

Together an Active Blackburn with Darwen

Pennine Lancashire Sport England Local Delivery Pilot

**Together
an Active
Future**



ALLOW MYSELF TO INTRODUCE

MYSELF

quickmeme.com

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

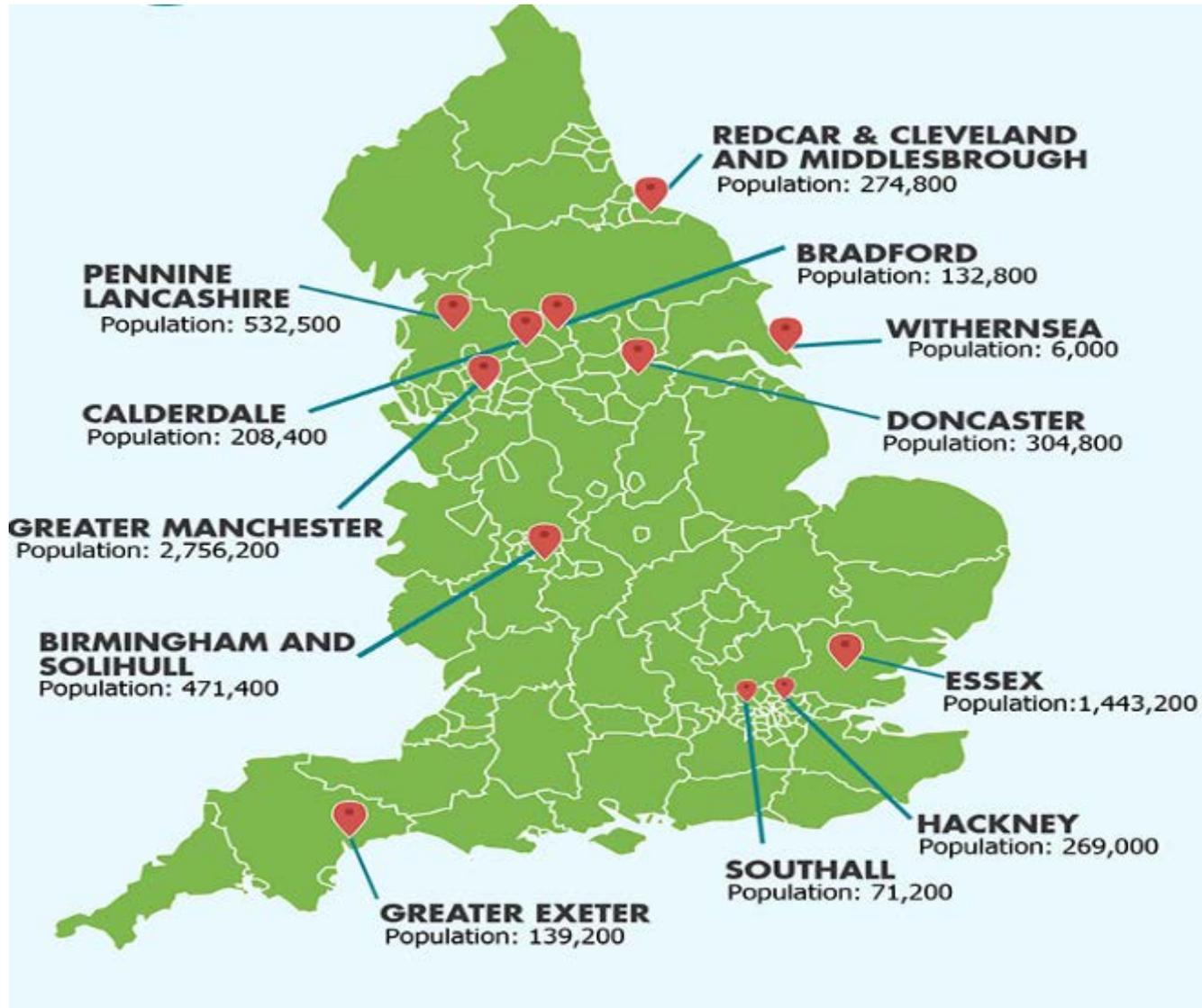
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Sport England Local Delivery Pilots

What are they?

Sport England Pilot Locations



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

UNREFINED

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

PANEL 1 OF 1. THERE
ARE NO OTHER PANELS.

