



Elton Project Evaluation

Active Cheshire
Cheshire West and Cheshire



About the project

Active Cheshire was commissioned by Cheshire West and Chester to carry out consumer research into resident's lifestyles and their views on the place of Elton.



Project aims

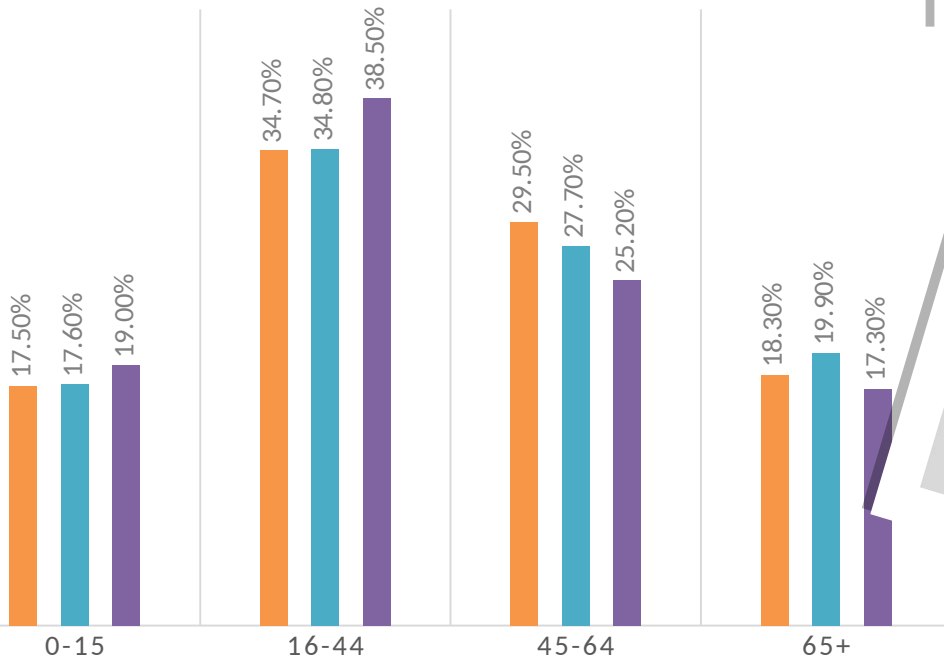
- To understand the views of Elton residents.
- To recommend actions that could benefit the local community through physical activity.
- To focus on increasing community cohesion through sport.
- To make specific recommendations relating to improvements of the Parish Fields.

Elton

Based on CWaC Snapshot (May, 2015)

Age Profile

Elton Chester England



Resident population (mid year estimates 2013)

Elton	4,500
Cheshire West and Chester	331,000
England	53,865,800



Residents with bad or very bad health² (Census 2011)

Elton	5.8%
Cheshire West and Chester	5.5%
England	5.5%



Proportion aged 65+ (Census 2011)

Elton	18.3%
Cheshire West and Chester	19.9%
England	17.3%



% of residents satisfied with local area

Elton	76.0%
Cheshire West and Chester	85.1%

What we did

A two focus survey: 1) Residents lifestyles; 2) community of Elton.

Survey: Structured survey conducted face-to-face.

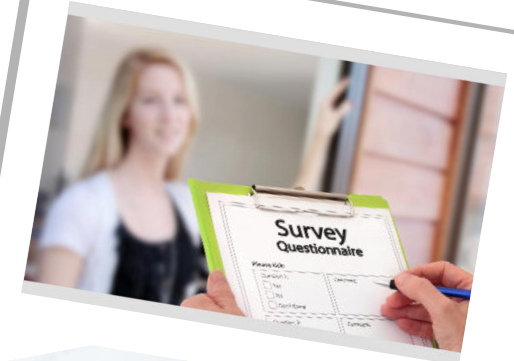
Analysis: Thematic analysis and secondary data/information

Conclusions: A summary of the insight.

Recommendations: Moving forward.

small steps. **big impact.**

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What we did

Door-to-door: Real people, real thoughts – on average one in four knocks were answered (approx. 400+ houses visited)

Community: Community centre events, slimming world, football club, Elton village fete.

