 3 months. At baseline, parents were most likely to tell their children on a daily basis that physical activity is good for health and also perceived it to be very important that their child completes activity. At 3 months parents continued to think their child's physical activity participation was very important, and were most likely to encourage their children to do physical activity on most days instead of telling them about its benefits. This change suggests that parents at 3 months into the programme are more proactive in encouraging activity than those whose children just started the programme.

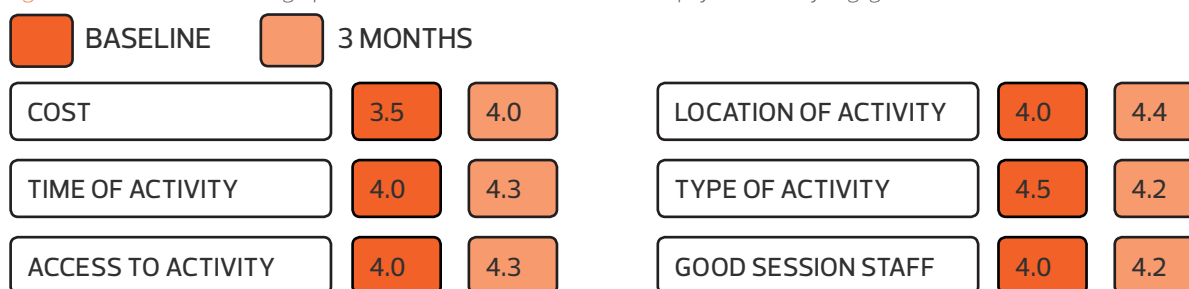
At baseline, parents agreed or strongly agreed that type, location, access, and time of activity motivated their decision to continue their child's participation in an activity (Figure 11). Type of activity was the strongest motivator at baseline, while at 3 months parents believed location to be the most prominent. At 3 months parents were more likely to agree cost was a strong motivator than those at baseline. Agreement with all motivations became strong from baseline to 3 months - except type of activity, which held slightly less prominence.

Table 10 Parents' actions associated to their child's physical activity

Parent Actions	Baseline	3 months
Encouraged your child to do physical activities or play sports*	4.8	3.9
Took part in a physical activity or played sports with your child*	3.2	3.2
Provided transport so child can attend physical activity*	4.4	3.8
Watched your child participate in physical activity or sport*	4.6	3.5
Told your child that physical activity is good for his or her health*	5.0	4.1
Parents' perceived importance that their child does physical activity**	5.0	4.4
Parents' enjoyment of Physical Activity**	4.0	3.7

\*all scores are rated on a scale of 1 (never) to 5 (on a daily basis); \*\*scores are rated on a scale of 1 (very unimportant) to 5 (very important)

Figure 11 Motivations influencing a parent's decision to continue their child's physical activity engagement



## Baseline versus 6 months-tracked

Thirty-eight participants who completed the questionnaire at baseline and then again at 6 months were tracked to provide an understanding of medium-term change. This comparison is particularly relevant, as research into the stages of behaviour change associated with physical activity<sup>13</sup> suggests that after 6 months of activity participants will have entered the 'maintenance' stage, which increases the probability of long-term participation (developing as a 'habit') and is where significant behaviour change can occur<sup>13</sup>. The average category increased from below low-active to above low-active from baseline to 6 months; changes in physical activity levels were non-significant ( $Z=-2.358, p=0.018$ ). Nonetheless, the number of participants not meeting the CMO guidelines was 20% lower at 6 months than at baseline, indicating a noteworthy increase in the number of participants meeting the guidelines (Figure 12). This aligns with an increase in those classified as active, which increased by 20% and a decrease in those classified as inactive by 17%. Overall, the proportion of participants who are completing either low-active or active physical activity at 6 months is 95% - 17% higher than at baseline.

Moderate intensity activity of 30 minutes or more most often occurred on two days at baseline (28%), which was followed by zero days (19%). At 6 months this increased to three days (32%) followed closely by two days (29%), indicating that by 6 months participants are completing activity more often throughout the week. Additionally at 6 months, participants were more likely to complete activity on six or seven days out of the week than at baseline (0-8% and 6-8% respectively).

Figure 12 Results at Baseline and 6 months



At 6 months mental wellbeing scores had increased by 0.7 from baseline, however these were non-significant ( $t=-1.414, p=0.166$ ). There was an increase in the mean scores, which can demonstrate that wellbeing continues to make small increases over a medium period of time. Two of the three elements of social cohesion, tolerance, and attachment were also found to increase from baseline to 6 months. The final element of trust saw a slight decrease following a similar pattern to the population tracked at 3 months. Broken down by activity levels, mental wellbeing continues to increase across 6 months for both the inactive and active groups of participants. While at baseline mental wellbeing was higher for active participants, at 6 months scores were slightly higher for the inactive group. Social cohesion was found to increase over 6 months for those classified as inactive, but not for those who were active. By 6 months the highest subcategory score was for attachment for both inactive and active groups, while the lowest was tolerance for inactive participants and trust for active participants. Overall at 6 months, participants who were inactive had higher social cohesion scores than those who were active.

13. Marshall S, Biddle S. The Transtheoretical Model of Behavior Change: A Meta-Analysis of Applications to Physical Activity and Exercise. Ann Behav Med [Internet]. 2001[cited 2017 Oct 25]

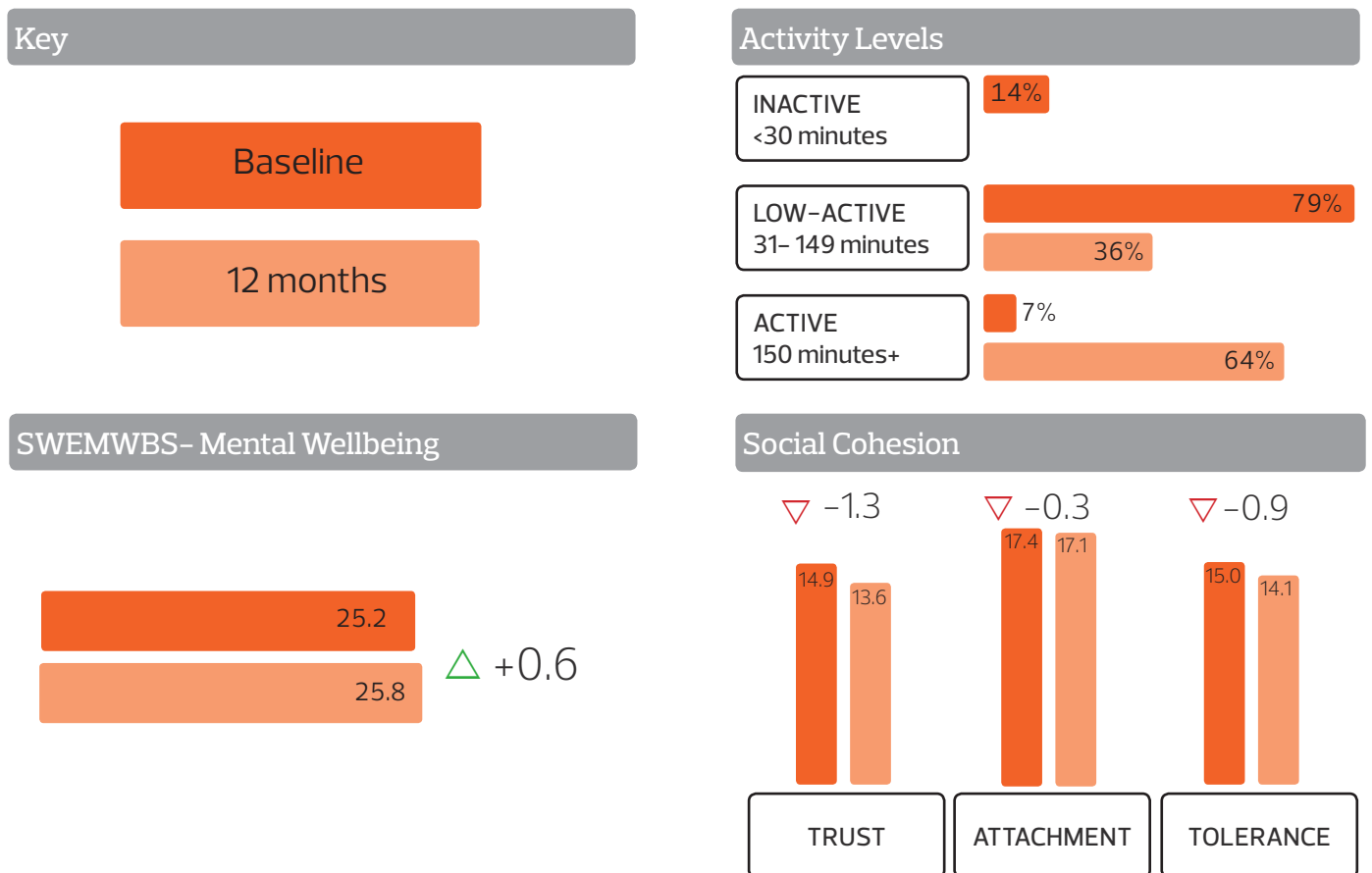
## Baseline versus 12 months-tracked

Fourteen participants who completed the questionnaire at baseline and then again at 12 months were tracked to provide a glimpse of the long-term effect that Active Bucks had on behaviour change.

None of the participants sampled were classified as inactive at 12 months (Figure 13). Of those taking part in activity, 64% were reaching the CMO guidelines – a 57% increase from baseline. Alongside this increase of active participants from baseline to 12 months, a decrease was seen in those who were low-active (-43%), indicating that these participants had transitioned to active. Overall, 100% of these participants were completing either low-active or active physical activity at 12 months – 14% higher than at baseline.

Moderate intensity activity of 30 minutes or more most often occurred on two days at baseline (36%), which was followed by three days (29%). At 12 months moderate intensity activity of 30 minutes or more most often occurred on three days (29%), which was followed closely by four or five days (21%). This indicates that by 12 months a majority of participants were completing activity on double the amount of days than at baseline.

Figure 13 Results at Baseline and 12 months



At 12 months mental wellbeing scores had increased by 0.6 from baseline, demonstrating that wellbeing continues to increase over a long period of time. All elements of social cohesion were lower at 12 months than they were at baseline, with attachment remaining the highest scoring subcategory. Trust remained the lowest scoring subcategory at each time-point.

As no participants were inactive at 12 months, it was not possible to compare mental wellbeing and social cohesion for inactive versus active populations. However, this result in itself highlights the positive behaviour change after a year's participation.

## Tracked: Baseline, 3, 6 and 12 months

Seven participants completed the questionnaire at all four time-points: baseline, 3, 6, and 12 months. The sample size is small, but it provides an insight into the continuous, longitudinal behaviour change that occurs over a time period. Overall, these participants increased their activity levels, with an initial increase in the active category that reduced slightly into the low-active category. Mental wellbeing increased over time, as did trust and attachment; however tolerance reduced.

### Motivations

The key motivators for taking part at baseline were having good instructors or staff, the type of activity, and access to the activity. At 3 months and 6 months, good instructors and type of activity remained the top motivators, but access to activity was replaced by location of activity. The cost of the activity was consistently rated as the lowest motivator out of the six. By 12 months, while good instructors remained the strongest motivator, location of activity came second. Consistent with all previous time-points, cost remained the lowest motivator.

### Popular activities

From these questionnaires we were able to look at how perceptions of popular activities changed over time. For those who responded at baseline, the most frequently referenced activity was walking (including Nordic Walking (33%)), followed by Pilates and running. At this point, participants often mentioned two or more activities they were taking part in (95%), indicating the willingness of participants to try various activities. At 3 months and again at 6 months, walking remained the most frequently participated in activity, followed by running and other bootcamp-like classes such as Military Fitness and Fire Fit. By 12 months participants were most likely to take part in running, which was closely followed by Fire Fit and other bootcamps.

### Encouragement and additional comments

A key element of the follow-up was to provide participants with an opportunity to have their say on Active Bucks. This was achieved by asking the following questions: 'how can Active Bucks encourage inactive individuals?'; and 'any additional comments?'. A selection of quotes from these questions can be seen overleaf.

Analysis of these open-ended responses highlighted overarching themes of advertising/awareness, activity elements, social/community, and health. At each time-point, advertising was the most prominent suggestion for how to encourage individuals to join Active Bucks. Many participants felt that the programme was not advertised enough, and so suggested increasing its publicity. Word of mouth was the way most participants became aware of Active Bucks, and many claimed that if someone hadn't let them know, they would not have been aware. Collectively they suggested more local advertisement such as flyers, adverts in local papers, and posters to engage populations of people who are not active online.

After advertising, activity elements were a well-referenced theme. This included cost, location, and accessibility of the activities. The low cost of the programme was a key incentive to engaging more participants. Particularly, various participants stated that the free voucher was an important incentive that encouraged them to try an activity and that this should be continued to encourage greater participation. These sub-themes were mentioned most often at baseline and 3 months, but were much less prominent at 6 and 12 months. At 6 months, participants were more likely to discuss the social/community aspects. Comments around these suggested adding a social interaction element to some activities and promoting this as another element of the programme. Some participants felt that more needed to be done to engage specific populations of the community, such as the elderly who have more limited access (e.g. distance able to travel) to activities.

Health was a theme that, although not as prominent as some of the others, offers some important insight into how to further the impact and outreach of physical activity programmes such as Active Bucks. Participants suggested that information about Active Bucks is made available in GP surgeries, either in the form of leaflets or directly from doctors. Additionally, several people suggested Active Bucks as an exercise referral scheme that doctors could recommend in addition to prescribing drugs. This indicates the impact that participants feel Active Bucks can have on their mental and physical health, with some people commenting on how great they feel having taken part in physical activity. One lady, having not being able to take part in her regular activity because of an injury, claimed:

"I have noticed that my mood has become less optimistic and upbeat since having not been able to meet at the Hazlemere running club...I have realised what a great boost the running club has been for me since I joined last October. Especially as I have been dealing with stressful situations at home. Please keep up the Active Bucks funding. In fact I would go so far to say that the running club thankfully prevented me from needing to ask the GP for medicinal help to cope with stress."