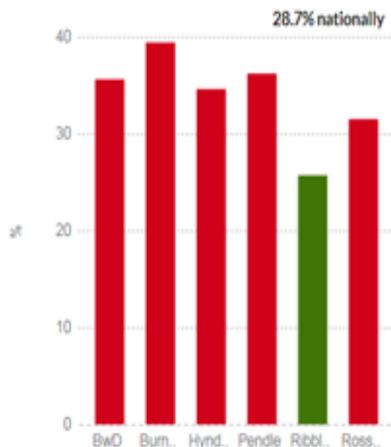


MIRACLE BLUEPRINTS
IF IT'S A GOOD BLUEPRINT IT'S A
MIRACLE

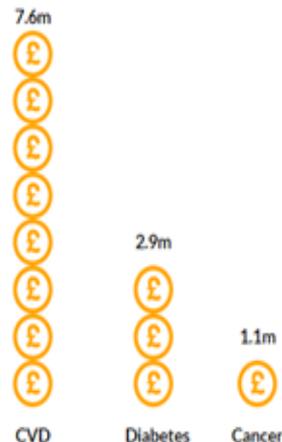
Physical Activity and Mental Wellbeing in Pennine Lancashire

At the time of our bid:

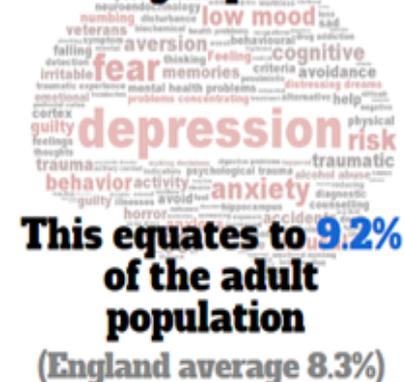
There are **106,000** inactive adults in Pennine Lancashire



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

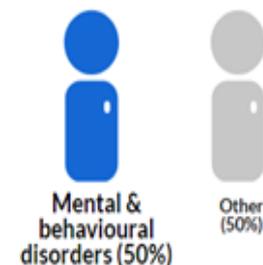


GP registers record almost **37,400** adults in Pennine Lancashire with having depression

