

PROJECT GROUP MEETING 3 22 April 2010

DISCUSSION ON INITIAL FINDINGS

Overall Reactions

- Support my 'gut feeling' re-assurance I'm on the right track
- Great to be focussing on wider options
- 'Stepping Stone' idea, to move people into activity using what they are comfortable with
- Very impressed with thoroughness of report and ability to make the complex 'simple'
- Very interesting and comprehensive
- Presentation very interesting; content very comprehensive, without causing information overload
- Activity interests – Walking; Outdoor Gyms; Grow Your Own; Community Gardens
- Pleased with results – fit in with Bentilee Valley objectives
- No surprises!
- A lot of useful information, with added benefit of Ward specific breakdown / segmentation
- Thorough analysis, interpretation and presentation of what data / survey are saying, aligned to strategic priorities
- A lot more cross-working and joining-up required – strategic and operationally (e.g. NSRP Urban Planning)

What 'hit the right note'?

- Evidence of 'Grow your Own' – very popular at the moment
- Need to make better use of resources we have
- Communications between Sections / Agencies needs to be better
- Take an idea and develop it, rather than attempting too much
- Make it sustainable – local investment in project
- AIT's lead for Neighbourhoods
- Strategic and 'joined-up' approach essential
- All of it!
- The 3 main inactive groups
- % of people who would like to eat more healthily
- Walking as the preferred means of exercise
- Yes – support results
- Statistics show that residents (65%) want to do more physical activity
- Good that so many use Parks + eat healthily
- No negative to eating more healthily
- Taking a simple, pragmatic approach
- Don't run before you can walk!
- Emphatic on making better use of what we already have
- Segmentation – option preferences for them – 'The Offer'
- Building on current initiatives (Step by Step) approach – (i.e. Walks)
- The continuum model + prioritising the options to ensure movement along for more that are sedentary
- Support greater debate and cascade findings more widely, as important to get buy in

Have we missed or misinterpreted anything significant?

- Not in my area of interest (i.e. Food Growing)– cannot comment on other areas (i.e. sport)
- Sample size?
- Low confidence in the 'Motivation' figures
- Page 27 of report – adds up to 29%, which may have implications for PSHE lessons or Domestic Science in schools (bottom 3 reasons)
- Nothing springs to mind, although very interested that Outdoor Gyms came out as desired in the South Eastern Neighbourhood
- Would like more information on the appetite for 'cook and eat' courses
- Safety – must mean something to 'time pressed females' and older people.
- 51% use Parks, but must be 49% that don't → need to improve on 50%
- 65% want to do more – need to check out

Any Other Comments

- The allotment option may look low, but reflects national trends **but** those who do want that option figures = availability, so can maximise my asset, and not worry about under-provision = can concentrate on developing other areas (i.e. 'Grow Your Own' in gardens)
- Really need NSRP to be fully behind this + link to Stoke as a Green City
- Promote 'health by stealth' – Healthy Urban Planning Principles
- Being part of this group has motivated me to change! Now eating healthily, and doing daily exercise on Wii – Brill!
- Looking forward to seeing the Neighbourhood Profiles
- The findings will support the Bentilee Valley Masterplan, and we fully support the findings
- Would want to work in partnership (NHS; SOTCC; Residents / Groups, etc) to deliver Community Garden; Fitness Trails, etc in the Bentilee Valley, to improve the lives of local residents
- Some physical development is required, but focus needs to be on operation / encouraging use of Parks – make them Community spaces
- Data we know is subjective – e.g. eating 3 or 4 portions of fruit & veg per day is a high response, but we know reality will be lower

COMMUNITY FOOD GROWING / COMMUNITY GARDEN OPTION

