

# Stakeholder Event

7<sup>th</sup> November  
2024

# Domestics & Logistics

- Planned fire alarm – 11am
- Lift available
- Faith room available
- Allocated discussions, tables & rooms – please see your delegate badge
- Refreshments
- Safe space for discussions 😊
- Active event: Move when you need to!

# Stakeholder Event Information



<https://www.active-together.org/conference>

# Join Our Conversation

@ActiveLLROrg

Or Search

Active Together  
(Partners)



# Andy Reed OBE

Active Together Chair



# Leicestershire, Leicester and Rutland. Our Diverse and Vibrant Place.



# HEADLINE ACHIEVEMENTS

**£638,283** Public Health & ICB Funding invested into county locality physical activity and sport action plans, generating 520,159 attendances

The Sport England Together Fund saw **£259,349** invested into 53 local community groups and organisations to support residents from targeted communities to be physically active

**£2,330,445** invested through our locality partners



**£1,432,540** invested into 106 local clubs, groups and organisations across LLR, of which **£566,895** invested into 80 local clubs as a result of Active Together Officer support

**74,080** young people participated in level 2 and 3 School Games & Team Leicestershire events, of whom **6,993** were young disabled athletes

**56** young people awarded a total of **£15,800** through the Young People Physical Activity & Sport Hardship Fund  
**70%** of these young people were eligible for free school meals

**6,559** young people participated in School Games and Team Leicestershire County level events

**187,877** users visited the Active Together website

# HEADLINE ACHIEVEMENTS

**19,801** people connected to Active Together through social media platforms

Within the Get Active Search Engine, **65,164** users accessed the directory of clubs/organisations and **21,856** accessed the Activity Finder

**Over £15,500** distributed to more than **40** local organisations through the Let's Get Moving marketing grants

**4,891** young people participated in Holiday Activities and Food programmes across **195** venues in Leicestershire. **94%** of participants were eligible for free school meals and **11%** had SEND

**51** Let's Get Moving Champions recruited. **2** Champions meetups with over **100** attendees across both events

**690** women joined the Active Mums Club in the first year. The new bespoke website provides information about physical activity for pre and post natal women and has attracted **21,051** users

The Opening Schools Facilities Programme invested **£320,081** into **30** schools and **106** participation programmes to provide pupils, their families, and the wider community access to physical activity & sport outside of school hours

**55** women participated in My Active Menopause across **4** venues in Leicestershire. Partnership working with **13** organisations supported women to manage their symptoms of perimenopause and menopause through physical activity. **47%** of participants are living with a long term health condition



[active-together.org](http://active-together.org)









# Setting the Scene



[active-together.org](http://active-together.org)

# Active Lives Adult Data

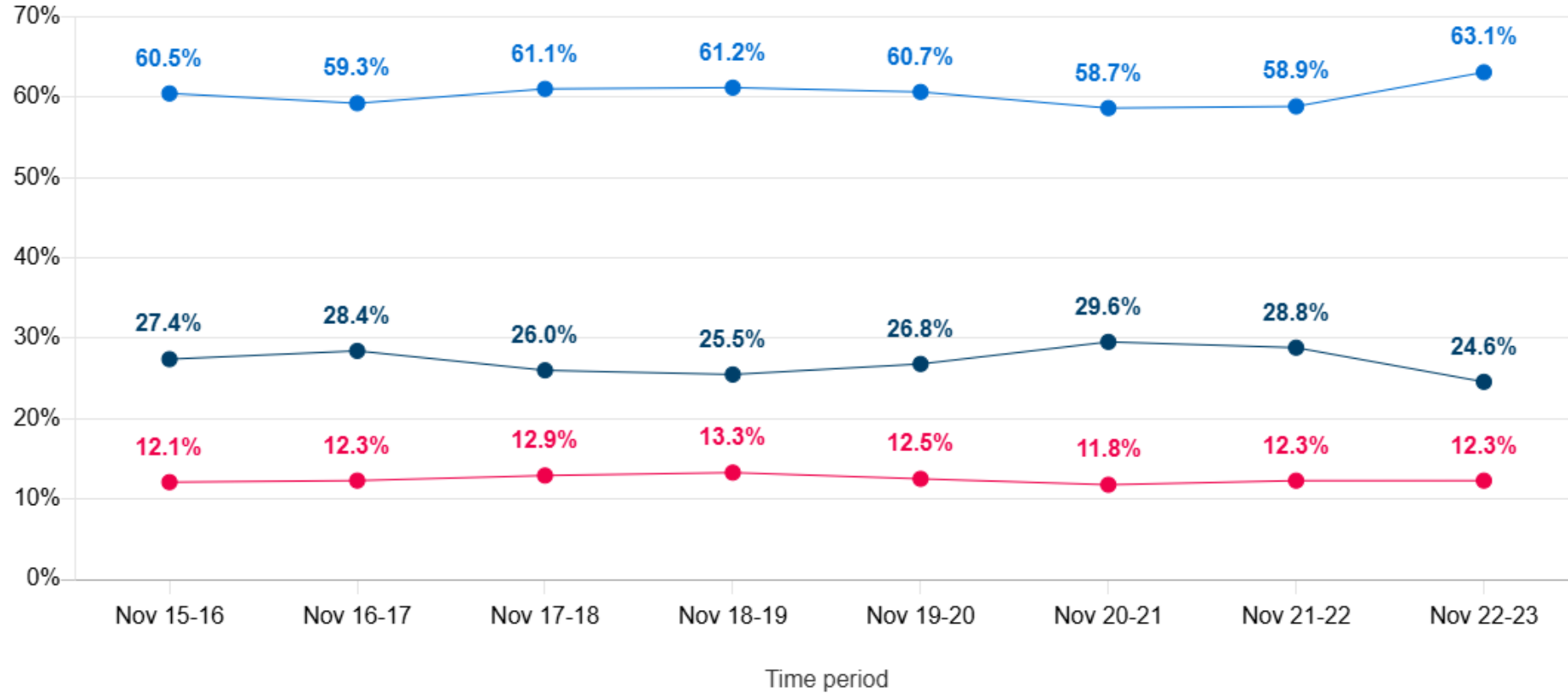
Leicester, Leicestershire and Rutland AP



Show values

Percentages

Population



% Levels of activity (Main - 3 categories):

Inactive: less than 30 minutes a week Fairly active: 30-149 minutes a week Active: at least 150 minutes a week

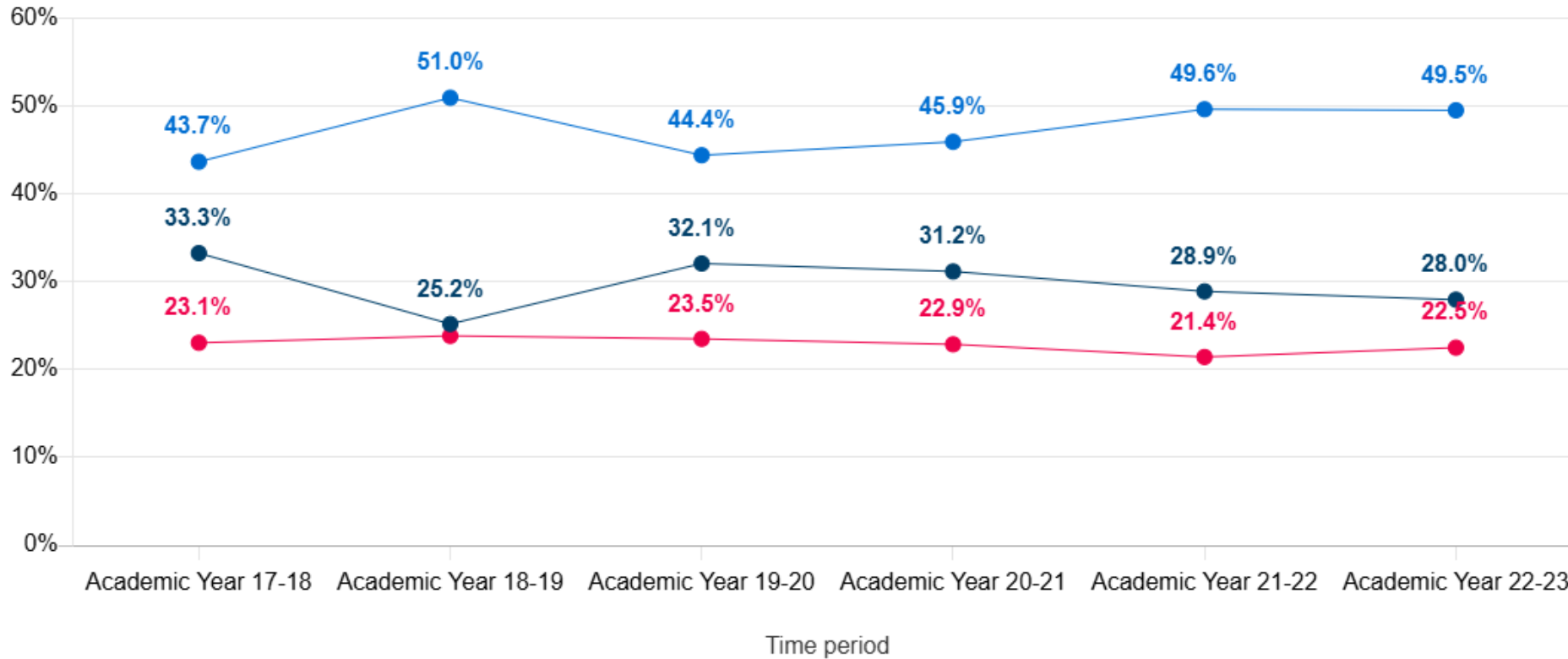
# Active Lives CYP Data



Show values

Percentages

Population



% Levels of activity:

- Active: an average of 60+ minutes a day
- Fairly active: an average of 30-59 minutes a day
- Less active: less than an average of 30 minutes a day

# 3832

Respondents

39.6% of respondents were active and met the Chief Medical Officers' (CMO) recommendations of 150 minutes of physical activity a week.

18% were inactive and did less than 30 minutes of physical activity a week.

