

## Come Outside! | **Headline Results and Key Learning**

The objective of the Come Outside! programme (Nov 2012-Mar 2016) was to enable those experiencing deprivation or disadvantage to take part in outdoor activities (not including sport) which increased physical activity levels and delivered health and wellbeing benefits. The programme also aimed to influence the way in which community, health and social care providers used outdoor activity in the delivery of their services. Trilein Ltd and Shephard & Moyes Ltd were appointed to conduct a programme evaluation (started 2013). **We can report that the Programme has successfully achieved its original objectives and delivered important learning for future initiatives.**

**"I feel like life is worth living again."**

### The Come Outside! delivery model is effective and replicable

The delivery model in the table on the next page was developed over the last 3 years. The table shows how the model has been effective at enabling people to adopt more active lifestyles by supporting them through the recognised stages of behaviour change. The table details the main participant outputs and outcomes achieved.

### To achieve change, Regional Coordinators need to be skilled at delivering across the community, health and outdoor sectors

The delivery team, who were skilled in community development and knowledgeable about the health and wellbeing benefits of outdoor activity (over indoor activity) were key to the success of the programme. They identified and facilitated collaboration between community groups, support organisations and activity providers to influence existing service provision to work in a different way, rather than creating new services.

### It takes more time and resources to enable people to overcome multiple barriers but the impact can be significant

The programme's outputs and outcomes are a reflection of its success at engaging very vulnerable groups and service users, many of whom have chaotic lives and multiple barriers to participation. Whilst this has often resulted in long lead-in times before the first activity session, higher drop-out rates and unpredictable and fluctuating participation levels, the positive impact on those who have remained involved has been significant.

### Programmes need to be long enough to enable sedentary participants to build up to regular activity, which is when they gain the most benefits

By year 3, the programme had built up significant momentum. 66% of all sessions were delivered, and a 1/3 of participants were engaged between April and December 2015. This has meant that the impact monitoring to December 2015 could only reflect the early progress of 1,100 new beneficiaries. However, the evidence showed an increase in confidence and self-esteem, essential to enabling them to move towards behaviour change in 2016.

This evidence, combined with case study reports and officer's observations suggest that the number of beneficiaries becoming regularly active will continue to increase. This is supported by the graph opposite which shows a continual upward trend in the number of beneficiaries involved in regular activity. Also, the programme's delivery has focussed on capacity building, enabling individuals, groups and organisations to continue to sustain independent outdoor activity.

**"I was feeling really low this morning. I feel better now. I might go dance round a tree haha!"**

### Those who have most to gain from outdoor activity can be reached through the community, health and social care sectors

The programme has worked with organisations who are already working with the target audience. These have included service providers for people with mental and physical disabilities, those tackling addiction, homeless people, young people not in education, employment or training (or at risk), black and ethnic minority groups, learning and family support services and Welsh Government's tackling poverty Communities First programme.

### Outdoor activity can be embedded into service provision if the benefits to service users is demonstrated

68% of service providers reported that they have changed the way they work. They have dedicated more officer time to outdoor activities, provided/paid for outdoor activity training for support workers and provided transport and budget to enable service users to participate in outdoor activity, as part of improving service provision.

**"Most of our service users are very isolated and live sedentary lives – this gets them out the house – most would be inactive, at home if the project didn't exist"**

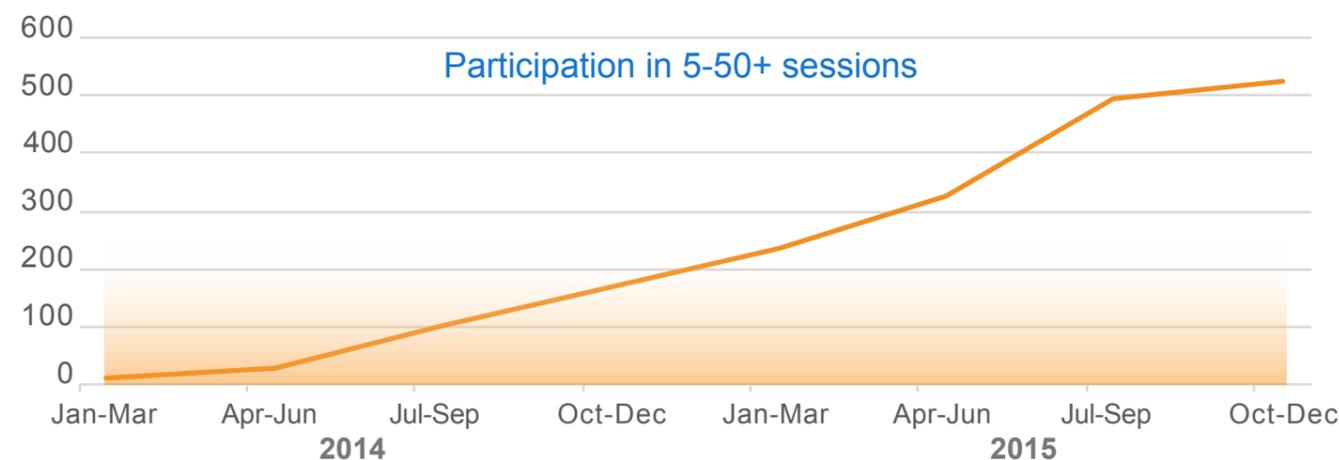
### Outdoor activity provision can be adapted to deliver greater benefits

75% of outdoor activity providers report that they are now designing their services to meet the needs of service users and community groups, delivering the benefits they want. 71% are now working with a greater diversity of participants.

