



On your Bike!



Recumbent Bike



Spinning Bike



Hand Bike

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Background

- Child obesity is on the increase, with Wales figures higher than England
- 23.2% of 4-5 year old children in Ceredigion are overweight or obese (Ceredigion Local Well-being Plan, Feb. 2018)
- Research shows that overweight children grow up to be overweight adults, with associated health impacts
- Public Health Wales predict that 2/3rds of adult population in Wales will be overweight by 2025
- Important to instil health lifestyle in young people, encouraging exercise and healthy eating
- Linked to preventative agenda
- Strategic support to improve health and well-being:
 - Wellbeing of Future Generations Act (Wales) 2015
 - Ceredigion Local Well-being Plan (2018)

Project Funded by Cynnal y Cardi (LEADER funds via Ceredigion County Council)

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Intent

PRIME AIM: to increase and mainstream physical activity in young people through innovative incentivisation

- “On your Bike” will provide a sustainable means of generating energy that will charge mobile devices
- By charging mobile devices in this way, young people will engage in outdoor physical activity
- The physical activity will/should improve health and well-being
- Not aimed at traditional gym-users



Additional Benefits

- Raises the profile and create a dialogue around sustainable energy generation
- Highlights the benefits of regular exercise, particular outdoor activity
- Opens discussions on obesity, health and well-being
- Shows that exercise can be fun!
- Encourages community co-hesion and co-production



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Project Proposal

Two phase project:

- **PHASE ONE:** consultation with young people aged 14 – 25; report and recommendations
- **PHASE TWO:** engagement with communities; feasibility; final identification of sites; installation
- ALSO further research / consultation after installation of equipment to:
 - Monitor usage
 - Monitor any health and well-being benefits
 - Undertake focus group and questionnaire analyses to ascertain any benefits / problems
 - Receive feedback from participants
- Final Report on findings and recommendations, to include succession plans for equipment



Phase One: Consultation

- Consultation took place between January and March 2019
- Conducted via on-line questionnaire survey, with hard copy options available (bilingual)
- Focus group / awareness raising sessions also conducted
- Focussed on secondary schools, further education establishments, youth clubs and youth organisations
- 309 completed questionnaires received
- 9 focus groups conducted, with a total of 172 attendees
- Constant Contact on-line software used for collation of data and analysis
- Report presented to Cynnal y Cardi in April 2019
- Presentation to LAG on 20th May 2019



Engagement

School / Youth Organisation	Outcome	Date visited
Ceredigion Careers Fair	Focus group; paper questionnaires completed	19.02.19
Ysgol Penglais School	Paper copy and on-line questionnaires completed	12.03.19
Ysgol Penweddig School	Paper copy and on-line questionnaires completed	12.03.19
Ysgol Aberaeron School	Paper copy and on-line questionnaires completed	14.03.19
Ysgol Bro Teifi School, Llandysul	Sent link to on-line questionnaire	
Ysgol Bro Pedr School, Lampeter	Paper copy and on-line questionnaires completed	14.03.19
Ysgol Henry Richard School, Tregaron	Paper copy and on-line questionnaires completed	14.03.19
Ysgol Aberteifi School	Sent link to on-line questionnaire	
Ceredigion Actif	Link to questionnaire sent to all youth workers to share	
Aberaeron Youth Club	Focus group session	04.03.19
Cardigan Youth Club	Focus group session	06.03.19
Penparcau Youth Club	Focus group session	07.03.19
Llandysul Youth Club	Paper questionnaires shared by youth worker and returned	
Ceredigion Heritage Youth Panel	Focus group session	21.03.19
Hyfforddiant Ceredigion Training	Focus group session	20.03.19
RAY Ceredigion	Focus group; paper questionnaires completed	07.03.19

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Engagement

School / Youth Organisation	Outcome	Date visited
Ceredigion Youth Council	On-line questionnaire sent to group	
Ceredigion Youth Forum	On-line questionnaire sent to group	
Coleg Ceredigion - Cardigan	Focus group; on-line questionnaire circulated to students via newsletter	06.03.19
Coleg Ceredigion - Aberystwyth	Focus group; questionnaire added to staff portal to deliver w/c 11.03.19	13.03.19
Aberystwyth Students Union	Link to questionnaire on Facebook and Twitter pages	
URDD Ceredigion	Sent on-line questionnaire	
Ceredigion Army Cadets	Questionnaire circulated to all Ceredigion based cadets	
Ceredigion Young Farmers Club	Link to questionnaire on Facebook page	
Ceredigion Pupil Referral Unit	Link to questionnaires passed on to all teachers	
Ceredigion Youth Justice Group	Link to on-line questionnaire sent	
Ceredigion PSE Network	Link to on-line questionnaire sent	

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Outputs Achieved

- **Target:** 120 completed questionnaires; 8 focus group sessions
 - **Actual:** 309 completed questionnaires; 9 focus group sessions
- **Target:** engage with 150 young people; 100 being Welsh speakers
 - **Actual:** circa. 500 young people engaged; 129 identified as Welsh speaking
- **Target:** identify 20 volunteers to participate in further research
 - **Actual:** 76 volunteer participants identified
- One press release published (now increased)
- All targeted outputs for Phase 1 have been met or exceeded