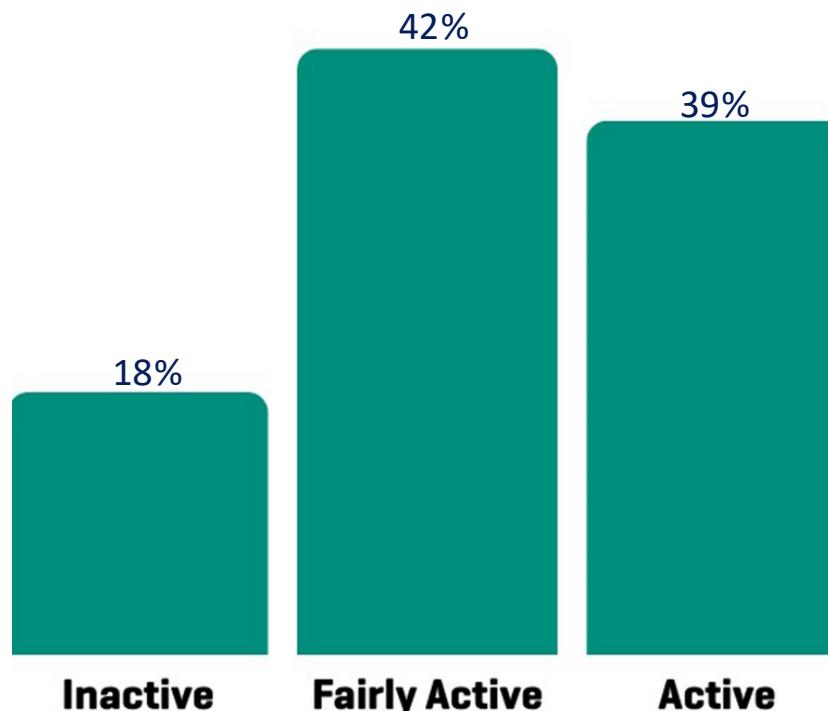


60% met the CMO guidelines of muscle strengthening activities on 2 or more days of the week.

## Data Analysis

## Full Data Summary

### ACTIVITY LEVELS



Inactive

Fairly Active

Active



77% sat between 1 and 5 hours each day and 23% sat for 5 or more hours a day.



Walking was the 2nd most popular mode of transport behind the car.



Snapshot



In the past week, 92.4% of residents reported walking, whilst 48% reported gardening, and 31% indoor gym.

# NOMINATED ACTIVE TOGETHER OFFICERS ONLY!

Input the Kahoot pin / Scan the QR

**422 710**





# Working In Place A National Perspective



[active-together.org](http://active-together.org)



# UNITING THE MOVEMENT

A 10-year vision to transform lives and communities through sport and physical activity



LET'S GET MOVING

[active-together.org](https://active-together.org)

- A** SSET
- B** ASED
- C** OMMUNITY
- D** VELOPMENT



Guidance  
**Place-based approaches for reducing health inequalities: main report**  
 Updated 28 September 2021

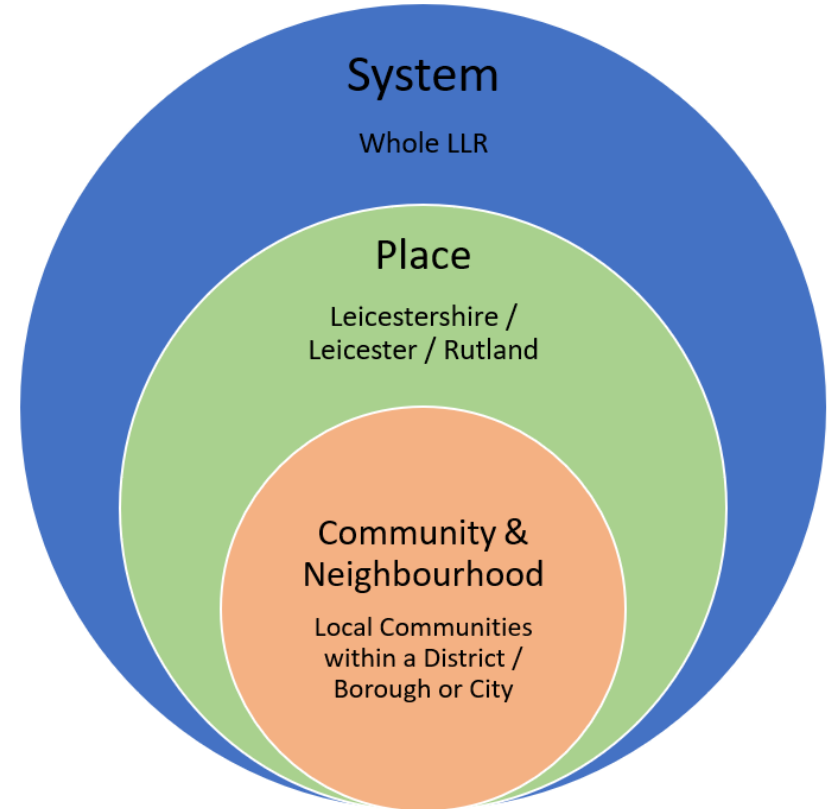
# This isn't New. . . . .

**PBA** Action to strengthen communities and initiatives rooted in distinctive local characteristics. Recognition of need for action across multiple layers of society to address inequalities.

## Our system



16



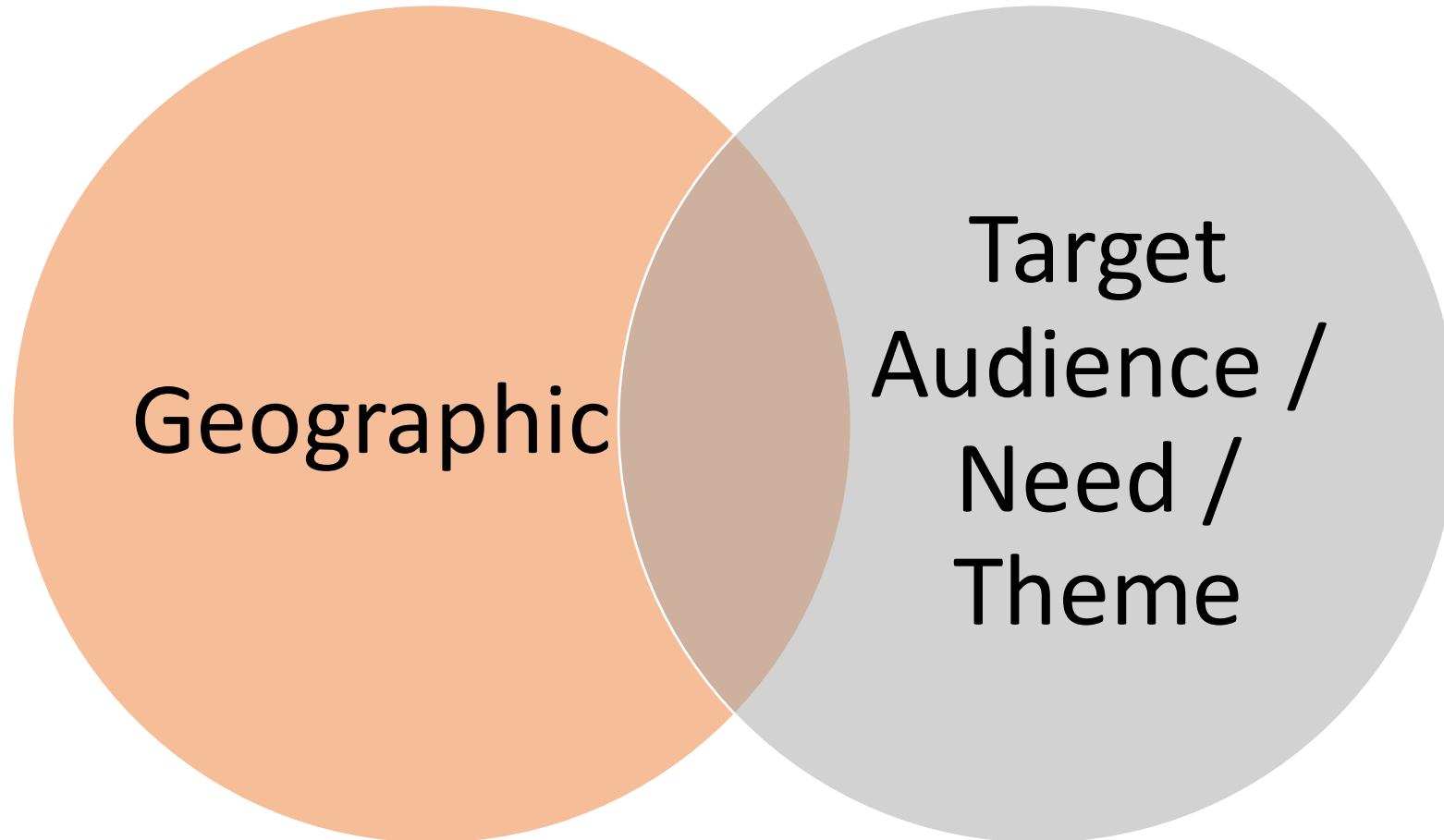


Learning and Information from other places



Different approaches to the work

# Different Approaches



# Patterns of practice: conceptual framework



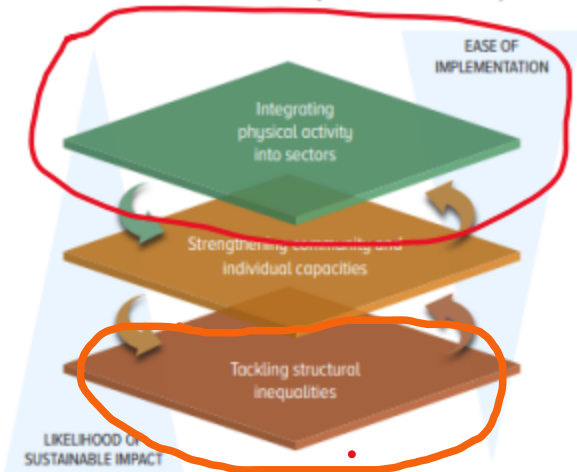
# Linking Place Working to NELP Framework

Connecting services & Sectors (District / City Wide)

