**BIG CONVERSATION 2: TACKLING STRUCTURAL INEQUALITIES**

**What Does Good Look Like?**

Sharing successes in tackling inequalities – how did it happen?

Equality of access to all.

Harnessing changes to re-visit the inequality. How can we use a change to reduce the inequality? How can we mitigate increasing inequalities?

Measurable benefits.

A representative workforce.

Equitable access.

Constant communication between services, partners, LAs.

Consistent involvement.

Consulting with individuals you want to engage.

Demonstrating ‘real’ achievements/success.

Place as a golden thread within local authority corporate plans.

Embedding physical activity into every department agenda from top – workers.

Working together using partners.

Having passion for the role – everyone, adapting to the audience in regard to communication.

What is happening on the ground and how are we being promoted.

Health in all policy.

Top down and bottom up approach – collaborating in the middle.

Embedded values for physical activity in the system – cradle to grave.

Sharing best practice.

Learning from others.

Political buy in.

Delivering against goals.

Measurable outcome s- increased participation.

Seat at the table – influence – same values.

Embed in local policy/plans/infra-structure.

Everyone working together towards the same goal.

Recognition and understanding from senior leaders.

Members and other departments as to what we do! Is there consistent messaging across the networks at different (vertical and horizontal) leadership levels.

Integrated people offer across networks – person centred.

Education – teaching young people that physical activity = sport and that requires PE kit and structure instead of teaching physical activity as a skill that can be done ‘casually’. PE as first to go.

Educate the wider workforce ie. HR.

Education of political figures locally and then taking them on the journey.

Safe places to be physical active in.

Access to free facilities.

Representation on Boards – community representation.

Co-production (with community).

Engage with members to drive into agendas – portfolio members.

Diverse representation and representative of community.

Accessible paths and areas – safe walking and cycling.

Pride in the community – make it sustainable.

Working together as a whole – golden thread.

Allowing time to develop relationships – build trust.

Policy change ie. planning.

Get to the root causes.

Powerful message.

Taking accountability and understanding the value to you as a person re physical activity.

Competition for funding/facilities.

Upskilling trusted people in the community (developing capacity). First being able to identify those individuals.

Link with local businesses – facilities is not enough bookings/spaces. Encourage them to cater to the groups that need it most.

Evidencing impact.

People knowing in advance ie. what funding has been allocated, talk to each other.

Asset mapping and align sessions to cater to this.

Reporting on challenges as much as success.

Learnings and sharing these.

Protected time for reflective practice within the day job.

Put out ‘who we are’ ie. does the community know us and our faces and roles.

Not being afraid to reflect on ‘failures’.

Not delivering to, but ensuring organisations are upskilled enough to continue it.

Engaging communities/communities having a voice and this leading to action.

Engage communities to support on areas that they are interested in – Tennis project/activators.

Political/leadership approach.

Listen but be prepared to change to respond to changing circumstances (Tenns for LD/SEND).

Engaged community that is known by us.

Regular asset mapping and connecting to assets – countrywide?

Understanding what we mean as ‘community assets’.

People using assets (parks, community centres).

Community assets that are attractive to use.

Community assets projects that are sustainable from community.

Community ownership – ownership and passion.

There is an expectation for local authority to provide so need to re-frame this.

Active Calderdale looks good.

Skilled workforce who knows how to run a programme.

Ensure contracts include outreach/system working.

Share collaboration.

Everyone working together.

Physical activity built into the system.

Consistent message across the whole of LLR.

Central driver, AT starting the conversation.

AT being the activator. Getting a shared language. With the links to districts, more of today.

Engaging everyone in the residents survey, those who do not engage with us.

**What are we Currently Doing?**

Renewing/improving planning policy.

Free/reduced price activities/sessions.

PPS/facilities/open space audits.

Influencing local plan content.

Delivery of LCWIP.

Have embed into corporate plan.

Bringing programmes to schools/community leisure/outreach programmes.

Local provisions at after school clubs.

Exit routes to local provision from schools eg. Well-being services.

Truly engaging and working with groups.

Joining up groups/clubs/NGB/funds.

Engaging with planning.

Strategy aimed at inequalities.

Local leaderboard.

Plan expansion.

Place based definition – consensus.

Improving Active Travel routes – bike lanes, park lighting.

Working with community groups (NWL) (parish council’s, charities) to raise awareness of physical activity programmes.

Health Ambassadors – peer support and memberships to trial leisure centre activities and spread positive messaging (match fund Health Ambassadors to Sports Champions) – Everyone Active.

Signposting from trusted sources.

Volunteering opportunities ie. Walk Leader, work in IN NWLDC to strengthen relationships between council and community. Volunteer policy does this and up recruitment.