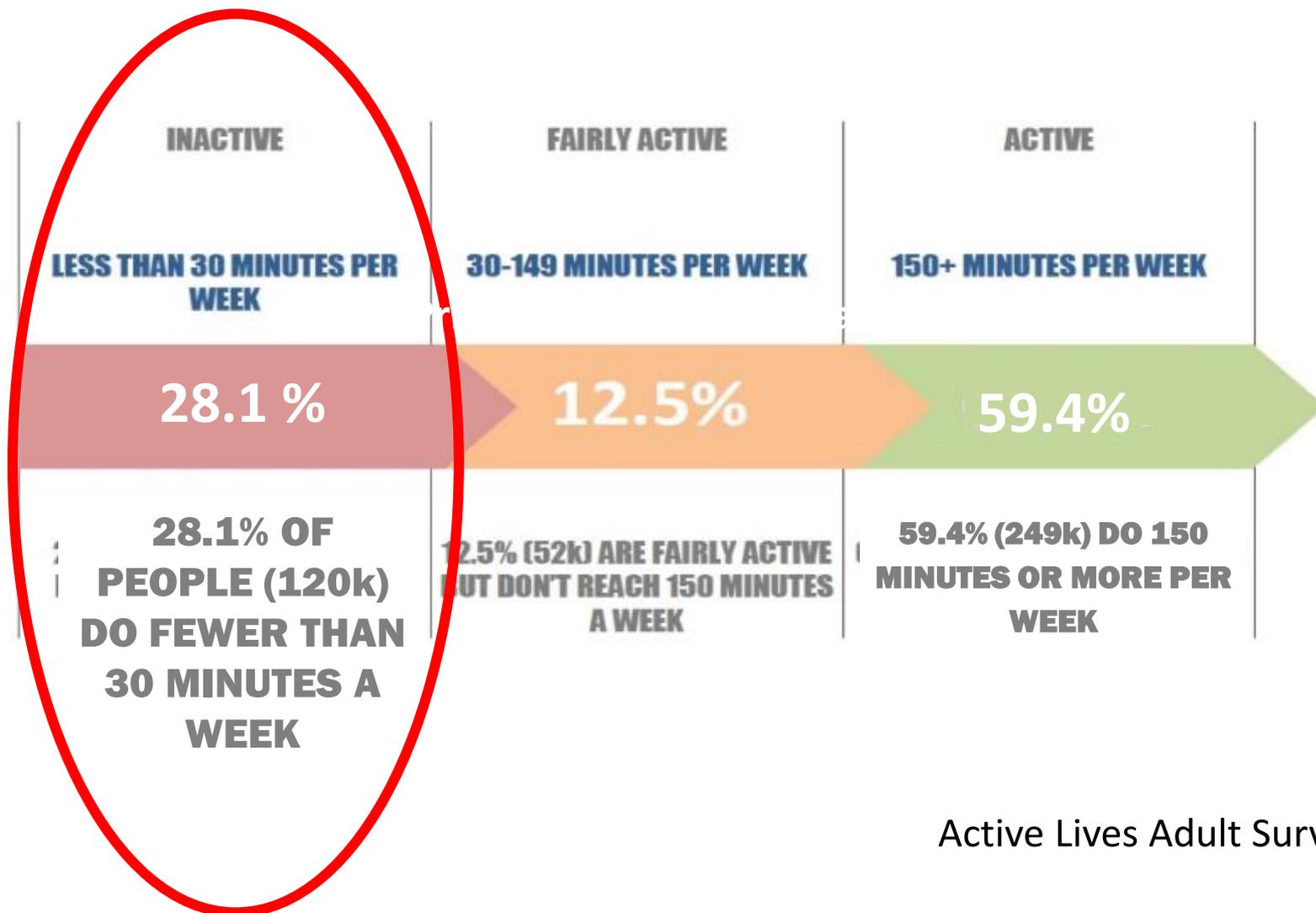


In Nov 2016 **27,390** people in Pennine Lancashire were claiming **ESA**.

One of the main reasons for their claim was:



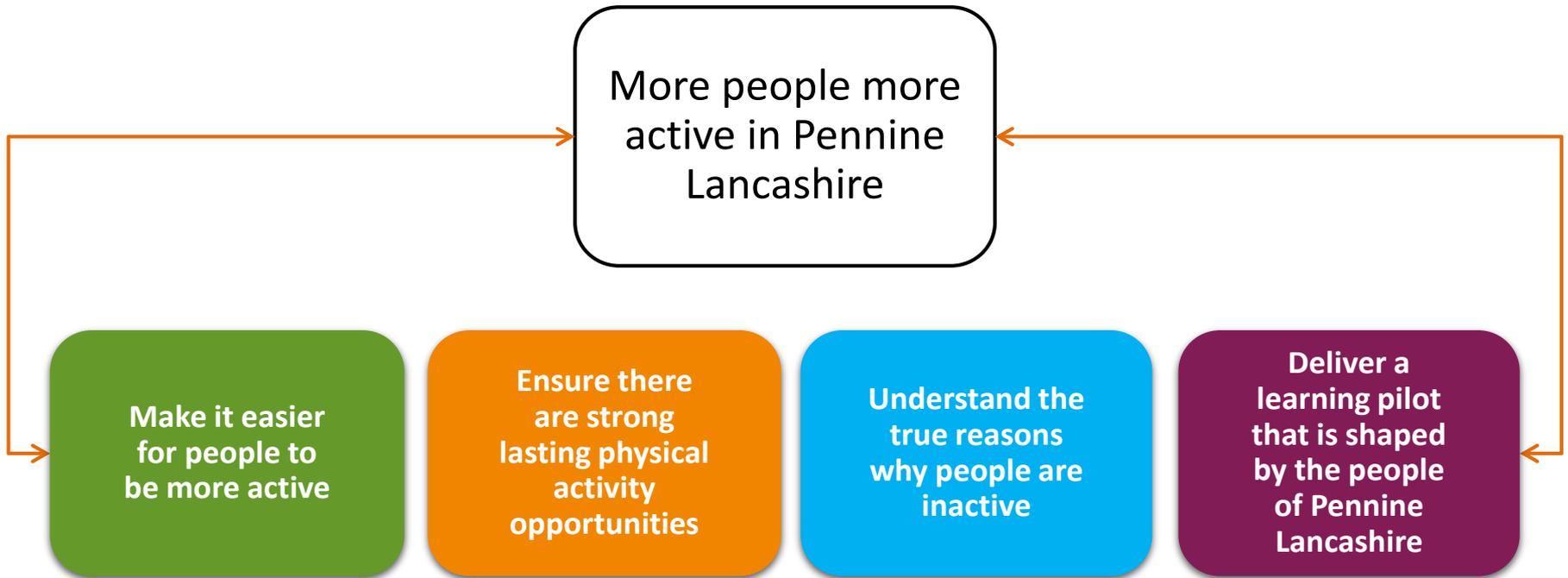
The Primary Challenge – Inactivity Data



Together an Active Future Target Audience



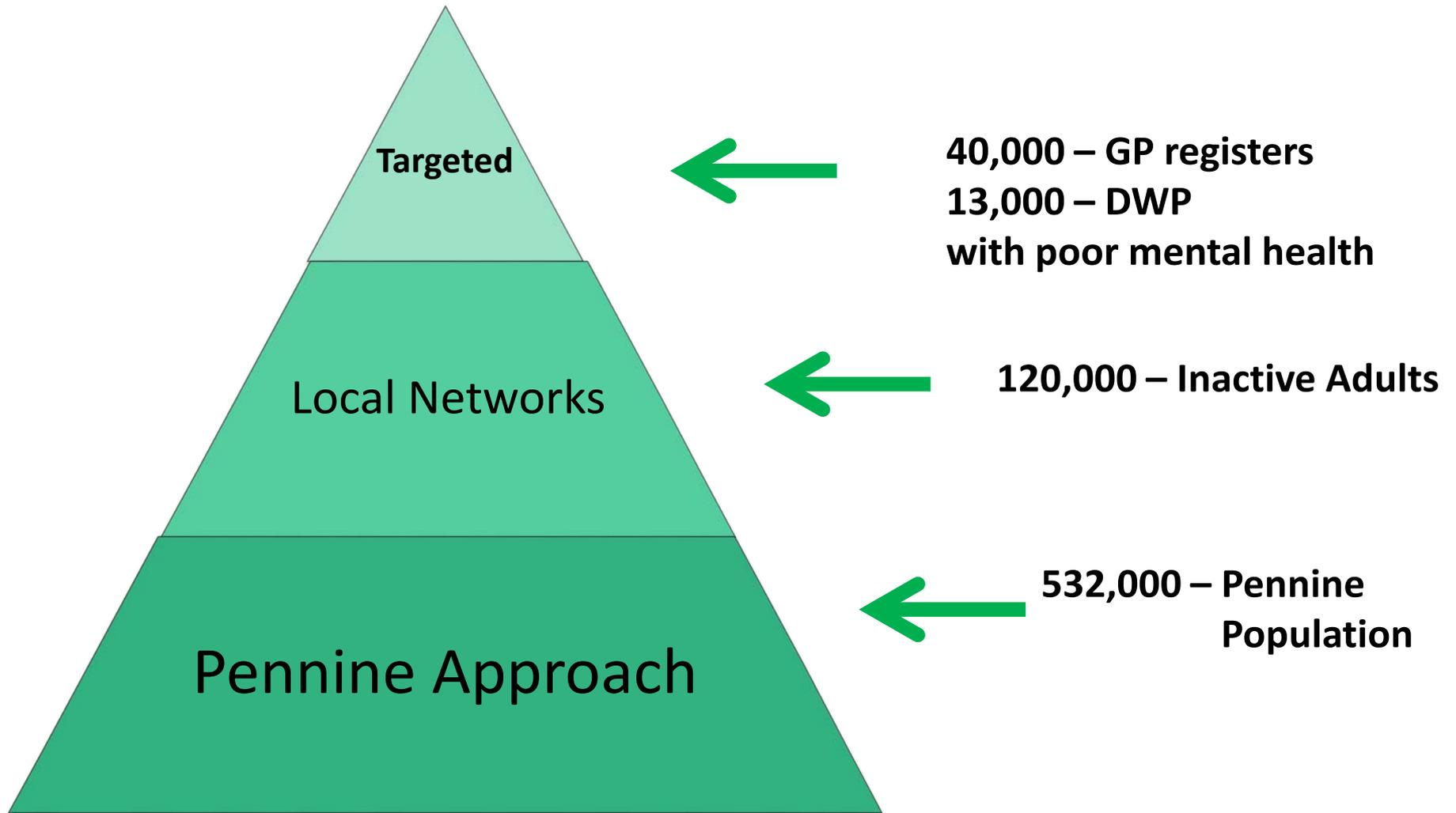
Together An Active Future Aims