Conversations with Policy and resource makers

Multi Service  
Common Purpose on PA / Inequality

Figure 1: NELP conceptual framework showing interconnected areas where action to address inequalities often takes place

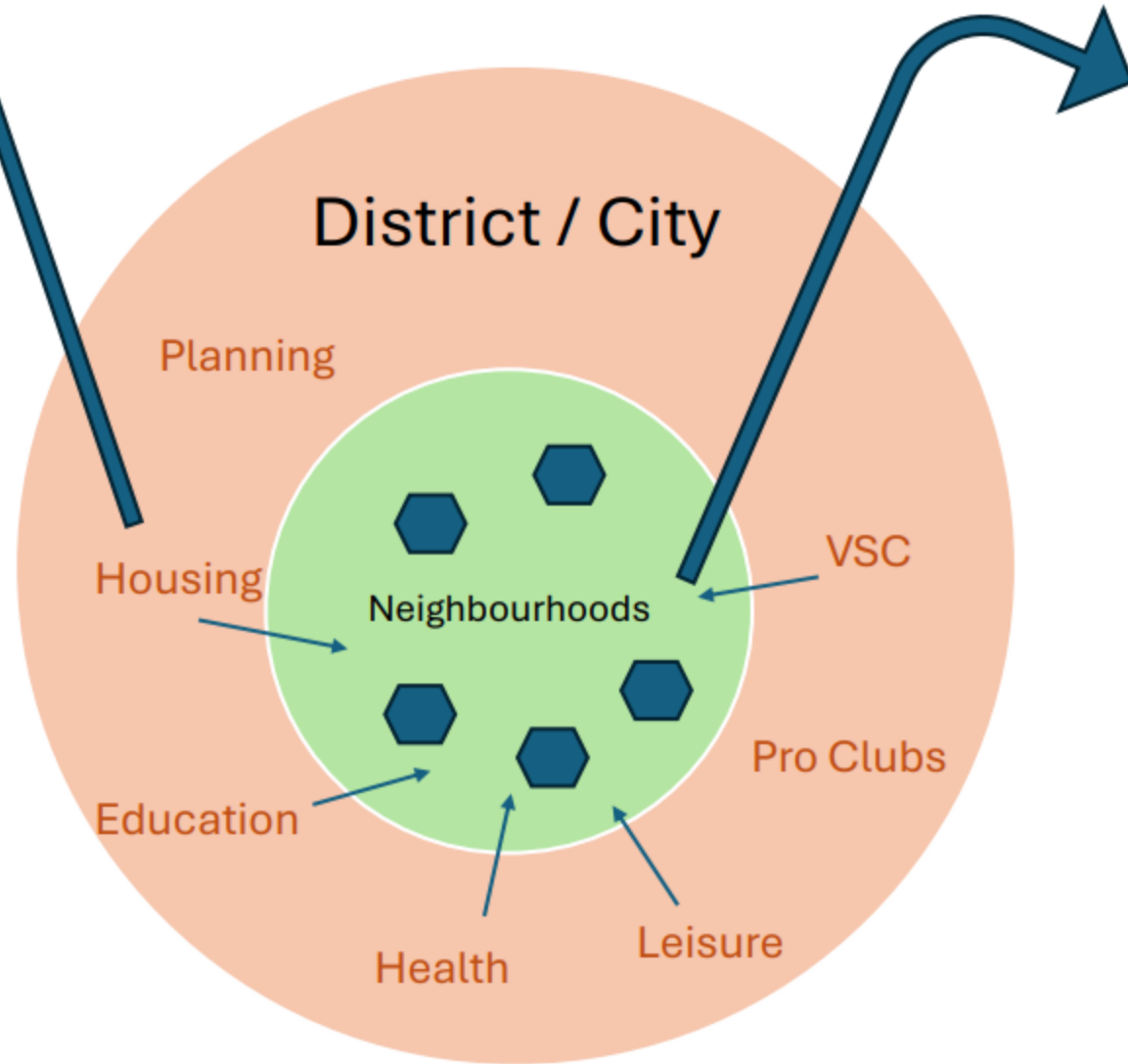


Understanding hyper local inequalities and barriers / ABCD Principles and Approach

Whole system approach in defined locality

Conversation with communities / local providers and public services

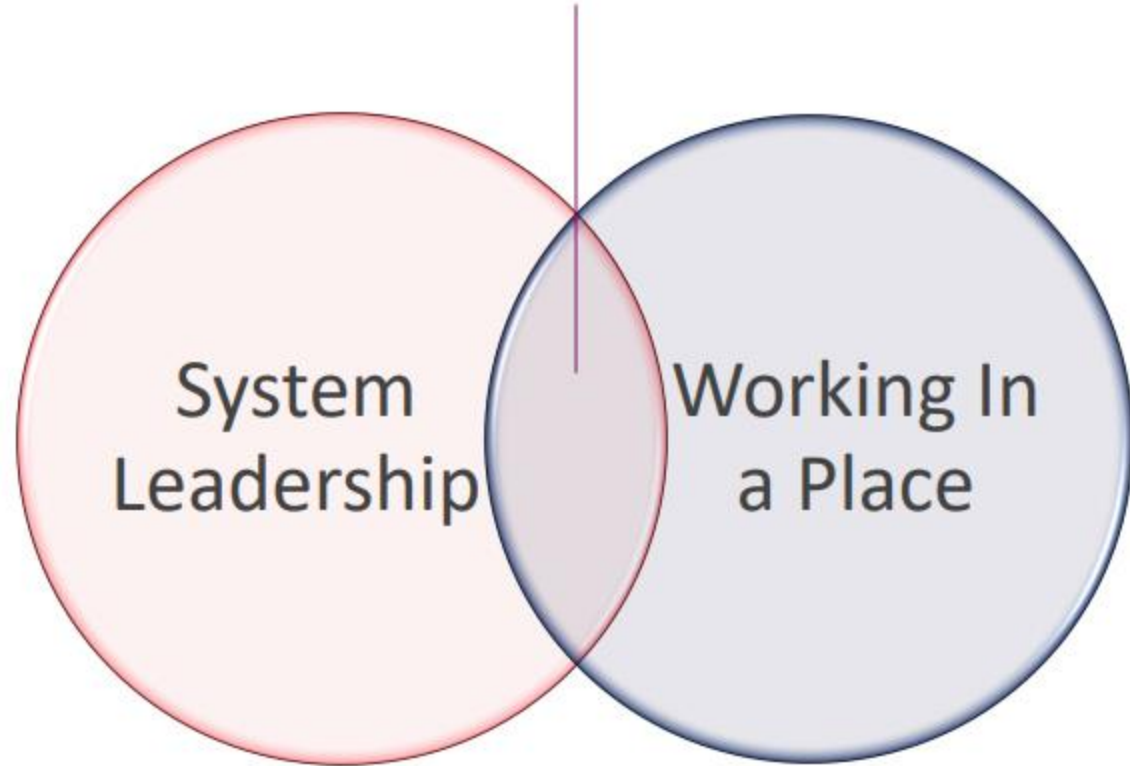
Figure 1: NELP conceptual framework showing interconnected areas where action to address inequalities often takes place





**Knitting system leadership and working in a place together.**

What does this look like?





# Working In Place Learning From Others



[active-together.org](http://active-together.org)

# Richard Croker

Active Calderdale



# MAKING PHYSICAL ACTIVITY AN EMBEDDED PART OF DAY TO DAY LIFE IN CALDERDALE



Active Together Stakeholder Event  
Richard Croker  
Active Calderdale Programme manager

Thursday 7<sup>th</sup> November 2024

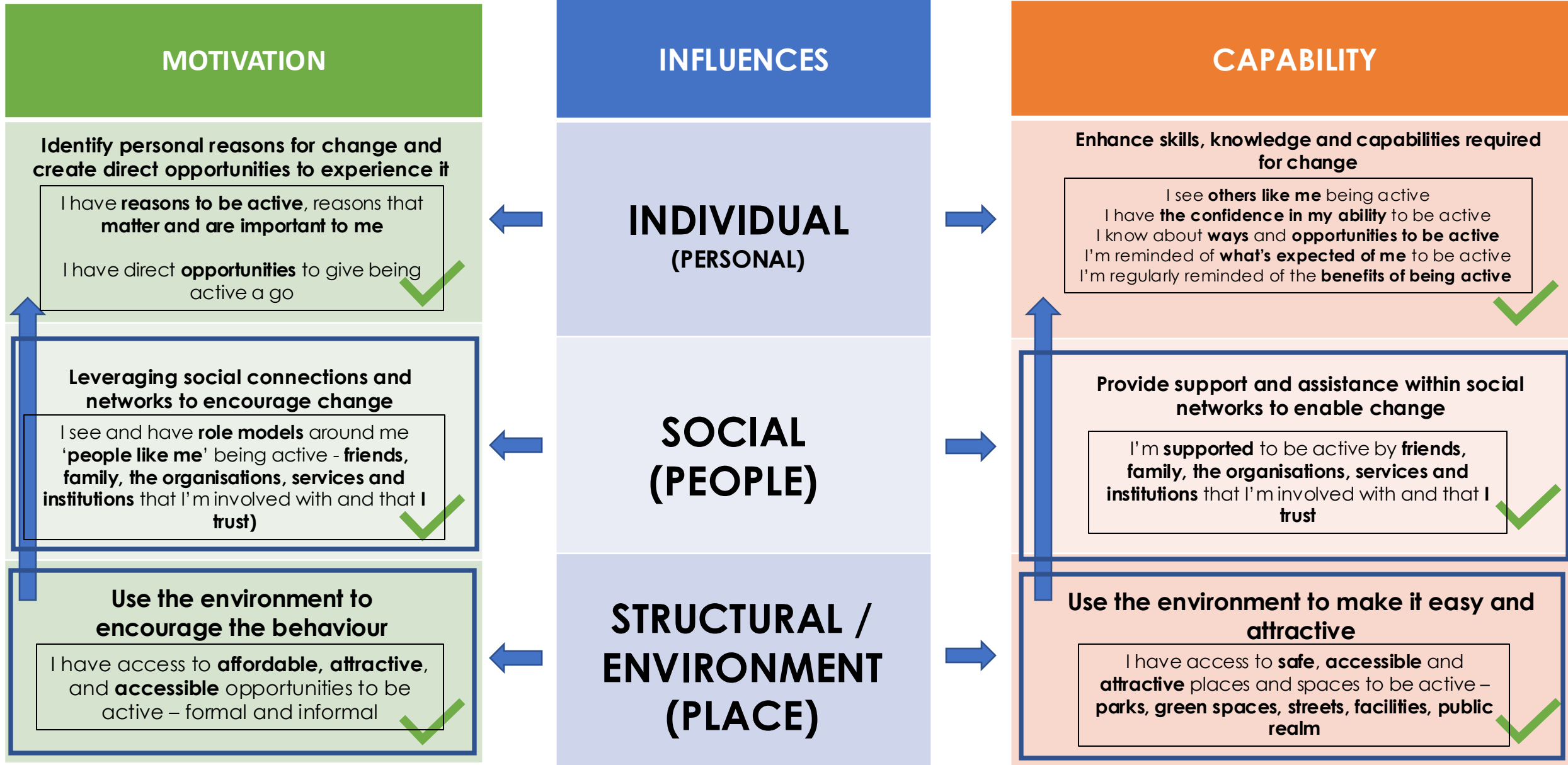


# ACTIVE CALDERDALE: How it started

- Tackling inequalities in physical activity levels
- Doing things differently
- Whole system approach – System change