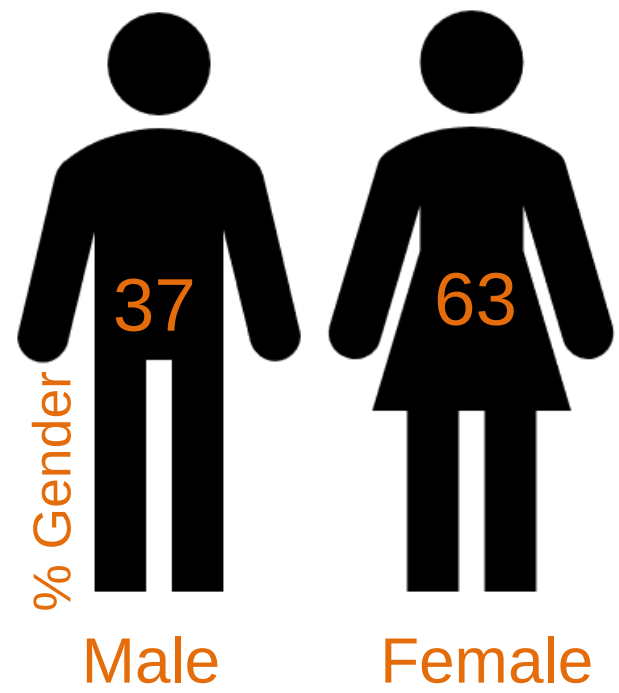
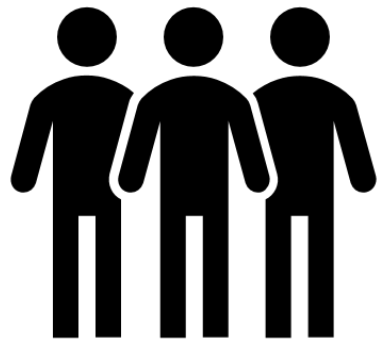
Conversational Insight: More than just ticking boxes – an average of 12 minutes spent with residents, getting to know them, their views, and feelings





The residents

158
Surveyed



% Disability /
Health condition
18% Yes
82% No

6% Yes

94% No

The residents

- The survey captured a **higher proportion of over 65's** but were **limited on under 18's**.
- **More women** were surveyed than men, likely due to the methodology.
- Disability or health condition (18.35%) **appeared similar to CWaC data** on limited daily activity (18.8%).
- This sample included **more who identify as BMaE** (6%) compared to CWaC data (4%)