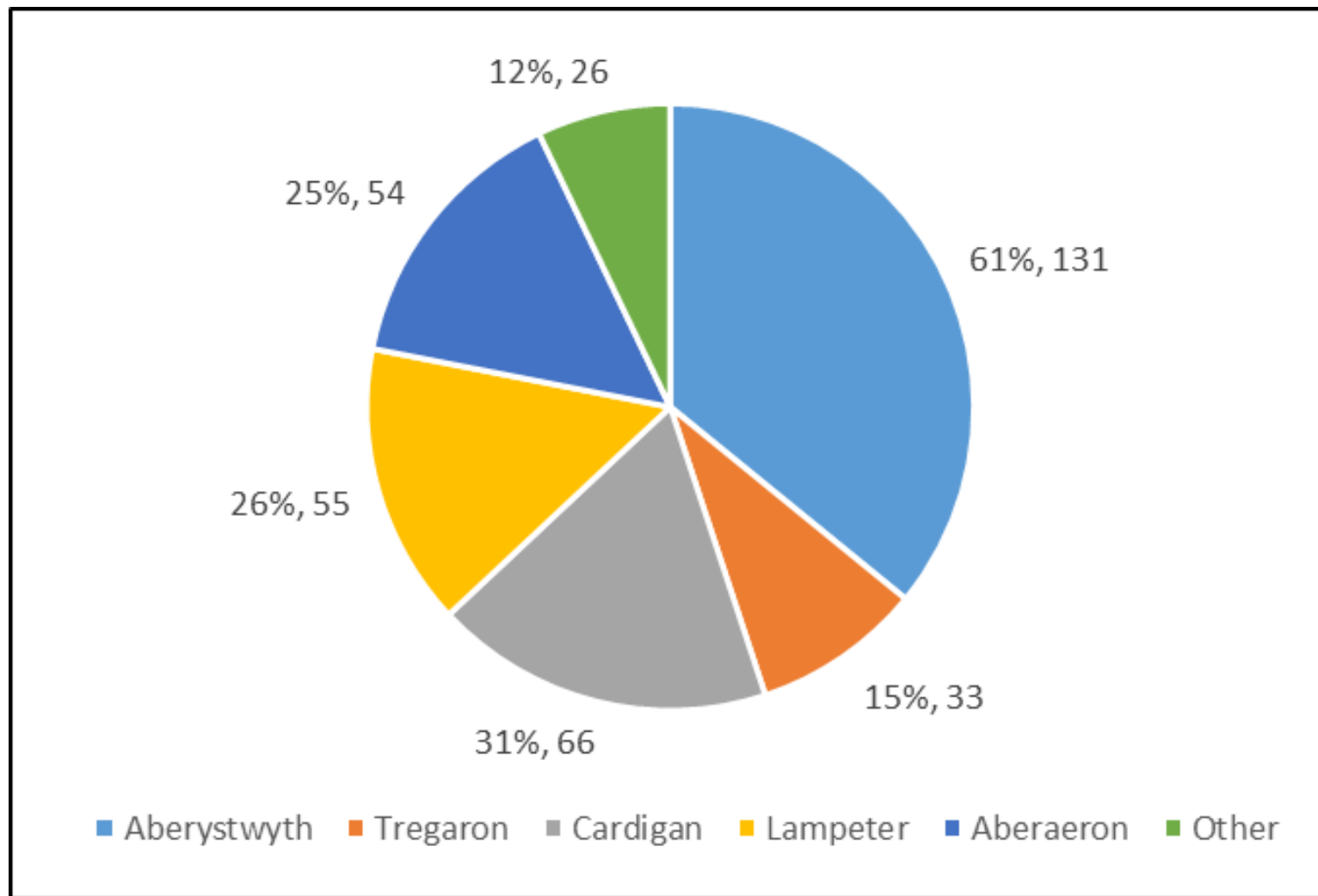


Survey Participants

- 42% participants were in further education; 36% in secondary school and 18% from Youth Clubs
- Largest age group of participants was 14-17 year olds (59%), followed by 18-21 year olds (17%)
- 46% of participants were female, 39% male, 15% undisclosed
- 42% spoke Welsh, with a further 17% learning
- 97% of participants had a mobile phone; 56% had laptop and 31% an iPad
- **71% stated that they would be interested in using static bikes to charge their mobile devices**



Preferred Sites



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Preferred Sites

- Aberystwyth
 - Prom / Castle grounds / Plascrug Avenue (Park)
- Cardigan
 - Coleg Ceredigion / Park / Netpool Street
- Lampeter
 - Park / Square
- Aberaeron
 - Square / Park / By river

