Together an Active Blackburn with Darwen

Pennine Lancashire Sport England Local Delivery Pilot
ALLOW MYSELF TO INTRODUCE MYSELF
Aims of Today

1. Explain what Together an Active Future is
2. Update on the BwD and Pennine plan
3. Invite you to contribute or get involved
Sport England Local Delivery Pilots

What are they?
Sport England Pilot Locations

- Redcar & Cleveland and Middlesbrough
  Population: 274,800
- Bradford
  Population: 132,800
- Withernsea
  Population: 6,000
- Doncaster
  Population: 304,800
- Greater Manchester
  Population: 2,756,200
- Birmingham and Solihull
  Population: 471,400
- Essex
  Population: 1,443,200
- Hackney
  Population: 269,000
- Greater Exeter
  Population: 71,200
- Pennine Lancashire
  Population: 532,500
- Calderdale
  Population: 208,400
The Context of Pennine Lancashire
WHATCHAMACALLIT
WHAT-CHA-MA-CALL-IT
FORWARD VIEW

THE BIG SPECKLY PART. NOT SURE WHAT IT DOES BUT IT MUST DO SOMETHING! IF IT DOES SOMETHING IN THE FUTURE WE'LL LET YOU KNOW.

THE SLIGHTLY SMALLER PART. NOT AS BIG AS THE BIG SPECKLY PART BUT CLEARLY ATTACHED.

FLAW?

SPECKLES

THE SHINY PART. VERY SHINY. AGAIN NOT SURE OF THE PURPOSE BUT SHINY MOST OFTEN MEANS GOOD!

UNREFINED

PANEL 1 OF 1. THERE ARE NO OTHER PANELS.

MIRACLE BLUEPRINTS
IF IT'S A GOOD BLUEPRINT IT'S A MIRACLE
Physical Activity and Mental Wellbeing in Pennine Lancashire

At the time of our bid:

There are 106,000 inactive adults in Pennine Lancashire

The health & social care cost of physical inactivity in Pennine Lancashire is almost £12 million

GP registers record almost 37,400 adults in Pennine Lancashire with having depression

In Nov 2016 27,390 people in Pennine Lancashire were claiming ESA.

This equates to 9.2% of the adult population (England average 8.3%)

One of the main reasons for their claim was:

Mental & behavioural disorders (50%)
Other (50%)

Credit: @ajoll.wordpress.com
28.1% of people (120k) do fewer than 30 minutes a week.
Together an Active Future Target Audience

This pilot is about:

- People who are ‘inactive’
- People with, or at risk of having, mental wellbeing challenges
- People affected by life events
Together An Active Future Aims

More people more active in Pennine Lancashire

- Make it easier for people to be more active
- Ensure there are strong lasting physical activity opportunities
- Understand the true reasons why people are inactive
- Deliver a learning pilot that is shaped by the people of Pennine Lancashire
Differentiated Approach

Pennine Approach

- 532,000 – Pennine Population
- 120,000 – Inactive Adults
- 40,000 – GP registers
- 13,000 – DWP with poor mental health

Local Networks

- Targeted
- 40,000 – GP registers
- 13,000 – DWP with poor mental health
Move More

• **Active Society**: Creating a social movement where physical activity is a priority for everyone

• **Moving Professionals**: Activating networks of expertise creating healthy workplaces and making every contact count to promote physical activity

• **Active Environments**: Creating active spaces and places for safe and enjoyable physical activity

• **Moving at Scale**: Maximising the potential of existing assets and partnerships
Together An Active Future | Our Journey...

**Bidding Process**
- **Autumn / Winter 2017**
  - Mar - Expression of Interest submitted
  - July – Expression of Interest successful
  - Sept – Stage 2 submission; Sport England visit to Pennine Lancashire
  - Dec – LDP award announced

**Shaping the Pilot**
- **Early 2018**
  - Jul - capacity funding awarded (core team salaries for the 3 years)
  - Jul – 1st full time role, Programme manager appointed
  - Jul – Recruitment process commenced for Core Team
  - Jul – SE workforce restructure and Pennine Lancs LDP pilot manager in post
  - July – Lancaster University confirmed
  - July – Engagement of key partners begins
  - July – Life course tool first design
  - Aug – Ongoing engagement of key partners and identifying target groups