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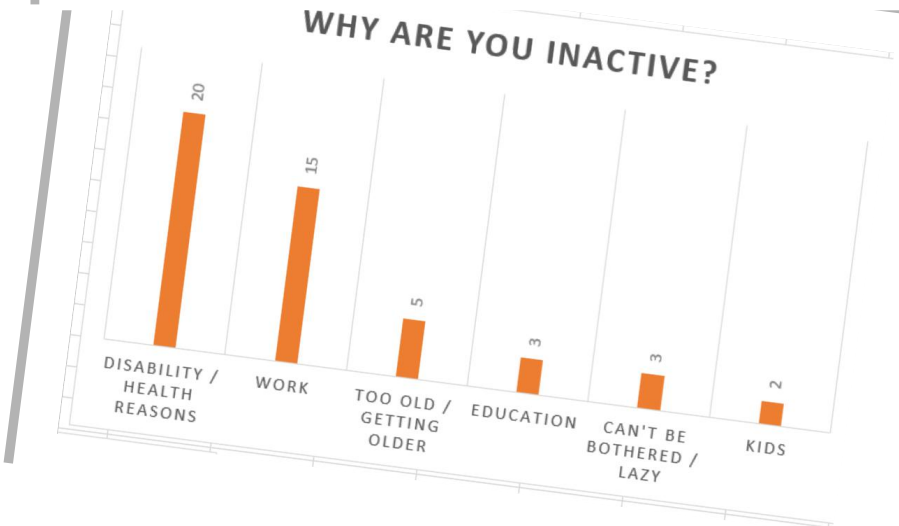
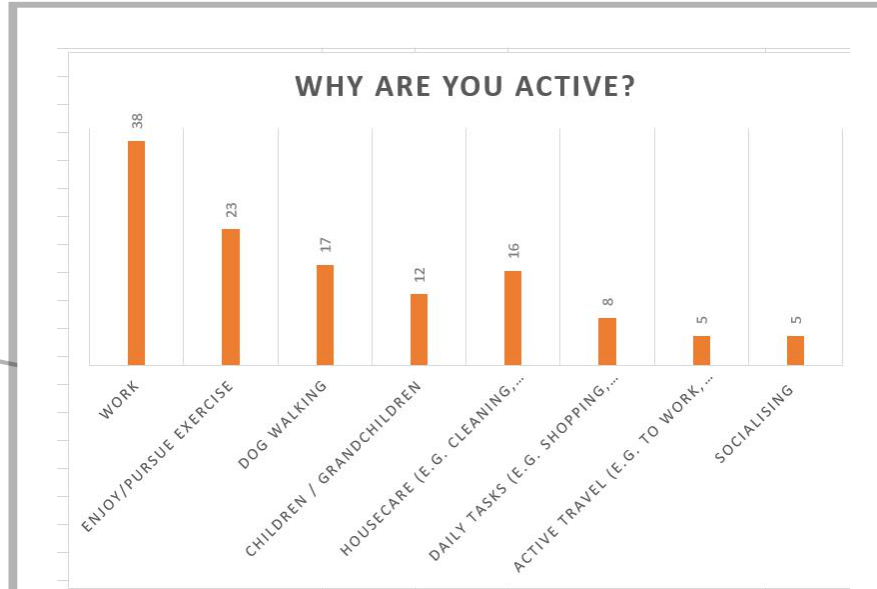
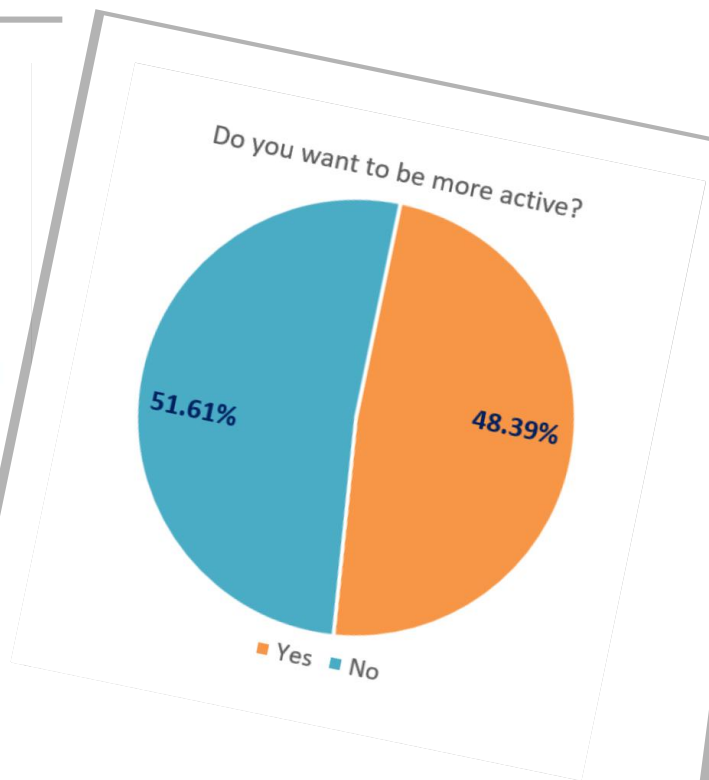
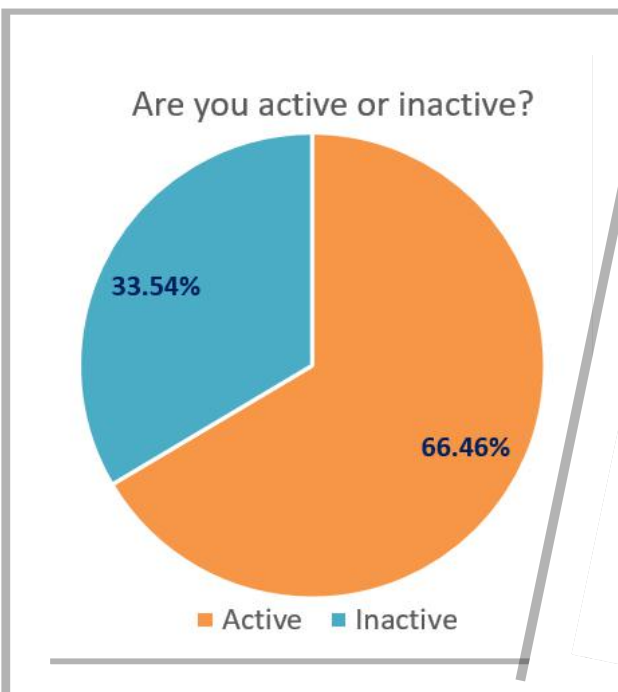
Part 1. Lifestyle

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Activity levels...