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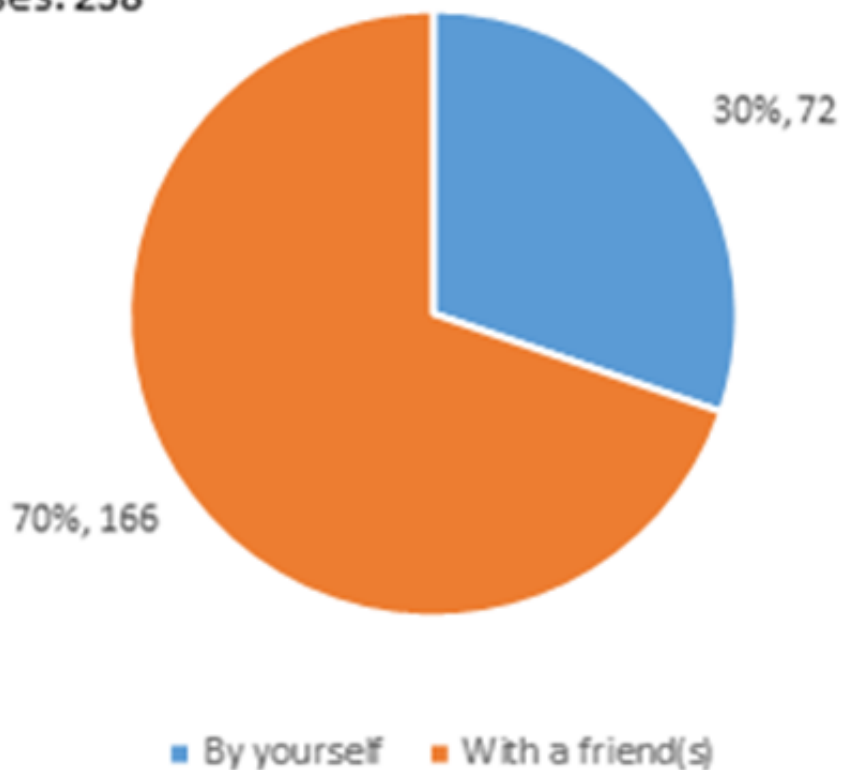
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Number of Bikes

FIGURE 7: USE BIKE WITH FRIENDS OR BY YOURSELF

No of responses: 238





Use of Bikes

- 68% of participants would prefer multiple (three) bikes per location
- 48% of participants prefer traditional spinning bikes, 33% recumbent bikes, 20% hand bikes

[Despite the above results, consideration must be given to accessibility and suitability for all users]

- 36% of respondents stated that they would use the bikes once a week (most popular level of use)
- 32% of participants stated that they would like to take part in further research on the project (76 participants provided full contact details)



Comments

“I think this is a great idea – it helps to get people exercising as well as generating energy to power their devices”

“Add more to the “outdoor gym”, lots of people use the promenade for a run and I could see people of all ages using the equipment”

“It would be a great idea to put these around the university as it would tackle laziness as well as being more eco friendly”

“Awesome”

“Great idea”



Recommendations

- Great demand and support for the project - *LAG support to progress to Phase Two*
- Static Bikes to be sited in the following locations:
 - Aberystwyth
 - Cardigan
 - Lampeter
 - Aberaeron
- Investigation to be made regarding identified sites to ascertain feasibility, to include liaison with local councils, communities and relevant authorities / permissions
- Final costs to be confirmed for installation and leasing of bikes, working within maximum budget of £50k
- Installation and research on use to commence, with associated awareness raising events and publicity
- Final report to Cynnal y Cardi at conclusion of project

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Community Engagement

- Community Engagement 2019 / 2020
- Town and Community Councils
- Police
- Community Events
- Community Groups



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Phase Two: Active Use and Outcomes

- Identification of volunteers
- Research into general use – data collection via App / online system to:
 - Monitor usage
 - Monitor any health and well-being benefits
 - Undertake focus group and questionnaire analyses to ascertain any benefits / problems
 - Receive feedback from participants
- Continue to raise the four key messages – obesity, physical activity, outdoor exercise and environmental issues
- Final Report on findings and recommendations, to include succession plans for equipment



Issues and Barriers

- COVID-19.....
- Project re-profiled three times (funded by Cynnal y Cardi, each adjustment to LAG)
- Change of personnel (Town Councils), re-negotiation of sites
- Contractual obligations between funders (Local Authority) and Town Councils
- Unsociable behaviour, loss of support from one town Council
- Tendering process (Sell2Wales)
- Impact of Covid on supply of parts from Eastern Europe
- Installation delayed
- Launch of sites complex and delayed due to weather / co-ordinating representatives



Current position

- Bikes installed in October 2022
- Launch of project in the three communities
 - Cardigan 14th November 2022
 - Lampeter
 - Aberaeron 9th January 2023
- Press releases published
- Volunteers re-contacted
- Re-engagement with schools and youth organisations



Next steps

- Bikes installed in October 2022
- Launch of project in the three communities
 - Cardigan 14th November 2022
 - Lampeter
 - Aberaeron 9th January 2023
- Volunteers re-contacted
- Re-engagement with schools and youth organisations

Unrhyw Cwestiynau? Any Questions?

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