

Case studies

Bringing Uniting the Movement to Life

Suzi Watson

Public Health

Buckinghamshire Council

Leap⁺



Focus on physical activity in Elmhurst HSN

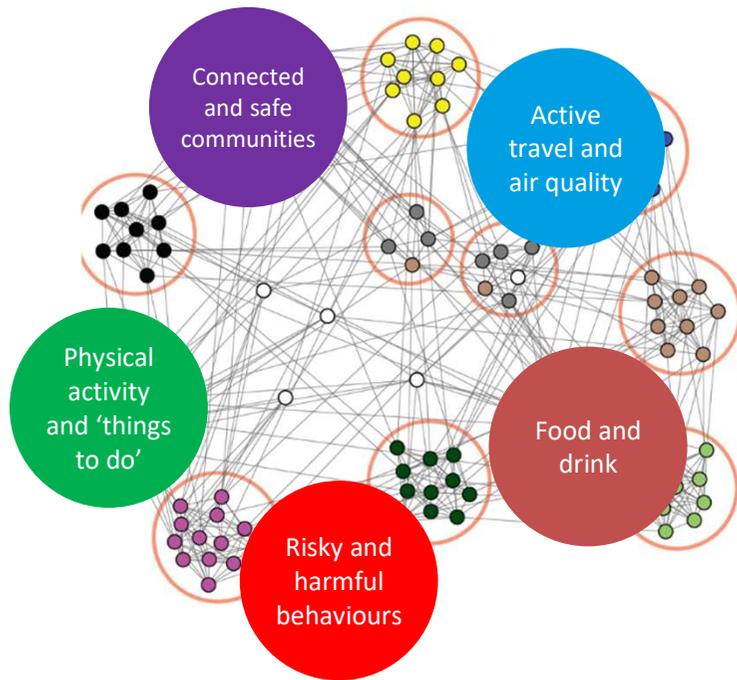
Suzi Watson, Public Health

Date



[Film](#)

Creating healthier places in areas of deprivation



Successes to date

Collaboration is essential

Barriers and failures



1 Project

2 Schools

35+ Partners and teams

65+ Actions



Collaboration: Building a common goal

Develop a Local Profile

- Challenge individualistic approaches
- Identify priority actions

Process

- Insight on insight
- School, pupils, parents and local stakeholders
- Interpreters and face to face
- Data and evidence
- Local place audit
- Local stakeholder workshop



ELMHURST HSN Local Profile 2024

Harnessing the power of collaborative working

15 potential priority issues identified per school!

Structure

- 6 monthly cross council HSN workshops
- Local oversight groups
- 5 cross-council task and finish groups (quarterly)
- Embedded the project in Opportunity Bucks groups
- Project manager
- Simple (!) action plans



Active
travel and
clean air



Elmhurst HSN - Road Safety Priority

"There is no safe
place to cross
Dunsham Lane."
Parent



Dunsham Lane



Exit gate

AI modified photo

Active travel and clean air



Road safety infrastructure



No funded patroller yet

"The new exit gate gives parents and teachers peace of mind that children are stepping onto a proper path rather than into the road or a car park" Elmhurst Teacher



- Restored speed bumps
- New yellow zig zag lines
- Widened footpath
- Parking officer patrols
- School crossing patroller site and signs



The road safety journey....

No funded
patroller yet

Successes

- Infrastructure delivery
- Team effort
(Aylesbury Community Board, Local members, School, HSN team, Highways, School Sustainable Travel team, Task and finish group).
- Delivery on a tight budget (£35,000)

Learnings

- Limitations of behaviour-based interventions only
- Reactive road safety infrastructure funding – (Fatality or serious injury criteria)
- Prohibitive costs of infrastructure (zebra crossing, push button lights)
- Councils no longer funding new school crossing patrollers
- Timeframes are long

- BUT there is still no safe place to cross Dunsham Lane
-

Physical activity and things to do



Improvements to Alfred Rose Park



- ✓ New playground for older children
- ✓ Improved cleanliness and sightlines
- ✓ Wildflower meadow planting
- ✓ Police patrols
- ✓ Widened paths
- ✗ Flooding in play areas
- ✗ Derelict pavilion



* The layout/design presented has modified and is subject to change



Physical activity and things to do

Children to be more active outside of school hours

- ✓ Bike Recycles
- ✓ School-led initiatives
 - New after school activity provider
 - Active school uniform
 - OPAL (Outdoor Play and Learning)

- ✗ Primary Play Space
- ✗ Park Play
- ✗ £500 funding access offer for after school activities (e.g. dance)

“Except for the park, there is nothing for kids to do.”
Parent



Theories

Lack of networks and low capacity

Void of local physical activity connections

No local experts and drivers (e.g. Wycombe Wanderers)

Limited local providers and clubs? Reliance on volunteers

Poor use of local facilities

- Local community centre used for childcare
- Limited use of school facilities after school (capacity)
- No clear links with secondary school facilities



HSN Priorities

- ?