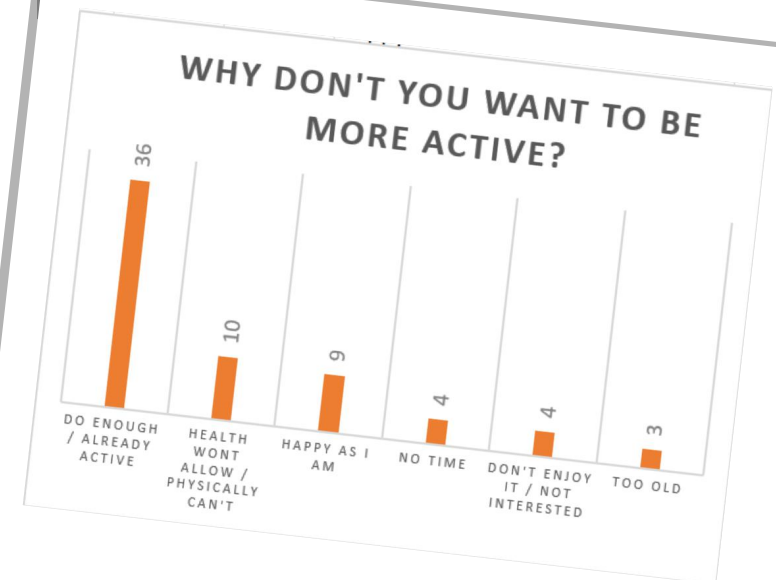


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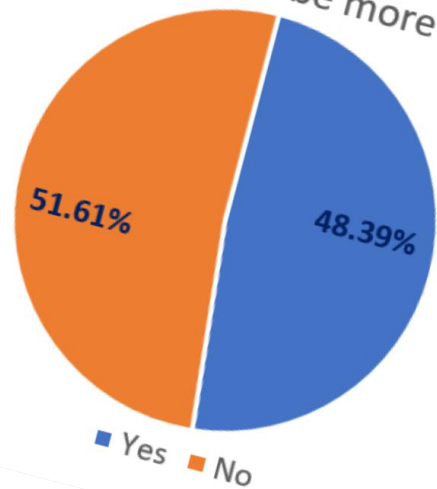
The story...

- It is important to consider the **method of self-report** in determining physical activity levels.
- The primary reason for wanting to be more active was **'because I have to'** – relating to housework, travel (no car), and work.
- Being active at work may reflect the proportion of residents in **skilled trade occupations** or **process plant and machine operatives**, likely a result of **local employment options**.
- Those who reported having a disability / health condition (37% of responses for reasons for inactivity) appeared to reflect **residents perceptions of their health**, rather than being formally diagnosed (18% of participants).
- Residents were **more inclined to respond** to why they were active, rather than why they were inactive.

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Do you want to be more active?



Just under half of respondents wanted to be more active with 43% saying they could be helped to do more.

What could make you move more?



 **43% Yes**
57% No 

Could anything be done to make you move more on a daily basis?



What does Elton think of Sport & Physical Activity?

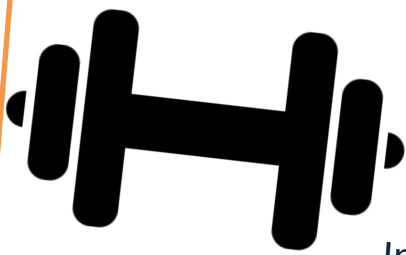
Sport

- Positive views
- Watch it
- Relates it to exercise
- Not interested
- Used to play it
- Enjoyed it at school
- Had negative experiences



Physical Activity

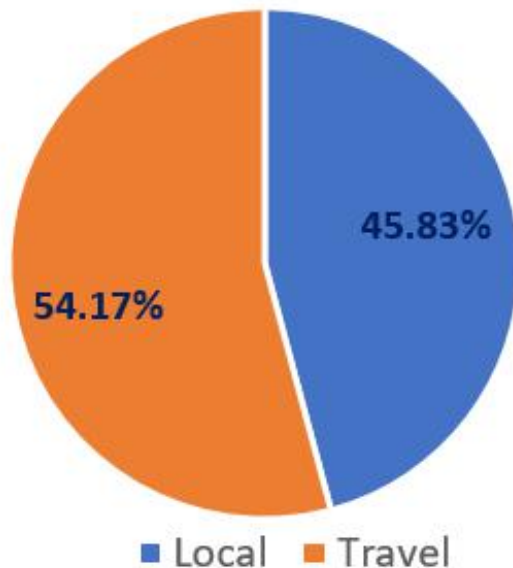
- Same thing as sport
- Good for you / keep fit
- Movement / keep moving
- Different to sport
- Walking
- Gym / exercise class
- Individual / own preference
- Part of your lifestyle
- Find it a chore



- Residents were generally **more positive** towards physical activity over sport.
- May be due to **associations with sport**, e.g. negative experiences, difficulty, inconvenient.
- Physical activity was related to **movement** or ability to **keep moving** and ‘keeping fit’.
- Most respondents commented they **wished they could do more** physical activity.