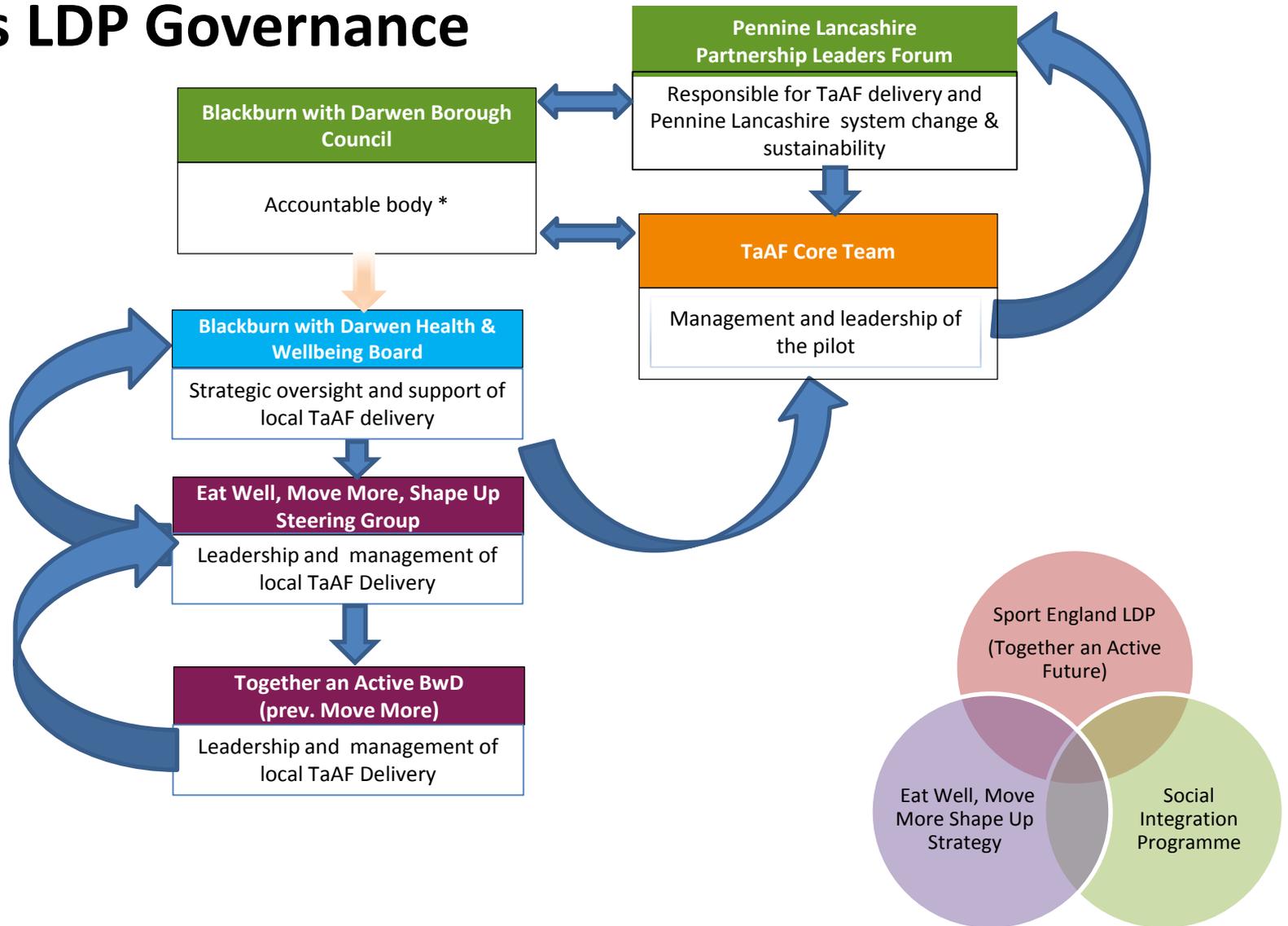
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Differentiated Approach



BwD's LDP Governance



Eat Well Move More Shape Up Strategy

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...