## Participant Feedback

The fitness training at Evreham on a Monday is well attended and well run. It has made a real difference to my fitness, weight, and general well being. Thank you!

The course is very good value, especially compared to how much a gym would cost.

As a stay-at-home mum, the group really suits my needs. Finance is an issue so the no-fee group is brilliant. Gives me a real high after the session :)



The regular exercise helps my positive attitude to life.

Thank you so much for inspiring me to move more whilst I was redundant. I am now working and participate in exercise and feel better for it.

The local Active Bucks sessions have finished but I will be going to other sessions further away as they are so good.

## Summary

- >> The number of inactive participants decreased over time; by 12 months no participants questioned were inactive.
- >> Physical activity levels statistically increased at 3 months.
- >> Mental wellbeing scores increased for both inactive and active participants over time. These were initially higher for inactive participants at baseline and 3 months, but increased to a greater extent for active participants after 6 months.
- >> Attachment was consistently the highest scoring subcategory of social cohesion and increased the most over time, suggesting that participants taking part in Active Bucks become more attached to others in their community.
- >> Trust was consistently the lowest scoring subcategory of social cohesion, with little change over time. Through the wide network of local providers and stakeholders, Active Bucks is in a position to support local communities come together through activity and to increase trust.
- >> Good activity instructors or staff consistently remained the most important motivation for taking part in physical activity, while cost was considered the least important out of the six motivators.
- >> Walking and running remained the most frequently participated in activities over the 12 months, with bootcamps like Fire Fit also popular.



# Qualitative Insight

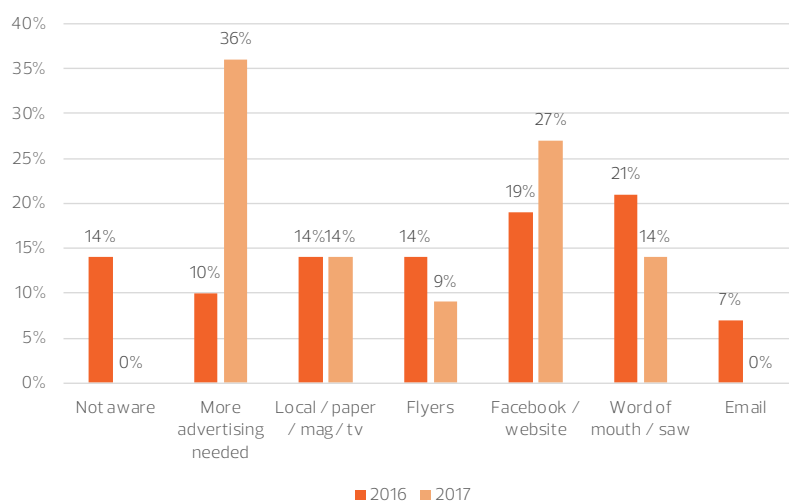
To gain an in-depth understanding of the impact of Active Bucks, qualitative data collection (via focus groups and questionnaires) was used to understand the wellbeing, self-efficacy, and feelings of trust from participants directly before an activity. Focus groups or semi-structured interviews allowed for further in-depth understanding of the perceptions of physical activity, mental wellbeing, social cohesion, and awareness of Active Bucks. This data provides an extra level of detail to the quantitative scores received from the follow-up questionnaires. In particular, these sessions gave the opportunity for participants to discuss key areas, which could then be used to demonstrate the effectiveness of Active Bucks and inform future programme delivery decisions.

The focus groups or semi-structured interviews were conducted with a sub-sample of participants taking part in specific activities across the county, including Nordic walking, beginners' jogging, dance, walking football, bushcraft, yoga, Fire Fit, dog agility, and Tai Chi. The data collection was conducted by ukactive Research Institute staff members and covered the four main areas relating to key outcomes of the programme. A total of 46 focus groups across 10 time-points from May 2016 to August 2017 were conducted, with 360 attendances (some participants took part in multiple sessions). The longitudinal nature of qualitative data collection allows changes in opinions and topics to be compared at different time-points.

## Awareness of Active Bucks

Over the seventeen months of data collection, the frequency of subthemes discussed varied. In particular, opinions regarding what influenced the awareness of Active Bucks changed from 2016 to 2017 (Figure 14). In 2016, participants discussed being 'not aware' of Active Bucks 14% of the time out of all other options shown. This dropped to 0% in 2017, complemented by a rise in the discussion of using Facebook / website (+8%) (Figure 14). The most drastic comparison can be seen in the amount of times participants mentioned the need for more advertisement, which increased by 26% from 2016 to 2017. This suggests that although the participants present were aware of Active Bucks, they still felt that it required more extensive advertisement in order to reach a wider audience. The most popular awareness method remained Facebook and or an alternative website across both years, however this was mentioned more often in 2017 than in 2016. Figure 14 represents what currently happens, but not what necessarily is the most effective. Although Facebook / an alternative website appears to be the most popular advertising method, many participants who felt more advertisement should take place believed that advertising more in local papers and distributing flyers to local schools would be an effective method to engage more elderly participants and young mums.

Figure 14 Percentage of how often each subtheme of Awareness of Active Bucks was mentioned in 2016 and 2017



## Perceptions of Physical Activity

Perceptions of physical activity were broken down into three overarching themes (Table 11). Discussion frequency of all subthemes was higher in 2016 than in 2017, however at both time-points lifestyle was the most frequently discussed factor that influenced a participant's decision to engage with Active Bucks. Lifestyle included factors such as already taking part in physical activity or having a dog or children increasing the likelihood of sustained activity. Many participants in 2016 also commented on the fact that they liked Active Bucks because it utilised green space, an environment they found offered more freedom than a gym particularly for children. This was discussed significantly less in 2017, in line with the smaller number of children's sessions that were interviewed. Instead, participants were more likely to be influenced by the benefit the activity had on their health.

More barriers to physical activity participation were noted in 2016 than 2017. These were predominantly health issues, bad weather, and time. By 2017 the only barriers discussed were bad weather and screen time (for children), and these were much less frequently. This most likely implies that although barriers may still exist, the significance they hold on influencing activity participation has decreased. Participants may be more motivated to break down barriers like 'bad weather' because the perceived benefits of the particular Active Bucks activity have begun to outweigh the negatives, or because participation has become a regular 'habit' in their lifestyle.

The CMO guidelines were mentioned half as many times in 2017 as in 2016, and being aware of the guidelines was not mentioned at all in 2017.

Table 11 Frequency of overarching themes and subthemes of perceptions of physical activity

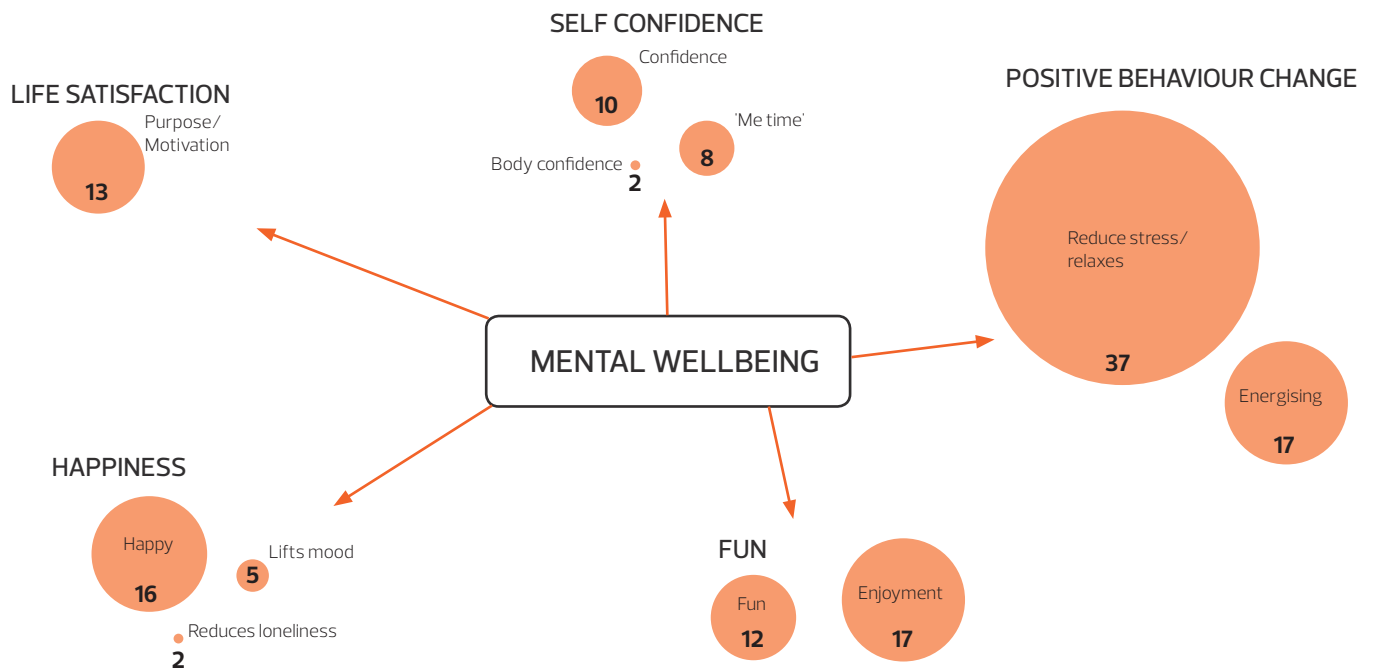
Influencing engagement with physical activity	2016	2017
Class factors (adaptable, encouraging teacher, group of similar fitness and age)	4	0
Green space (outside over gym)	15	1
Lifestyle (e.g. pets, children, active family, previous physical activity)	43	17
Low Cost / Free Vouchers	3	1
Health (e.g. falls prevention, weight loss)	4	5
<b>Barriers to physical activity participation</b>		
Bad weather	4	2
Time	2	0
Motivation	1	0
Travel distance	1	0
Health issues (e.g. asthma, falls)	4	0
Work	1	0
Screen time	0	1
<b>Awareness of physical activity guidelines</b>		
Not aware / more awareness needed	9	2
Aware of need to be active but not guidelines	3	2
Aware of guidelines	1	0

### Mental Wellbeing and Social Cohesion

Participation in physical activity was reported by participants to have multiple positive effects on their mental wellbeing. Five overarching themes emerged: life satisfaction, self-confidence, positive behaviour change, happiness, and fun. These each had various subthemes which explored the theme in more detail. These themes are represented in Figure 15, where the larger the circle, the more often it was referred to. Participants were most likely to mention that participation in physical activity contributes to reducing levels of stress / relaxing. For example, this was repeatedly mentioned by several ladies who attended Tai Chi, who emphasised how the class helped them to relax their bodies and minds, and how this feeling stayed with them throughout the day.

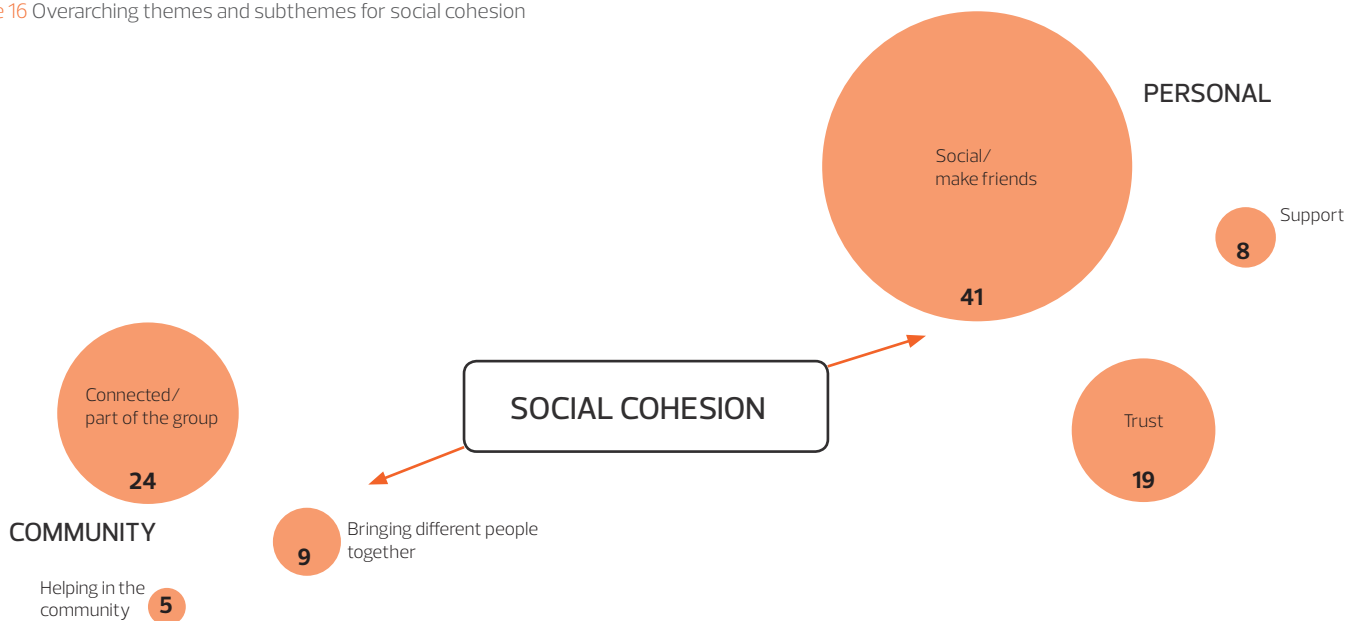
Following this, the participants most often stated that they felt energised, experienced enjoyment, and felt happier after participating in Active Bucks activities. Many described the endorphin 'high', which has been commonly cited in academic literature as a short-term benefit of physical activity. Long-term benefits were also referenced, with themes such as improved confidence, purpose, and motivation in life. Retired or elderly participants who had infrequent contact with others claimed that attending Active Bucks activities not only made them feel good or lifted their mood because of the exercise, but also made them feel less isolated because of the chance to socialise during and after the sessions.