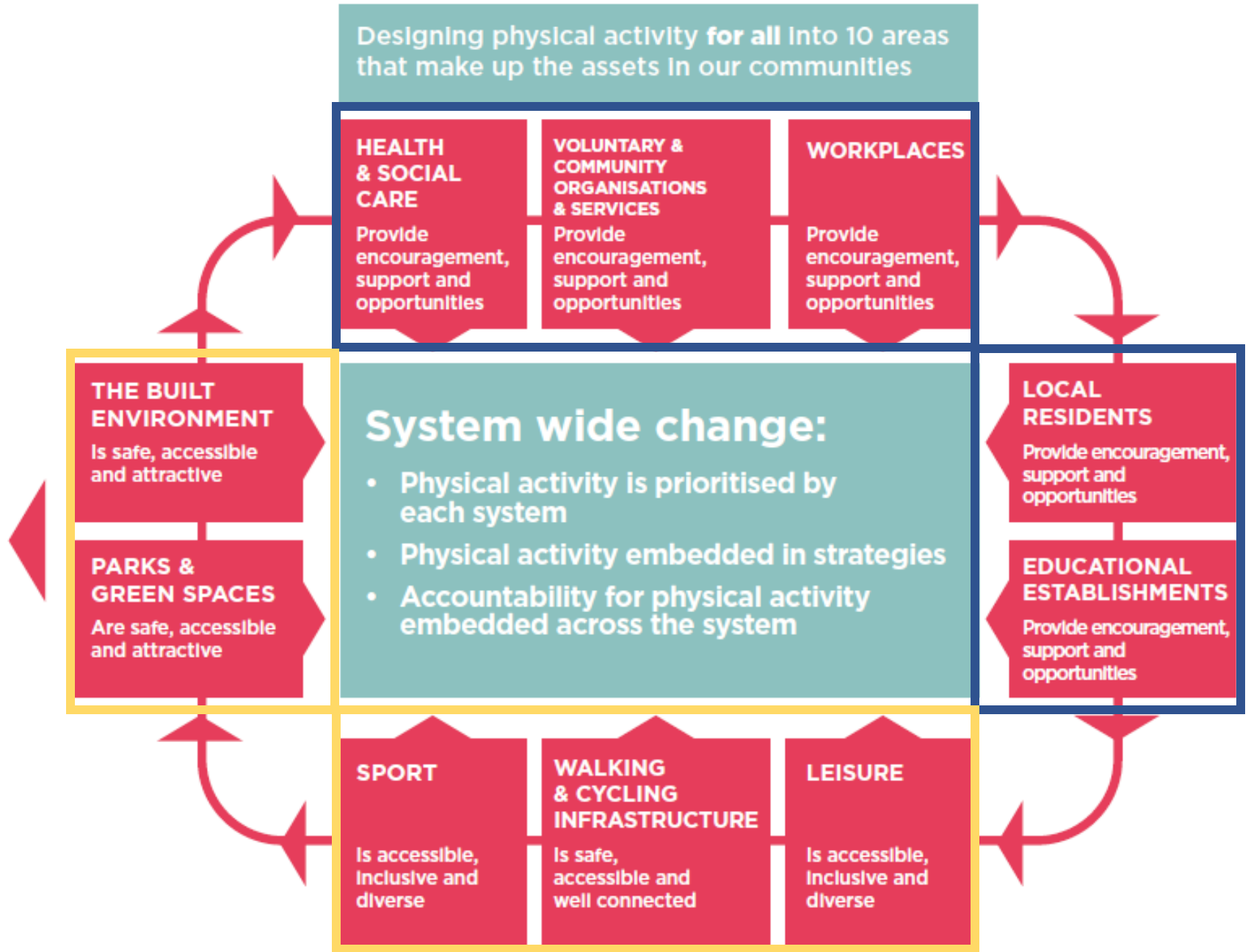


# The role of behaviour change theory - Influencer framework



# How do we create these conditions?

MOTIVATION	INFLUENCES	CAPABILITY
I want to be active	<b>Individual / Personal</b>	I feel able to be active
The people around me lead the way being active	<b>Social / People</b>	The people around me support me to be active
The environment around me encourages me to be active	<b>Structural / Environment</b>	The environment around me makes it easy to be active



# PRINCIPLES – WAYS OF WORKING

**TARGETED** – to where the need, and opportunity for impact, is greatest

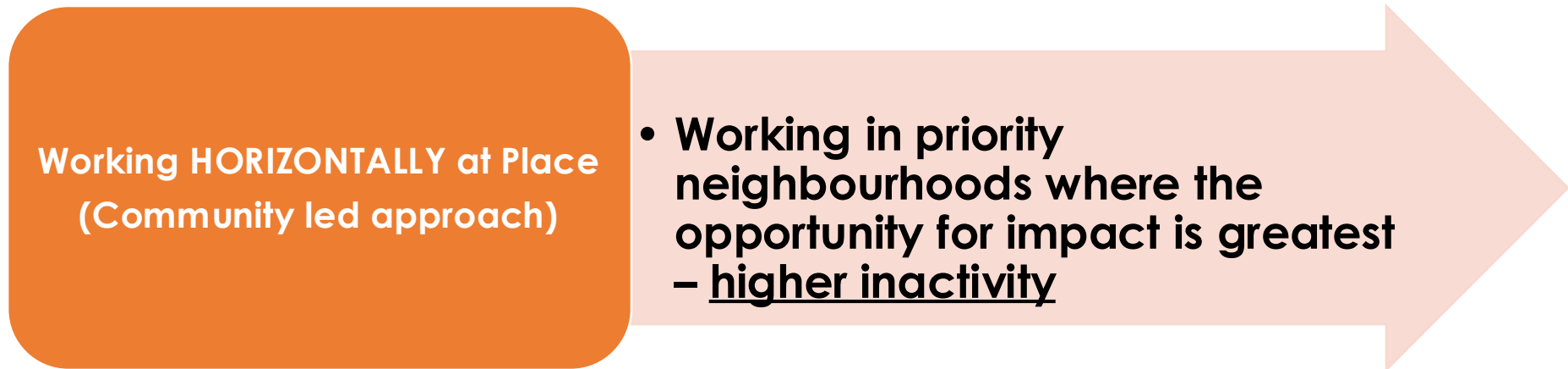
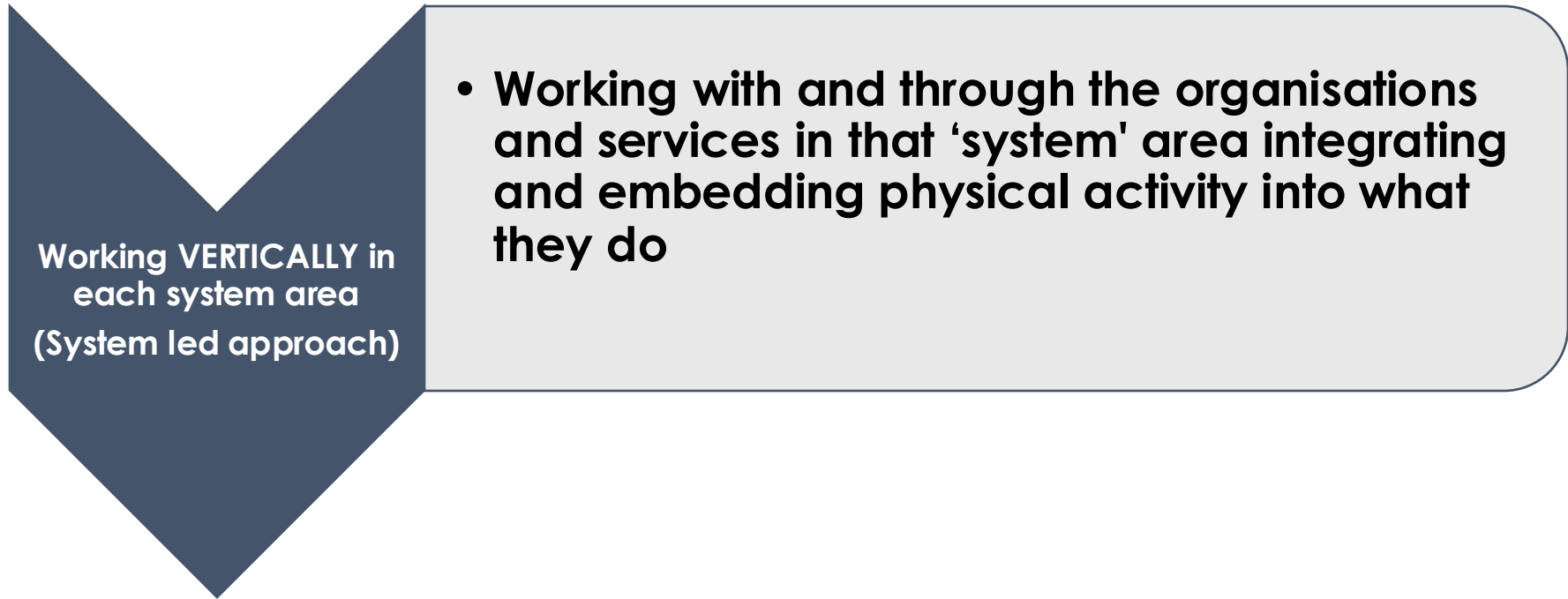
**CO-DESIGNED** – involving the people we want to benefit from the change in the process of designing and delivering the change

