



Proof of Concept Report for Vista

RIDES IN THE PARK CONSULTATION DRAFT

Leicester Wheels for All

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The cover picture was published by Vista on Facebook, May 3rd, 2019 following the prototype “Rides in the Park” event.

Introduction

1. Proof of concept is a term in general use by service organisations and can apply to technical products and business development initiatives¹. In short, Leicester Wheels for All (LWFA) wants to test our idea with Vista for a new service which will be known as "Rides in the Park" (hereafter RITP).
2. Together we designed and ran a prototype event that took place on 3 May 2019. This report is the evaluation. How did it go? How could we fund it? Will our prototype be capable of turning into a regular and high-quality service for older people and people with different needs whether or not they live in care homes and social care organisations in the City of Leicester? For some more details of the prototype event see <http://leicesterwfa.org/wpress1/2019/05/03/rides-in-the-park/>
3. This report is a **Consultation Draft**. It acknowledges that LWFA does not wish to constrain options or dictate outcomes about any aspect of the project. We have enough to be able to say that the prototype went well, lessons were learned and that there is a continuing demand for the service. We continue to welcome comments as we determine the best way ahead.

Executive Summary

4. This report examines all features of three possible shapes of "Rides in the Park". The three types are,
 - a. "Go to the care-home to pick up residents" (TYPE 1),
 - b. "Come to the Park" (TYPE 2); and,

¹ https://en.wikipedia.org/wiki/Proof_of_concept#Business_development

c. "Come to Saffron Lane" (TYPE 3).

5. The conclusions at the end of the report are that

- a. the optimum model, with the potential for good take-up is **TYPE 2** – and the most attractive location is Abbey Park See Table 2.
- b. The lowest cost to LWFA and potentially the highest take-up would be achieved by **TYPE 3**
- c. The highest cost model (and with the lowest number of participants) is **TYPE 1**
- d. Client care homes that are willing to pay the costs for (c) above should be offered that service thereby meeting their requirements. The insurance arrangements are that we can utilise council rickshaws and pilots providing our events are accessible by and advertised to the public.
- e. The preferred payment model confirmed by our Proof of Concept partner is to obtain funding via grants from donors, whether charity funding bodies or by public subscription. However it is open to social care organisations to pay the costs for each event commissioned from LWFA.

Aim of the Study

6. For all stakeholders of the project, including city based residential and social care home participants, to investigate suitable locations for the event, try the cycles in the parks between the central and North areas of the city, visit the New Wycliffe Vista Home at Rushey Mead and discuss how to shape the prototype RITP event on May 3rd.
7. We examined all possible shapes of all three TYPES and test each one. Without constraining the scope of the project at the outset the team thought of three variations in event which were: -

- a. Go to homes and pick up residents (TYPE 1)
 - b. Come to the Park (TYPE 2)
 - c. Come to Saffron Stadium² (TYPE 3)
8. The Parks and open spaces visited were Cossington Street Recreation Ground, Rushey Fields, Watermead Country Park South, Belgrave Meadows, Ellis Meadows and Abbey Park.
9. To assess the following attributes for each of the three “types”:
- a. Attractiveness to participants
 - b. Optimum event site for nearness to the maximum number of city-based care home residents
 - c. The need for a minibus (Participants getting on and off twice)
 - d. The operational costs
 - e. Availability of accessible toilets
 - f. Resources needed and action to be taken if breakdown or accident occurs to retrieve equipment from the event and return it to store.
 - g. Access for care home mini-buses at the venue
 - h. Availability of refreshments

Trial Run

10. On Friday April 5th a group from LWFA went out on a ride to the New Wycliffe Home with the aim of deciding how to design the prototype event, train on and try out the Council rickshaw cycles and evaluate possible locations against the list of features in section 8. In addition to the rickshaws we had a tandem and a conventional cycle. The group went to the parks and open spaces listed in section 13.

² Saffron Stadium is not a park, but it is included to complete the picture. It is an attractive location with good access for care home minibuses.

Rickshaw Statistics on Trial Run

11. Rickshaw distance travelled: 9.7 miles
 Battery condition when handed back at the Bike Park: 2
 "bars" consumed.

Table of Costs based on the Prototype event.