Figure 15 Overarching themes and subthemes for mental wellbeing



Social cohesion is split into community and personal elements (Figure 16). Of the participants who spoke about the influence of Active Bucks activities on social cohesion, they were most likely to mention how the social aspect of the activities played an important role in their decision to start and continue attending. Many participants claimed they joined to meet new people in their area and make friends, and this was a factor that kept them coming back. In line with this, feeling connected and part of the group was the second most frequently discussed subtheme. Together, these two subthemes suggest that the programme offered the opportunity for members of the community to come together, and that these participants are interested in seeking opportunities to feel more socially cohesive and connected with others. Other subthemes of trust and support reflect the impact that a physical activity programme can have for participants. Once again, this is particularly the case for retired participants who feel that the opportunity to spend time with others is a means of social support in an otherwise more isolated environment.

Figure 16 Overarching themes and subthemes for social cohesion



### Summary

The in-depth data collection results demonstrate that Active Bucks has had a positive effect on social cohesion, mental wellbeing, perceptions of physical activity, and that awareness of Active Bucks is increasing. This data, collected on a sub-group of participants, provides an indication of the impact Active Bucks has had and can be evaluated collectively with the quantitative data gathered to provide an overall picture of the programme.

# Case Study: Engaging Inactive Populations

Active Bucks was successful at engaging a total of **1,270 inactive individuals**. This includes **607 inactive adults** and **663 inactive children** (under 16), and represents a total of 29% of adults and 48% of children who took part in Active Bucks.

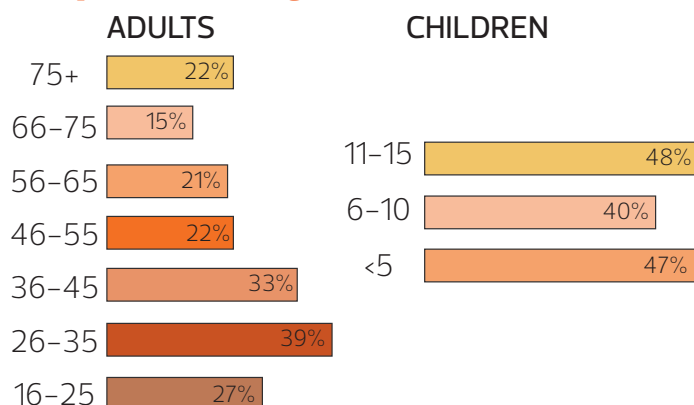
## Engagement



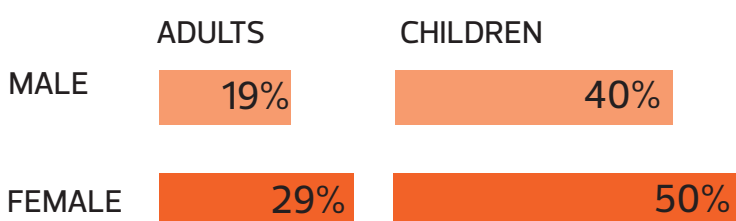
## Method of engagement

Engagement Method	Adults	Children
Word of Mouth/ Family & Friends	39%	30%
Social Media	30%	17%
Poster/Leaflet	18%	10%

## Participants of each age classified as inactive



## Participants of each gender classified as inactive



"Running has been a great motivation to get out and exercise. When you know everyone else will be there it gives you the drive to go and I'll always feel better for going on a run. Thanks to the organisers who dedicate their personal time towards this!"

"I have been attending the Adams Parks Circuits sessions and am finding them very enjoyable. I am not a natural exerciser but find these sessions have really helped my cardio strength and pushed me to exercise."

## Engaging highest number of inactive

Activity - Adults	Participants
Beginners' Jogging	161
Mystery Trail	51
Bushcraft	42

Activity - Children	Participants
Bushcraft	128
Nerf Games	76
Environmental Learning	74

## Retaining highest proportion of inactive past 60%

Activity - Adults	% inactive retained
Environmental Learning	47%
Bushcraft	45%
Beginners' Jogging	38%

Activity - Children	% inactive retained
Girls' Football	100%
Badminton	92%
Rugby Play	67%

### Key findings: Adults

- > A higher proportion of female than male participants who engaged in Active Bucks were inactive.
- > The age group with the highest proportion of inactive adults was 26-35 year olds.
- > Inactive adults most commonly heard about the programme through word of mouth/ friends and family (34%) or social media (30%).
- > By 6 months 38% of inactive adults at baseline were achieving 150 minutes or more of physical activity a week.
- > Beginners' jogging engaged the highest number of inactive adults
- > Environmental learning had the highest proportion of inactive participants whose retention was greater than 60%.

### Key findings: Children

- > 50% of female children engaged by the Active Bucks Programme were inactive.
- > The age group with the highest proportion of inactive children was those aged between 11 and 15 years old.
- > Bushcraft, Nerf Games and Environmental Learning events engaged the most inactive children.
- > Girls' Football had the highest retention of inactive children. It retained 100% of inactive children under the age of 16 for at least 60% of the available sessions.

# Case Study: Engaging the over 55s

A total of 785 adults aged over 55 took part in Active Bucks activities. Individuals over the age of 55 made up over 40% of all LAF-chosen activity attendances, in comparison to 16% of Green Space Structured attendances and 8% of Green Space Stealth attendances. This suggests that LAF-chosen activities are most popular for older populations, with 76% of their recorded attendances being at activities such as Tai Chi, Simply Walks, Nordic walking, yoga, and Pilates.

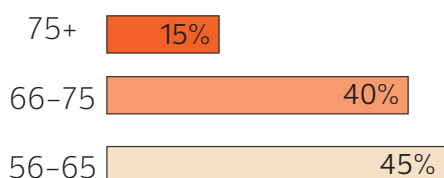
## Engagement

**785**  
adults over the age of 55 were engaged by Active Bucks

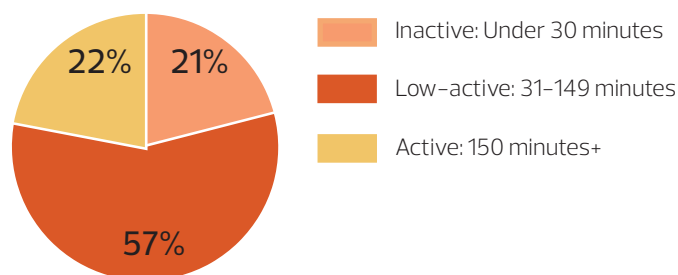
## Gender



## Age



## Activity Levels



## Engaging highest number of adults over 55 years old

Activity	Participants
Simply Walks	251
Nordic Walking	78
Beginners' Jogging	54

"The benefit to me from taking part in Active Bucks has been the social contact with others – 77 year-old female from Simply Walks"

"I decided to join Active Bucks to improve fitness and meet people. It has impacted me to be healthier and more relaxed" – 79 year-old female from Simply Walks"

## Retaining highest proportion of adults over 55 years old past 60%

Activity	% over 55s retained
Simply Walks	44%
Strictly Ballroom Basics	42%
Beginners Jogging	42%

"The social benefits are good as I have met a lot of people. The walking helps with my target of 10,000 steps a day" – 72 year-old female, Simply Walks"

"Following my stroke four years ago I couldn't walk very far. But my regular Simply Walks has helped me so much that I now walk for miles!" – 65 year old-male, Simply Walks"

### Key findings

Participants aged over 55 were predominantly female (78%) and most commonly aged between 56-65 years old. The highest proportion were participating in 31-90 minutes of activity per week and 21% were inactive. The activity engaging the most people aged over 55 as well as the activity with the highest proportion of over 55 year-olds attending over 60% of the sessions available to them was Simply Walks.

# Case Study: Engaging Children

The programme engaged **1,526 children** – 39% of the overall unique programme participants.

Overall, 46% of the children who took part in Active Bucks were inactive, showing that the programme successfully engaged **663 inactive children** as well as **613 low-active children**.

This means a total of **1,276 children** who were **not meeting the CMO guidelines** for physical activity were engaged to **complete more activity** through Active Bucks sessions.

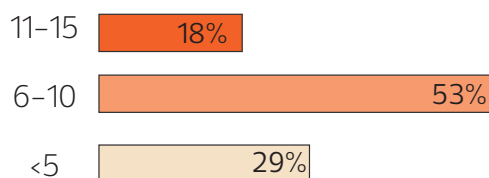
## Engagement



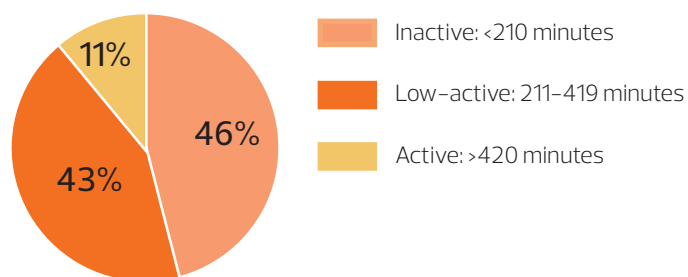
## Gender



## Age



## Activity Levels



### Engaging highest number of children

Activity	Participants
Nerf Games	274
Bushcraft	229
Environmental Learning	116

### Retaining highest proportion of children past 60%

Activity	% children retained
Parent Fitness	100%
Girls' Football	100%
Tennis	92%

### Key findings

Participants under the age of 16 were predominantly male (61%) and most commonly aged between 6-10 years old. The highest proportion were categorised as inactive (46%). The activity engaging the most people aged under 16 was Nerf Games, while two activities (parent fitness and girls' football) had 100% of children attending over 60% of the sessions available to them.

# A Countywide Understanding

## Overview

To try to understand the impact, scale, and effect of Active Bucks across Buckinghamshire, the ukactive Research Institute commissioned three waves of countywide polling. The polling looked to understand the potential impact on key outcome measures and awareness of Active Bucks. The nature of this method means that respondents may not have attended an Active Bucks activity.

A random sample of 500 Buckinghamshire residents were surveyed along with a control sample from Oxfordshire across three time-points: September 2015, 2016, and 2017. Oxfordshire was chosen as a control due to its similarities with regards to population, urban and rural areas, and social and economic status. The change from the 'Active People Survey' to the 'Active Lives Survey' mid-way through the Active Bucks programme meant that the planned comparison of

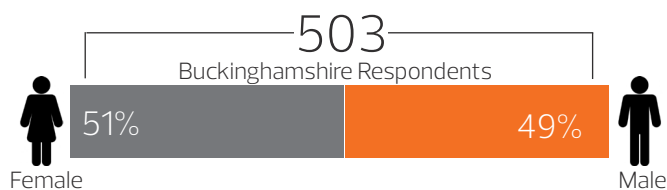
this polling to the 'Active People Survey' could not be completed. The results of the polling are discussed below.

## Population Profile

A full demographic breakdown of the population surveyed in 2017 is shown below. A total of 503 residents from Buckinghamshire completed the questionnaire in 2016 and 2017, and 497 in 2015. On average residents were relatively evenly split in sex, with a slightly higher percentage of females (51%) to males (49%) (Figure 17). Participants were most likely aged between 40-49, White or White British, and close to three-quarters reported no disability (74%) (Figure 17). This sample is representative of the Buckinghamshire population according to the 2011 Census data for Buckinghamshire<sup>14</sup>, although this survey has sampled a slightly larger proportion of disabled residents (Day-to-day activities limited a lot 6%; Day-to-day activities limited a little 8%).

Figure 17 Countywide Update: Demographics

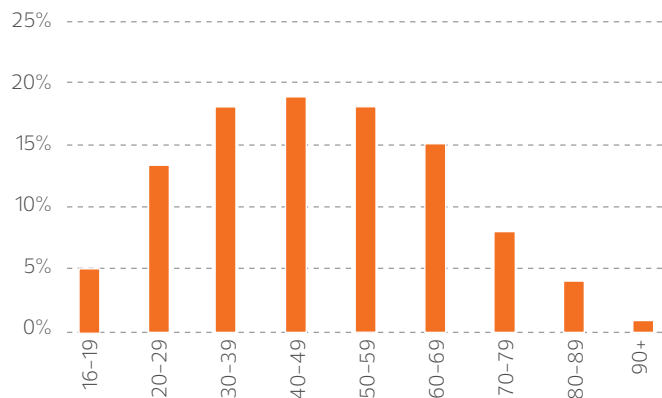
### Gender



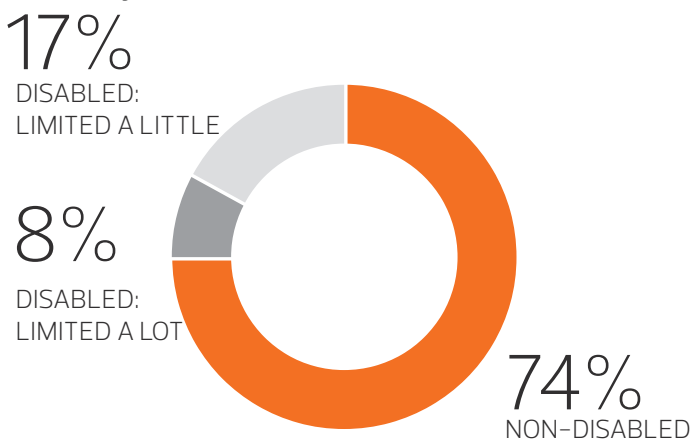
### Ethnicity

	Buckinghamshire
White or White British	92%
Asian or Asian British	4%
Black or Black British	1%
Mixed	1%
Other	1%
Prefer not to say	1%

### Age



### Disability Status



## Physical Activity Levels

Increases in physical activity levels were measured using two single-item measures of physical activity. The below results indicate that Buckinghamshire residents are most likely active for 31-90 minutes per week (29%), with around a quarter (24%) meeting the CMO guidelines of 150 minutes (Figure 19).

