

NEW FOREST NATIONAL PARK AUTHORITY

RESOURCES, AUDIT AND PERFORMANCE COMMITTEE – 5 June 2023

Team New Forest and Inclusive National Park – PEDALL: A partnership between the New Forest National Park Authority and Friends of PEDALL charity

Report by: Jim Mitchell, Access and Learning Manager, Shelley Filby, PEDALL Manager and Steve Trow, Friends of PEDALL Trustee

1 Summary

- 1.1 The Re:New Forest Partnership Plan highlights the need for a culture of collaboration to deliver key policies and measures to deliver for the New Forest and its audiences. The Authority has a number of existing partnerships in place that illustrate the Team New Forest approach. This paper covers the PEDALL programme which is a partnership between the Authority and the charity Friends of PEDALL. The PEDALL programme is key to our delivery of the Team New Forest and Inclusive National Park themes, enabling access and health and wellbeing benefits to people who might otherwise be unable to connect to the New Forest. The current three-year project is majority funded by the National Lottery Community Fund, and this paper outlines the impact of the work and the strategy for the next cycle which includes a new multi-year application to the Community fund for the period 2024-29.

Recommendations:

- 1 Members are requested to note the content of the report.**
- 2 Members are asked to approve an initial application to the National Lottery Community Fund for five years support totalling approximately £500,000.**

2 PEDALL Overview

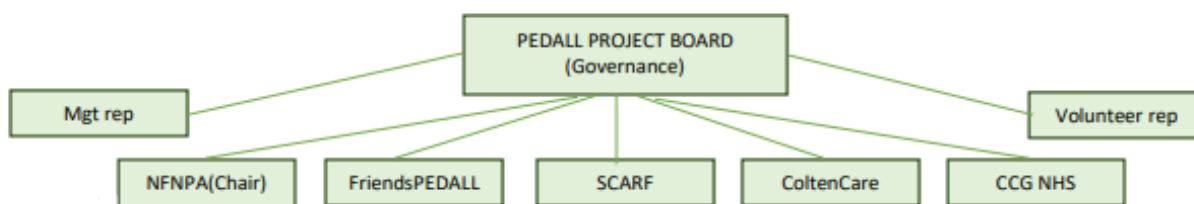
- 2.1 PEDALL is a wellbeing programme that provides cycling sessions for people who face a barrier or challenge to accessing the New Forest. A barrier is anything that prevents someone from being able to cycle without additional support, it includes:
- Age
 - Economic, cultural and social challenges
 - Health issues
 - Physical and mental disabilities
 - Special educational needs
 - Recovering from injury or illness
 - Anything else that prevents someone from being able to cycle

- 2.2 PEDALL, originally called 'New Forest Inclusive Cycling', was started in 2011 by the New Forest National Park Authority and New Forest District Council with a grant from Hampshire County Council's 'Inspiring You' fund. The Authority has run the project since its inception, employing the PEDALL staff and providing accommodation and operational support. Since 2017 it has been majority financially supported by the National Lottery Community Fund, matched with many other sources of funding including Sport England, British Cycling, corporate sponsorship, donations and income generation from ride fees.
- 2.3 The current PEDALL team comprises of PEDALL Manager Shelley Filby and Ride Leaders Gareth Jones and Phill Ritchie. They are supported by a group of over 50 excellent volunteers. The PEDALL team sits within the Access and Learning team within the Authority.
- 2.4 PEDALL's current three-year budget ends on 31 December 2023. This covers a £600k programme of which approximately £300k is provided by the Community Fund. This follows a three year funding agreement for the years 2017-2020 also supported by the National Lottery. We seeking to apply to the Community Fund again later this calendar year, which if successful, will be our third tranche of Lottery funding.
- 2.5 The last six years have seen considerable development and consolidation of PEDALL. Highlights include:
- Funding for a project team of two in 2017, enabling year round activity
 - The charity 'Friends of PEDALL' set up in 2018, enabling dedicated fundraising support and access to new sources of funding
 - A first successful base set up at Burley Yard in 2018, leased by Friends of PEDALL
 - Recruitment of a dedicated team of volunteers supporting the project, including training of volunteer ride leaders
 - A major fundraising launch event in 2019, 'Pass the PEDALL', which involved a relay ride of user groups
 - Grant funding from Sport England, British Cycling and Defra for a wide range of specially adapted bikes
 - An expanded staff team in 2020 with two ride leaders and a manager role
 - Outreach activity in Bournemouth and Southampton at community events
 - Establishing a new community hub and second site in Ashurst in 2022
 - Successful fundraising and activity presence at the New Forest Show in 2022
 - Starting a programme of training in bike maintenance for Brockenhurst College students in 2023
 - Continued success with corporate and community fundraising in 2023 including grant awards from UK Cycling, Peter Harrison Foundation and South Western Railway's Customer and Community Investment Fund.
- 2.6 The challenge for PEDALL is now to consolidate and continue its development, offering enhanced wellbeing activity and skills training. Much loved by its community of users, volunteers and supporters, PEDALL is still relatively unknown in the New Forest and surrounding area, and this provides further opportunities for funding, partnerships and new activities.