12. The following table shows how we might cost the RITP events.

	No of people	Hours each	Total Hours	Cost at £11#	Resources Cost	Total Cost People + Resources
Rickshaw Pilots	2	3	6	£66		£66
Session Leaders	2	2	4	£44		£44
Logistics	2	4	8	£88		£88
Luton Van					£100	£100
Fuel					£12	£12
Overhead Recovery					£200	£200
TOTAL COSTS						£510

Notes on the Table of Costs

For the prototype we utilised 9 people in support of the event, including three trustees. The costs column shows assumed costs for running RITP during "Business as Usual". Six people is the minimum (two to pilot the rickshaw type cycles, two to run the session and two other people running the logistics and site preparation. There is the possibility that Rickshaw pilots will be funded from another source and this would change the costs to LWFA. The costs tabulated do not include back-office functions such as event planning, site preparation, risk assessments, liaison with clients, consultation with Parks and other Council staff, invoice preparation, dealing with delays and handling queries.

We are considering separation of the logistics effort from session leading. This will enable us to increase the capacity of our session and cycle leaders at the front line. Although this is for further discussion our team does not want to constrain options so soon after the prototype event. The feeling is that it is essential to separate logistics from session management if we are to expand our

services to more participants and grow the capacity to increase the number of sessions delivered. LWFA has arrived at the point where it needs to start doing things differently to be able to continue the rate of expansion needed without overstressing our team. We are scraping the surface of an unmet need for activity services like RITP.

Logistics costs can also be reduced when Rides in the Park enters business as usual if the option to buy a van using a grant from the County Council succeeds. We propose to apply for a capital grant to fund the acquisition of transport against a business plan that forecasts savings of direct and indirect costs. Hiring a vehicle involves too much slack time collecting and delivering back a hire vehicle which involves traversing the city, often at rush hour, together with the administration effort involved.

The Prototype event was run on a mixture of paid and volunteer staff. As a matter of policy LWFA is most likely to operate a paid model of independent contractor session leaders, cycle pilots and logistics support.

Some Lessons Learned about Parks and Open Spaces through which the group travelled.

13. *Cossington Street Recreation Ground:*

Although barriers on the Orchardson Road side entrance are too narrow for a rickshaw it was easy to by pass them by going on the grass. (It calls into question what the barriers are for – if they can be bypassed easily by a rickshaw.)

Rushey Fields

could probably be traversed satisfactorily on a rickshaw – on our first pass it was decided not to risk being blocked in by a motor cycle barrier at the north exit onto Rushey Close thereby having to retrace our steps. When two of our group went over the track again later that day it was noted that the rickshaw might have got through. (We will try this again when convenient.)

Watermead Country Park South:

The approach to the park from New Wycliffe on recognised cycle paths along Melton Road was safe but slow due to

long periods waiting at traffic lights. Some of the crossings have long phases between "Go" for pedestrian and cycle phases. It was also assessed by our team as uncomfortable for participants with dementia or autism. The noise and closeness of fast-moving traffic, especially cars to and from Melton Road and Troon Way, could be upsetting for participants.

However, the Vista clients at the New Wycliffe Home said that the presence of the pilot and a carer in the rickshaw alongside care home residents would mitigate any anxiety. Importantly the Vista respondents are keen to enable a straight forward journey from the home to Watermead Park South. The LWFA session leaders involved in this study acknowledge New Wycliffe's staff approach which is to normalise their residents' life experience as much as possible, including traveling by rickshaw from the residence to the local park (which happens to be Watermead Country Park South). This point is completely understood by our team. We will discuss this further with Julie and Susan and see if we can cost and offer a package for their requirements. It would need to be transport supported.

During discussions with Vista staff we observed that a trip to Rutland Water would be appreciated. It was at this point that we all had to face the fact that our own individual and family experiences include visits to more distant areas for recreation. If for us – why not for New Wycliffe residents, too? This study is focussed on trying to identify the optimum model in terms of user experience, attractiveness, logistical efficiency, costs and risks. When we go out for funding one of the points that we will make to donors is that the project is not all about keeping costs down. Inevitably, we need to make our £ go further and that implies maximising take-up by care home residents and social care centres. The New Wycliffe Home is exemplary in giving great experiences to their residents. All from LWFA admire the results of their care and hard work. It is an issue that we have yet to resolve to our own satisfaction.