A third of participants (33%) are not completing 30 minutes of moderate intensity physical activity a week (Figure 18). Two out of five participants were active on zero or one days per week (40%). This is supported when comparing the results of polling to those of the National Sport England Active Lives survey (which measures the number of people taking part in sport and wider physical activity in England), which indicates that 62% of the Buckinghamshire population achieve at least 150 minutes of moderate intensity physical activity a week while 23% achieve less than 30 minutes. This demonstrates that the sample of Buckinghamshire residents polled are less active than the general sampled Buckinghamshire population, highlighting the importance of increasing activity levels across the county.

14. <https://www.ons.gov.uk/census/2011census/2011censusdata>

Figure 18 Number of days 30 mins or more PA in the last week

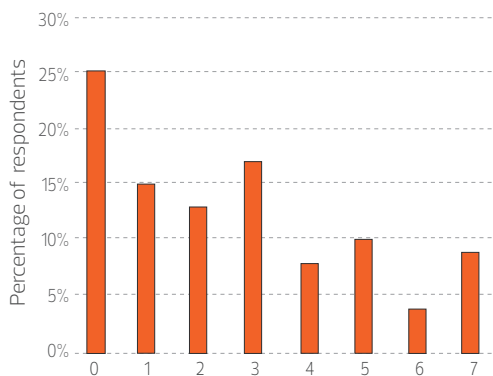
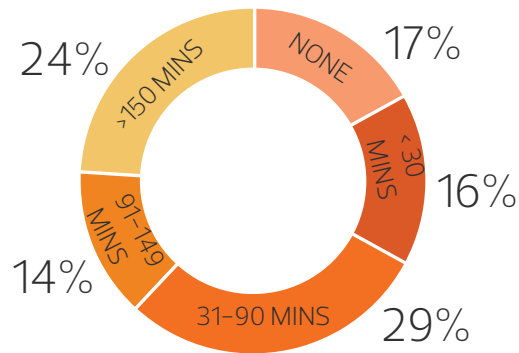


Figure 19 Total PA time in the last week



Of those polled, no significant differences in physical activity levels were found between residents of Buckinghamshire and Oxfordshire. Comparison across the three polling time-points (Figure 20) indicates that the percentage of those who are active increased from 2015 to 2016, with this percentage decreasing from 2016 to 2017. The same pattern occurred for those who are inactive across both Buckinghamshire and Oxfordshire.

Buckinghamshire, however, did show greater average facility use (such as local parks and open spaces, leisure centres, and tennis courts) over the three waves of polling in comparison to Oxfordshire – a potential influence from Active Bucks. Buckinghamshire residents were less likely to never use their local facilities and more likely to use them 1-5 times, 9-11 times, and 15-16 times per week in comparison to Oxfordshire residents (Figure 21). Although a similar proportion of Buckinghamshire and Oxfordshire residents had participated in a local physical activity programme in the last month (7% and 8% respectively), overall reported facility use was higher in Buckinghamshire than in Oxfordshire (by +5%) (Figure 22).

Figure 20 Changes in activity levels of Buckinghamshire residents over the three waves of polling compared to the control

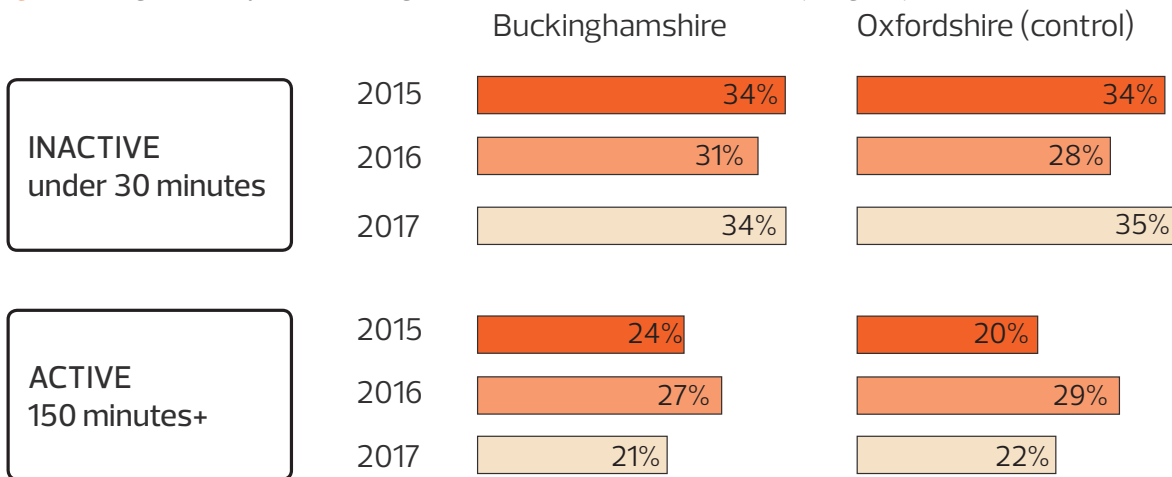


Figure 21 Number of fitness facility visits in the last month

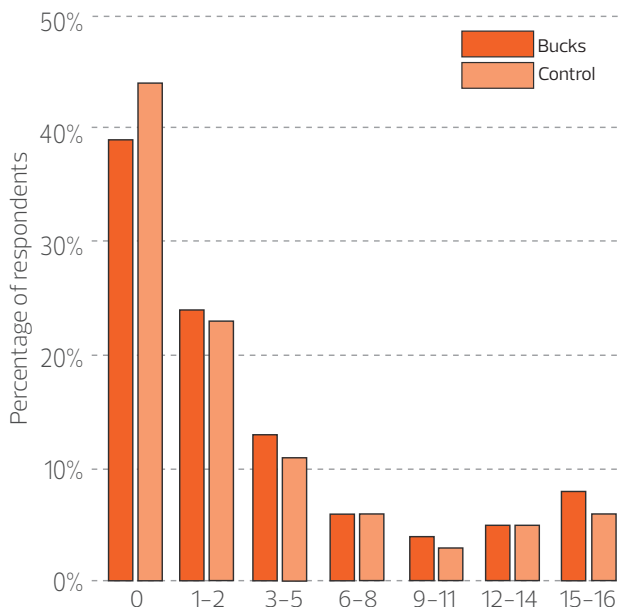
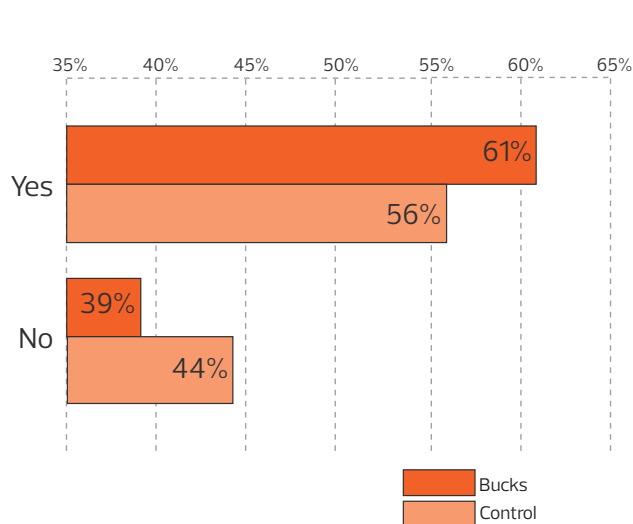


Figure 22 Buckinghamshire vs Oxfordshire (control) fitness facility usage





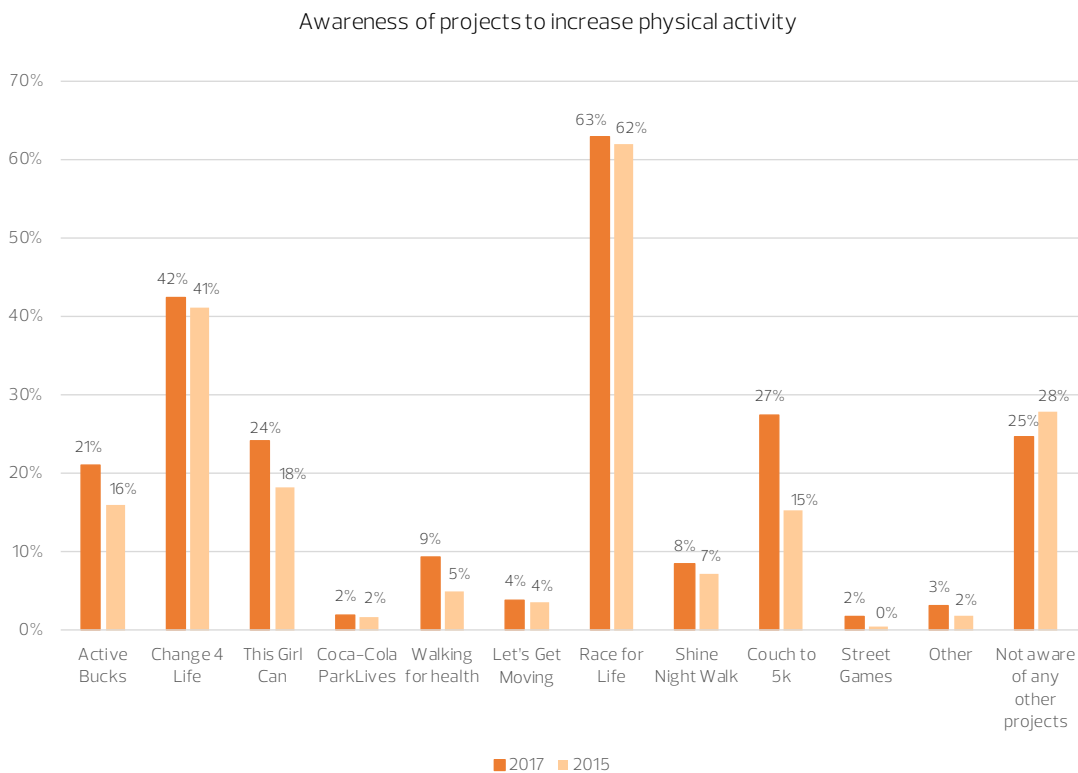
## Awareness

By 2017, Buckinghamshire residents' awareness of local community groups or participation schemes was 44% – 2% higher than in 2015. Specifically, awareness of the Active Bucks programme increased from 16% to 21% from 2015 to 2017 in Buckinghamshire, but stayed constant at 2% awareness for the control group in Oxfordshire. This highlights the extent to which Active Bucks was successful at driving awareness of the programme across the county of Buckinghamshire, and also highlights that awareness was increased as the programme expanded and developed.

Of the participants who were aware of Active Bucks activities within their local community, on average over the three polling time-points, participants were most commonly made aware through email (20%), flyers (19%), and word of mouth (16%). Awareness through local newspapers and magazines decreased most significantly from 2015 (18% and 9%) to 2017 (4% and 4%), indicating a shift in user advertising sources.

While awareness of Active Bucks (21%) has increased from 2015, awareness of other larger national physical activity programmes remained consistent. This includes Race for Life (63%) and Change 4 Life (42%). Encouragingly, in 2017, awareness of Active Bucks was only 3% lower than that of This Girl Can (24%; Figure 23) – a high-profile nationwide campaign which received significant funding from Sport England<sup>15</sup>, indicating the extent of the increase in participants' awareness of Active Bucks within the county. Awareness of Active Bucks is also similar to Couch to 5k (23%), and higher than other large-scale programmes such as Coca-Cola ParkLives and Walking for health.

Figure 23 Awareness of Buckinghamshire residents of projects to increase physical activity in 2017



Overall, the countywide polling provides an indication that Active Bucks has helped increase physical activity across the county in comparison to a control area. Additionally, the polling provides insight into the motivations for participating in such a programme. The changes over the course of the three waves also provide valuable information going forward to how best to use local assets to increase awareness of such a programme.

15. <https://www.sportengland.org/our-work/women/this-girl-can/>

# Community Champions

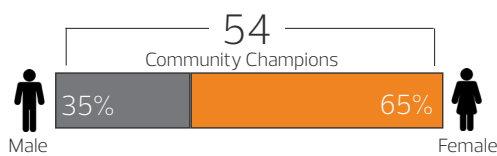
Community Champions are volunteers who choose to offer their time to promote, support, and contribute to the Active Bucks programme. These Champions received bespoke training and development to allow them to effectively support delivery, signpost residents to activities, and provide networks for other volunteers. Each Champion represents a LAF area, thereby representing local residents. With a closer connection to each of these areas, they have the ability to better understand the motivations or barriers to physical activity participants may experience. As such, they are key motivational figureheads for increasing local residents' physical activity levels.

## Who are they?

A total of 54 individuals were recruited as Community Champions, demographics of which are shown in Figure 24. The majority of Community Champions were White or White British (81%), female (65%), and with no disability (89%). Community Champions were evenly distributed in age, however the most prominent age group was 46–55 year olds (28%), which was followed by 16–25 year olds (20%). Community Champions were recruited from a variety of LAFs across Buckinghamshire. Data on which LAF Champions came from was obtained from 37 of the 54 Champions (68%), and indicated that Greater Aylesbury was the LAF with the highest number of Champions (30%).