Mar - Expression of Interest submitted
July - EoI successful
Sept - Stage 2 submission;
Sport England visit to Pennine Lancashire
Dec - **LDP award announced**

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

Bidding Process
Autumn / Winter 2017

Shaping the Pilot
Early 2018

People, Partners and Approach
Summer 2018

People, Partners and Approach
Summer & Autumn 2018

Pathfinder Preparation
Early 2019

Insight Informed Strategic Planning
Summer 2019

Jan - **Mar** learning what SE want from pilot
Apr - **SE share Capacity Funding process**
Apr - Part time team agreed until capacity funding confirmed
Apr - 1st steering group; life course approach agreed
May - first YouTube updates; **submission of capacity development bid to SE**

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

Dec - **Pennine Partnership Engagement Event**
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?

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The rest of the slide is a plain white background.

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

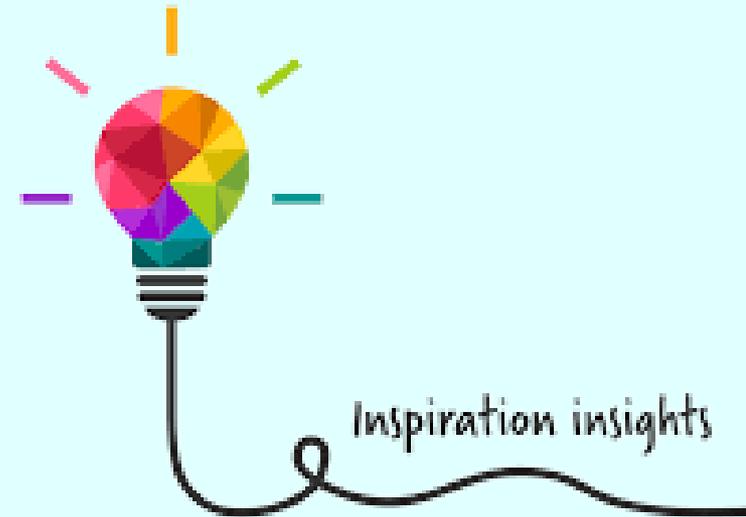
Design Principles

Design    
Principles  
Behind   
Great    
Products  

- 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?



Design Principles

Is there something that's working now (or has in the past) that could have a major impact if changed or improved?



Timelines & Phasing

The slide features a white background with abstract, overlapping green geometric shapes on the right side. These shapes include triangles and polygons in various shades of green, ranging from light to dark. The shapes are layered, creating a sense of depth and movement. The text 'Timelines & Phasing' is positioned on the left side of the slide, centered vertically.

Sport England Phasing and Timelines



LOCAL DELIVERY PILOTS - OUTCOMES SHORT TERM (2017 - 2019)	LOCAL DELIVERY PILOTS - OUTCOMES MEDIUM TERM (2019 - 2021)	LONG TERM OUTCOMES (2025)
<p>Pilot level INDICATORS. Each Pilot is meeting milestones and working in ways that give us confidence in success:</p>	<p>Programme level impact. The group of Pilots have achieved impact and learning:</p>	<p>Population level impact. Reproduce growth in engagement at a population wide level:</p>
<p>Development of evidence-based plans</p>	<p>A greater level of change in our group of Pilot locations vs. the overall national trend in terms of:</p> <ul style="list-style-type: none"> - activity levels - who is active (equality) 	<p>More people taking part - significant decrease in the number of people who are inactive</p>
<p>Identification of priority audience groups connected to inactivity and local challenges / goals</p>	<p>Proven contributions to some or all of Government's outcomes</p>	<p>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</p>
<p>Building deeper understanding of audiences and their needs</p>	<p>Practical learning that conveys what has worked (and hasn't worked) to achieve the above</p>	<p>Proven contribution to some or all of Government's outcomes as a result of the above.</p>
<p>Genuine engagement and consultation with relevant communities</p>		<p>National physical activity policy is influenced by learning</p>
<p>Changes in ways of working to increase collaboration and inter-connection across services and provision ('whole system')</p>		



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?

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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**

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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

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Thank
you!!

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