

Annual Impact Report 2021-2022



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Introduction

Adrian Leather - Chief Executive

Despite all the challenges that the Covid-19 pandemic brought, Active Lancashire has grown in the last 12 months as we continue to tackle inequalities and support individuals, communities and businesses to adapt to the needs of people living in Lancashire. Our portfolio expanded this year to include the opening of two Youth Employment Hubs in Pendle and Rossendale and an £8 million workplace health project that aims to improve wellbeing in local businesses.

We also opened our first charity shop to provide people in recovery with volunteering opportunities, with all profits going back into a programme to support them.

As our partners and funders recognise the value we bring, we've not only taken on new projects but significantly increased our number of colleagues too - growing the team from 40 to 57 colleagues in between October 2020 and April 2022.



Brian Cookson OBE - Chair of Board

We recently set out our ambitions for the next 10 years with a new business strategy, 'A Decade of Movement'. Through this we have outlined our vision of a future where everyone in the county has access to, and benefits from, physical activity as we progress in our role as being a key part of Lancashire's health and wellbeing landscape.

Colleagues have been working hard to further embed Active Lancashire as strategic leaders in the county, bringing together collaborative partnerships and innovative ways to help Lancashire address health inequalities and improve local prosperity. Working in such partnerships, the organisation has continued to support those into unemployment through a number of programmes, helping people get into work and businesses continue to recruit locally.

Despite the range of services expanding, the benefits of a healthier lifestyle continue to underpin everything the team do, as they work to help participants of all backgrounds access activities to boost their confidence, skills and wellbeing.





Background

Our year in numbers



Improving health within Lancashire

198 Lancashire workers received a health screening and wellbeing action plan

88 Workplace Health Champions were trained within businesses



Helping people into work

1593 Lancashire residents received employment support through **4** employability programmes

423 people found job as a result of this help



Educating young people

77 schools received £285,720 Opening School Facilities (OSF) funding

626 children accessed funded holiday clubs

58% OSF funding was spent on after school clubs, helping children recover after the pandemic

6 Middle Leaders from **4** primary and **2** secondary schools attended training sessions that influenced their approaches to activity for **1,000s** of pupils



Training our people and communities

103 learners from **63** clubs attended webinars

319 learners upskilled across all our training courses

140 people attended **22** safeguarding related courses



Tackling inequalities through social inclusion

368 participants were engaged in our Challenge Through Sport Initiative (CSI), which creates life opportunities for people with multiple barriers

35 volunteers signed up through CSI

509 CSI activities, including sport and exercise sessions, delivered online and face-to-face



Social Media

Reach: **511,849**

Engagement: **11,948**

New followers: **687**



Website

Website visitors: **47,064**

Page views: **119,134**

Where are we now?

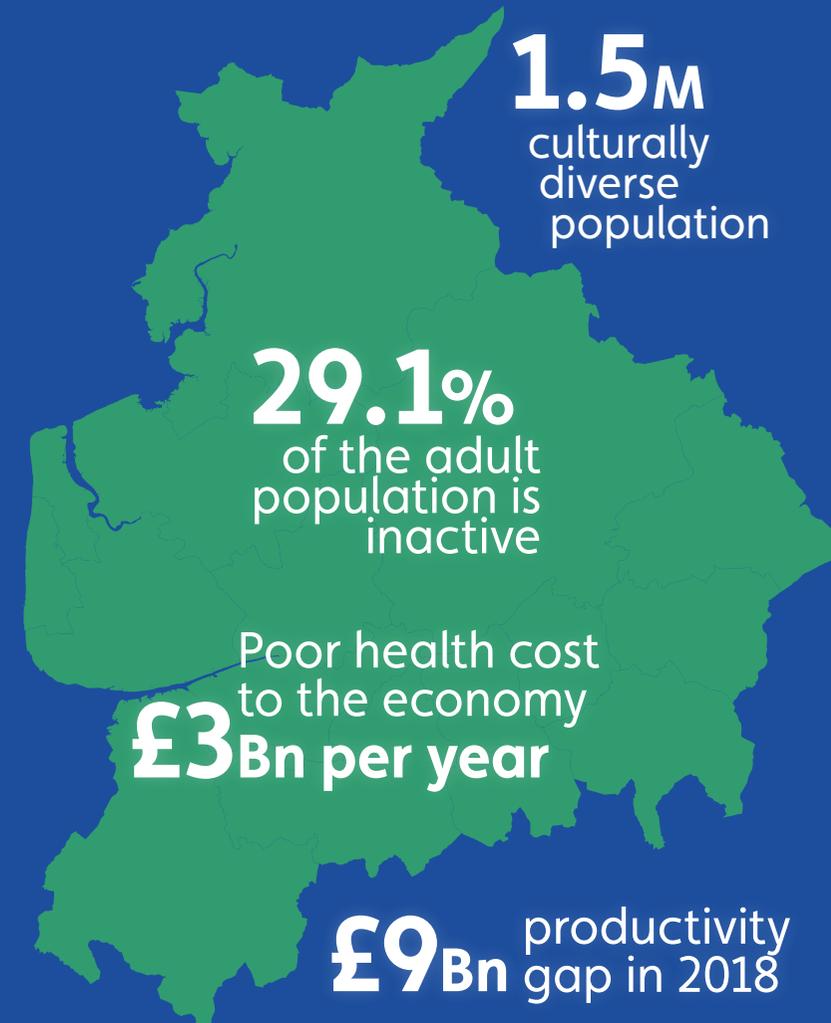
Our Decade of Movement strategy outlines our 10-year vision to create and embed a culture of health and wellbeing for everyone. Our knowledge of the current landscape will play a key part in achieving this.