Figure 24 Community Champion Demographics

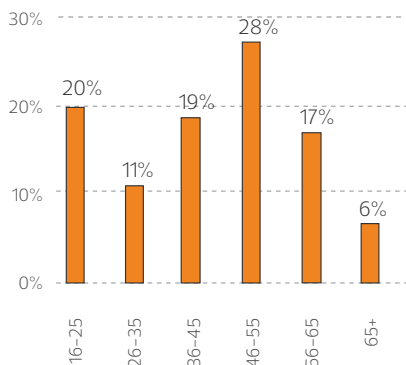
### Gender



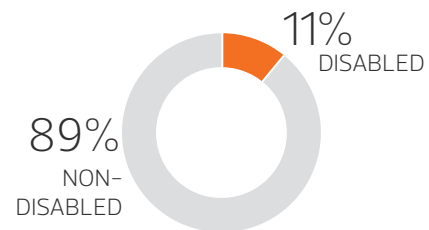
### Ethnicity

Ethnicity	Champions
White	81%
Asian or Asian British	15%
Black or Black British	4%

### Age



### Disability Status



## Physical Activity Levels: Community Champions

Figure 25 Community Champions- number of days 30 mins or more PA in the last week

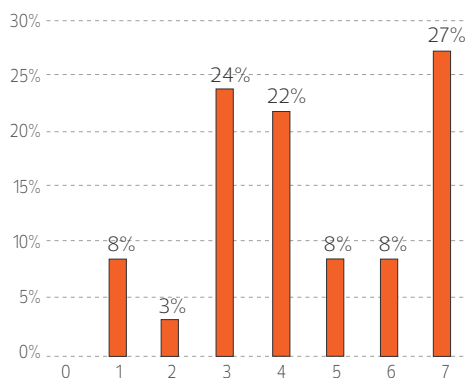
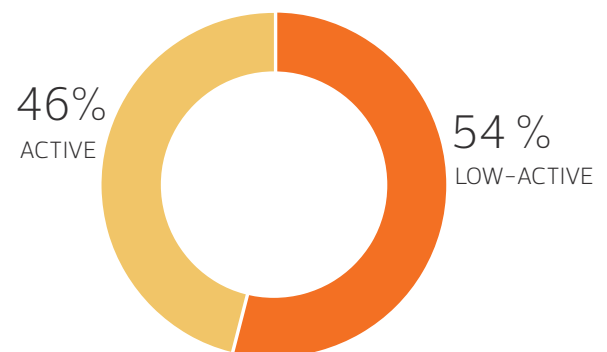
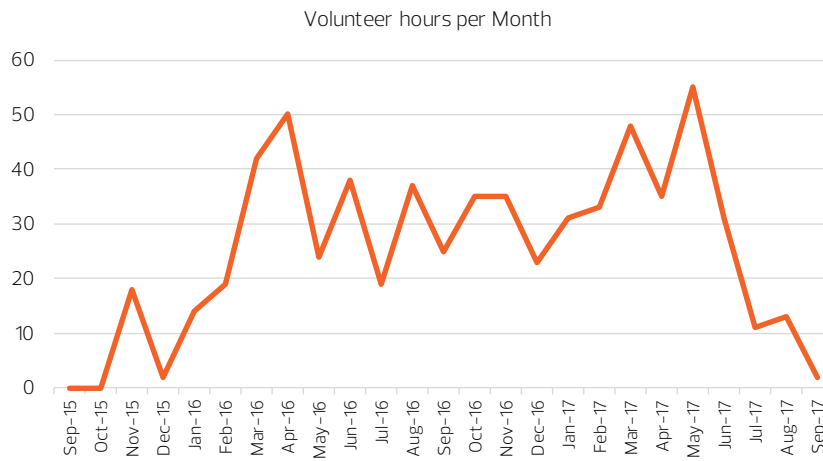


Figure 26 Community Champions physical activity levels



Data on physical activity levels was collected from 37 of the Community Champions (68%) who completed the on-boarding questionnaire. On average, 46% of these Community Champions were classed as active. Whilst 54% were classed as low-active, no individuals were inactive (Figure 26). Community Champions were most likely to be active seven days of the week (27%), followed by three active days (24%) (Figure 25).

Figure 27 Community Champion volunteer hours over the 24 months



Community Champions completed a total of 620 volunteer hours across the 19 LAFs, with individual volunteering hours highest in the spring to summer months. In both 2015 and 2016, March–May remained the most popular time to volunteer, with May 2017 showing the highest number of volunteering hours (Figure 27). Thirty percent of individuals completed one hour or less of volunteering across the 24 months, 50% completed between two and 20 hours, and only 3% completed over 50 hours. These individuals also partook in a variety of different Continued Professional Development programmes (Table 12).

Table 12 Percentage of Community Champions taking part in each Continued Professional Development course

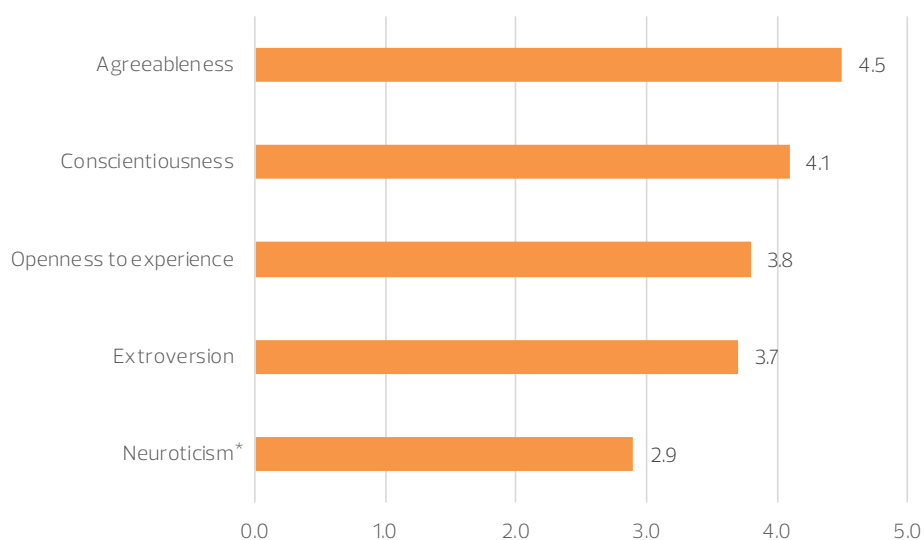
CPD	%
Active Bucks Workshop	24%
Walk Leader Training	13%
StreetGames Volunteer Workshop	13%
Red Cross Everyday First Aid	11%
Safeguard training	7%
Mental Health First Aid LEAP	6%
Engage Disengaged Workshop LEAP	6%

### What are they like?

Community Champions were required to complete a questionnaire upon sign-up to evaluate the impact of the programme and understand the potential these individuals had to influence Active Bucks delivery. Results were obtained from 68% of the Community Champions. This questionnaire utilised valid and reliable measures to examine personality, motivation, and emotional and social intelligence in order to paint a better picture of 'who' makes a Community Champion.

Personality was measured using the Big Five Personality Traits (Five Factor Model); these traits are Openness to experience, Conscientiousness, Extroversion, Agreeableness and Neuroticism. Community Champions scored positively in all aspects of personality- with the highest average scores recorded for conscientiousness and agreeableness (4.1 and 4.5 out of 5 respectively) (Figure 28).

Figure 28 Average scores for Community Champions' Big Five Personality Traits



\*Inverse scale – a lower score indicates a more positive result

These results suggest that Community Champions tend to be effective, cooperative, and warm leaders<sup>16</sup>. Community Champions' high average score for extroversion and low score for neuroticism further demonstrates that a degree of outgoingness and confidence is associated with this role.

Motivation was measured according to the Achievement-Goal Theory<sup>16</sup>, whereby one can either be task- (judging ability against yourself) or ego- (judging performance against others) orientated. Community Champions are well balanced between being task- and ego-orientated (scores of 3.82 and 3.66 respectively out of 5). This indicates that Community Champions are more likely to be motivated to engage in and judge their ability in physical activity through comparison to themselves and their skills rather than through social comparison. This type of motivation often leads to greater persistence and longer term adherence to activity and positive affect, and is the preferred type of motivation<sup>16</sup>. The theory also recognises that significant others (e.g. role models, coaches etc.) have the ability to influence an individual's type of motivation<sup>16</sup>. As significant role models, Community Champions needed to have the ability to promote task-orientated motivation to individuals taking part in Active Bucks activities. Encouraging participants to be task-orientated is more likely to result in longer term participation and more positive behavioural outcomes<sup>17</sup>.

Emotional and social intelligence was measured through important elements used to determine effective human behaviour, such as the skills and competencies one needs to interact on an emotional and social level with others<sup>17</sup>. The Community Champions exhibit high appraisal of emotions (their own and others) and high regulation of others' emotions. Overall, scores suggest medium to high levels of emotional intelligence, indicating that these individuals are skilled in being able to moderate, use, and guide their emotions towards effective outcomes.

The combination of these results reveal that the Active Bucks Community Champions were well placed to encourage, support, and increase the activity levels of residents of Buckinghamshire. The ability to understand their own emotions while sympathising with others and showing signs of agreement and providing conscientious support are key elements that may motivate individuals to volunteer and help others. The motivation to compete against themselves rather than others suggests that such individuals are inspired by the opportunity to learn new skills and better themselves, in addition to enjoying interaction with and helping others. These are useful findings that can be utilised going forward to encourage the recruitment of volunteers with these favourable traits.

## What are they doing now?

Figure 29 Volunteering Status

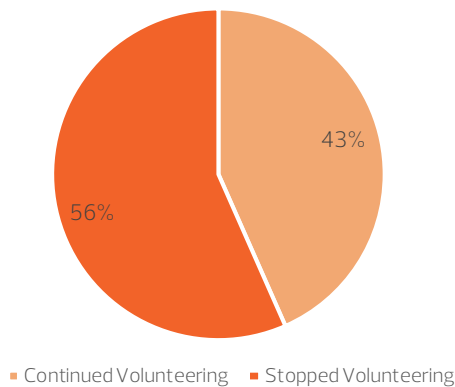
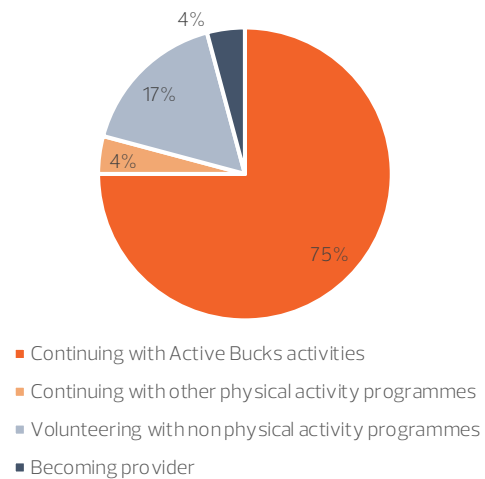


Figure 30 Continued Volunteering Activity



Almost half of the recruited Community Champions (43%) have continued to volunteer beyond Active Bucks (Figure 29). The majority of these individuals still volunteer to run ongoing Active Bucks sessions (75%), including Marlow Striders, parkrun, strictly shine and Simply Walks. A further 17% have continued to volunteer for wellbeing services that are activity-related but not physical activity-related such as Bucks MIND and Live Well Stay Well (Figure 30). Half of those who no longer volunteer provided feedback on the reason for this decision. Of those who did provide a reason, the most commonly cited motives included moving location (40%) and other commitments (12%).

16. Nicholls JG. Achievement Motivation: Conceptions of Ability, Subjective Experience, Task Choice, and Performance. *Psychol Rev* [Internet]. 1984 [cited 2017 Oct 23];91(3):328–46. Available from: [http://gribouts.free.fr/psycho/menace du st%E9r%E9o/nicholls - malleable.pdf](http://gribouts.free.fr/psycho/menace%20du%20st%E9r%E9o/nicholls%20malleable.pdf)

17. Bar-On R. The Bar-On model of emotional-social intelligence (ESI). *Psicothema* [Internet]. 2006 [cited 2017 Oct 23];18:13–25. Available from: <http://www.redalyc.org/articulo.oa?id=72709503>

# Communications

Throughout the programme, a variety of methods were used to communicate information regarding activities, healthy lifestyle, and physical activity to Buckinghamshire residents.

An Active Bucks website ([www.activebucks.co.uk](http://www.activebucks.co.uk)) was commissioned and developed to help drive awareness and activity engagement. This website provided a focus point for activity searches whereby the website's search tool allowed individuals to filter by location, activity type, and time and date of session. It also acted as a central information point to signpost individuals to during marketing and communications, as well as providing potential participants with the opportunity to download a voucher to attend a free first session – a key behaviour change tool. A total of 1,840 activities have been listed so far, advertising both Active Bucks activities and wider activities delivered across Buckinghamshire.

From June 2016 to October 2017, the Active Bucks website had a total of 56,041 session visits from 44,986 unique users, and a total of 122,676 page views. The three time periods of highest visits to the website were July 2016 (5,103 visits), January 2017 (7,683 visits), and April 2017 (7,611 visits), coinciding with the launch of the website and communication pushes at New Year and Easter respectively.

In total 673 vouchers for Active Bucks-funded activities were downloaded out of a total of 3,052, making up 22% of total voucher downloads for the website (vouchers could also be downloaded for other programmes outside of Active Bucks). From June 2016 to October 2017, 26% of registrants for a free voucher were inactive. These individuals were tracked over time and results revealed that after 3 months 28% of participants were more active than at baseline; this rose to 37% at 6 months and after a year, 32% of individuals were more active than at baseline.

The conversion rate of number of people visiting the website to the number of people downloading a voucher for the Active Bucks website was 4.9%, which is high in comparison to the average e-commerce website which often has a conversion percentage between 0.5% and 1.5%. This is even more significant because the website is promoting physical activity, which remains a typically more difficult prospect to sell online than other types of goods. The website provides a high value for money when compared to other methods of awareness; the cost per registration is £7 through paid facebook advertising – significantly less than the £40 for using leaflets and £15 for using direct mail.

Individuals who registered on the Active Bucks website were provided with healthy lifestyle and physical activity-related information through email, such as material on 'how to build activity into your daily life'. This included practical tips about how to integrate activity into daily and work life, in addition to suggesting the use of activity diaries and activity progress reflection as methods of motivation. These emails also provided links to the Active Bucks website, where participants were able to find out more information.

The Active Bucks Facebook page was used for advertising activities and directing individuals to the Active Bucks website, however it also acted as an information hub. Launched in June 2016, it had a total reach of 479,740, including 1,259 followers and over 100 posts. Posts shared links to articles about fitness and nutrition, advertised specific activities through posters, shared group pictures, and shared motivational videos and messages.