The study team, once in Watermead Park, found they were able to get around the planned route without issue. However it was noted that the grass track alongside the boardwalk may be sticky after abnormally wet weather.

The rickshaws can't get through the barriers under Watermead Way Bridge and there are hazards close to the water's edge where the path narrows.

Belgrave Meadows, Ellis Meadows, Bert Harris Bridge and Abbey Park:

No obstructions

Shape of the "Rides in the Park" events

14. There was a lot of discussion given to the possible features of the proposed service before and during the trial. All agree that the quality of participant experience associated with RITP is usually high although there are question marks against the journey from homes to the park where it requires negotiating a trunk road like the dual carriage way Melton Road in the vicinity of Troon Way. (The road is a quadruple carriageway along some parts.). This was also mentioned in the above section about Watermead Country Park South.
15. The issues discussed have been tabulated for easy comparison. See Tables 1 and 2 on the next sheet. The report's conclusions are on page 11 (Section 18).

Option Appraisal/ ... See next page.

Option Appraisal

16. Analysis of Event Types

Key

LWFA Effort	Assessment	Colour
Low	Good	
Medium	Fair	
High	Poor	

Type of event	Description	Participant Capacity of Event	No of on and off-boarding events for participants	Home Minibus needed?	LWFA Tail Lift Van needed?	No of Participants/ Carers	No of LWFA session leaders + pilots + logistics support needed	LWFA Effort Required
"Go to homes and pick up residents"	Model: LWFA picks up participants directly from care homes and returns them	Restricted by number of cycle seats (say 8)	1	No	No <i>(Note – this model was first described when we were still thinking about how to shape our prototype. In practice we would need the tail-lift vehicle for all events to cover the risks of breakdowns)</i>	4/4	7/8	HIGH
"Come to the park"	Model: LWFA sets up in a location for participants to travel to by minibus.	Up to a multiple of four times the number of cycle seats (say 48)	3 (2 on and off minibus; 1 on/off cycle)	Yes	Yes	48/24	6	MEDIUM
Come to Saffron Stadium	Participants travel to Saffron Lane	48	3 (as above)	Yes	No	48/24	4	LOW

Table 1 Note: Participant capacity of 48 is based on 2-hour session of 4 half hour slots and 12 cycles.

17. Location assessment (of the places visited on April 5th)

Table 2 Potential Locations for "Rides in the Park"

No	Park/Open Space	Attractive	Proximity	Minibus	Cost	WC	Breakdown	Vehicle Acc	Refreshment
1	Abbey Park	Green	Green	Red	Yellow	Green	Yellow	Green	Green
2	Belgrave Meadows	Yellow	Green	Red	Yellow	Red	Yellow	Red	Red
3	Cossington Street	Yellow	Yellow	Red	Yellow	Green	Yellow	Yellow	Red
4	Ellis Meadows	Yellow	Yellow	Red	Yellow	Red	Yellow	Red	Red
5	Rushey Fields	Yellow	Green	Red	Yellow	Red	Yellow	Yellow	Red
6	Watermead Country Pk	Green	Red	Yellow	Yellow	Red	Yellow	Green	Red
7	Saffron Stadium	Yellow	Yellow	Red	Green	Green	Green	Green	Red

Column Headings

- Attractiveness to participants (Attractive)
- Optimum event site for nearness to the maximum number of city-based care home residents (Proximity)
- The need for a minibus involving getting on and off twice. (Minibus)
- The operational costs involved (Cost)
- Availability of accessible toilets (WC)
- Resources needed and action to be taken if breakdown or accident occurs to retrieve equipment from the event and return it to store. (Breakdown)
- Quality of access for care home mini-buses (Vehicle acc)
- Availability of refreshments (Refreshment)

Scoring based on Green = 3; Amber = 2; and Red = 1. (See table below)

No	Park/Open Space	Attractive	Comments	Rank
1	Abbey Park	20	A clear winner	1
2	Belgrave Meadows	13		6
3	Cossington Street	15		3=
4	Ellis Meadows	12		7
5	Rushey Fields	14		5
6	Watermead Country Park	15		3=
7	Saffron Stadium	18	Second choice	2