Are your hobbies local?

Are your hobbies local or do you travel?



- May reflect the available local options.
- The most common reason for travelling was for **the gym**.
- Other reasons were for **leisure activities, sport participation, and exercise classes** indicating organised 'active' hobbies were often pursued elsewhere.
- Hobbies were done for **enjoyment, socialising, through habit, relaxation, and to be active.** www.activecheshire.org

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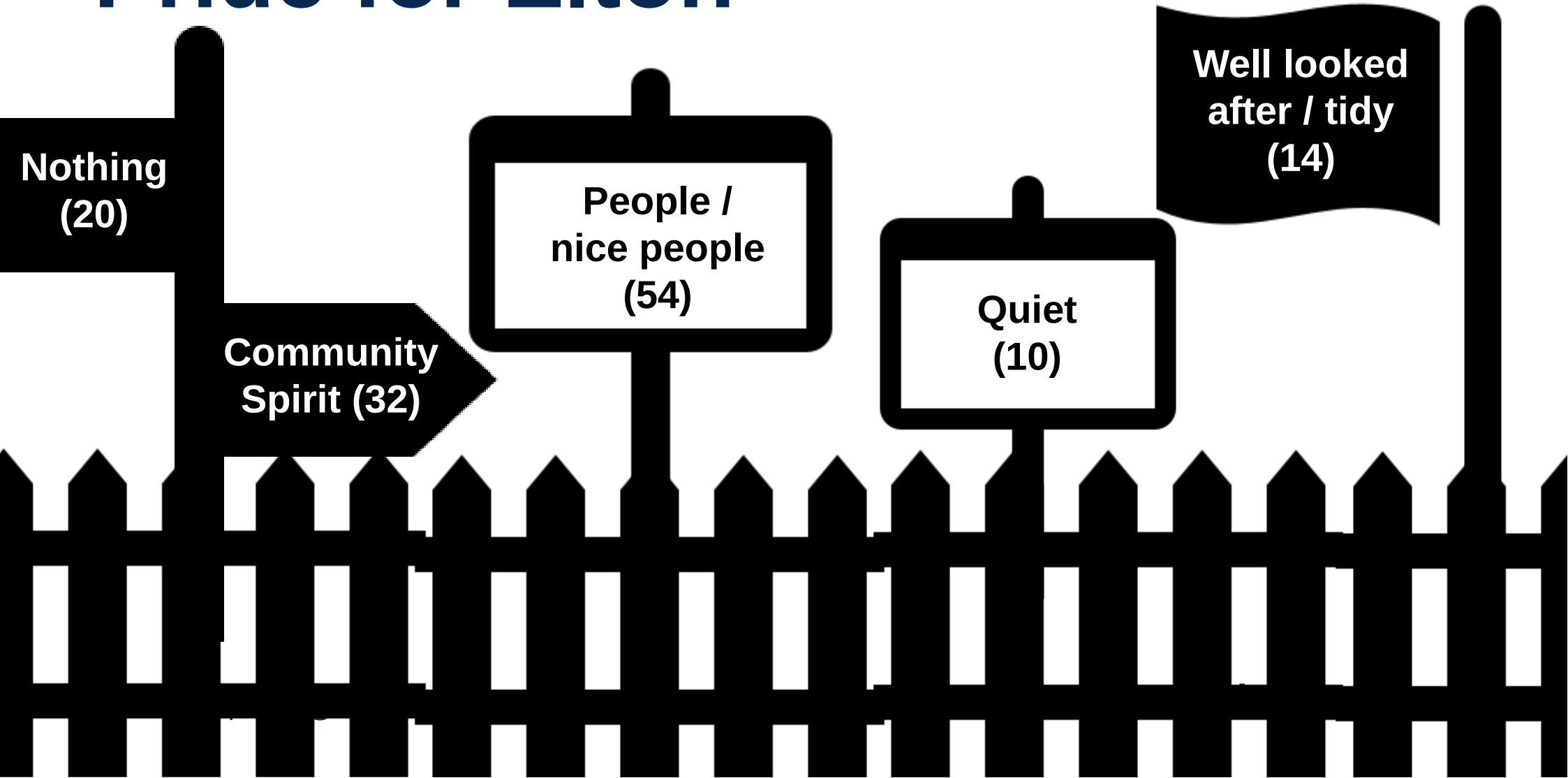
Part 2. Community

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Pride for Elton



What is disliked...