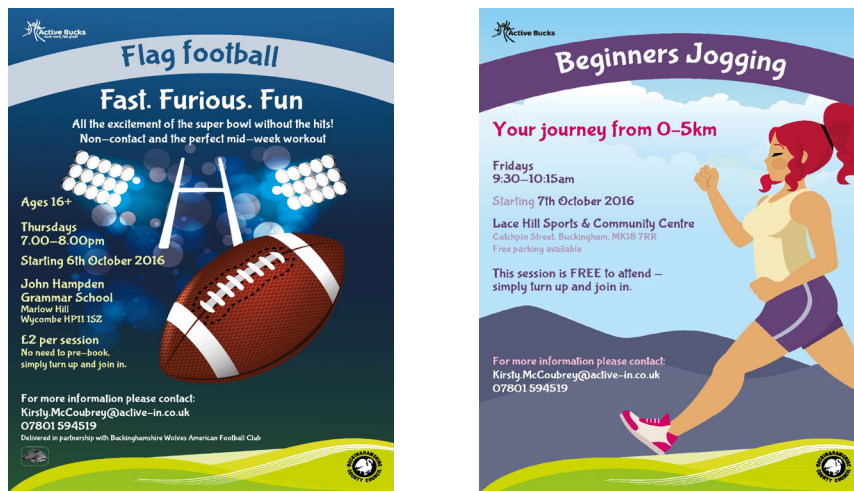
Targeted paid Facebook advertising was used to engage specific populations and signpost residents to the Active Bucks website. From January – July 2017, paid Facebook advertising had a reach of 299,000 with an engagement of 22,350, and click-throughs onto the website of 20,097. The targeting of specific audiences was carried out according to age, gender, geographical area (including areas of deprivation), and interest groups.

Beyond this, providers, individual session leaders, and session participants posted and shared information with others, who went on to create their own Facebook groups and pages. In fact, Facebook was often referenced as the most common online method of finding out about activities and was one of the main drivers of awareness alongside word of mouth. Focus groups indicated that participants more often referred to Facebook for activity searches and information than the Active Bucks website. However, many activity-specific Facebook posts would provide links to the Active Bucks website to encourage participants to download a free voucher and try activities.

A range of marketing collateral was produced centrally, which included an online stakeholder toolkit for all partners, postcards, flyers and display materials. These were also used by Community Champions, Councillors, and LAF members to help publicise Active Bucks in their local areas. Active Bucks also regularly featured in the BCC resident e-newsletter, MyBucks, which goes out to over 20,000 subscribers. Regular press releases were also issued to local media throughout the programme period.

The provider of each activity session commissioned for Active Bucks was responsible for promoting their own activities in local areas. For Green Space Stealth and Green Space Structured activities, bright, eye catching flyers (Figure 31) were designed for each activity and displayed on websites and social media, as well as printed and distributed across the county. The more traditional methods such as flyer distribution (e.g. local coffee shops and door-to-door) and displaying posters on notice boards, in newsletters, and in magazines were employed to engage with the residents who do not have access to the internet. Green Space Stealth activities relied more on communications through online platforms like Facebook, with many of their activities targeting children and younger families. For example, Green Space Stealth created a variety of videos to demonstrate and market specific activities, an example of which can be viewed [here](#). For both Green Space Stealth and Green Space Structured activities, partnerships with town and parish councils were an important method of communication as these councils helped support the promotion and awareness of activities. In addition, instructors promoted sessions through their own means, which helped increase the outreach to other populations and communities.

Figure 31 Examples of Green Space activity flyers



## Summary

Communications played an important role in the engagement of Buckinghamshire residents with Active Bucks. The range of methods utilised across the project demonstrate the diversity required to reach the different populations, with no one method standing out. However, Facebook was reported as a common method of awareness. The website provided a central point for residents to be directed to, not only for Active Bucks but for wider activities across the county. The number of website visits and the conversion rate demonstrate why the website will continue to be maintained by BCC as a valuable resource for residents.

# Sustainability

All Active Bucks activities were commissioned based on an approach that would support sustainability of the activity past the end of the funding period.

One of the major successes of the programme was the number of activities which were successfully sustained beyond the initial funding period. The success of these activities were monitored for 3 and 6 months after the activity end date to measure the sustainability of the activities over a longer period of time.

Sustainability was recorded in three ways:

- 1. Continual sustainability** – the activity has been successful and has independently continued following the end of Active Bucks funding.
- 2. Seasonal sustainability** – the activity has been successful but hasn't been able to immediately continue following the end of Active Bucks funding, but is expected to be sustained seasonally (e.g. next spring /summer ).
- 3. Transfer of participants** – the activity has been somewhat successful but hasn't been able to continue independently following the end of Active Bucks funding for a range of reasons, so participants have been transferred to another local activity session to ensure their continued participation.

No sustainability indicates that the activity hasn't been able to continue independently following the end of Active Bucks funding. At the time of writing this report, data was not available for some activities as they had not reached the relevant time-points to determine if they were sustained. All available data is reported.

## Overall Sustainability

Across Active Bucks 64% of activities were sustained. 59% of the total activities delivered for the duration of their funding allocation were fully sustained. A further 5% were sustained seasonally due to the nature of the activities. A full understanding of the sustainability at 3 and 6 months after the funding period is unknown due to the time period since the funding ceased. For data that is available at this time-point, the below breakdown by strand demonstrates the current longer term sustainability.

## Green Space Structured activities

At the end of the funding period (17 months in total broken into three phases), 39 activities were successfully delivered. Of these sessions, 62% were fully sustained beyond the initial funding period for the specific activity, with a further 5% sustained seasonally. Current availability of data reveals at least two-thirds of activities that were initially sustained continue to be sustained 3 and 6 months post funding (Table 13).

Sustained activities were from across the majority of LAFs (17 out of 19) and include activities such as beginners' jogging, Nordic walking, ladies' and flag football, buggy fitness, tennis, bootcamp, gentle exercise, yoga, box fit and Fire Fit. Two additional activities (parents and tots activities) have also been sustained on a seasonal basis. The main reason activities were not sustained was because participation numbers were too low to justify continuing its delivery.

Activities were often successfully sustained due to strong links with existing clubs, groups or qualified individuals within the community. For example, ladies football partnered with the Aylesbury United Ladies F.C., whereby members of the football club provided the infrastructure (e.g. coach and facilities) to allow the activity to be sustained beyond the funding period. In addition, due to its popularity and the session leaders' club links, beginners' jogging in Hazlemere has been sustained as an official England Athletics-affiliated running club with over 130 members and 14 trained run leaders, offering 7 running sub-groups that cater to various levels of ability.

Table 13 Breakdown of sustained Green Space Structured activities

	Total sessions successfully delivered	Percentage of sessions fully sustained	Percentage of sessions seasonally sustained	Percentage of sessions still sustained 3 months post funding	Percentage of sessions still sustained 6 months post funding
Phase One	9	33%	0%	66%	66%
Phase Two	9	77%	0%	86%*	Data unavailable <sup>#</sup>
Phase Three	21	66%	10%	Data unavailable <sup>#</sup>	Data unavailable <sup>#</sup>
<b>TOTAL</b>	<b>39</b>	<b>62%</b>	<b>5%</b>	Data unavailable <sup>#</sup>	Data unavailable <sup>#</sup>

\*Data unavailable from one session <sup>#</sup>Data unavailable as time point has not been reached

## Green Space Stealth activities

A total of 43 Green Space Stealth activities ran the full course to the end of the 6 month funding period. Table 14 highlights that over 58% of activities were sustained fully after the funding period, with a further 14% sustained seasonally. Of the activities sustained, 100% were sustained at 3 months and where data is available, 56% of activities initially sustained continue to run 6 months after the funding period. Sustained activities include dog walking and agility, creative classes such as photography and art, and children's activities such as bushcraft, environmental learning, and action kids. The 6 month sustainability data for the majority of activities for phase two is currently not available, however at the time of reporting we were aware of a further six activities that are likely to be sustained on a seasonal basis. Of the activities that were not sustained, this was due to having a low number of regular attendees combined with the cost of running an activity.

Table 14 Breakdown of sustained Green Space Stealth activities

	Total sessions successfully delivered	Percentage of sessions fully sustained	Percentage of sessions seasonally sustained	Percentage of sessions still sustained 3 months post funding	Percentage of sessions still sustained 6 months post funding
Phase One	15	60%	0%	100%	56%
Phase Two	28	57%	21%	100%	Data unavailable <sup>#</sup>
TOTAL	43	58%	14%	100%	Data unavailable <sup>#</sup>

<sup>#</sup>Data unavailable as time point has not been reached

## LAF-chosen activities

A total of 73 LAF-chosen activities ran the full course of the programme; 58% were sustained beyond the end of the programme funding period (Table 15). Of those activities initially sustained, for the first year of delivery just under half were sustained at 3 months and a third sustained at 6 months.

Sustained LAF-chosen activities include Strictly Shine dance sessions, yoga, Nordic walking, Pilates, under 12s girls' football, running, Tai Chi, and sports such as FutNet and junior tennis. Additionally, 14 out of the 15 Simply Walks activities were sustained, highlighting a key success of this particular activity.

Table 15 Breakdown of sustained LAF-chosen activities

	Total sessions successfully delivered	Percentage of sessions fully sustained	Percentage of sessions seasonally sustained	Percentage of sessions still sustained 3 months post funding	Percentage of sessions still sustained 6 months post funding
Phase One	35	77%	0%	48%	33%
Phase Two	38	39%	0%	Data unavailable <sup>#</sup>	Data unavailable <sup>#</sup>
TOTAL	73	58%	0%	Data unavailable <sup>#</sup>	Data unavailable <sup>#</sup>

<sup>#</sup>Data unavailable as time point has not been reached

A wide range of activities have been sustained beyond the funding period of Active Bucks. These activities are from across the three delivery strands and target different populations. Just under two-thirds of activities were fully sustained across the duration of Active Bucks, indicating the successfulness of the activities delivered. Additionally, some of the Green Space Structured and Green Space Stealth activities were sustained but to be delivered seasonally. The current indication is that a large proportion of activities initially sustained are being sustained 3 and 6 months after the funding period. This highlights further how these activities are meeting the needs of local residents and providing them with the opportunity to be physically active.



# Return on Investment

One of the five outcomes identified in the Government's 2015 strategy for an active nation ("Sporting Future"<sup>18</sup>) was economic development. Ensuring that the sector is effectively supported is crucial for government, with sport and physical activity currently contributing around £39bn to the UK's GDP<sup>19</sup>. The impacts are equally meaningful at every level, with a single locally delivered activity adding significantly to its local economy. In 2009 the British Heart Foundation Health Promotion Research Group investigated the health costs of physical inactivity. These calculations estimated the health costs associated with five diseases which can be prevented by maintaining a physically active lifestyle. For Buckinghamshire, this value was estimated at over £7.5m (£1.6m per 100,000 population)<sup>20</sup>. Through engaging with the inactive population living in Buckinghamshire, the Active Bucks programme has sought to reduce this figure. The following section uses the Sport England Economic Value of Sport – Local Model tool to provide an estimate of the health cost savings that Active Bucks has generated, and the return on investment (ROI) against the running costs of the programme. This is a complex calculation due to the range of activities provided by the programme as well as the diverse audience engaged by the programme.

## Sport England Economic Value of Sport – Local Model

By utilising Sport England's Economic Value of Sport – Local Model tool, the economic value of Active Bucks can be demonstrated at a local level. The impact assessment element of the tool can be used to estimate the health cost savings and other health benefits.

The tool is based upon research performed under the Culture and Sport Evidence Case (CASE) research programme<sup>21</sup> and was built to predict the long-term value of sports participation. In this instance, value is expressed in monetary terms and therefore the final outcome is a figure representing the savings made through the health benefits associated with engaging in different sports for different age groups.

The model that drives the tool determines whether physical activity is being undertaken (with the alternative being inactivity) and if the intensity of the activity was moderate or vigorous. The model then transforms the variations in activity levels into the probability of experiencing long-term chronic health problems, including the four health conditions most likely to be affected by activity levels: chronic heart disease, stroke, type-2 diabetes, and colon cancer. Finally, the savings associated with the improved health state generated by being more active are estimated. This is made up of two costs – 1) savings from no longer having to administer treatments and 2) health-related quality of life valued at £20,000 per Quality-Adjusted Life Year (QALY).

The estimated health cost savings generated through engaging adults who were not meeting the CMO guidelines was £685,717 (Table 16), which is made up of £105,008 of savings due to no longer having to treat conditions and £580,709 associated with the increased number of years of perfect health – calculated as £20,000 per quality adjusted life year (QALYs).

The second scenario simulated using the tool estimates the burden placed back on to the Local Authority area if the Active Bucks programme was to stop running. The tool's function to distribute participants across the sports within the tool (subsequently adjusted to match the age distribution of Active Bucks participants) was used to model the variety of activities offered by Active Bucks. The potential burden placed back on the Local Authority area could be at most £423,314 (Table 16).

Table 16 Health Cost Savings

	Engaging those not meeting the CMO guidelines	Maintaining the activity levels of those already meeting the CMO guidelines
Health Cost Saving	£105,008	£65,458
Other health benefits (QALY's etc)	£580,709	£357,856
<b>Total</b>	<b>£685,717</b>	<b>£423,314</b>

The accuracy of this calculation would be improved if the activities could be mapped based on the average number of METs expended during each activity rather than estimating the distribution. The tool also neglects the health cost savings for children participating in the programme, and only looks at the health cost savings associated with longer term behaviour change and not the benefits of those who increased their activity levels only for a short time. Therefore, it is suggested that this is an underestimation as a large number of children took part in Active Bucks. Additionally, the continued sustainability of Active Bucks activities indicates that there will be continued health savings as more residents are engaged and supported to increase their physical activity levels.

18. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/486622/Sporting\\_Future\\_ACCESSIBLE.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf)

19. <https://www.gov.uk/government/collections/sport-satellite-account-for-the-uk-statistics>

20. <http://localsportprofile.sportengland.org/ProfileReport.aspx?g=11&t=H,E&s=H06,E18,E19>

21. <http://old.culture.gov.uk/images/research/CASE-value-summary-report-July10.pdf>

# Learnings

Across the two and a half years of Active Bucks, there were a range of learnings. These can be categorised into two areas: Learning that informed continuous development during the project delivery, and Learning to inform future delivery, with each broken down further below.