2.7 PEDALL has no allocated ‘core funding’ provided by the Authority, but the investment it has made over the years in terms of HR, IT, finance, communications, insurance, accommodation, management time, other in-kind resources and emergency ‘bridging’ finance (for example during Covid-19 lockdown) has been considerable. PEDALL will always require an ongoing source of revenue funding to pay for staff time and running costs; section 6 details the current thinking of the programme team and Friends of PEDALL on how this will be achieved for the five-year period 2024-2029.

3 Current Operating Model

- 3.1 The National Park Authority operates the project, administering and delivering all aspects of the day to day activity at the two sites as well as the outreach activity in Southampton and Bournemouth and at events such as the New Forest Show.
- 3.2 Operation takes place at both sites throughout the week. Burley has the wider range of specialist bikes and welcomes groups such as Minstead Trust (adult residential), Summerwood (adult residential), Brockenhurst College, Tiptoe Primary School, Forest Park School, Mencap and SCARF, Dorset Children’s Foundation and Dimensions (adult disability). 28 schools, colleges, residential care homes and charitable organisations were supported by PEDALL in 2022. Ashurst is developing as a community hub and activities there include a drop-in bike repair service, bike skills training for young people with additional needs, Pedall volunteer training, social and confidence building rides, alongside guided rides for the additional-needs community.
- 3.3 The NPA is responsible for delivery of the Lottery funded project. Delivery is managed through the PEDALL Programme / Project Board. PEDALL Programme Board is chaired by Patrick Heneghan (NFNPA) and comprises the following members:



ColtonCare and the NHS have been less involved over the course of the pandemic although remain involved. The NHS in particular are engaged through the use of the Ashurst site, and we are currently talking with the NHS to extend our lease to 2025 as well as discussing longer term plans for the community health and wellbeing function of the site.

3.4 Forestry England are another key partner and have been very supportive, leasing the base at Burley Yard, as well as assisting with operational use of the site with other uses and also permitting access to the off-road cycle network around Burley and Ashurst.

- 3.5 PEDALL has its own website, www.pedall.org.uk, which includes details of the rides, booking system and photos and descriptions of the range of bikes. PEDALL also has a Facebook page (1,000+ followers). PEDALL is featured on the Authority's social media / website and is also part of the volunteering offers on the site.
- 3.6 PEDALL's operation team is very dependant the dedicated volunteers who support all aspects of the project including supporting rides, leading rides (with relevant training), maintenance, welcoming groups and much more.
- 3.7 PEDALL operates one of the most diverse fleets of specialist cycles in the country, which offer different seating positions, have three or four wheels to increase stability, and use straps and harnesses to help support body weight to accommodate a range of disabilities.

4 Friends of PEDALL

- 4.1 The Friends of Pedall charity was set up in 2018 with the purpose of 'promoting community participation in healthy outdoor recreation by the provision of facilities for cycling'. One Authority Member is an *ex officio* trustee: previously David Harrison as the Friends' Chair, now Steve Trow as Secretary.
- 4.2 The main function of the Friends' to date has been to raise money for PEDALL, to provide match funding for the first two Community Lottery awards. The charity can also apply for sources of grant for which the Authority is not eligible and is the leaseholder for the Burley and Ashurst sites. The Friends' also seek to promote public awareness of the project's goals and objectives and to provide practical help, including design and IT advice. In addition, the Friends' provide a steer through involvement with the Programme Board, as well as specific advice depending on the skills and experience of the trustee contingent, which has included considerable legal, communications and funding advice in the past.
- 4.3 The immediate priority of the Friends' is to rebuild and extend the Board, as several trustees are constitutionally required to stand down in the summer. Two good trustee appointments have been made recently and the Friends' are pursuing others with the aim of making the board more resilient and more diverse. The constitution is also being overhauled to make it more fit for purpose, mindful that the Friends' may be asked to take a greater role in future fundraising. The five year duration of the next lottery bid is intended, in part, to allow for the further strengthening of the Friends'.
- 4.4 The Friends' are also beginning to develop a new funding strategy to build on its previous successes. As well as grant-giving institutions, the trustees will increasingly focus on the potential of local authority and commercial sponsorship, crowd-sourced funding and philanthropic giving.