- There were **more things to be proud of** (202) than things to dislike (164) about Elton – based on 143 people responding.
- **Poor transport options** is a response that features throughout the survey, impacting employment, socialising, and the ability to be active.
- **Safety** from **speeding concerns** had an impact on willingness to use outside spaces, particularly for children and older people, which may be a result of the high number of road traffic collisions reported from CWaC.

What could be improved?

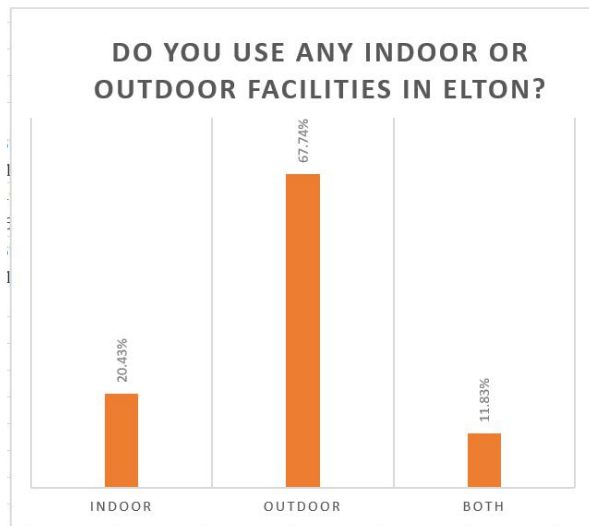
- Concerns over anti-social behaviour, vandalism, fly-tipping and dog fouling improved **with higher PCSO / police presence.**
- Residents required **more frequent, reliable, and extended public transport services.**
- Increasing **traffic calming measures** and developing **safer pedestrian routes and crossings.**
- Bringing back a **local post office.**
- Better maintenance of public spaces through weedkilling, grass cutting, rubbish clearing **more frequently.**

small steps. **big impact.**

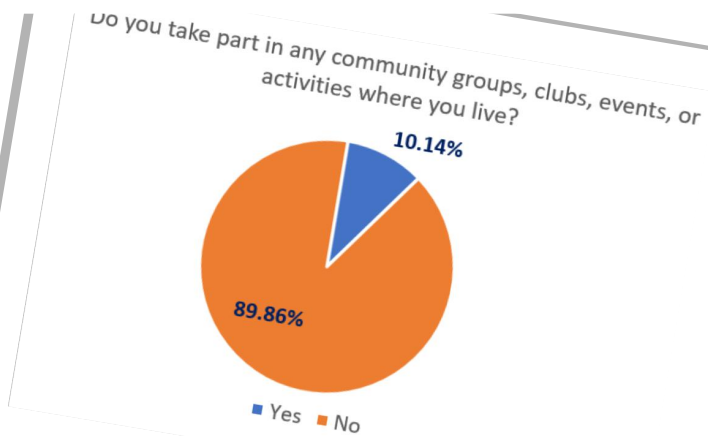
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Community facilities



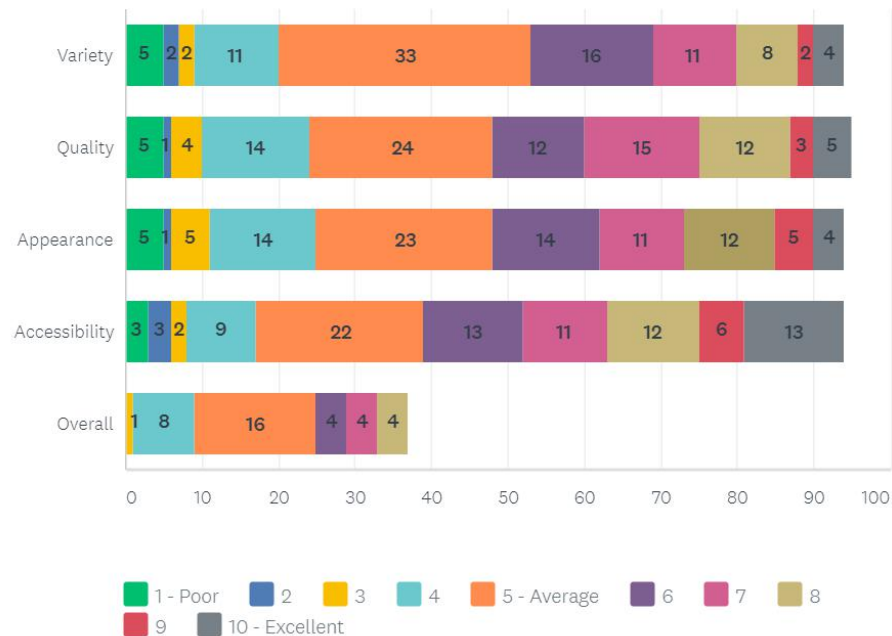
- Residents used **outdoor spaces more frequently**, primarily the **parish fields, farmers fields, and general footpaths** for dog walking, children’s play, walking and jogging.
- The **community centre and church hall** were used for community clubs and classes (Tuesday club, messy church, exercise), and private hire.
- Residents improvement suggestions included:
 - **Community exercise classes**, such as options for older people, gentle exercise (e.g. Tai Chi), after work options, walk and talk, and bootcamp.
 - **Local swimming facilities.**
 - **Outdoor gym equipment.**