**COLLABORATIVE** – building on and utilising the assets in our communities and making better connections between them

**SUSTAINABLE** – re-designing systems - organisations and services so physical activity promotion and enabling people to move is integrated and embedded as part of what they do

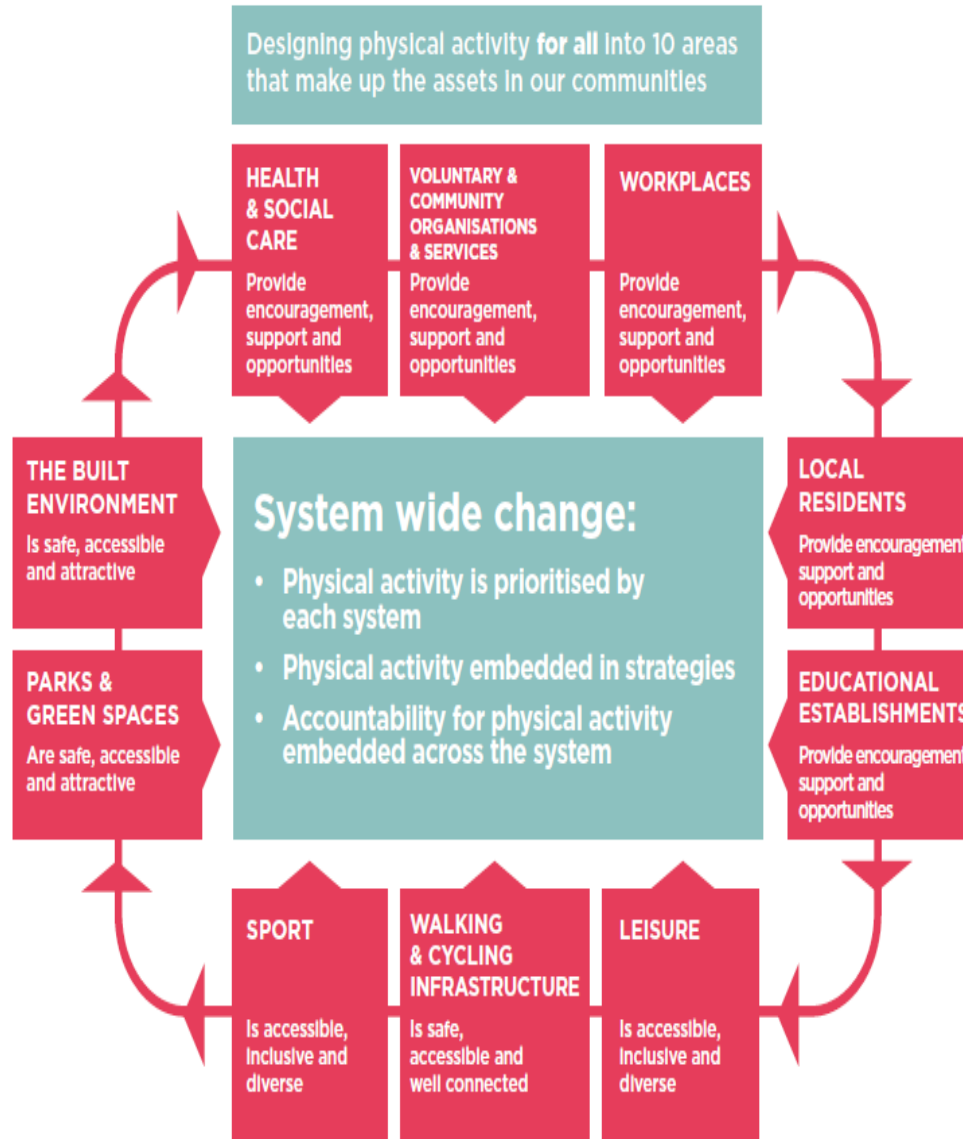


## What?



## We're all Active Calderdale:

Working **VERTICALLY**:  
Every '**system**' playing their part in **creating the conditions** to **enable** our residents to be **physically active**



Our work is on **changing the behaviour** of the system.

Now and in the future (without us).

To achieve this, **the focus of our** work is therefore on creating, across each system area:

- **The motivation** to want to create the condition
- The **skills, knowledge** and **resources** to be able to create the condition
- The right **processes** and **working practices** to create, deliver and sustain the condition
- **Strategies** and **policies** to enable and sustain the conditions

# CMBC Social care service – integrating and embedding process and outcome



4-6 workshops delivered bringing colleagues from social care together – a mixture of staff from across the service, from managers to frontline staff

In line with the RVE model the process of working with a service to integrate and embed starts with understanding why (or if) this is important to the service and how it can add value to what matters to them



How does promoting physical activity add value to what matters to you as a service?

## Responses identified by Adult Social care

Social care act 2014 – focus on prevention

Helps us achieve our services aims and outcomes – people remain independent for longer

Improve the health and wellbeing of people accessing social care

‘Supporting people to move more and to be active is important to us because we know it can have such a positive impact on physical, emotional, and mental health and wellbeing.’

Assistant Director - Social Care

Foundations and leadership for change

## EMBED:

the process of embedding involves working with the service staff to:

Understand what promoting moving more and being active would look like as part of service delivery

Identifying what we have that can help with integrating and embedding physical activity promotion

Assessing what skills, knowledge, processes and practices are required to enable it to become integrated and embedded as part of routine practice

## What does promoting physical activity look like within service delivery?

- Conversation at the assessment process to connect moving more and being active relevant to the individuals' circumstances and what matters to them.
- Actions on being active included within care plans.
- Signposting to community physical activity where appropriate.

## What have we got that can help us to promote physical activity?

- Senior leadership prioritising physical activity promotion.
- Staff and a common purpose for promoting moving more and being active.
- Social care Wellbeing plan – used to assess individuals for what care they require.
- Contracts and commissions.

## How has physical activity been embedded? (Redesign) Change that build on strengths, and address challenges to embed physical activity promotion

- **Processes and procedures:** Questions referring to moving more (physical activity) added to the social care assessment process to enable conversations as part of the care planning process. This ensures conversations are consistently delivered as part of the social care process.
- **Skills and knowledge:** Ensure staff have the confidence and skills to have good active conversations with social care clients. Social care workers have all been trained in active conversations, giving them the skills and confidence to uphold good conversations.
- **Social influence:** physical activity added to monthly team meetings to encourage and support social care workers and teams to share successes, challenges with promoting moving more as part of service delivery.
- **Knowledge:** Made connections between social care workers and community physical activity providers relevant to the social care client group to enable the promotion and advocacy of physical activity in the community creating pathways into being active in the community.

## CMBC Social care service – integrating and embedding process and outcome

**So what?**



“Our whole team, 47 people, have taken part in the Moving Medicine active conversations training. This is in recognition of the positive impact physical activity and being active can have on ourselves as individuals in the first instance, but also the people we serve. Our achievement would be to enable the people we serve to move more in support of having a fulfilled life, with increased self-efficacy, where they are achieving their desired outcomes, and improving their social and community engagement. The training the team are taking part in will help us with this.”

**Service manager Adult Social care**

‘All of our staff in Adult Services and Wellbeing in Calderdale are committed to promoting this in our 8 Ps strengths-based framework. Physical activity and moving more is one of those 8 Ps that we always consider when working with people.’

**Assistant Director - Social Care Operations**



# CMBC Family Support services – integrating and embedding process and outcome



4-6 workshops delivered bringing colleagues from family support services – a mixture of staff from across the service, from managers to frontline staff



How does promoting physical activity add value to what matters to you as a service?

## Responses identified by Family Support services

Physical activity can support and address the emotional health and wellbeing of their service users

Deliver service outcomes

Foundations and leadership for change

**EMBED:**  
the process of embedding involves working with the service staff to:

Understand what promoting moving more and being active would look like as part of service delivery

Identifying what we have that can help with integrating and embedding physical activity promotion

Assessing what skills, knowledge, processes and practices are required to enable it to become integrated and embedded as part of routine practice

### What does promoting physical activity look like within service delivery?

- Conversation at the assessment process to connect moving more and being active relevant to the individuals' circumstances and what matters to them.
- Actions on being active included within assessment processes
- Signposting to community physical activity
- Incorporating physical activity into service delivery (walking meetings)

### What have we got that can help us to promote physical activity?

- Senior leadership prioritising physical activity promotion.
- Staff and a common purpose for promoting moving more and being active.
- Assessment processes.
- Opportunities to incorporate it into service delivery.

### How has physical activity been embedded? (Redesign) Change that build on strengths, and address challenges to embed physical activity promotion

- **Processes and procedures:** SPA questions integrated into family assessment procedures. Physical activity actions included in the family support action plans.
- **Skills and knowledge:** Ensure staff have the confidence and skills to have good active conversations with families. Social care workers have all been trained in active conversations, giving them the skills and confidence to uphold good conversations.
- **Social influence:** physical activity added to monthly team meetings to encourage and support family support service workers and teams to share successes, challenges with promoting moving more as part of service delivery.
- **Practices:** Walking meetings/consultations incorporated into **working practices**
- **Knowledge and resources:** Resource pack produced, promoting SPA issued to all families.
- **Policy:** Supporting the Active Calderdale mission integrated into the Family support service commission.