## 1. Learning that informed continuous development during the project delivery

### 1.1. Procurement of activities

1.1.1 Important for the application/procurement process and contracts for local activity providers to be simple, streamlined, and reasonable in order to be attractive – particularly for smaller contracts (e.g. <£5,000).

1.1.2 Where the amount of funding available for any one LAF area enabled multiple activity programmes to be delivered, BCC's Public Health team allowed activity providers to apply to deliver a lesser number of programmes (e.g. where four programmes were available to deliver, a provider could apply to deliver just one). This enabled smaller providers to become involved without having to take on more delivery than could be managed.

1.1.3 Better success was seen when activity providers already had aspirations to develop participation – e.g. U9 and U12 girls' football wanted new teams and used the seed funding to support the process.

### 1.2. Delivery of activities

1.2.1 The more specific the activity offer to residents, the better chance of strong engagement and retention. Vagueness around what participants would be doing when they attended, led to less engagement.

1.2.2 Communication between activity instructors and participants around duration of the funded programme and funding sources is crucial to sustainability. Lack of this could lead to participants misunderstanding when funding stops and fees may have to rise.

1.2.3 A better level of engagement and retention is seen amongst participants when instructors had received training around behaviour change and engaging inactive residents through softer skills.

1.2.4 Where the activity instructor pro-actively supported social interaction between participants using social media such as WhatsApp and Facebook, particularly outside of sessions, there were better levels of retention. This was also vital if a session needed cancelling or details changed.

1.2.5 Free activities may seem like an approach to get lots of people more active, but this led to participants valuing the sessions less and therefore resulted in a lack of regular participation. A nominal fee of, for example, £2 per person per session worked much better.

1.2.6 Using a booking system where activities had a specific capacity or structure allowed for more accurate and up-to-date information to be collected.

1.2.7 Although the best approach to delivering activities included allowing residents to book multiple sessions up front as well as a pay-as-you-go option, the former led to greater levels of retention during delivery.

1.2.8 External factors that cannot be controlled – such as the weather – need to be mitigated if possible. As a large proportion of Active Bucks included Green Space activities, participants were aware of the weather difficulties. However, having an indoor space available for activities such as yoga helps with attendance.

1.2.9 As 39% of participants were under the age of 16, the school holidays were viewed as a potential issue for retention. It was also the older participants such as grandparents who did not attend due to the responsibility of childcare. Providers were encouraged to invite adults to bring children along where appropriate.

1.2.10 Learnt which activities were working very well – e.g. Stealth activities – and scale delivery to those areas where activity engagement was not as good.

### 1.3. Promotion of activities

1.3.1 One of the most important assets to support promotion of the programme and activities is the relationship the commissioners and activity providers have with a wide range of local stakeholders.

1.3.2 It is important to ensure stakeholders have a reasonable lead-in time with which to help promote activities to their residents before activities start (a month lead-in time was used).

1.3.3 Working with the 19 LAFs proved to be really valuable in terms of raising awareness/profile of the Active Bucks programme and gaining early and ongoing buy-in from Councillors and local communities. This can be time consuming, so where possible build in capacity to support this communications process.

1.3.4 Employ multiple methods to engage residents in activities. Paid Facebook advertising was the most cost effective approach and allowed for specific targeting of particular audiences.

1.3.5 Creating a one-stop website that holds all activities across Buckinghamshire, including those directly commissioned, allowed for consistent messages and the engagement of multiple stakeholders to support promotion.

1.3.6 It takes significant resource to maintain a countywide website and ensure the details of activities are as accurate as possible. This also requires strong systems and processes in place to ensure there are clear roles and responsibilities for staff members involved in these tasks.

1.3.7 Making use of existing referral mechanisms to recruit new participants. The Bucks 'Live Well, Stay Well' single point of access for lifestyles and long-term conditions enabled a broad range of residents to be encouraged to attend Active Bucks activities.

#### **1.4. Monitoring of activities**

1.4.1 It is critical to highlight the importance of providing monitoring data (e.g. through participant registration forms and ongoing registers) within deadlines set out right from the initial discussions with activity providers and have processes in place to reinforce this.

1.4.2 Including a requirement in the contract with activity providers that milestone payments would not be made unless complete and timely monitoring reporting was submitted improved the reporting.

#### **1.5. Community Champions**

1.5.1 When recruiting volunteers, specifying particular audiences to target and engage will help successfulness. Active Bucks focused on three groups: the 16–19 age group (particularly those 'Not in Education, Employment, or Training' [NEET]); those of working age not in employment; and those who have retired.

1.5.2 The offer to volunteers about what they will be doing needs to be absolutely clear, as messages such as 'help your community' and 'get your neighbours more active' is too vague and leaves people with too many questions, making them less likely to engage as a result. Specific options such as 'leading local walks' and 'take part in activities and welcome new people' worked much better.

1.5.3 Different residents will want to commit different amounts of time to volunteering, so an offer is required that can be flexible, so that the volunteer is kept stimulated and the volunteering role isn't negatively affected.

#### **1.6. Community Engagement Delivery**

1.6.1 When undertaking community engagement, it is important to employ multiple methods of data collection and not be reliant on a single method. Include face-to-face and digital means to carry out engagement, and engage existing audiences (e.g. coffee mornings, schools).

## **2. Learning to inform future delivery**

### **2.1. Commissioning/Procurement**

2.1.1 It is important that providers involved in community engagement have significant demonstrable experience and expertise for the community engagement required, particularly of any specific target audiences that need to be engaged.

2.1.2 To ensure a successful volunteering strand to a project, look to embed volunteering roles into the commissioning of activities rather than a completely separate volunteering strand to the commissioning of activities.

### **2.2. Delivery of activities**

2.2.1 Setting the cost of sessions at £2 per person helped to remove the cost barrier and allow sessions to become more accessible, although providers identified that a slightly higher price in some cases would have ensured the price increase post funding would not be so dramatic.

### **2.3 Evaluation**

2.3.1 In-depth measurement and evaluation methods including blood pressure as well as pre (before) and post (after) questionnaires with participants taking part in activities were not successful due to a lack of follow up with the same participants.

# Recommendations

Active Bucks has provided a wide range of activities across the county. This programme is unique in nature and has created a range of learnings and best practice. To ensure others planning, commissioning, and delivering similar initiatives in the future can learn from and implement a successful programme to increase physical activity levels, the following recommendations are provided. These recommendations are designed to provide guidance on delivery and ensure there are sustained benefits for those taking part.

- >> Shared learning between all activity deliverers to ensure that target audiences such as inactive participants are engaged. Share knowledge on engagement strategies.
- >> Due to the multiple partners, deliverers, and locations that were involved in this programme, adopting a shared partnership approach towards the planning and promotion helps to ensure that all individual aspects of such a programme run in a succinct manner.
- >> Use a flexible approach to activity delivery, engaging the local community to understand what is required to improve their activity levels and all the benefits associated with this. This includes the use of a booking system where relevant, and the ability to book multiple sessions.
- >> Activities should focus on the key motivators such as the type of activity, type of advertising and awareness tools, and be family-inclusive to ensure successful sustainability. Yet, ensure activity offerings are clear and specific for residents to help with engagement and retention.
- >> Pricing and structuring of activities to ensure there is a clear pathway for activities to become sustainable is paramount, as is providing activities that are accessible to residents.
- >> Activities that bring a group together and include an element of socialising both during and afterwards provide additional support and motivation to participants to continue engaging in the activity over a longer period of time, and therefore should provide a focus of delivery.
- >> Monitoring of registration and attendance is a key part of the delivery, therefore a common and appropriate system should be in place, with key milestones set out from the beginning of any agreement.
- >> Utilise the Active Bucks website and social media as a key tool for driving participation across the county. Specifically, adaptation and extension of the Active Bucks website to respond to any feedback received from users and stakeholders, and consider its use for users to directly book onto Active Bucks activities. This also creates an incentive for less motivated individuals to sign up to activities, and provides an easier method of collecting information on activity participation.
- >> Utilise volunteer networks such as Community Champions to support programme delivery, activity awareness, and promotion, focusing on specific populations to recruit.
- >> Within Buckinghamshire, the groups that have been underrepresented by the programme so far have been identified – such as men and Black and Minority Ethnic groups. Projects to specifically address this have now been commissioned.



# Conclusion

Active Bucks successfully implemented the delivery of local activities across Buckinghamshire, providing residents with a variety of opportunities to take part in regular, more accessible physical activity. The activities were chosen by initially engaging residents to understand their requirements and interests, and were shaped as part of the Asset Mapping and Community Engagement process. Active Bucks has delivered a wide range of activities across the 19 LAFs, offering both structured exercise classes and an innovative approach to activity by stealth, utilising both inside and outside spaces. Particularly, green space activities were offered due to the large availability of such spaces across Buckinghamshire, with research indicating that exercising in a natural or 'green' environment further enhances the physical and mental benefits of the physical activity. These benefits not only include helping to lower Body Mass Index (BMI) and levels of obesity, but also improve self-esteem, stress coping and sleep, and promote the frequency of social interactions<sup>22,23,24</sup>.

The first two aims of Active Bucks focus on increasing the physical activity levels of the local Buckinghamshire residents to meet the minimum of 150 minutes of moderate intensity activity per week for adults and 410 minutes of moderate intensity activity per week for children<sup>5</sup>. Running alongside this is the expected decrease in those who are completing less than 30 minutes per week – those classified as 'inactive'. Active Bucks was successful in engaging a total of 3,922 individuals, including 1,270 inactive individuals – which equates to roughly a third of all of the programme's participants. This was particularly prominent in the number of inactive children that took part, which made up almost half of all children registrations. Stealth activities were particularly successful in engaging inactive residents.

As part of the longitudinal evaluation, data was collected over time to track changes in physical activity levels over the course of the programme. Of those who were tracked over 6 months, it was shown that the number of participants who were inactive had decreased, showing they had become more active, and the number of those who were active had increased in comparison to when they first started with Active Bucks. At 12 months, a similar pattern was seen.

Beyond changes in physical activity levels, survey participants reported increases in their mental wellbeing over time, with fluctuations in social cohesion. Analysis of the focus groups further indicated that Active Bucks participants experienced a range of positive wellbeing outcomes as a result of participating in the programme's sessions, including feeling personally happier and more satisfied, having more self-confidence, and feeling less stressed and more energetic. Participants also frequently claimed that the activities offered the opportunity to make friends, be social, and develop closer relationships with others in their local area. Collectively, this demonstrates that the Active Bucks programme helped to shape elements of the personal and social wellbeing of local residents.

The sustainability of Active Bucks activities was dependent upon a variety of different factors, but most specifically, the ability of the programme to utilise local assets and partnerships ensured that certain activities could be continued. This was the case for women's football, whereby existing partnerships with the local football club led to this activity being sustained and taken on by a local club. Other members of the community also had the opportunity to continue engaging in physical activity, as a number of session leaders took the initiative to promote and sustain their own activities. Across all three strands, 59% of activities were sustained fully with a further 5% sustained seasonally across the two years of delivery. These activities are wide in variety and offer a range of different opportunities to different populations. They include jogging and walking, yoga and dance, sports (e.g. tennis), children's activities (bushcraft and environmental learning), and creative activities like art. This variety demonstrates the success of the programme in catering to a wide variety of residents' needs, in addition to demonstrating its lasting sustainability within the community.

By shaping activity delivery through the Asset Mapping and Community Engagement process, the fourth aim of engaging local communities within the planning, delivery, and sustainability of the programme was delivered. This not only allowed residents to have their say, but also then take part in activities that interested them the most.

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# Appendix 1

The table below shows the name or organisation of the providers for each delivery strand.

Green Space Stealth	Green Space Structured	LAF-chosen
Happy Day Dogs	Melissa Laing	Active-In (ALF)
Emma Payne	Future Legends	GLL
Charlotte Hughes	Stella Graham	Strictly Shine
Green Park Activity Centre	Tim Jones Fitness	Apex Multi-sports
Surefire Bushcraft	Leap	Harmony Health & Fitness
DW Bushcraft Company	Marie Hayward	Regiment Fitness
Amersham Field Centre	Claire Hubner	Wycombe Wanderers
Wild Goose	Imelda Robinson	England Netball
Molly Slade	Pro Start Fitness	Places for People
Action Kids	Steve Field	Mindfulness MK
Hoop Like a Boss	On The Run	Carol Pedrick
Wayne Hayward	Monika Yarnell	JBD Fitness & Dance
Ian Moss Photography	Philippa Murrell	Marlow Sports Club/ Lane End Action Group
Karen Ellis	Wayne Hayward	Simply Walks
Nikki Wood	Sara Madden-Connor	Chesham United Ladies FC
Cleaver Dog Training	Bucks Wolves	Bucks CC Youth Services
Marie Hayward	Adele Yoga	Wild Training
Debbie's Dogz	Meena Kalsi	Inspire Football
Sandra Romaneo	Marlow Tennis Club	LEAP
	Future PT	Meena Yoga Ltd
	Nicola Cowee	241Partnership
	Halton Tennis Club	Marlow Striders
	Claire Richardson/Parkrun	Zacs Fitness Ltd
		First Yoga

# Appendix 2

The table below describes the Green Space activities for both strands.