Conclusions

18. On the assumption that the assessments in Tables 1 and 2 are correct, our proof of concept study indicates that:
- a. Residents are least inconvenienced by the TYPE 1 model. The model has the highest costs and effort for LWFA³
 - b. The models TYPE 2 and TYPE 3 maximise the number of participants that can be accommodated.
 - c. The TYPE3 model maximises the number of participants and reduces both the costs to, and the effort required (particularly logistical effort from, LWFA.
 - d. The optimum location for Ride in the Park events is Abbey Park because of its attractiveness, proximity to the highest number of care homes in the city, accessibility for care-home mini-buses, accessible toilets, potential for recovering "break-downs", a café for refreshments and the quality (and width) of its cycle running surface.
 - e. the logistics involved in running events away from Saffron Lane add £200 to LWFA session costs which affects affordability of events for care homes and social care organisations unless other sources of funding can be identified.
 - f. Recovering equipment affected by breakdown or accident depends on LWFA having a tail lift van

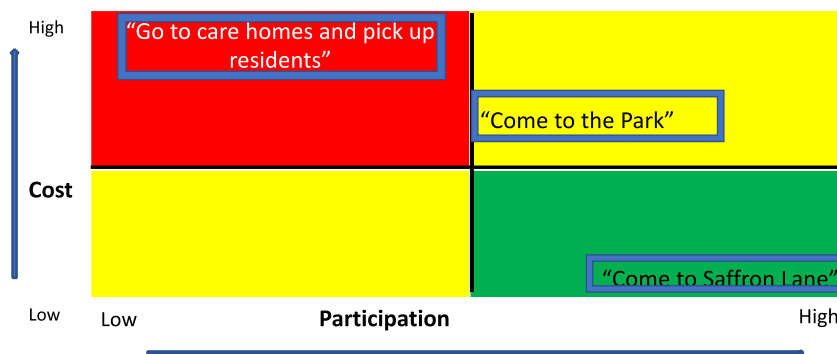
³ Towards the end of our study we found that TYPE 1 was not practical because in reality we would need to have a tail-lift vehicle on hand to deal with the risk of breakdowns. This implies that we would need at least 8 LWFA people involved. Vehicles becoming unusable or unsafe to use would need to be transported from the park back to the base. We will keep this under review, but it is unlikely that we would ride our fleet out from the centre of Leicester without having the means to return any or the cycles to base via transport on the road. Comments on this would be very welcome.

involved which means that TYPE 2 and TYPE 3 models are best from this perspective.

g. Cost/Participation Matrix

The conclusions of this report can be expressed in the following matrix plotting Cost against Number of Participants.

Analysis of ride types vs cost and Participation



h. Rickshaws and activity

Rickshaws do not meet the requirement for fostering activity for participants although they do enhance wellbeing. The feeling is that we want to offer a mix of rickshaw and self-propelled adapted cycles. For more information about activity in age see this information: Copenhagen consensus statement 2019 – physical activity and ageing- British Journal of Sports Medicine.⁴

- i. We collected "lessons learned" from our teams. These will be reviewed as we plan future events, their risk assessments and equipment requirements.

⁴ <https://bjsm.bmj.com/content/early/2019/05/02/bjsports-2018-100451>

Client Response

19. We issued a questionnaire for a formal response but all of the comments from our Proof of Concept Partner have been favourable. Comments about not having ridden for many years, and that it was good to be cycling again after so long (decades in some cases) were made throughout the event.

Next Steps

20. We will now consider how to make this concept sustainable. We will consider options for fund raising channels (Ward Grants, Charity Grant Funders and Crowd Funding sponsored by the City Council are likely possibilities all of which could meet with the City Council's grant funding requirements.

Acknowledgements

21. The trustees of Leicester Wheels for All would like to thank all involved in this study. The time and dedication shown by the carers and service providers together with our own team members was matched by the determination of the Vista home residents themselves. We much enjoyed working with them.
22. Throughout the project we received huge support from a wide range of people in the cycling community. We consulted widely with contacts in a number of local organisations including Leicester City Council, Leicestershire County Council, Sustrans East Midlands, Ride Leicester Ride Social and our insurance adviser. We also consulted more widely and in particular we would like to acknowledge the insights and advice offered by Isabelle Clement, Chair of Wheels for Wellbeing.

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*Author - Peter Simmonds, supported by the Trustees, LWFA
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