



# On your Bike!

## Project Background:

- Obesity is a significant problem worldwide that has tripled since 1975 (WHO, 2018)
- 80% of obese adolescents will still be obese in adulthood (M. Simmonds et al, 2016)
- WG and PHW predict that by 2050, the NHS will spend £465M/yr caring for obese people (Healthy Weight; Healthy Wales, 2019)
- Lack of physical activity is a contributing factor to obesity, with only 14-17% of 11-16 year olds being active for more than 60 minutes a day (WG, 2019)
- Lack of physical activity has a detrimental effect on mental health, with >10% of Ceredigion's children experiencing stress, anxiety and depression (Ceredigion PSB, 2017), with these figures exacerbated as a result of the Covid-19 pandemic
- "On your Bike" targets young people (14-25yrs old), encouraging them to use static bikes to charge their mobile devices whilst raising key messages on obesity, physical and outdoor activity and environmental issues

## Project Aims/Objectives:

- Increased awareness of the importance of outdoor activity for young people, evidenced through:
  - min. 150 completed questionnaires
  - attendance by 60 young at 4 consultation and engagement events
- Installation of static "human powered" bikes at 3 locations in Ceredigion
- Data collection evidencing use (frequency / time) and energy created by 20 project volunteers
- Changes in wellbeing of 20 project volunteers over project duration
- Press / media coverage of project, with a minimum of 4 articles published
- Research results published in an end of project report
- Research results presented in poster or paper format at a minimum of 2 conferences

## Project Approach:

### PHASE 1:

1. Consultation – surveys to confirm preferred sites and facilities; consultation with identified communities
2. Installation of bikes (inc. necessary consents / compliance etc.)
3. Awareness raising of provision, including wellbeing and health benefits of physical activity and outdoor recreation

### PHASE 2:

1. Research on use and benefits derived
2. Final report on outcomes and benefits / any lessons learnt etc.

## Project Outcome(s):

- Over 300 young people engaged with (309 completed questionnaires)
- 9 focus groups were held, with a total of 172 attendees
- Over 500 young people engaged with via schools / youth clubs and other youth organisations (target was 150)
- 76 young people volunteered to participate in active research phase (target was 20)
- 143 out of the 309 (46%) participants were female
- 129 out of 309 (42%) participants spoke Welsh
- 9 bikes installed in three sites (Cardigan, Lampeter and Aberaeron) in October 2022
- Bikes launched in November 2022 – January 2023
- Active research scheduled for January - June 2023.

## Project Impact:

- So far, despite delays in siting the bikes and launching the active research phase, a significant number of young people have been involved and the public health messages have been successfully debated at schools and in youth groups
- There has been a lot of interest in the project across Wales, particularly in light of the increasing prominence of climate change, the increase in cost of electricity / power and sustainable power generation
- The potential for other areas across Wales to install these bikes as a means to encourage outdoor physical activity is immense
- Young people have been very keen to get involved and enthusiastic to participate
- The health and wellbeing impact of undertaking outdoor physical activity needs further promoting, particularly to young people

## Key Conclusions:

- Two reports produced on the consultation phase (engagement with young people & communities)
- Additional time is required to monitor active use and impact on health and wellbeing
- Unforeseen delays, due to Covid and external factors, impacted the timing of the active research phase
- Lessons learnt:
  - factor in sufficient slack time, everything takes longer than you think!
  - don't give up when you hit a problem, revisit the project plan and adjust, but keep going.
  - don't lose sight of the end goal
  - share your learning with others and absorb what you learn from others, formally / informally

## Next Steps:

- Proceed to launch all three sites where the bikes are installed, to include press / media coverage
- Confirm volunteers ongoing engagement and ensure they are set up on the App
- Work with secondary schools / youth organisations to encourage use of the bikes and raise the profile of the 4 key themes – obesity, exercise, outdoor activity, climate change
- Conduct wellbeing measurements on volunteers at month 0 and month 6
- Monitor use of bikes and power generated by monthly download of data from central dashboard
- Write final report on use of bikes and their impact on health and wellbeing
- Transfer ownership of bikes to town councils, leaving them in situ for use by general population