Lancashire is a vibrant and successful county with a rich industrial and cultural history, well known for our fabric and aerospace manufacturing, our seaside resorts and our football clubs. Alongside those successes are significant inequalities; Blackpool has some of the worst health in the UK, compared with the Ribble Valley which has some of the best.

The pandemic has amplified those inequalities and made significant long term impacts on mental and physical health particularly in East Lancashire and our coastal towns.

We can evidence that movement and active lifestyles can enable and improve life-long health outcomes. Physical activity is the most accessible and cost-effective way to personal wellbeing. It also improves the health and productivity of our population. Therefore, as strategic leader, it is our responsibility to raise activity levels across Lancashire.

We could never have predicted recent events and we cannot predict the future. What we do know is that as a team and with our key partners, we will work tirelessly towards our goal of a healthier future.



Strategic priorities

What is our goal?

As part of our Decade of Movement we want a future where everyone in Lancashire can access a physically active lifestyle, identifying collaborative opportunities where we can grow participation across all communities for the benefit of everyone.

What will we do?

We will engage partners, empower communities and enable individuals.

How will we do this?

- We will connect networks and encourage collaboration, with partners sharing resources to identify and approach challenges and opportunities together.
- Working with others, we will ensure communities have the places, spaces and opportunities that are needed to inspire and engage people.
- We will focus on workforce development, to empower a volunteer and professional workforce that reflects and engages with our communities.
- We will be a researched, resilient and ready organisation, providing a high professional standard across our services and constantly innovating.



Our partners

Active Lancashire works collaboratively with numerous partners across the county and beyond
Here are just some of them...