5 Impact

- 5.1 The best way to witness the impact of the programme is to experience a ride with one of the many groups that regularly visit and see first-hand what it means to them. A short video produced by the Minstead Trust captures some of the riders' feelings about the project.

[Cycling with New Forest Pedall - YouTube](#)

- 5.2 A comprehensive Social Return on Investment (SROI) study for the 2017-2020 period was carried out by Envoy Partnership, a social value and impact management consultancy. They found that for every £1 invested in PEDALL over this period £6.50 of 'social value' was gained (this excluded the health and wellbeing gained by volunteers themselves, which is considerable and would result in an even higher figure if valued).
- 5.3 Envoy Partnership are also carrying out annual evaluation reports for the current 2020-2023 project. The 2022 report included results from a rider and family feedback survey.
- In response to the statement 'I feel healthy' **86%** of Riders answered either much more or a little more than before engaging with PEDALL
 - **80%** agreed with 'I feel happy' after engaging with PEDALL
 - **86%** said they were doing more exercise now than before
 - **76%** said they knew more about how bikes work
 - Two-thirds of riders agreed with the statement 'I am learning more about the Forest and Nature'
 - **94%** reported that riders were able to concentrate and focus on something for longer
 - **100%** said that they had seen a sense of enjoyment from the natural environment and wildlife amongst riders
 - **94%** felt that the rider was confident interacting with other people often or all the time on rides
- 5.4 Other qualitative feedback included:
- 'The children have been able to try different cycles, which would not normally be available. This has made it accessible and they probably would not be able to cycle without it. They have also progressed to two wheels!'
 - '[He] has never previously been able to cycle. He finds the experience exhilarating and enjoyable particularly the sensation of speed. He has learned to makaton (sign language) 'cycle' so that he can ask for a return visit'
 - 'Hysterical company from the other users and a very jolly and helpful team of organisers. My son is generally very happy as long as he is with people who are also happy and jolly which the PEDALL team were! The experience was an activity that my son could access - which there are very few - so to be able to join was a real pleasure for us both and made me happy and my son very happy'
 - 'Great to be getting exercise in the outdoors again (I used to be an ecologist). Great to be back on a bike. I had a stroke last year but have been a cyclist since childhood'
 - 'I found the experience really good. Being able to try different cycles, with the help of the wonderful volunteers. I would definitely use PEDALL again and book one of their tours when in the neighbourhood'
 - 'More physical exercise. Being outdoors. Meeting new people. All leading to benefits to well-being. Lovely volunteers'

- ‘Loved the experience - even in the rain! Trainers were brilliant, very helpful, knowledgeable and great leaders’

5.5 The report identified the key differentiators of PEDALL in the context of local provision and other services, including:

- Enabling direct access to the very special natural environment of the New Forest
- Having one of the most diverse fleets of adapted bicycles in the country, that can support a wide range of physical and mental health conditions
- Passionate volunteers who are cycling enthusiasts and seek to contribute to others’ capabilities and wellbeing through cycling in nature. Having skilled project leaders, in terms of both fleet maintenance and ride session management.
- Partnership working with schools/colleges, charities, care homes, local businesses and the NHS.
- Focusing on a significant and growing gap in need amongst families and individuals coping with a diverse range of health conditions.

5.6 For the Authority itself, it is invaluable to have such a high quality programme to highlight the inclusive opportunities for National Park second purpose delivery. PEDALL has been the location for many visits by Ministers, MP’s, funders and other groups coming to the New Forest to find out about the work of the Authority and its key partners.