School priorities

- No dedicated PE teacher
- Competing demands
- Maintain after school care viability

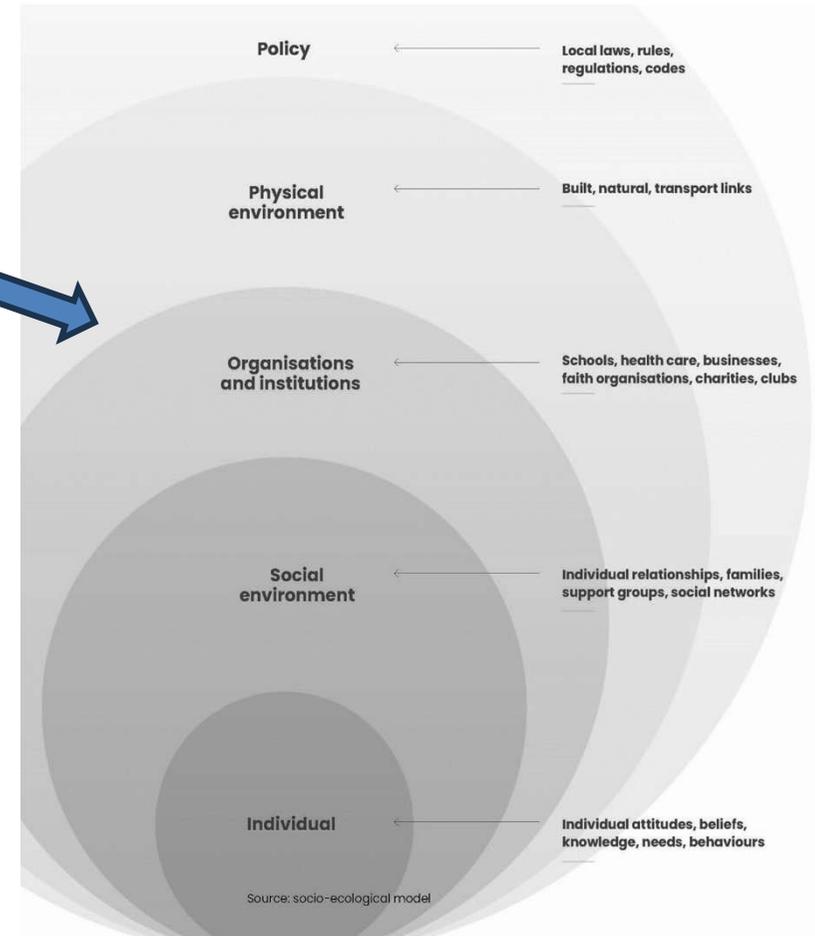
Family context

- Timing and parenting challenges
 - High work and caring demands on parents
 - High demand on after school time (e.g. mosque) school
 - Multiple siblings
 - Poverty
 - Low car ownership
 - Priority/cultural acceptability
- Offers required parent attendance
- Language barriers & engagement



Sport England Investing Differently in Place to empower active lifestyles in Aylesbury Southwest.

- Working in a defined geography and responding to community need.
- Understanding and better connecting the system that shapes how we live and move around every day.
- Moving from transactional to relationship-based investment.
- Test and learn approach, flexible investment.
- Leap has secured **£510,000** to invest over the next 2yrs.
- Programme board chaired by David Monday (DPH) formed to guide investment.
- Stakeholder Mapping and resident voice gathering taking place Jan to June 2026. See full timeline 3rd slide.



Next steps

- **Pilot sites**
- Completing actions (e.g. playground, anti-idling, Good Food Takeaway)
- Transition to sustainable actions
- Evaluation
- **Project Rollout**
- 15 schools over 3 years
- 1-2 priorities per school

