

**YOU'VE
GOT
THIS.**

**Active Places & People;
Food Active 2021**

You've Got This

Sport England LDPs

- 1 of 12 Sport England's Local Delivery Pilots
- Using a Whole System Approach
- Tackling inactivity
- Using multiple behaviour change theories
- 4 Focus Wards and 4 Communities of Interest
- Work covers a wider remit than just this also such as planning & transport due to its complex nature.
- VISION: Active Lives as a Way of Life

Our Team

- Programme Director
- 2 Programme Officers
- 1 Insight Officer
- 1 Programme & Digital Support Officer
- The Exchange

The programmes role is to convene and facilitate rather than delivery.

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Insight Led Approach

- Prior to COVID-19 our approach was always insight led and this is something we have continued throughout also.
- Using artificial intelligence software, Sentiment, created by Word Nerds.
- Captures conversation through public social media sites at a local level.
- Conversations with community gate keepers to understand what they are experiencing.
- *Priorities emerged were: Digitally isolated people with Disabilities & Adolescents*

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Collaboration

- A core element of our programme is to enable and facilitate collaboration
- Utilising our Exchange (Partnership) we shared this insight with them
- Asking them If they could support us to develop an intervention to tackle or support the insight
- We collaborated with our Active Partnership, Tees Valley Sport.
- Working together to understand what would work best across our area.

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Co-Design

- For each of the activity packs, Disability & Adolescents, we wanted a tailored approach to each pack.
- Understanding that what works for once audience will not feel inclusive for any other audiences.
- Using our local connections and building new connections due to COVID impacting some of the local VCS organisations
- Embedded a group of adolescents from a local charity, The Junction, this was done via an evening Zoom session.
- Work with two leaders who support people with disabilities.
- Both what appeared in the pack and also what the language of the book was tailored by them.



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Place Based Delivery

- CHALLENGE: getting the packs to the people who need them most in a time when we cannot support via face to face.
- We also stated we didn't want to add more people delivering to peoples doors. These packs can be used as a tool to engage with a local resident about other issues.
- Using our local supporting organisations and people to identify the small numbers of people who would require this. Pre-Existing trust enabled speed.
- Working collaboratively with the Children and Families team to deliver to at risk families they were supporting already.
- Some of the other organisations supporting the delivery: Youth Charities, Credit Union, Local Councillors, Adult Day Centre, Schools & Food banks.

I delivered a number of packs to families in Brambles Farm and Thorntree ,these were very popular and gratefully received and needed, and I have been asked to pass on my thanks to you all. - Councillor

Can you pass on a massive thank you to the charity that provided the lovely sports activity packs, I delivered 10 to Discovery families last week and they were so well received, especially as we had some lovely weather for the children to enjoy the resources outside. - Inclusion / SEN Business Manager

The packs have gone down really well and have given a boost to some families who are exhausted, thank you!! - Head Teacher, Special School

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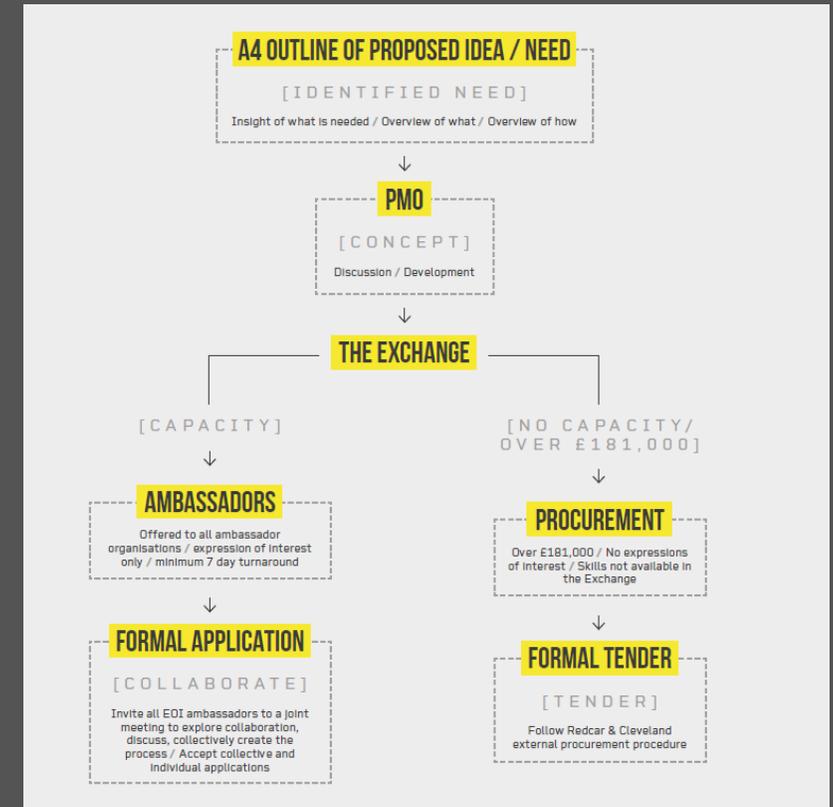
Closing the feedback loop

- When co-designing these packs a key piece of insight emerged. The co-designer didn't get to see the end product previously so never understood the impact they could be having, so we made sure that everyone who supported the design received a pack.
- Didn't include a 'Feedback Form', tried to inspire something different to maximise the potential for qualitative data.
- Learning from that is that we need to provide more support to our delivery partners around this prior to distribution to create a movement around something bigger than the packs.

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Applying our learning to the future

- We anticipated trying to utilise the packs to encourage the use of local green spaces, due to the fast pace culture within lockdown this was never maximised.
- Applied the learning from this to create a new procurement model embedding our principles into the Exchange further. *'Insight, Collaboration & Co-Design'*.
- Continuing to build trust with organisations locally and bringing them along with us.



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