**People, Partners and Approach**
- **Summer 2018**
  - Sep – Sport England 1st LDP network 2 day sharing event with 12 LDPs
  - Oct/Nov – Project Coordinator & Business and Admin Support appointed
  - Oct/Nov – Engagement training designed and arranged
  - Nov – TaAF supports 3 x SE National Community of Learning events
  - Nov – Lancaster Evaluation first draft
  - Dec - Pennine Partnership Engagement Event

**Pathfinder**
- **Preparation Early 2019**
  - Jan – Sport England Circulate Investment Guidelines
  - Jan/Feb – Creative engagement train the trainer
  - Feb - Sport England 2nd LDP network sharing event
  - Feb – engagement with boroughs and solution finders regarding next steps including meetings with CEOs
  - March – Significant work with targeted partners DWP and ELHT
  - Jan – Feb Pennine Investment Framework & Design principles developed with solution finders
  - Mar – the above approved by PLF with local governance delegated to HWB Board / Partnerships
  - April – Pennine wide engagement survey 3000+ responses
  - April/May – Targeted engagement begins with identified groups
So What’s Different?
Not funding to ‘Deliver Things’

- Start with people and place
- Involve all of the partners in a place - whole system
- Insight and evidence driven (lots of evidence)
- Test and learn how to create whole population shift
- Use learning - scale up what works
- Focus on the inactive/under represented
- Create sustainable change
- Collaborate with the 3rd sector...but not in a small grants fund format
Design Principles

• Have you used data and insight to identify those people who are most likely to be inactive and where they are?
• Do you have a good understanding of the make-up of your local communities?
• Are there particular groups of people within your community for which physical activity is a particular challenge?
• Do you intend to target a specific group of people based on demographics?
Design Principles

• Have you used insight from local people about what opportunities for physical activity there are now?
• What could be changed to improve how they engage with these?
Is there something that's working now (or has in the past) that could have a major impact if changed or improved?
Timelines & Phasing
# Sport England Phasing and Timelines

## Development

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<td><strong>Pilot level INDICATORS.</strong> Each Pilot is meeting milestones and working in ways that give us confidence in success:</td>
<td><strong>Programme level impact.</strong> The group of Pilots have achieved impact and learning:</td>
<td><strong>Population level impact.</strong> Reproduce growth in engagement at a population wide level:</td>
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<td>Development of evidence-based plans</td>
<td>A greater level of change in our group of Pilot locations vs. the overall national trend in terms of: - activity levels - who is active (equality)</td>
<td>More people taking part - significant decrease in the number of people who are inactive</td>
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<td>Identification of priority audience groups connected to inactivity and local challenges / goals</td>
<td>Proven contributions to some or all of Government’s outcomes</td>
<td>Improved inclusivity - in terms of who is taking part. Demonstrate that the profile of active people (in terms of demographics) is more representative of the population</td>
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<td>Building deeper understanding of audiences and their needs</td>
<td>Practical learning that conveys what has worked (and hasn’t worked) to achieve the above</td>
<td>Proven contribution to some or all of Government’s outcomes as a result of the above.</td>
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<td>Genuine engagement and consultation with relevant communities</td>
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<td>National physical activity policy is influenced by learning</td>
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<td>Changes in ways of working to increase collaboration and inter-connection across services and provision (‘whole system’)</td>
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*Note: This table outlines the key outcomes and impacts across different phases of the Sport England programme.*
What about the money!?
LDP Resource Allocations

• Pathfinder (small scale test & learn) is a guaranteed £3m for Pennine.

• Distribution of Pathfinder funding:
  – 75% for localities. Pennine = £2.25M. BwD = £600k
  – 20% for Pennine wide coordination and activity (£600k)
  – 5% for targeted test and learn (£150k)

• Accelerator (scaling up) in principle up to £7m based on robust cases of need, outcomes and evidence.
Where Do You Fit In?
Engagement Session
14th June 2019

THEMES

- Increasing awareness of what’s already happening
- Creating Active Places and Spaces
- Mental health and wellbeing: where does physical activity fit?
- Volunteers, Champions & Role Models
START

FAILURE

FAILURE EVERYWHERE
Next Steps

- End of August 2019 = BwD outline plan
- Review & share all feedback and ideas ASAP
- Local engagement and insight work to inform plans
- Follow on discussions, meetings as required

- Governance/ongoing contribution: Together an Active BwD group

- Maintaining Momentum: Physical Activity Community of Learning: every 6 months
Thank you!!