6 Expenditure and funding

6.1 A summary of the expenditure and funding for the period 2021–2023 is presented in the tables below.

Project Budget			
	Year 1 Actuals	Year 2 Actuals	Year 3 Forecast
Revenue Costs			
Project Staff (2 x ride leaders, 1 x project manager)	£90,458	£93,470	£106,131
Overheads IT, HR,	£5,479	£11,244	£11,371
Base 1	£0	£2,326	£2,373
Bike Maintenance	£3,099	£6,271	£6,396
Van Running Costs	£1,309	£1,476	£1,535
Volunteers and training	£4,249	£3,577	£3,649
General running costs	£1,376	£627	£640
Evaluation	£4,000	£4,029	£4,000
Marketing and promotion	£1,683	£977	£9,000
Revenue Costs	£111,653	£123,997	£145,094
New base set up	£10,802	£0	£5,000
Bikes (capital)	£25,356	£63,935	£35,000
Base 2 (Ashurst)(capital)	£25,000	£3,166	£5,100
Capital Costs	£61,158	£67,101	£45,100
Total Project Costs per year	£172,811	£191,098	£190,194
Three Year Project Costs			£554,103

Pedall Project Funding 2021-2023					
Source of Funding	In Kind	Secured	In process	Unsecured	Total
Lottery Community Fund		£297,190			£297,190
NPA	£28,094				£28,094
Sport England		£44,581			£44,581
PEDALL Ride income		£25,395	£12,000		£37,395
Friends of Pedall Fundraising Event		£7,355			£7,355
British Cycling		£25,356			£25,356
Business Sponsorship - NF Show		£895		£10,000	£10,895
Health Education England		£11,000			£11,000
DEFRA Grant		£58,181			£58,181
Enliven Exeter University - Dementia Project		£3,000			£3,000
South Western Rail Community Fund		£44,000			£44,000
Peter Harrison Foundation		£20,000			£20,000
Cycling UK		£3,000			£3,000
	£28,094	£539,953	£12,000	£10,000	£590,047

Notes on the table above

- Unspent income can be carried into the next funding cycle
- The Defra accessibility grant provided money in 2022 (via the Authority) to purchase bikes better suited to new audiences

7 Application for period 2024-2029

7.1 We are starting the process of application to the Community Fund and have regular meetings with our funding manager to clearly understand how we can meet the priority objectives for that fund. This work sits alongside a wider funding strategy being developed with Friends of PEDALL.

7.2 The PEDALL team have identified the need to:

- Continue to grow momentum and engagement within additional-needs community through targeted outreach
- Increase inclusivity of project through involvement with volunteering and program board
- Expand our offer to the additional-needs community through 'bike maintenance' skills training courses at Ashurst Community Hub
- Expand our community awareness through bike drop-in repair offer and social, confidence rides at Ashurst Community Hub

7.3 Early 'targets' we are putting together for inclusion into the next application are:

- Deliver 50 x 6 weekly group ride courses each year
- Run 70 'open ride' sessions per year
- Cycle with 4,500 riders per year (including community outreach events)
- Communication targets - Feature monthly in NFNPA social media, newsletter and publications promoting an inclusive and accessible National Park
- 30 volunteers giving over x 1800 hours per year
- 10 x community outreach events per year
- 5 x bike skills courses for young people with additional needs delivered at Ashurst Community Hub
- Expand community support – help 50 people with drop-in bike repairs per year at Ashurst Community Hub

- Ride with 10 new organisations per year – Target organisations to include additional-needs schools and colleges, charities that support underprivileged groups, groups supporting dementia and inclusive activities, social prescribers and community interest groups

7.4 Draft headline figures for the next five years are for a total maximum cost of £1,018,000. We are considering an application to the National Lottery Community Fund of a maximum of £500k. This will be amended in the light of further conversations with PEDALL team, Friends of PEDALL trustees, National Park Authority staff and contacts at the National Lottery.

8 Summary

- 8.1 PEDALL is an inspiring partnership project delivering the second purpose of National Parks and the 'Inclusive National Park' theme of the Partnership Plan, illustrating the benefits of the Team New Forest approach. PEDALL enables people to connect and benefit from being in the beautiful surroundings of the New Forest, supported by a caring and skilled team.
- 8.2 National Park Authority support and sponsorship of the project has been a key element in its growth. A critical factor has been the partnership with Friends of PEDALL, resulting in considerable match funding being brought into the project as well as skills and knowledge from trustees to help steer PEDALL's development. The National Lottery Community Fund has been a huge supporter of the project, providing over 50% of all costs over the last six years.
- 8.3 The project has grown and established a local presence, and delivers good value for money and impact. It now faces a challenge to consolidate its success and secure funding for the next period of its development. Continuation funding from the National Lottery Community Fund, matched by funds raised by Friends of PEDALL, would enable an exciting new period of delivery and development over the period 2024-2029.

Recommendations:

- 1 **Members are requested to note the content of the report.**
- 2 **Members are asked to approve an application to the National Lottery Community Fund for five years support totalling approximately £500,000.**

Contact:

Jim Mitchell
Access and Learning Manager
Jim.mitchell@newforestnpa.gov.uk