

**Active Bucks**
move more, feel great!



Why promote physical activity?

- Wide ranging health and social benefits
- Directly contributes to 1 in 6 deaths in the UK
- Half of women and a third of men are not active enough for good health
- 22% of adults in Bucks are inactive
- 32% boys and 48% girls are inactive
- A priority for the Health & Wellbeing Strategy



Active Bucks

- Increase physical activity levels of Bucks residents
- Engaging communities to identify what physical activity communities want to participate in
- Utilising the role of members as community leaders
- Providing evidence based and best practice physical activity interventions which deliver the Bucks Physical Activity Strategy
- Develop activities that are sustained past the end of the project



Community engagement

- May – September 2015
- To understand what residents wanted to participate in
- Over 3500 residents have been engaged
- 70% of those were not achieving recommended activity levels
- Countywide recommendations
- LAF level recommendations
- 25 Community Champions recruited so far...



Local decision making

- Local Area Forums (LAFs) have played an active role:
 - Engaging residents
 - Reviewing recommendations
 - Deciding which activities to commission for their area
- The second year of activities chosen by LAFs are starting between January and March 2017.
- Activities are also being delivered that have been commissioned countywide



Some of the activities....

Dance

Junior Park Run

Social Ballroom

Walking

Fire fit

Bushcraft

Dog Agility

Quidditch

Live Action
Role Play

Walk/Jog/Run

Handball

Cage Cricket

Buggy Fit

NERF Games

Gardening

Flag Football

Photography




Dads and Toddlers



www.activebucks.co.uk



Buckinghamshire
County Council

<p>Enter a location or postcode ▼ Aylesbury HP21 8AL, UK</p>	 <p>Active Bucks – Beginners Jogging Running On Wednesday at 07:00 pm - 08:00 pm</p>	<p>Distance: 2.66 mile</p> <p>Claim your voucher</p>
<p>Choose activity type ▲ All activities</p>	 <p>Table Tennis Table Tennis On Saturday at 7:00 AM - 9:00 PM</p>	<p>Distance: 0.20 mile</p> <p>Claim your voucher</p>
<p>All activities ✓</p>	 <p>Tennis Tennis On Saturday at 7:00 AM - 9:00 PM</p>	<p>Distance: 0.20 mile</p> <p>Claim your voucher</p>
<p>Aerobics</p>		
<p>Athletics</p>		
<p>Badminton</p>		
<p>Bowls</p>		
<p>Boxing</p>		

Buckinghamshire County Council



www.activebucks.co.uk

- Launched in June 2016
- Activity Search
- Over 2500 activities across the county offering a first session free, including Active Bucks activities.
- Search for an activity you enjoy within 20 minutes of home/work on a day/time that suits
- 15,000 unique users
- Over 800 vouchers downloaded