Public spaces

- Public spaces were generally **positively rated**, getting 'average' or higher for the four variables.
- 38% offered suggestions of what could be done to encourage use of outdoor space.
- These generally echoed previous questions on improvements and dislikes, such as maintenance of public spaces, but also having more to do in these spaces.
- Despite high scores on accessibility, **disabled respondents were disappointed** at the lack of disability access in some public spaces.

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How would you rate public spaces in Elton?



Could anything be done to encourage more use of outdoor spaces?

Parish Playing Fields

- The fields were seen as a **good space**, with **potential to improve**, which most people wanted to see.
- **Presentation** was important for all age ranges, from simple maintenance to substantial instalments (e.g. flowers, water feature, somewhere nice to sit).
- Suggestions of **improvements for the kids** included basketball courts or hoops, skateboard and scooter park, play area, BMX bike tracks, and a shelter.
- For those wanting to use the space **for sport**, improvements were essential, from better maintenance of the grass pitch to installing a multi-use games area.



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Improvements to get you active

- More **safety** conscious, including **improvements to road safety** through traffic calming and **greater PCSO presence**.
- Inclusion of **walking, jogging** and **cycling routes** around and going out of Elton may encourage more activity through **easily accessible and safe environments**.
- **Equipment** for adults and children were suggested, including an outdoor and indoor gym, as well as previously suggested improvements to the playing fields.
- **Advertising what's on**, with one woman saying the community needed to “improve the **community newsletter**. It's OK but needs more information such as advertisement of activities and exercise classes”.

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Final Thoughts...

General thoughts...

- On the whole, people **like living in Elton**
- The village offers a **good lifestyle** for many that they do not want to see changed
- Generally they are **very positive** but also **very passive/apathetic**.

Things 'to do'...

- There are **events and groups** already available
- but these are **not promoted** well enough or regularly enough **through the right channels**.
- The range of activities is **not broad enough** to **engage key sections** of the community.

Road safety...

- Road safety and speeding traffic is a **major concern** for residents
- This parallels secondary data, demonstrating the issue as a **significant issue statistically**.

Facilities...

- Outdoor facilities are **actively used** by residents, mainly for dog walking or taking young children to the park.
- Indoor facilities **seem** busy, something going on, but most people don't go to the activity. The same faces involved in most groups.



Conclusions

There are **three** key themes around community issues that we have identified as important factors to address:

Village Safety

- Speed
- Traffic
- Anti-social behaviour

Improving the Public Realm

- Appearance
- Maintenance
- accessibility/isolation)

Community Activity

- Opportunities for socialising i.e. community events, regular activities (group & individual)

There are **three** specific target audiences we have identified to reach through interventions. Engaging these can have the greatest impact on the above issues:

Older people (49+)

- Health concerns / issues
- Can become isolated
- Inactive

Young people (0-18)

- Disengaged
- Anti-social behaviour
- Semi-active ('active' in school)

Women (26-48)

- At home mums
- Busy family/work life
- Inactive but want to do more



	Village Safety Speeding, Traffic Anti-social behaviour	Improving the Public Realm Appearance, Maintenance, Accessibility	Elton Community Socialising, events, regular activity.
Older people (49+) • Health concerns/issues • Inactive	A safer and more welcoming environment to encourage daily tasks by foot.	Accessibility reduces isolation. A place people want to be active in and out to enjoy.	Getting people out of their homes to build on community socialisation.
Young people (0-18) • Disengaged with community • Anti-social behaviour • Semi-active	Younger children able to 'play out' alone through safer environments and taking ownership to reduce vandalism.	Opportunities attractive to the age groups to be active. Having ownership over the design of these opportunities.	Regular events, making Elton 'more exciting' for the age group, promoting engagement.
Women (26-48) • At home [AH] mums • Busy family / work life • Inactive, but wanting more	Build on the desire to go walking after work / with kids in a safer environment.	Create an environment that permits individual and groups physical activity to fit in with busy women's lifestyles.	Promote socialising, reduce isolation of AH mums. Opportunities for working women around work hours as an individual and in groups.