# CMBC Planning service – integrating and embedding process and outcome



3-5 workshops delivered bringing colleagues from planning together – mixture of staff from across the service, but importantly headed up by senior service staff

In line with the RVE model the process of working with a service to integrate and embed starts with understanding why (or if) this is important to the service and how it can add value to what matters to them



**How does creating active environments add value to what matters to you as a service?**

## Responses identified by the Planning service

Helps us deliver in line with Corporate priorities

Genuine passion from staff to want to create better environments to improve health and wellbeing

Planning is the original Public Health

Active Travel - Climate emergency

Significant housing growth proposed in areas of higher deprivation – Tackling inequalities

**Foundations for change**

### EMBED:

the process of embedding involves working with the service staff to:

Understand what creating active environments looks like in practice;

Identifying what we have to enable the change;

Reflecting on what makes it difficult;

Assessing the skills, knowledge, processes and practices required to enable creating active environment to be routine practice

### What makes creating active environments difficult?

- Pressures in the system (backlog of applications – less time to overly scrutinise).
- Lack of specific guidance for our expectations of what good looks like.
- Myriad of design guidance makes providing direction difficult.
- Developments coming in ‘too worked up’ – retrofitting within the timescales becomes challenging.
- Lack of specific expertise in urban design within the Planning service.

### What have we got that can help us create active environments

- Strong policy framework within the Local Plan.
- Reasons to want to create active environments. To help achieve Corporate priorities and local strategies – Health & Wellbeing strategy.
- A workforce who want to create good (active environments)?

### What additional do we need to make creating active environments easier and embedded as part of what we do?

- Additional knowledge of what good looks like, and something that brings our Local Plan policy framework to life.
- Additional skills and knowledge of urban design for good health and wellbeing.
- New processes to encourage developers to come in early for guidance and design review.
- All council departments being ‘on-board’ with upholding design standards.

### How has creating active environments been embedded (Redesign) Change that builds on strengths, and addresses challenges to embed creating active environments as part of what we do

- Developed and adopted our own Design principles and standards ([Placemaking Design guide supplementary planning document](#)) that incorporates other ‘sister’ standards including Sport England Active Design principles to set out expectations of what we expect in line with our policy framework, and to make it easy for developers
- Provide training and development on the Placemaking design guide to other Council services, developers who work in Calderdale and prospective new developers, architects to provide them with the knowledge, skills and support needed to uphold the Placemaking design guide
- Implement new process and practice where developers are required to come in at an earlier point for design advice and review to prevent developments being too developed creating challenges with redesigning within the planning timeframe.
- Increase the urban design skills and knowledge within the service to help uphold standards. Achieved through two approaches:
  - Urban designer reviewing and assessing development plans against design standards
  - Upskilling Planning case officers so they have the knowledge, skills and confidence to uphold design standards

## Vertical working - reflections

Perception – we will deliver services to the community to get them active, or just fund providers

Perception – the only way to get people to be active is through formal structured activity

Connecting into wider place, system, organisation priorities helps create the foundations for the work

Starting with identifying the value we can add

Seek to understand – what matters, biggest challenges

Senior leadership within this work is an important factor, so is finding allies on the frontline

Capacity is needed, but important to get the *right* capacity

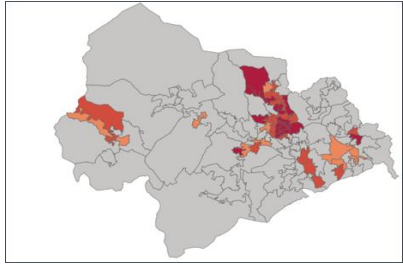
Having a change process enables you to attend to the right things

# What?

Working **HORIZONTALLY**  
at Place  
(Community led  
approach)

- Working in priority neighbourhoods where the opportunity for impact is greatest – higher inactivity

# Working HORIZONTALLY at place



Areas where the opportunity for impact is greatest – **higher inactivity**

## **10 priority neighborhoods**



Starting with working with the community to identify what's strong – what assets do we have – people, networks, organisations, environments, that can help the community to be active



Enabling the community to make decisions about what conditions can help them to be active – community power



Establishing and building relationships with local people



Building the skills, knowledge and motivation to lead the work locally



Understanding what matters to people – establishing our common purpose



Connecting assets at place – strengthening the network and partnership for physical activity - Join the **VERTICAL** work up in **Place**



Co-producing people-led initiatives – understanding barriers and enablers to being active



## Horizontal working - reflections

**Giving up power  
over the decision  
making helps to build  
trust**

**People own what  
they help to create**

**Take time to engage with  
residents – go where they  
are, use the assets they  
connect with**

**Find well connected  
people**

**Working in smaller  
defined neighbourhoods  
makes the process easier  
and more effective**

**Working vertically in  
'system' areas helps  
create momentum for  
working in communities**



**What the progress of  
VERTICAL & HORIZONTAL  
working looks like at Place**

# Using Place assets to encourage and make it easy and attractive to be active

**BUILT ENVIRONMENT – PLANNING SERVICE**  
 New Housing development: Design standards adopted including active design principles

**SCHOOL - MUGA on school site,** opened to community – opening school facilities fund

**WALKING & CYCLING INFRASTRUCTURE – TRANSPORT & HIGHWAYS**  
**Active Travel neighbourhood**  
 • Co-designed with the community and being delivered

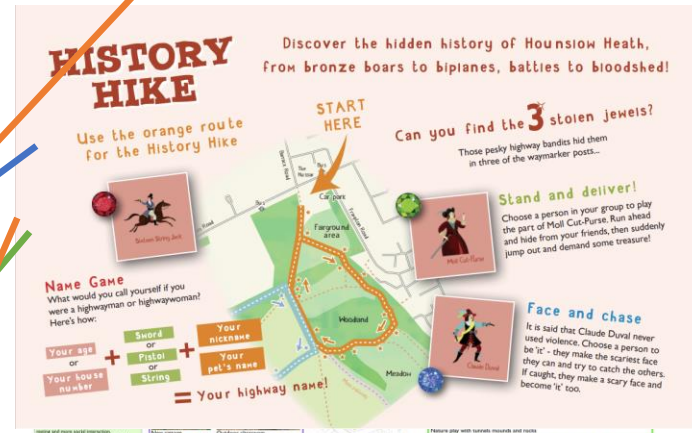
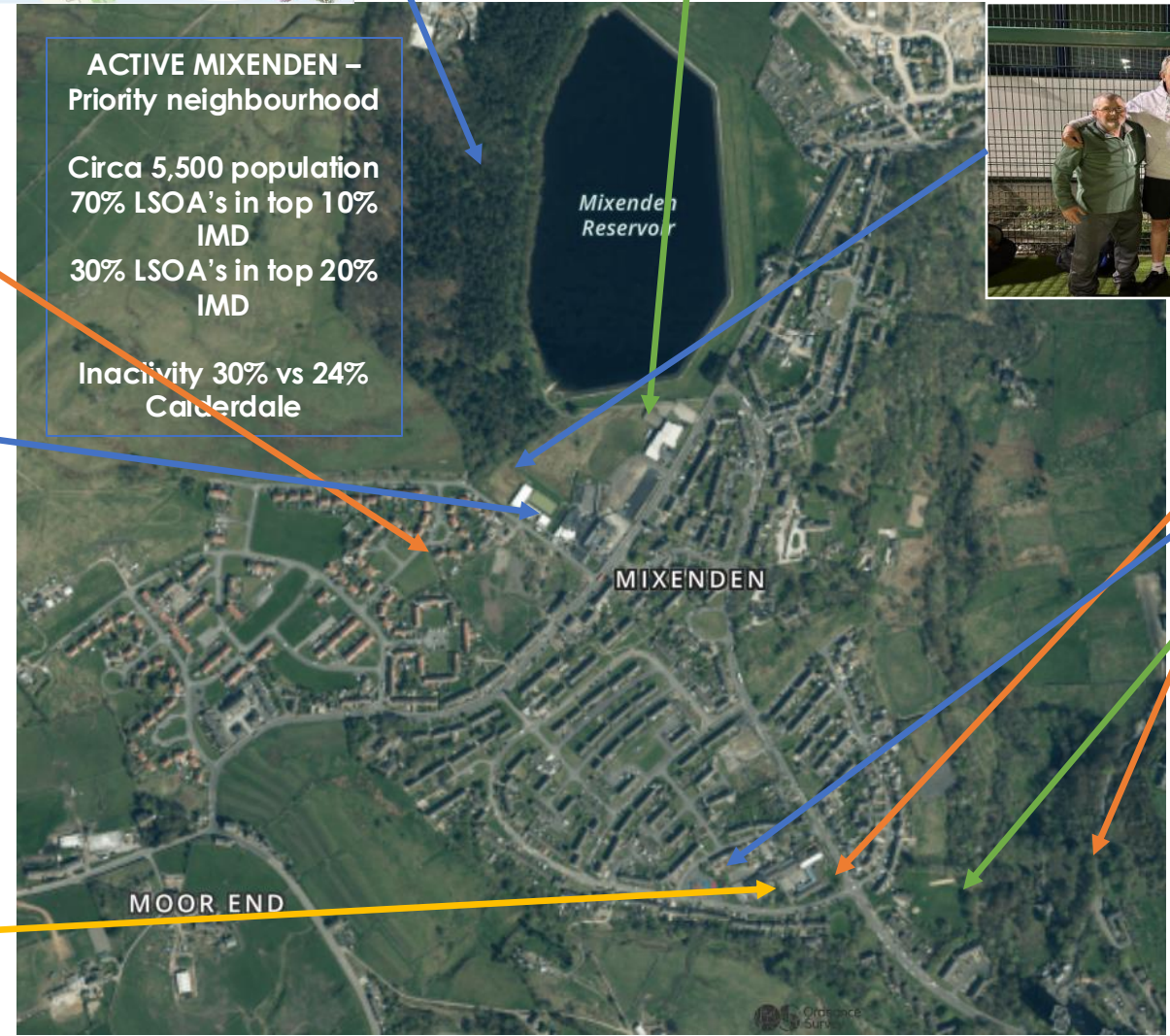


## SPORT/LEISURE OPPORTUNITIES

**Mixenden Activity centre** – being re-opened with joint investment between Active & UKSPF  
 Will be used as a hub for activities, designed with and by the community