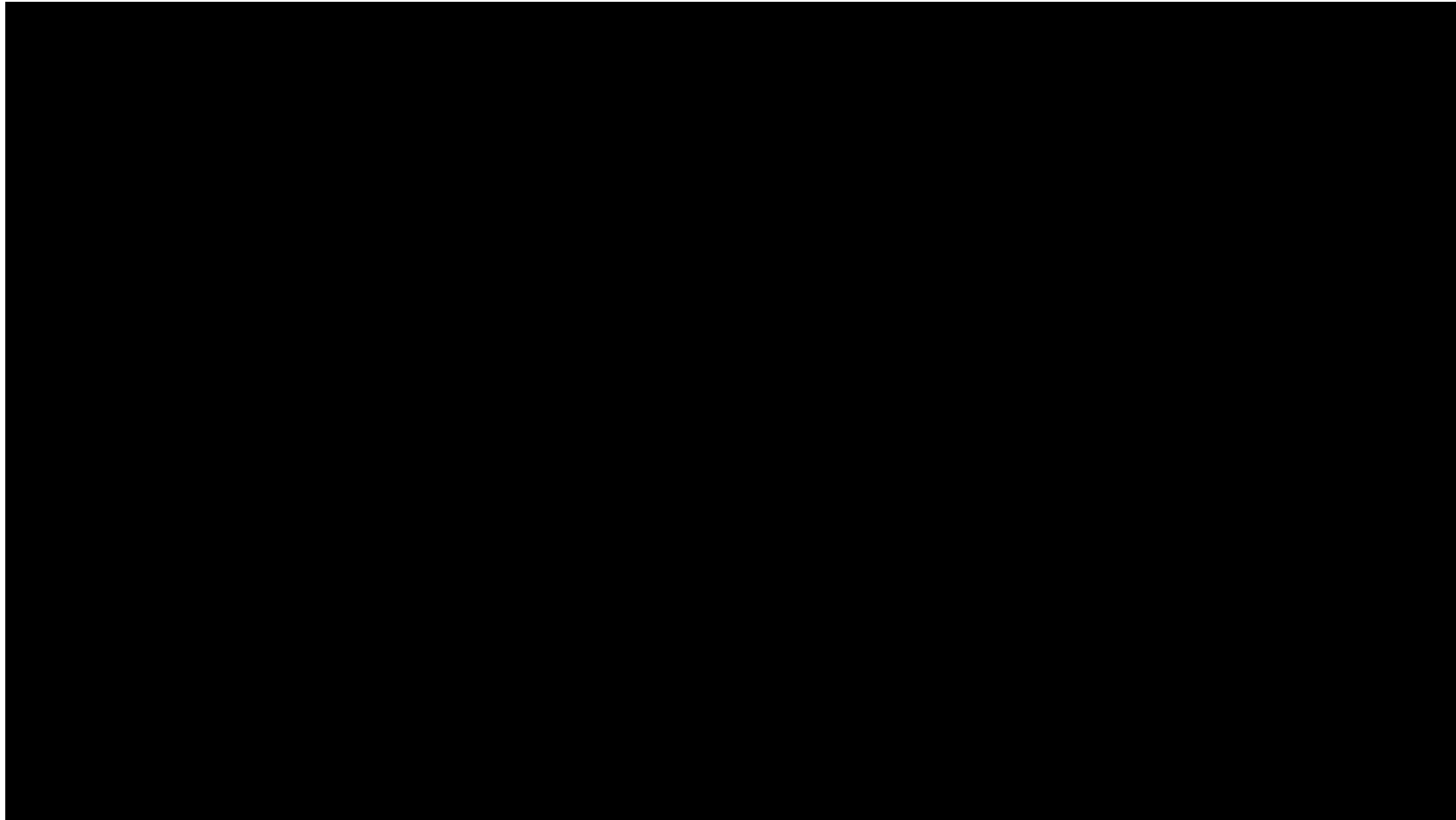


Results so far.....

- First 6 months of a 17 month programme of activities (May – November 16)
- 49 six month programmes of weekly activity
- 71% of these have been sustained past the end of the funded period
- Over 1750 unique participants
- Over 10,000 attendances
- 79% of participants were not achieving recommended levels of activity at registration
- 39% of participants were inactive



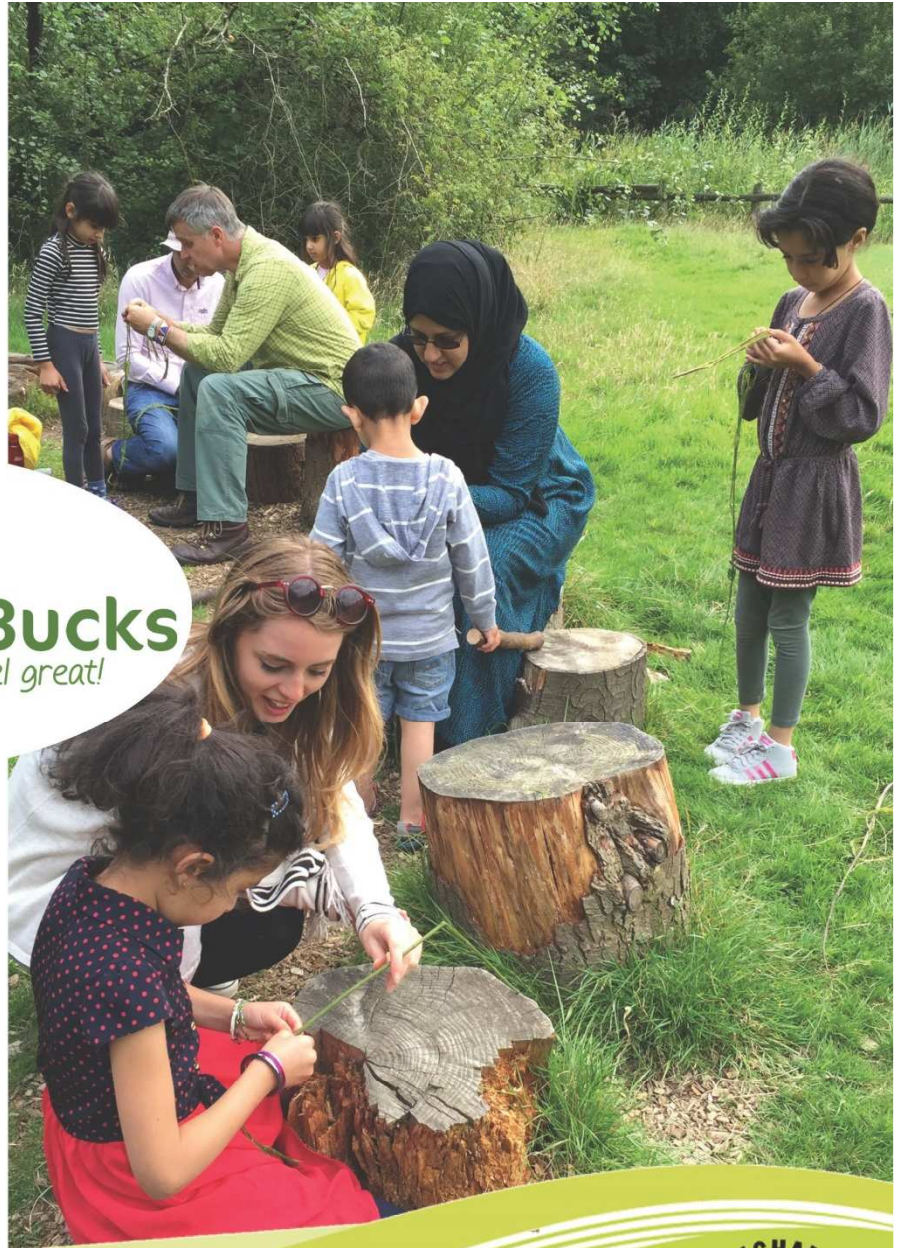
What residents think....



Next Steps

- Next phase of activity starting January – March 2017
- Activity delivery will complete in September 2017
- Full evaluation report expected February 2018
- Continue to support the promotion of Active Bucks to residents





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