Older People	Village Safety	Improving the Public Realm	Elton Community
Green Gym	<ul style="list-style-type: none"> Increased public visibility reducing anti-social behaviour. 	<ul style="list-style-type: none"> Basic and regular maintenance and improvements. Increase local volunteering. 	<ul style="list-style-type: none"> Meet new people. Have something to do. Multi-generational uptake. Community pride.
Walking Group	<ul style="list-style-type: none"> Benefits from traffic calming. Increased public visibility reducing anti-social behaviour. 	<ul style="list-style-type: none"> More welcoming environment. Benefits from specific and improved walking routes. Make aware issues on accessibility within the community by using public routes. 	<ul style="list-style-type: none"> Improve social isolation. Resident ownership. Community care.
Community Events	<ul style="list-style-type: none"> Encouraging a community to create a social environment all want to keep safe. 	<ul style="list-style-type: none"> Reduces the need to travel out of Elton for events. 	<ul style="list-style-type: none"> Builds on community feel Reduces isolation. Get people out their homes.



Young People	Village Safety	Improving the Public Realm	Elton Community
Play / activity equipment	<ul style="list-style-type: none"> Ownership of design may reduce likelihood of vandalism. Reducing anti-social behaviour from 'hanging round' through environment promoting constructive play. 	<ul style="list-style-type: none"> Inclusive and accessible design for all to enjoy. Appearance becomes welcoming of spaces that encourage play together. 	<ul style="list-style-type: none"> Ownership over design, implementation, and upkeep. Making Elton more 'exciting' for young people. Encourage young people to use community facilities over travelling.
Green Gym	<ul style="list-style-type: none"> Ownership over public spaces reducing anti-social behaviour. 	<ul style="list-style-type: none"> Basic and regular maintenance and improvements. Increase local volunteering of young people. 	<ul style="list-style-type: none"> Meet new people. Have something to do. Multi-generational uptake. Community pride.
Street play	<ul style="list-style-type: none"> Close cul-de-sac's & quieter streets for specific street play. 	<ul style="list-style-type: none"> Easily accessible equipment brought to the doorstep. Better making use of existing space. 	<ul style="list-style-type: none"> Bringing people out the house. Whole streets being together.



Women	Village Safety	Improving the Public Realm	Elton Community
Fitness / Exercise groups	<ul style="list-style-type: none"> • The creation of groups who can watch over each other within the community. 	<ul style="list-style-type: none"> • Benefits from developed and maintained community spaces • Promoted through newsletters, flyers, posters etc. 	<ul style="list-style-type: none"> • Reduces need to travel to exercise classes. • Promotes socialising, can reduce isolation for AH mums
Targeted walking groups	<ul style="list-style-type: none"> • Benefits from safer roads. 	<ul style="list-style-type: none"> • Benefits from specific walking paths and routes through, and maintenance of, public spaces. 	<ul style="list-style-type: none"> • Brings women together to build a network within Elton. • Reduce isolation for AH mums
Individual opportunity	<ul style="list-style-type: none"> • Benefits from reduction in anti-social behaviour of equipment / public spaces. • Safer roads builds on a desire to be active alone, with others, and with kids in public. 	<ul style="list-style-type: none"> • Incorporating equipment / space / opportunity to be active individually or in small groups creates a more welcoming environment for physical activity. 	



Recommendations

*In the following recommendations a broader calendar of community events appears across all areas. We believe an events group/committee including both settled and traveller community representatives would help enhance promotion and relationships between the two communities.

Low cost, quick wins:

- Develop a Green Gym initiative
- Kick Start Walking groups – formally adopted or more community-led knock and walk scheme
- Introduce ‘Street Play’ – closed street days for play activity
- Community events – coffee mornings, tea dance, pop-up festivals
- Increase promotion of existing/new opportunities

Medium cost, medium term:

- Full day community events – Sports Festivals, Music and Theatre events
- Promoting individual opportunities – local activity guide for every household with walking / cycling routes mapped, local challenges and games

High cost, long term:

- Play equipment – e.g. BMX ramps, basketball hoops, goal posts
- Community events – large scale, multi-day festival / celebrations
- Traffic calming infrastructure – speed cameras, speed bumps