

Case Study



Project

Mentro Allan, Powys – Ddyfi Valley

Organisation

Ecodyfi

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Contact

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About the Organisation

Ecodyfi manages the Mentro Allan Bro Ddyfi project. Ecodyfi is the local regeneration organisation for the Dyfi Valley, in Mid Wales. The project employs a Project Co-ordinator (30 hours a week) and one Activity Researcher, who provides support with administration and activities.

Project overview

The primary target group for the project are sedentary populations living in rural isolation in the Dyfi Valley. Within this group the project are specifically targeting young people (11-25), people with mental health issues and parents of young children (pre-school), especially young parents.

The project set out to discover the barriers to being active in the outdoors and is supporting and encouraging people to attend organised activities in order to document which interventions work in overcoming inactivity. The project offers several regular activities including cycling, walking, buggy walks, gardening activities for various groups and forest school sessions.

What has it achieved?

There are currently 600 people registered for the project. Among these, the project has identified several short and medium-term impacts. For example, two people who have been cycling have gone on to buy their own bikes. Others have developed friendships that will sustain their activity levels beyond the Mentro Allan project. One forest school group now operates independently. The project has 14 active volunteers, several of whom have helped set up a therapeutic community garden. However the coordinator feels that, with a few exceptions, the most sedentary and hardest to reach individuals are still not being engaged successfully.

How did the project get people involved?

The project used several methods to advertise activities through posters, email, approaching partners for referrals, schools and advertising activities directly to people in the local supermarket.

The most fruitful contact has been the local GP. This has proved effective as it has involved groups that would benefit most from the support.

What was innovative and what worked well?

Project staff worked with other organisations that already have contact with the target groups such as local district nurses. The project also worked with local schools to identify sedentary families. These families were asked to take part in the gardening activity at the school and from there a group of parents became involved with other activities run by the project.

The project has been able to work closely with local partners and this has allowed a more integrated approach, making the most of local resources and avoiding duplication. A co-ordinated approach and the close working relationship between local partners have proved important in providing the local population with a range of activities and support.

The future...

The staff are looking at different options to sustain activities in the future and have been working with a number of groups to build their capacity for managing themselves. The community garden and the leisure centre will continue to provide activities after funding stops.