Develop relationships with third parties working with adults with additional needs – more organisations on board with this. Advocacy eg. Sense partnership in Charnwood, with support from leisure contract. ABCD 0 local facilities now open to more people (negative perceptions). Messaging is important – access to facilities requires correct message to participants about who can access.

Promotion through Joy!

Physical activity self-referral, motivation and readiness to commit, reduce need for GP sign off.

MECC

SSPANs collaborating together and working with the localities.

Active Travel happening in Blaby, want/need more infra-structure in other areas eg. Melton.

Last 18 months been a real drive/pitch from LAs to work across sectors eg. GPs, social prescribers.

Cross department work eg. HR – workplace health, ED – business engagement (local authority dependent).

Links with LACs/social prescribers.

All organisations sign up to the principles eg. CHWB plans but the reality in delivering becomes too hard to sustain.

Link to council planning teams – HIA plans. Talking about/educating structural inequalities.

Alternative departments sit under physical activity ie. S106/Parish liaison. Developing wider links. More discussions with Health Alliance. GP’s, practice manager.

Lots of opportunities for older adult programmes.

Engagement with key partners.

Triage calls – more open discussions.

H&W Roadshow

GP Feds and social prescriber networking.

Community leisure links.

H&W partnership – action groups.

Engaging with local businesses eg McVities – VCS groups …

Promotion of community initiatives.

Engaging with Local Plan developments – influencing local plan objectives and design guidance.

Wellbeing support for schools and Active Travel.

Looking at where the need is and reacting accordingly – place and population.

Manage/influence leisure contracts locally.

Leaderboard.

Talking about it.

Collecting data.

Identified target groups to deliver interventions/projects – grant projects.

Not enough.

Networking.

Tend to stay away as its in the ‘too difficult’ box.

The same thing we’ve always done – Fear of change.

People development panel – city based residents – from South Asian communities.

Engaging with communities in person/picking up the phone – but. We could do more often!

Expecting too much too soon in chasing data.

What does ‘asset’ mean to you/us?

Supporting VCS funding, local apps, health checks.

Influence of contracts eg. LC contracts eg covers

Council owned assets, how can they be looked at differently eg. Place to grow, mental health. Joining of agenda’s.

OSF – what’s going on?

Celebration/comms around work in communities.

Sports clubs – introducing specialised sessions. Diversifying offer eg. Walking spaces, mental health.

Moving away from non traditional.

**What are the Challenges or Barriers Preventing us/that we Need to Overcome**

Parks – safety/unappealing – not used.

Empathy for others who experience different inequalities than ourselves.

Transport.

Leisure centres – apprehensive about going in – feel like don’t fit in.

How best to engage with your target group. Building trust takes time.

Processes take time to change – communicating that.

Rurality.

Changing traditional views and understanding policies in education to prioritise.

Cost.

Physical activity.

Inaccurate assumptions.

Stereotyping.

Conscious and unconscious bids.

Limited resource – people, funding, infra-structure – upskilling the community.

The levels to engage stakeholders when they sit in different organisations.

Community awareness of assets.

Sense of community – safety, drive everywhere, target smaller areas (even road level) to help create a community.

Timing – timing this right.

Sustainability and momentum.

Commissioning cycle – need to hit milestones, have targets met.

Structural inequalities working against communities’ priorities.

Willingness for communities to engage, helping people understand what a community is.

Going to the source – use what we have, go to source then bring them into community.

Making things accessible – working out what works for people and aligning.

Ask what would help overcome? Sharing insight and consultation somewhere centrally. Sharing reporting.

Maximise the assets that you have.

Lack of education – workforce. Not a diverse workforce. Lived experience, have to seek external perspective ie. are we the right agency? Eg. Lanyard barriers.

Partnership working – are we accessing the right community champions?

Resource – places, facilities, continuing priorities, workforce capacity.

Tokenism – it’s not about seeing ‘people like me’.

Language issues eg. ‘hard to reach communities’ they’re not hard to reach, we are! We give up with engaging with under represented groups – too outcome focused. Resilience building.

Services and government officials don’t have enough accountability about engaging with these groups.

Not a priority from authorities – feel not important to them.

‘Ethnic minority’ language, you’re grouping a large group of people together – different languages/experiences/culture.

Don’t understand what communities are.

‘Ethnic minority’ language isn’t always data correct eg. Leicester City centre.

Presentation of the deliverer ie. sometimes taking the badge off or not. Associating with the council is beneficial (negative perceptions).

Community assets can also be people, identify who and how to get them on board.

Shortage of facilities – struggle to book.