**"In social services some teams did outdoor activities but this wasn't standard practice. But now they all have the opportunity to do the geocaching as we have the kit and skills. Previously we wouldn't have always considered outdoor activities, but it's really opened our eyes to new opportunities"**

### The Come Outside! approach offers value for money

Analysis of the amount of money needed to increase someone's wellbeing shows that for every £1 spent, Come Outside! has generated between £5 and £17 of social value, in terms of improved confidence, self-esteem and physical activity levels.



<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Come Outside! 2012-2015 Outputs and Outcomes</p>	<p><b>Beneficiaries (Welsh average in brackets):</b></p> <ul style="list-style-type: none"> <li>88% live in a deprived Communities First area</li> <li>25% are unemployed (6%)</li> <li>10% are from a black or minority ethnic group (4%)</li> <li>21% are sick or disabled (6%)</li> <li>29% state they are physically inactive (13%)</li> </ul> <p>260 organisations are involved in the programme</p> <p><b>3,370 people involved in at least 1 outdoor activity session</b></p> <ul style="list-style-type: none"> <li>2,585 beneficiaries engaged in 100 groups and</li> <li>775 attendees at 7 one-off engagement events, with 90% reporting an interest in finding new ways to be more active, as a result of the event</li> </ul> <p><b>Average number of sessions attended for all participants is 3.5. For different economic status groups:</b></p> <ul style="list-style-type: none"> <li>Unemployed - 5.5 sessions</li> <li>Sick or disabled – 6.9 sessions</li> <li>Retired – 10.3 sessions</li> </ul>	<p>51% of beneficiaries from 82 groups involved in at least 2 taster sessions</p> <p><b>95% satisfaction level</b></p> <p>80% of stakeholders said the programme had reduced the most significant barriers to participation:</p> <ul style="list-style-type: none"> <li>Lack of confidence</li> <li>Lack of motivation</li> <li>Limited/no knowledge about what to do and where to go</li> <li>Limited experience</li> <li>Lack of skills</li> </ul> <p>93% of stakeholders want the programme to continue</p>	<p>902 beneficiaries involved in 3 or more sessions and 525 involved in at least 5</p> <p>Although impact monitoring to December 2015 could only reflect the early progress of 1,100 new beneficiaries:</p> <ul style="list-style-type: none"> <li>84% of beneficiaries achieved at least one of the programme outcomes</li> <li><b>Beneficiaries reporting high confidence in taking part in sessions increased from 45% to 91%</b></li> <li><b>Beneficiaries reporting high self-esteem increased from 43% to 79%</b></li> <li>83% of stakeholders reporting improved mental wellbeing of their group members</li> <li><b>Beneficiaries reporting that the programme influenced them to be more active increased from 43% to 80%</b></li> </ul> <p>Beneficiaries have been involved in over <b>1,000 outdoor activity sessions</b></p>	<p>196 beneficiaries involved in between 10 and 60 outdoor activity sessions by Dec 2015</p> <p><b>Nearly half the groups are now entirely self-organising/need minimum support, and another third now have independent leaders</b></p> <p><b>An estimated 500-700 beneficiaries are taking part in regular outdoor activities outside of the organised sessions</b></p> <p>94% of stakeholders report group members are now more physically active and the <b>percentage of people leading active lives has increased from 48% to 78%</b></p>		
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Come Outside! Delivery Model</p>	<p><b>Stage 1 - Scoping</b></p> <p>Find potential participants who fit the Welsh Government's target population for increasing physical activity.</p> <p>Find partner organisations who can support the participants to sustain a more active lifestyle.</p> <p>Engage with potential participants, through service providers and existing community groups (which are not set up to do outdoor activity) to understand their interests, aspirations and barriers.</p>		<p><b>Stage 2 - Demonstrating</b></p> <p>Involve participants in 1-2 bespoke outdoor activity taster sessions. Provide memorable experiences, address barriers and demonstrate personal benefits. Monitor impact to demonstrate the benefits to participants and service providers.</p>	<p><b>Stage 3 - Influencing</b></p> <p>Build motivation, confidence and knowledge, encouraging and enabling participants to take part in more regular outdoor activity sessions. Continue to address barriers, broaden experiences and encourage with rewards and incentives.</p>	<p><b>Stage 4 - Enabling</b></p> <p>Encourage and support independent, active lifestyles with information, resources, contacts, networks, essential equipment and training, including the Come Outside! Activity Skills Learning Programme.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Behaviour change model</p>	<p><b>Pre-contemplation</b></p> <p>Participant does not yet know they need to change</p>		<p><b>Contemplation</b></p> <p>Participant knows they need to change but not how</p>	<p><b>Preparation</b></p> <p>Participant takes steps towards change</p>	<p><b>Action</b></p> <p>Participant makes change</p>	<p><b>Maintenance</b></p> <p>Participant continues with change</p>