Activity	Description
Netball	Netball session for students
Get Active	Multi skills activities for adults with learning disabilities
Parent & Tots	Intergenerational multi skills session to develop fundamental movement skills
Over 50's Gentle Exercise	Gentle exercise to help improve strength and balance
Boot camp	Bootcamp style circuits class
Active Tots	Fundamental movement skills for children aged 2-4 years
Buggy Fitness	Fitness class for new mums
Beginners jogging	Beginners jogging group
GPS Trail	Family adventure trail using GPS technology, answering fun questions and challenges along the way.
Fire Fit	Circuit based fitness class incorporating exercises and drills which Fire Fighters use to stay fit
Box Fit	Boxing fitness class
Rounders	Family rounders
Ladies' Football	A social beginners' football session, skills and drills followed by small sided games
U9s Cricket	Junior cricket training for the Under 9s
Flag Football	Non-contact American Football, ideal for beginners
Junior Park Run	Timed park run
Yoga	Beginners yoga
Nordic Walking	Nordic walking with poles, helps to workout the whole body and burn more calories than regular walking
Tennis	Beginners tennis lessons for students
Parent Fitness	Recreational badminton for parents
Dog Walk	Dog-walking meetups
Environmental Learning	Explore and learn about the great outdoors
Bushcraft	Learn survival skills, fire lighting, building shelters and campfire cooking
Mystery Trail	Family mystery trail using GPS technology, unlocking hotspots, completing fun challenges along the way
Nerf Games	Team shootouts and shooting practice, let the battle commence
Dog Agility	A gentle introduction into dog agility for you and your furry friend
Hoop Fun	Hula Hoop class tailored for complete beginners
Action Kids	Learn to work in a group and make friends using experimental learning and musical movements
Photography Class	A beginners photography class, getting more from your camera
LARP	Live action role play – A weekly apocalyptic fantasy LARP
Quidditch	Beat the bludger and seek the snitch at this Quidditch session
Art Class	Art session aimed at residents in a care home



# Appendix 3

The table below provides a list of all delivered activities, organised in alphabetical order by LAF.

Activity	LAF	Strand
Bushcraft <7s	Amersham	Green Space Stealth
Bushcraft 8+	Amersham	Green Space Stealth
Environmental Learning	Amersham	Green Space Stealth
Get Active	Amersham	Green Space Structured
Girls' Rugby 5 – 8	Amersham	LAF chosen
Girls' Rugby 9 – 12	Amersham	LAF chosen
Nerf Games	Amersham	Green Space Stealth
Netball	Amersham	Green Space Structured
U12 Girls' Football	Amersham	LAF chosen
U9 Girls' Football	Amersham	LAF chosen
Wild Ninjas	Amersham	LAF chosen
Gentle Exercise	Beaconsfield	Green Space Structured
Girls' Rugby 9 – 12	Beaconsfield	LAF chosen
Nerf Games	Beaconsfield	Green Space Stealth
Parent & Tots	Beaconsfield	Green Space Structured
Playball Club	Beaconsfield	LAF chosen
Active Tots	Beeches	Green Space Structured
Bootcamp	Beeches	Green Space Structured
Bushcraft	Beeches	Green Space Stealth
Dance- Farnham	Beeches	LAF chosen
Dog Agility	Beeches	Green Space Stealth
Gardening	Beeches	LAF chosen
Strictly Ballroom Basics	Beeches	LAF chosen
Strictly Solo Latino	Beeches	LAF chosen
Tai Chi	Beeches	LAF chosen
Walking Football	Beeches	LAF chosen
Beginners Jogging	Buckingham	Green Space Structured
Buggy Fitness	Buckingham	Green Space Structured
Cage Cricket	Buckingham	LAF chosen
Cage Cricket- Summer	Buckingham	LAF chosen
Dog Agility	Buckingham	Green Space Stealth
Junior Cage Cricket	Buckingham	LAF chosen
Multisports- Chandos Park	Buckingham	LAF chosen
Multisports- Whaddon	Buckingham	LAF chosen
Parent & Tot	Buckingham	Green Space Stealth
Step Into Strictly	Buckingham	LAF chosen
Beginners Jogging	Chepping Wye Valley	Green Space Structured
Bushcraft- Farm Wood	Chepping Wye Valley	Green Space Stealth
Dog Agility	Chepping Wye Valley	Green Space Stealth
FutNet	Chepping Wye Valley	LAF chosen
GPS trail	Chepping Wye Valley	Green Space Structured
Inspire Footy	Chepping Wye Valley	LAF chosen
Simply Walks- Bourne End Leisure	Chepping Wye Valley	LAF chosen
Wild Fitness	Chepping Wye Valley	LAF chosen
Beginners Jogging	Chesham and Chiltern Villages	Green Space Structured
Bushcraft	Chesham and Chiltern Villages	Green Space Stealth

Fire Fit	Chesham and Chiltern Villages	Green Space Structured
Gentle Exercise	Chesham and Chiltern Villages	LAF chosen
Hula Hoop	Chesham and Chiltern Villages	Green Space Stealth
Multisports- Lowndes Park	Chesham and Chiltern Villages	LAF chosen
Multisports- Marston Fields	Chesham and Chiltern Villages	LAF chosen
Multisports- Waterside Moor	Chesham and Chiltern Villages	LAF chosen
Yoga/Pilates- Chartridge	Chesham and Chiltern Villages	LAF chosen
Yoga/Pilates- The Old School	Chesham and Chiltern Villages	LAF chosen
Bootcamp	Gerrards Cross and Denham	Green Space Structured
Buggy Fitness	Gerrards Cross and Denham	Green Space Structured
Dog Agility	Gerrards Cross and Denham	Green Space Stealth
Parent & Tot	Gerrards Cross and Denham	Green Space Stealth
Pilates- Fulmer	Gerrards Cross and Denham	LAF chosen
Pilates- Fulmer Village Hall	Gerrards Cross and Denham	LAF chosen
Yoga- Denham	Gerrards Cross and Denham	LAF chosen
Yoga- Hedgerley	Gerrards Cross and Denham	LAF chosen
Yoga- St Mark	Gerrards Cross and Denham	LAF chosen
Yoga/Pilates- Guide HQ	Gerrards Cross and Denham	LAF chosen
Beginners Jogging	Great Brickhill, Wing and Ivinghoe	Green Space Structured
Beginners' Running - Cheddington	Great Brickhill, Wing and Ivinghoe	LAF chosen
Beginners' Running- Wing	Great Brickhill, Wing and Ivinghoe	LAF chosen
Box Fit	Great Brickhill, Wing and Ivinghoe	Green Space Structured
Conservation	Great Brickhill, Wing and Ivinghoe	Green Space Stealth
Dog Agility	Great Brickhill, Wing and Ivinghoe	Green Space Stealth
Environmental Learning	Great Brickhill, Wing and Ivinghoe	Green Space Stealth
Photography	Great Brickhill, Wing and Ivinghoe	Green Space Stealth
Simply Walks- College Lakes Leisure	Great Brickhill, Wing and Ivinghoe	LAF chosen
Simply Walks- Ivinghoe	Great Brickhill, Wing and Ivinghoe	LAF chosen
Badminton	Greater Aylesbury	LAF chosen
Beginners' Jogging	Greater Aylesbury	Green Space Structured
Handball	Greater Aylesbury	LAF chosen
Ladies' Football	Greater Aylesbury	Green Space Structured
Multisports- Aylesbury Vale Park	Greater Aylesbury	LAF chosen
Multisports- Aylesbury Walton Court	Greater Aylesbury	LAF chosen
Multisports- Bedgrove Park	Greater Aylesbury	LAF chosen
Multisports- Coppice Park	Greater Aylesbury	LAF chosen
Multisports- Edinburgh Playing Fields	Greater Aylesbury	LAF chosen
Multisports- Fairford Lees	Greater Aylesbury	LAF chosen
Multisports- Meadowcroft	Greater Aylesbury	LAF chosen
Mystery Trail	Greater Aylesbury	Green Space Stealth
Nerf Games	Greater Aylesbury	Green Space Stealth
Rounders	Greater Aylesbury	Green Space Structured
Strictly Dance & Funky Fitness- Berton 430	Greater Aylesbury	LAF chosen
Strictly Dance & Funky Fitness- Berton 530	Greater Aylesbury	LAF chosen
Strictly Dance & Funky Fitness- Stoke Mandeville	Greater Aylesbury	LAF chosen
Strictly Fit and Fabulous- Southcourt Community Centre	Greater Aylesbury	LAF chosen
Strictly Shine- Mandeville School	Greater Aylesbury	LAF chosen
Beginners Jogging	Haddenham and Long Crendon	Green Space Structured
Bushcraft	Haddenham and Long Crendon	Green Space Stealth
Circuits- Woodways	Haddenham and Long Crendon	LAF chosen
Junior Cricket	Haddenham and Long Crendon	Green Space Structured
Parent & Tot	Haddenham and Long Crendon	Green Space Stealth

Rugby Play- Long Crendon	Haddenham and Long Crendon	LAF chosen
Rugby Play Stone Playing Fields	Haddenham and Long Crendon	LAF chosen
U9s Cricket	Haddenham and Long Crendon	Green Space Structured
Cage Cricket	High Wycombe	LAF chosen
Dog Agility	High Wycombe	Green Space Stealth
Flag Football	High Wycombe	Green Space Structured
Hot Shot Table Tennis	High Wycombe	LAF chosen
Junior Parkrun	High Wycombe	Green Space Structured
LARP	High Wycombe	Green Space Stealth
Mystery Trail	High Wycombe	Green Space Stealth
Nordic Walking	High Wycombe	LAF chosen
Pitchside Circuits	High Wycombe	LAF chosen
Simply Walks- Cressex Health Centre	High Wycombe	LAF chosen
Simply Walks- Victoria Street	High Wycombe	LAF chosen
Simply Walks- Wycombe Wanderers	High Wycombe	LAF chosen
Simply Walks- Wycombe Wanderers	High Wycombe	LAF chosen
Step Into Strictly- Downley	High Wycombe	LAF chosen
Strictly Dance & Funky Fitness- Sands	High Wycombe	LAF chosen
Strictly Fit & Fabulous- Cressex	High Wycombe	LAF chosen
Strictly Shine- Highcrest	High Wycombe	LAF chosen
Strictly Shine- Highworth School	High Wycombe	LAF chosen
Walking Netball	High Wycombe	LAF chosen
Ballroom & Latin Dance	North West Chilterns	LAF chosen
Ballroom & Latin Inspired Dance	North West Chilterns	LAF chosen
Bushcraft	North West Chilterns	Green Space Stealth
Bushcraft- Lacey Green	North West Chilterns	Green Space Stealth
Cage Cricket	North West Chilterns	LAF chosen
Cage Cricket- Summer	North West Chilterns	LAF chosen
Dance- Carol P	North West Chilterns	LAF chosen
Dance- Ellesborough	North West Chilterns	LAF chosen
Dance- St Mary's	North West Chilterns	LAF chosen
Fire Fit	North West Chilterns	Green Space Structured
Mystery Trail	North West Chilterns	Green Space Stealth
Nordic Walking	North West Chilterns	Green Space Structured
Strictly Shine- Hughenden	North West Chilterns	LAF chosen
Buggy Fitness	South West Chilterns	Green Space Structured
Dog Agility	South West Chilterns	Green Space Stealth
Mystery Trail	South West Chilterns	Green Space Stealth
Running Group	South West Chilterns	LAF chosen
Seated Pilates	South West Chilterns	LAF chosen
Seated Tai Chi	South West Chilterns	LAF chosen
Tai Chi	South West Chilterns	LAF chosen
Tennis	South West Chilterns	Green Space Structured
Walking Football	South West Chilterns	LAF chosen
Yoga- Quarry Wood Road	South West Chilterns	LAF chosen
Buggy Fitness	The Chalfonts	Green Space Structured
Bushcraft- Shortenills	The Chalfonts	Green Space Stealth
Conservation	The Chalfonts	Green Space Stealth
Environmental Learning	The Chalfonts	Green Space Stealth
Parent & Tots (1)	The Chalfonts	Green Space Structured
Parent & Tots (2)	The Chalfonts	Green Space Structured
Simply Walks- Chalfont St Giles Leisure	The Chalfonts	LAF chosen

Simply Walks- Little Chalfont	The Chalfonts	LAF chosen
Strictly Dance & Funky Fitness- Chalfonts Baptist Church	The Chalfonts	LAF chosen
Yoga	The Chalfonts	LAF chosen
Fire Fit	The Missendens	Green Space Structured
Nerf Games	The Missendens	Green Space Stealth
Pilates for Adults	The Missendens	LAF chosen
Quidditch	The Missendens	Green Space Stealth
Step Into Strictly- Little Missenden Village Hall	The Missendens	LAF chosen
Strictly Dance & Funky Fitness- Hyde Heath	The Missendens	LAF chosen
Yoga	The Missendens	Green Space Structured
Nerf Games	Waddesdon	Green Space Stealth
Nordic Walking	Waddesdon	Green Space Structured
Parent Fitness	Waddesdon	Green Space Structured
Photography	Waddesdon	Green Space Stealth
Rugby Play	Waddesdon	LAF chosen
Simply Walks- Marsh Gibbon	Waddesdon	LAF chosen
Simply Walks- Waddesdon Short	Waddesdon	LAF chosen
Beginners' Jogging	Wendover	Green Space Structured
Bushcraft- Green Park	Wendover	Green Space Stealth
Dog Agility	Wendover	Green Space Stealth
Environmental Learning	Wendover	Green Space Stealth
GPS trail	Wendover	Green Space Structured
Junior Tennis	Wendover	LAF chosen
Simply Walks- Aston Clinton	Wendover	LAF chosen
Simply Walks- Wendover Short	Wendover	LAF chosen
Military Fitness	Wexham and Ivers	LAF chosen
Mystery Trail	Wexham and Ivers	Green Space Stealth
Outdoor Fitness Class	Wexham and Ivers	LAF chosen
Over 50s	Wexham and Ivers	Green Space Structured
Parent & Tot	Wexham and Ivers	Green Space Stealth
Playball	Wexham and Ivers	LAF chosen
Yoga	Wexham and Ivers	Green Space Structured
Art Class	Winslow and District	Green Space Stealth
Beginners Jogging	Winslow and District	Green Space Structured
Cage Cricket	Winslow and District	LAF chosen
Cage Cricket- Summer	Winslow and District	LAF chosen
Conservation	Winslow and District	Green Space Stealth
Nerf Games	Winslow and District	Green Space Stealth
Nordic Walking	Winslow and District	Green Space Structured
Simply Walks- Winslow Short	Winslow and District	LAF chosen
Yogalates	Winslow and District	LAF chosen



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