Geographical tension ie. 2 neighbouring communities that don’t ‘get on’.

Language for EDC – ensuring we can communicate.

Reliant on volunteers when no funding to pay for specific skills. Limited specific skill set. Funding/pay for sport specific jobs is very small, deterring people from considering it as a progression.

Restriction on promoting private business in council (restricts signposting/working together).

Lack of knowledge – us of other departments priorities and them of us!

Capacity – but we need to make the capacity.

Perception of sport and physical activity (built from early years/CYP in schools).

Conflicting organisational targets (eg. Being active v DWP restrictions).

Different partners not understanding each others aims and priorities eg. Developers v Sport England.

Political barriers.

Shrinking public sector – devolvement of power.

Old fashioned views and opinions – too hard box.

Accountability

Capacity and resource not in the right place. Less delivery more influence.

Long term plans with short term contracts/funding!

Who are the ‘other’ people/partners who we can influence and bring on board to shared values. Having planning/transport etc in these early conversations. Don’t see what we can offer.

Lack of power within our message.

**What do we Need More of? What are the Opportunities**

Equality of opportunities for girls/boys in schools/sports clubs – more equity rather than equality.

More emphasis on behaviour change.

Using the collected data and enforcing change.

Work with schools on embedding physical activity.

‘Join the dots’ – reduce solo working – partnership working.

Showcasing what we are already doing and being part of it.

Working together, joint leadership on projects.

Asset mapping – getting out on the ground! Build relationships from there. What are the communities’ opinion on their assets.

Sharing mapping – what are the gaps?

Taking a step back – does the offer still fit the need?

Find more money.

Creative in funding application – what other agenda’s can we tap into.

Enablement/empowerment for others to apply for funding.

Find trusted individuals.

Ensure money can flow through the chain – top to bottom.

Feed in ie. AMC walk participants, identify need, feed into local pre/post circuit class at local leisure centre.

Breaking down barriers.

Capitalise on the community aspect and leisure centres. Need to trust our values align.

Promotion of Jou

Similar county/city offer.

Outside digital.

Cross boundary (across counties).

Consistent comms across LA’s

Changes to infra-structure for active travel. What are mechanisms to feed information back?

Structural inequalities inhibit the potential to be realised eg. Pricing policy of provider.

Understand assets in our patch – do we have the base knowledge of our area, when people leave, without it written down, is it lost?

JNSA – do you all use it and build on it?

Do we understand the lived experience in our area.

Skills

Knowledge

Structure

Creative capacity – not always more people.

More local learning at a county level.

Do we know why they don’t use the assets? How we do this?

Influence/ability to.

Housing

Transport

Access to work/jobs

Access to healthcare

Cultural/norms/discrimination

Education

Legal system

Safety

Connect capacity/resources better.

Planning!

Sharing ‘best practice’ better across LLR.

Using same language consistently across LLR.

Health in all policy.

LA leaders/CEOs/Members etc talking across the LA areas!

Planning – local/national/split – governance/policy. Does it always result in action?

Building relationships with shared values and appetite to look forward.

Building relationships with all departments, where can we add value to other departments? Planning, Housing, Parks, Eco Regen etc.

Increase awareness of funding opportunities.

External funding grants to work with those most in need – question and challenge the outcomes expected.

Be innovative, look at things differently.

Targeting where there is most need and greatest improvement to be seen.

Roll out of next phase of LDP.

New government and missions – physical activity aligns to them all.

Health in all areas adopted as corporate priority.

Learn from other districts and existing community projects.

Long term commitments to build a sustainable plan. Year on year funding with unrealistic targets – cliff edge effect.

Talk to each other – collaboration.

Understanding/knowledge around others priorities and how physical activity can support their agenda visibility of this information.

Linking up to relevant and appropriate partners.

Working with your target groups. Finding out what their barriers are.

Focusing on geographics and groups with highest inactivity.

Realising we are the wrong people to answer.

Facilitating and enabling.

Make more noise. Challenge norms.

Intensive work with planning/parks etc

Discussions at INT’s

Youth/community voice.

Actions.

Connectivity.

Included in contracts – expertise in including in contracts/KPIs focusing on inequalities.

Being comfortable with ‘mess’.

Celebrate the good. Sport in Desford example and celebrate all the assets we do have eg. Parks (and get) people using them more.

Acknowledging good.

Schools hiring facilities to wider community groups.

Diversity.

**Comments, Thoughts & Questions …**

Assets: Leisure centres, park, public, Active Travel, tearooms.

Promotion of green and open spaces. LGM and local ambassadors.

Piggyback on groups and leaders and sharing local opportunities and knowledge.