

BOSTON BIG LOCAL

Project:		Promote Health and Wellbeing through fun/educational events for residents	
Lead delivery partner:		Boston Borough Council	
Theme: 1	Improving Health and Wellbeing	Priority:	5
Activity:	<ol style="list-style-type: none"> 1. Provide 2017 Boston Cycling Roadshow 2. Organise Health and Wellbeing event for Summer 2018 		
<p>Project outcomes (from SLA)</p> <ul style="list-style-type: none"> • Increased awareness of opportunities for local people to become active and healthier • Improved take-up of local facilities and clubs • Improvement in community cohesion by bringing people together from different backgrounds 			
Reporting period dates:	July – Sept 2017	Number and age of people benefiting from the project during the reporting period:	Wide benefit – significant impact on both residents and visitors
<p>Introduction</p> <p>Aim: -</p> <p>Organise community-based health-themed events to engage with residents in a fun and interactive way. Participants will be encouraged to access advice, local clubs and taster sessions.</p>			
	Activities completed	Contract target April 2017 – March 2019	Comments
Organise Get Cycling Roadshow for 28th July 2017	Get Cycling Roadshow completed 28/07/17	Completion of event, July 2017 COMPLETED	<p>A mixture of conventional and unconventional bikes, KMX karts, junior track and Megabus.</p> <p>Event well attended, with a good atmosphere. Junior track much busier than last year.</p>

<p>Organise Health and Wellbeing event for 2018</p>	<p>Village Cycles provided a free Dr. Bike cycle clinic service</p> <p>Date agreed for event – 10 August 2018, 10 a.m. to 4 p.m.</p> <p>Event to be promoted as 'Active Boston'</p> <p>Key attractions reserved</p>	<p>Completion of event in summer 2018</p>	<p>Serviced 16 bikes</p> <p>Central Park booked for 2018 to avoid potential clashes with other events</p> <p>Snappy title needed, scope of event is wider than physical activity</p> <p>Healthy cookery demonstrations and skate park, climbing wall and free bound</p>
<p>Additional funding and support secured</p> <p>Boston Borough Council</p> <p>Boston Borough Council</p>	<p>Part sponsorship of Roadshow (£1,810), provision of safety barriers, staff supervision and marketing (previously reported)</p> <p>Booking of Village Cycles to provide Dr Bike cycle clinic (£185) (previously reported)</p>		
<p>Use of local companies</p>		<p>Not specified</p>	
<p>Additional Information:-</p> <p><u>Cycling Roadshow:</u></p> <p>Free event advertised through posters (copy attached) and leaflets plus social media. BBL support publicised at event and on literature. Footfall count shows 1,023</p>			

people visited the outdoor event as spectators or participants between 10 a.m. and 3 p.m. Those who registered with Get Cycling for activities were 497, excluding the junior track where registration was not essential.

Participants were primarily children/youths and parents but also some grandparents/older people. Migrant community well represented. Junior track, catering for under 7s, very busy.

Dr. Bike cycle clinic introduced this year as a new attraction. Serviced 16 bikes, some of which were in serious need of attention and in a dangerous condition. Quote from one client: "Wow! I didn't expect you to do so much". The pedal powered mega bus proved popular with visitors offering trips around the Market Place. Information on Butterfly Hospice charity ride and healthy activities handed out.

Event reported in Boston Borough Council press release with full page photographic spread also in Boston Standard. Video footage taken.

The Market Place location and its hard surface are ideally suited to the Boston Cycling Roadshow. For 2018 our preference is to retain the Cycling Roadshow as a standalone event, rather than incorporate it within the planned 2018 Active Boston event. This would help hard pressed parents who are searching for free events during the summer holidays to occupy their children.

Plans for next reporting period

- Reserve Get Cycling Roadshow for Friday 27 July 2018 (requires use of part of the BBL funding allocated to the health and wellbeing event). This would mean two BBL supported events would proceed in 2018, at no extra cost, sandwiched between the 2018 beach days.
- Continue to reserve and book attractions for the 2018 Active Boston event.