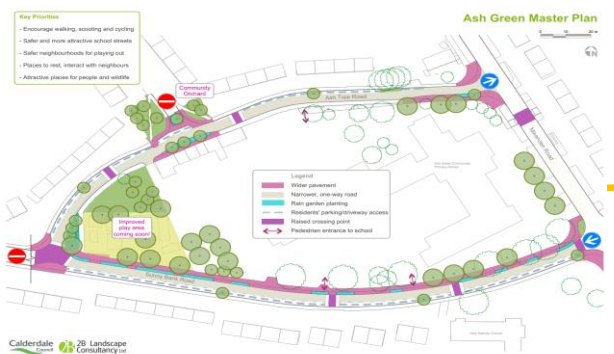
## SPORT/LEISURE OPPORTUNITIES

Buggy for fitness walks and activities – codedesigned with children's centres  
 Social netball sessions  
 Walking football  
 Women's football



## PARKS & GREEN SPACES

- Areas of green space un-maintained for 5 years, cut and improved
- Active Park improvement plan co-designed with the community
- Parks partnership group established – multi-agency
  - Playground refurbished
  - Nature walk
- Hebble brook – maintained and history trail developed





# Using People assets to lead the way and provide assistance to be active

## HEALTH & SOCIAL CARE

PCN Social prescribing link workers

Ageing Well practitioners

Adult social care

Community mental health & wellbeing workers

Community therapy services

- Process and procedures reviewed to ensure they encourage and enable moving more promotion
- All trained in moving medicine active conversations
- Active conversations resources created and used by each service/pathway
- Connected to local opportunities

## LOCAL RESIDENTS

Active Champions



## ACTIVE MIXENDEN

Circa 5,500 population

70% LSOA's in top 10%

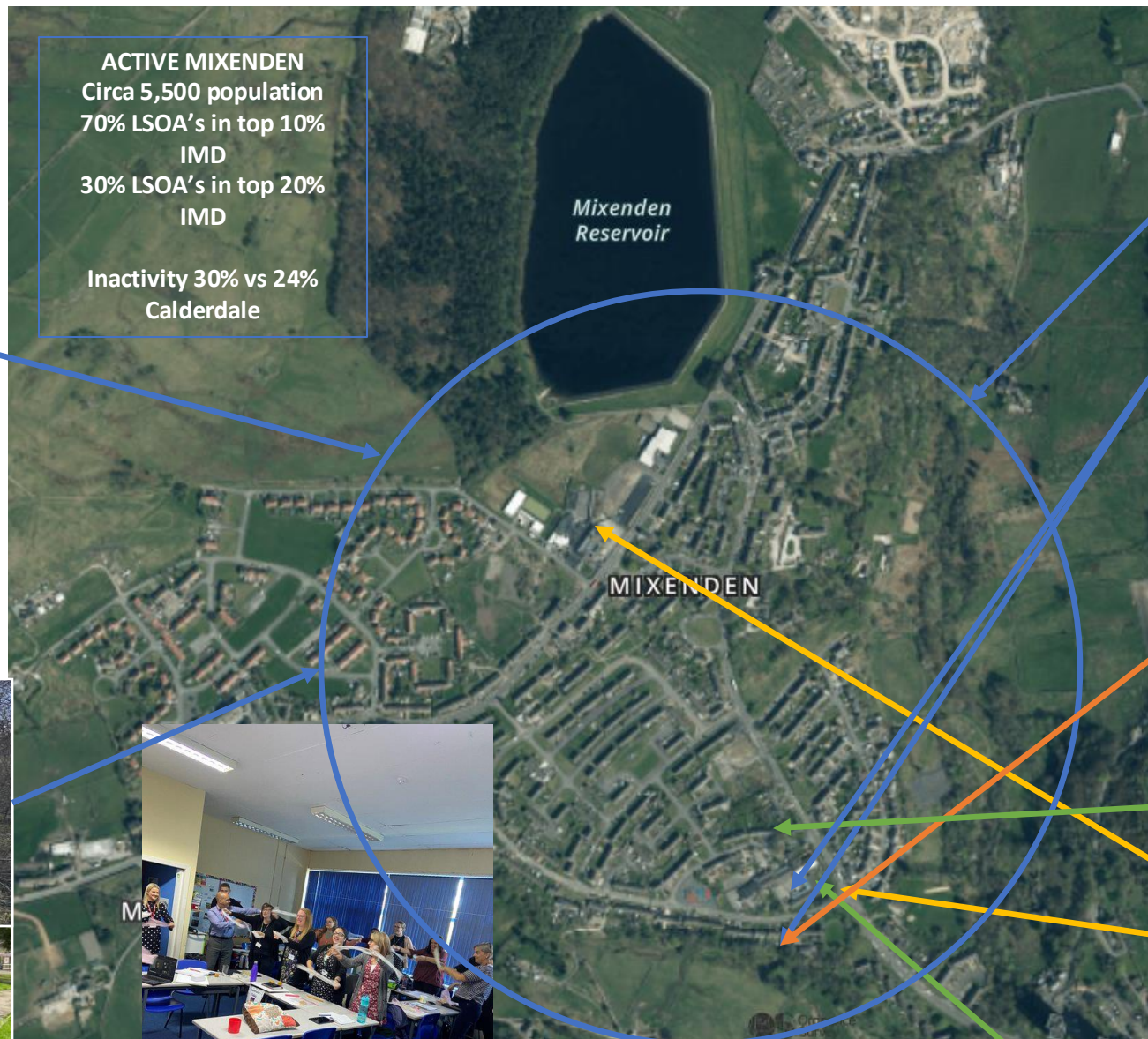
IMD

30% LSOA's in top 20%

IMD

Inactivity 30% vs 24%

Calderdale



## VOLUNTARY & COMMUNITY ORGANISATIONS/SERVICES

**Family support service** - Embedded physical activity promotion into what they do

**Staying Well community programme** – trained in active conversations. PA outcome measure for the programme

**Dads R Us** – informal dads group using physical activity as part of what they do

**Holy Trinity church** – hosting activities and opportunities, conversations about PA



**Mixenden Library:** Used as a community hub to promote physical activity – the benefits of being active and opportunities to be active in Mixenden. Walking group established from the library.

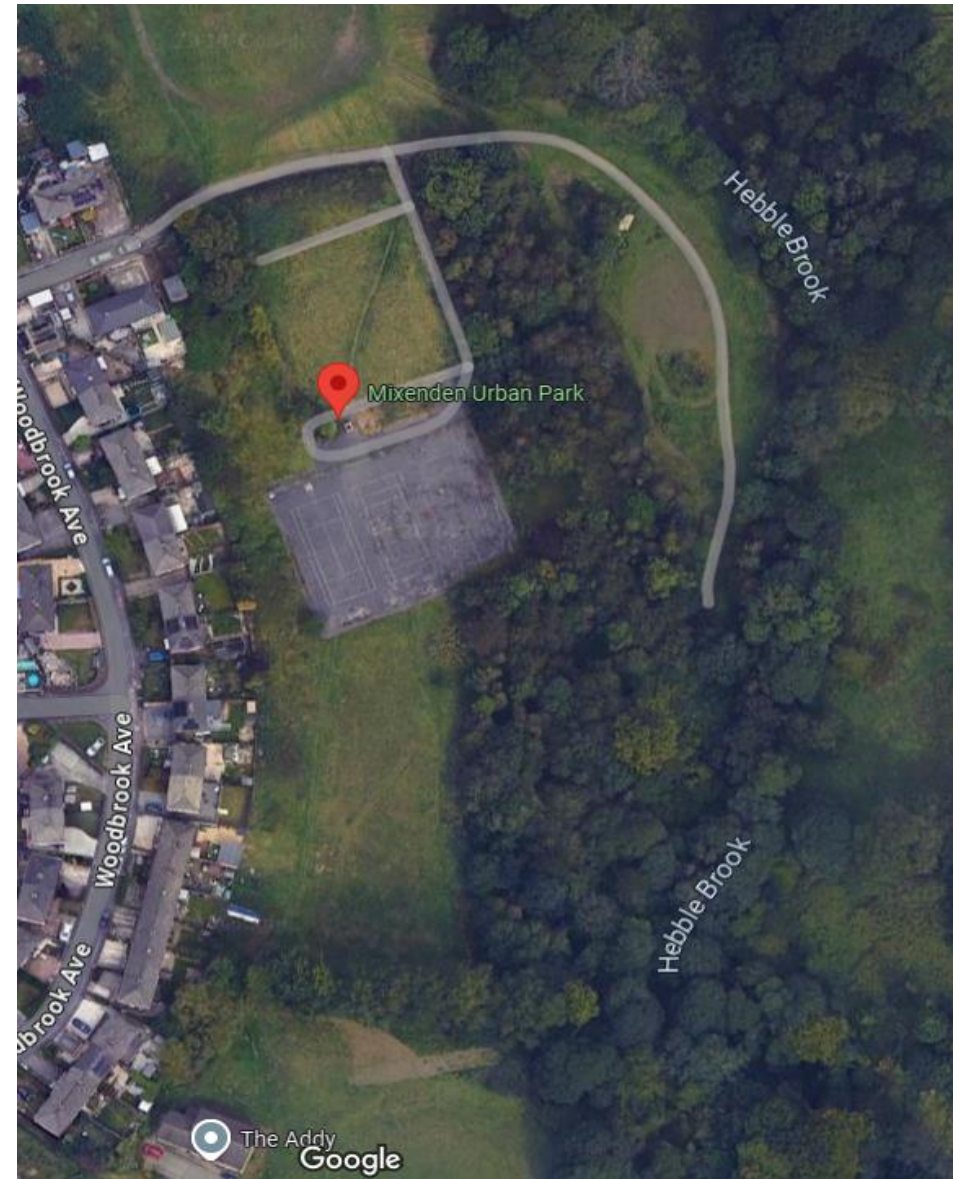
## EDUCATIONAL SETTINGS

**Ash Green Primary school**

**Active school** – multiple interventions adopted and implemented to support children to be active throughout the school day

