

PROGRAMME IMPACT REPORT

Mams, Nans and Prams

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Selected as a case study of innovative and creative practice, this programme was showcased at the Making Active Places, Active England 2026 National Conference.



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A joint venture to
support the local
VCSE sector in
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Report Type: Final evaluation and impact report

Investment Body: 10GM, GM Walking

Town/City: Bolton

Programme Duration: December 2024 – March 025

Why was the Investment needed?

The Foundation Health Hub has been operating for five years and regularly engages around 150 South Asian BAMER women aged 25–60 each week. A dedicated guardian group of 15 women provides ongoing guidance to ensure the programme reflects the needs of the community. During a hub meeting in August 2024, 75% of participants identified a clear demand for physical activity, particularly walking, to be incorporated into existing provision. There was a desire for mothers with their toddlers in pushchairs to take part in walks as many walks did not cater for this segment. The rationale for toddlers attending was the lack of childcare available that was a barrier to women taking part in the activity. Additionally, 65% of the group expressed openness to combining physical activity with discussions around mental health and wellbeing, highlighting a need for accessible and culturally appropriate support.

To respond to this demand, three trial walks were delivered in September 2024 involving 10 participants from the Health Hub and Stay and Play groups. The programme was designed to ensure mothers could bring along toddlers in prams and risk assessments were carried out to ensure routes were safe for pushchairs and prams. The sessions tested routes, transport arrangements, and overall delivery. Feedback gathered at a follow-up meeting on in early October 2024 showed that 80% of participants found the walks beneficial for their mental health, 90% would recommend them to others, and 75% felt that providing warm meals and hot drinks enhanced the experience. While 60% reported that transport arrangements worked well, participants also highlighted practical barriers, with 55% noting the need for financial support towards essential items such as coats, umbrellas, and walking shoes. This programme addressed a distinct gap in that it catered for mothers with their toddlers taking part. Around 80% of women engaged with the Health Hub do not speak English, creating barriers to accessing mainstream provision. The programme's use of bilingual mentors and volunteers ensures that participants can engage confidently and comfortably, making the offer more inclusive and culturally responsive. This tailored approach demonstrated a clear and evidenced need for a dedicated programme of this nature.

Expected Outcomes

- Improved physical activity levels.
- Enhanced mental health and wellbeing.
- Increased confidence and engagement.
- Strengthened social networks and community cohesion.
- Reduced barriers to participation

Output - Data Dashboard

sessions delivered
16

counselling hours
16

staff/volunteering hours
82

parks attended
5

participants target
45

participants engaged
42

% of targets met
95%

participants satisfaction
83%

champions trained:
4

Impact

The programme had a positive impact on beneficiaries attending with their toddlers, particularly those using prams, by providing a safe, welcoming, and accessible way to engage in physical activity without the need for separate childcare.

Participants reported that the walks enabled them to leave the home environment, reducing feelings of isolation often experienced by mothers with young children. The inclusion of pram-friendly routes ensured that women could comfortably take part, while also offering their toddlers fresh air, routine, and opportunities for early social exposure. In addition, the informal, supportive setting created space for mothers to connect with others in similar situations, enhancing both their confidence and overall wellbeing.

Outcomes



90%

of beneficiaries reported better physical and mental health



81%

of beneficiaries reported strengthened relationships



85%

of beneficiaries reported increased self-esteem and confidence

What worked well?

High engagement in activity and wellbeing.

Bilingual facilitators improved accessibility for participants.

Free equipment boosted attendance and satisfaction.

What we learnt?

Travel arrangements require a single pick up/drop off location.

Parks with Cafés and public toilets better for toddler needs.

Interaction between participants allowed them to share experiences and strengthen bonds.

How has the investment positively impacted community cohesion

The programme played a significant role in strengthening community cohesion by bringing together women from similar cultural backgrounds who may otherwise experience isolation. Through regular group walks and shared activities, participants built trust, developed friendships, and created supportive peer networks. The inclusive and culturally sensitive environment supported by bilingual mentors helped break down language barriers and encouraged open communication. By connecting women across different age groups and life stages, including those attending with young children, the programme fostered a sense of belonging, collective identity, and mutual support within the community.

Legacy

The programme has continued to run post investment thanks to 4 volunteers that trained to become Mams, Nans and prams champions. 2 of these champions also completed a Level 1 certificate in Fitness and Active Leisure paid for by Flowhession that further supported them in delivering sessions.

Case Study

Parveen is a 33-year-old single mother of Pakistani origin with an 18-month-old toddler. She has been a regular attendee at our Play and Stay sessions, where she built confidence in parenting skills and better understood the different developmental milestones of her toddler. Although she had a strong interest in walking as a form of physical activity, she faced a significant barrier due to a lack of childcare support, which previously prevented her from taking part in such opportunities.

Through the introduction of the Mams, nans and prams sessions, Parveen was able to participate in a way that accommodated her circumstances, bringing her toddler along in a supportive and inclusive environment. She quickly engaged with the programme, reporting improvements in her confidence and wellbeing. Building on this progress, Parveen went on to complete a Level 1 Certificate in Fitness and Active Leisure, funded by Flowhession and has since become a Mams, Nans and Prams champion. She now volunteers on the programme, supporting and encouraging other women with young children to take part in physical activity.

‘The programme has really increased my confidence; Aisha has been excellent in encouraging me to develop myself and I would not have believed a year ago that I would complete a qualification and lead other women on walks’

Parveen, 33, Participant