**Ash green children's centre** – leading the way being active as a staff group. Developing walking trails for families.

# Mixenden Urban Park





***Cllr. Dan Sutherland  
Ward Councillor  
Mixenden***

## Investment through Active Calderdale



CLA budget £88,000



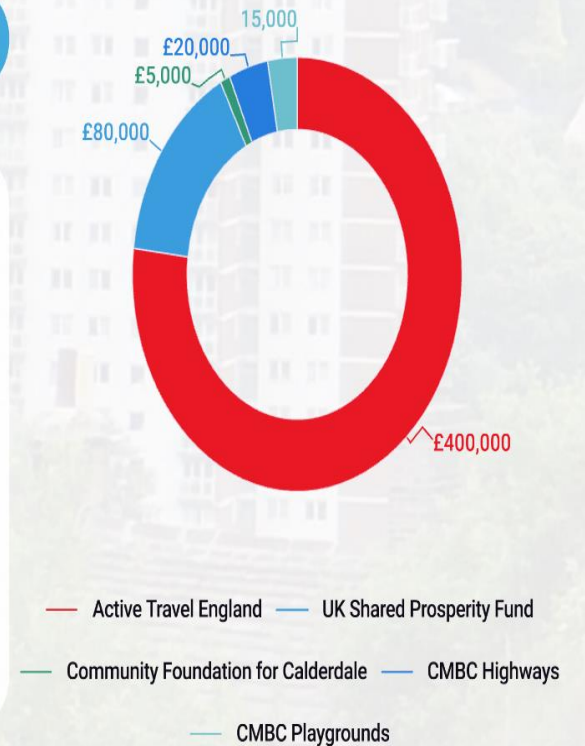
Active Parks budget £86,000

## Additional Funding

Additional funding matched with the community led approach investment:

- Active Travel England - **£400,000**
- UK Shared Prosperity Fund - **£80,000**
- CMBC Highways - **£20,000**
- CMBC Playgrounds - **£15,000**
- Community Foundation for Calderdale - **£5,000**

• **Total: £585,000**



# OUTCOMES

- ✓ An understanding of the barriers and enablers (assets) that can prevent and help this community to be active within their local context
- ✓ Capacity and capability across the workforce, volunteers and in communities to enable physical activity
- ✓ Practices and processes for physical activity adopted by organisations and services that encourage and enable people to feel like being active, in whatever way they choose, is for people like them
- ✓ Co-produced with communities' initiatives and communities making their own decisions (community power)
- ✓ Distributed leadership for the physical activity agenda across multiple community assets from multiple sectors – We're all Active Calderdale
- ✓ Organisations working collaboratively to support the community to be physically active
- ✓ Physical environments that encourage and support people to be physically active



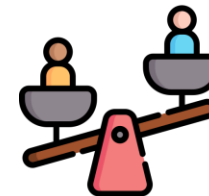
**Increase in** the number of people who are **physically active**



**Decrease in** the number of people who are **inactive**



**Increase in** the number of children who have a **positive experiences of sport and physical activity**



**Narrowing in inequalities** in sport and physical activity

**THANK YOU FOR  
LISTENING**

**Welcome any  
questions**



# Working In Place Wider Perspectives



[active-together.org](http://active-together.org)

# Andy Reed OBE

Active Together Chair







# Graeme Sinnott

Active Partnership  
Network



[active-together.org](http://active-together.org)



# Big Conversation 1



[active-together.org](http://active-together.org)

# Pop Up Insight Team

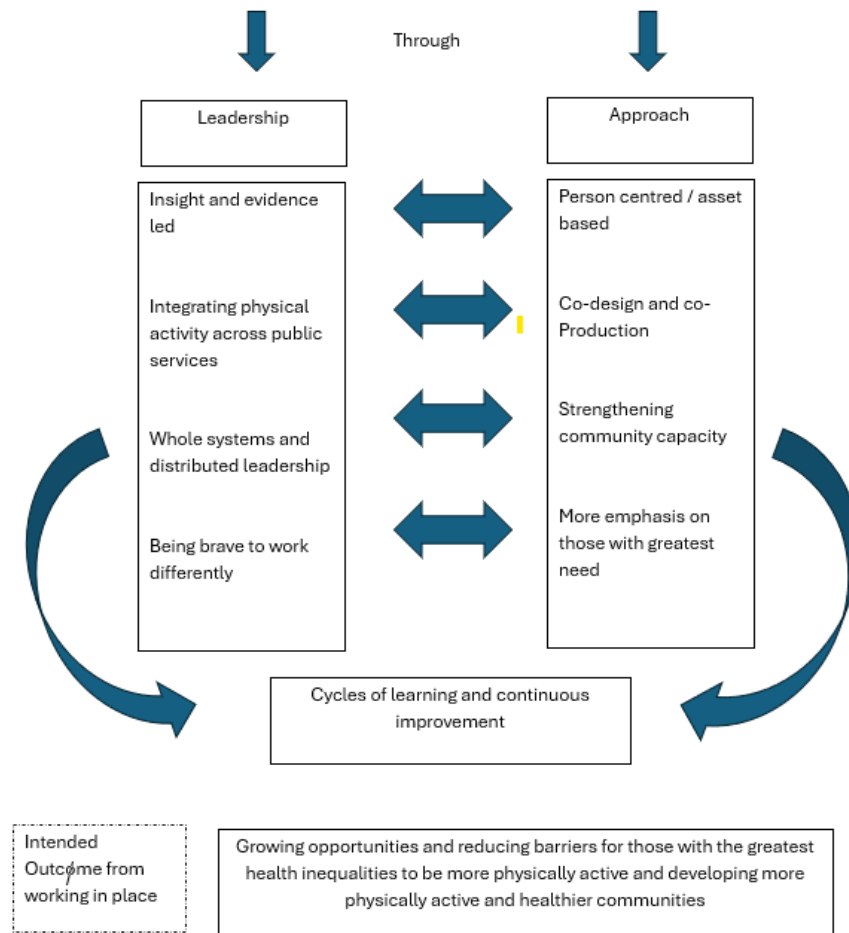
- Volunteers Needed 😊
- Move around in a listening role.
- Feedback what you hear into a WhatsApp group.
- Reflections will be fed back later in the day.
- Will repeat for each of the other Big Conversations!
- Volunteers report to Jo for more information at the start of the Conversations!



# LLR Definition of Working in Place

## Initial Definition:

**By...providing and facilitating local leadership and whole system working, within our places and with public, voluntary and other services we aim to...widen access, reduce barriers and create more opportunities for our residents to be physically active in a way that...builds capacity and empowers local communities to thrive and sustain healthy lifestyles, especially where the need is greatest**



## Questions:

- Does it provide a guide and a framework for joint approach and behaviours to working in place? If not, why not and what needs to change and why?
- Is the language used right? If not, what needs to change and why?
- Is there any components you feel are missing? If so, what are they?
- Which areas do you feel we need to prioritise and focus our efforts on?
- Do you feel the wider system (housing, planning, education, private sector etc) would meaningfully and tangibly buy into and cooperate with this definition?

# Big Conversation 2 Rooms

Room	Travis Perkins	Main Hall	BT
Workshop Title	Integrating physical activity into sectors	Strengthening community and individual capacities	Tackling structural inequalities



# Big Conversation 2



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# Pop Up Insight Team

- Volunteers Needed 😊
- Move around in a listening role.
- Feedback what you hear into a WhatsApp group.
- Reflections will be fed back later in the day.
- Will repeat for each of the other Big Conversations!
- Volunteers report to Jo for more information at the start of the Conversations!



# What do we already do? What do we need to do better at?

- **Layer 1: Integrating physical activity into sectors:** Discuss how we can and should embed physical activity into agendas beyond the sport and leisure sector.
- **Layer 2: Strengthening community and individual capacities:** Discuss how we can and should support our communities and use their assets to encourage our residents to move more.
- **Layer 3: Tackling structural inequalities:** Discuss what are the system challenges that are preventing our residents from becoming active. How can we advocate for change?

## Questions:

For each layer...

- What are we currently doing?
- What do we need to do more of / what are the opportunities?
- What are the challenges or barriers preventing us / that we need to overcome?
- What does good really look like?
- What are our takeaway actions?



- **After Round 1: Move to Next Room**

Room	Travis Perkins	Main Hall	BT
<b>Workshop Title</b>	Integrating physical activity into sectors	Strengthening community and individual capacities	Tackling structural inequalities

- **After Round 2: Refreshments and Transition to Main Hall (please note you will be asked to sit in locality tables)**



# Big Conversation 3



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# Next Steps

## Questions:

- What does “really good look like” for LA’s and stakeholders for working in place? Can you translate this definition in working examples
- What does working in place mean for any changes in the way you work? Are there challenges for your service?
- What do we need to do more of? What do we need to do less of? What are the opportunities? What are the challenges
- Who do we need to engage further with?
- **What do our key actions / next steps need to be?**



# Reflections



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# Rapid Insight Reflections

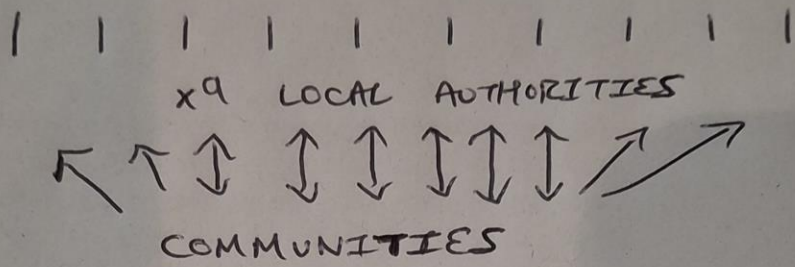
Vision  
Ambitions

☆ MOVING MORE  
INEQUALITIES ☆

Alignment  
Shared

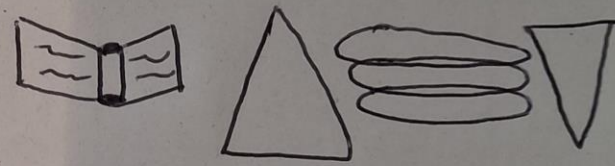
LET'S GET MOVING strapline

Supporting  
residents  
Assets



Playbook  
Tactics

PLACE-BASED  
WHOLE SYSTEM  
APPROACHES



INGREDIENTS THAT WILL HELP  
US GO DEEPER, WIDER & FASTER



# Closing Remarks



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- Recap;
  - **Purpose of the event was to create a day of conversation on exploring how we can collectively develop an approach to working in place to create positive outcomes for our communities.**
  
- Next Steps;
  - Collate discussion notes and reflections
  
  - Develop the shared LLR definition of working place
  
  - Compile a list of next steps to enhance our existing work

# Thank You Evaluation