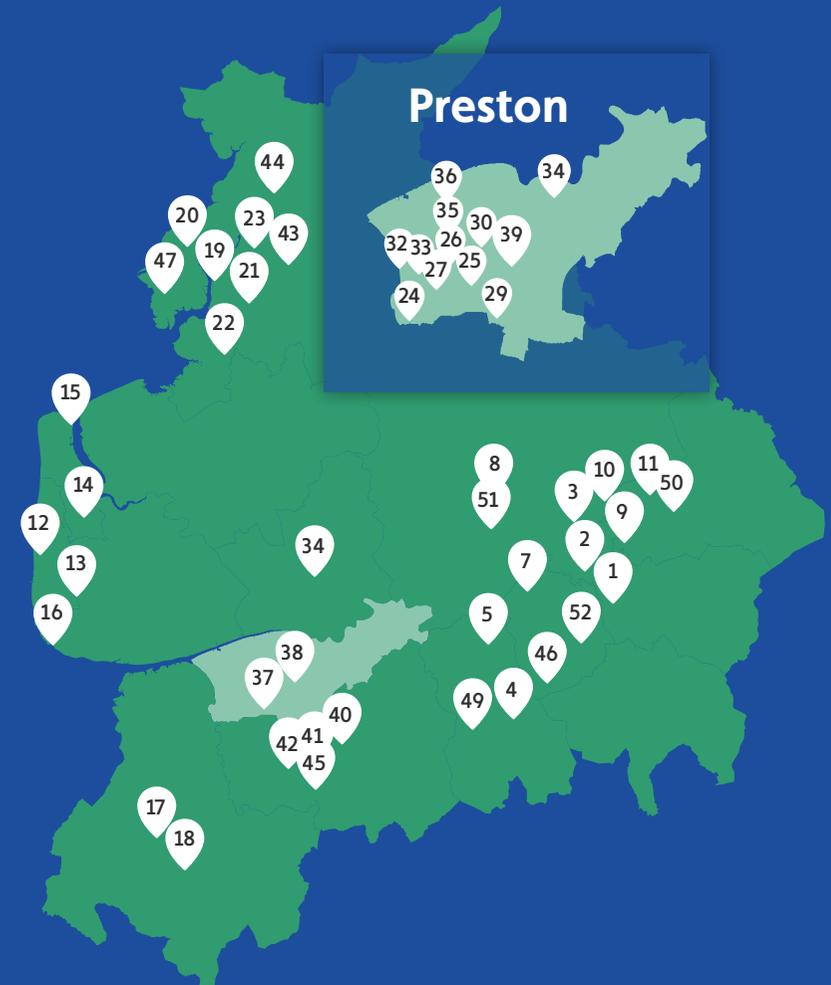
Local partners

1. Burnley FC in the community
2. Burnley Council
3. Burnley College
4. Blackburn Rovers FC
5. Rossendale Leisure Trust
6. Onward Homes
7. Hyndburn Leisure
8. Hyndburn Homes
9. Ribble Valley Borough Council
10. Pendle Leisure Trust
11. Nelson & Colne College
12. Great Places Housing Group
13. Blackpool Council
14. Blackpool Football Club
15. Wyre council
16. Regenda Homes
17. Fylde Borough Council
18. West Lancashire District Council
19. Edge Hill University
20. Lancaster City Council
21. Lancaster & Morecambe college
22. University of Cumbria
23. Lancaster University
24. Contour Homes
25. Galloway's Society for the Blind
26. Central Lancashire Council for Voluntary Service

27. Lancashire and South Cumbria NHS Foundation Trust
28. University of Central Lancashire
29. Preston City Council
30. Prince's Trust
31. Preston North End FC
32. Lancashire Enterprise Partnership
33. Community Gateway Association
34. Places for People
35. James Hall & Co (SPAR)
36. Selnet
37. Preston College
38. South Ribble Borough Council
39. Lancashire County Council
40. Myerscough College
41. Chorley Council
42. Lancashire Mind
43. Lancashire User Forum
44. NHS University Hospitals of Morecambe Bay
45. Lancashire and South Cumbria ICB
46. Calico Housing
47. Morecambe Football Community Trust
48. Lancashire County Council
49. Blackburn with Darwen Council
50. Pendle Council
51. Hyndburn Council
52. Rossendale Council

National partners

- Active Partnerships
- ukactive
- British Orienteering
- British Rowing
- England Athletics
- England Golf
- England Netball
- English Federation of Disability Sport
- Public Health England
- Rugby Football Union
- Rounders England
- Sport England
- Sporting Equals
- Sports Coach UK
- Stroke Association
- Together Housing
- Women in Sport
- Youth Sport Trust
- British Cycling
- British Gymnastics
- British Handball
- UK Research Adactus
- Age UK
- Archery GB
- Department for Work and Pensions
- Innovate UK





Projects

Business Health Matters

Working with a range of partners including Lancashire Mind, UK Active and UCLan, we launched the Business Health Matters programme this year, which supports local businesses in improving the physical and mental health of employees. The first of its kind in the United Kingdom, BHM creates healthier working-age people while businesses benefit from reduced absence costs and lower staff turnover

Key activities this year

- The creation of the £8m [Business Health Matters](#) programme, which is helping local businesses support the wellbeing of their staff
- Learning about the views of businesses and what they are looking for in relation to workplace health
- Supporting the delivery of the Adult Healthy Weight service across Lancashire
- An evaluation of “We are Undefeatable” training in Blackpool, provided in 2020 to social care staff to help them promote physical activity to the people they work with

What we've achieved



- 198** Lancashire workers have received a health check and wellbeing action plan
- 40** staff from leisure providers trained as Health Screeners
- 88** Workplace Health Champions trained in businesses
- 19** staff from leisure providers trained as Workplace Health Champion Tutors

What we're proud of

- Nine local authority leisure departments and leisure trusts across Lancashire now having colleagues with skills to deliver health screenings in workplaces or community venues as part of Business Health Matters
- 9 local authorities, leisure trusts and housing associations having trained tutors who can deliver level 2 and 3 Workplace Health Champion training
- Developing a new partnership of 20 organisations to deliver the Business Health Matters programme and workplace health initiatives in Lancashire
- Successfully engaging senior leaders, leading to Healthy Workplaces being identified as a priority area in the refreshed Skills and Employment Strategic Framework developed by the Lancashire Enterprise Partnership
- Active Lancashire being the first training centre in Europe to offer accredited training in Workplace Health, with 114 people receiving Level 2 and 3 training to boost productivity and reduce sickness within local businesses

What we've learned

It is crucial to get buy-in from leaders in a business as once they are engaged, the rest of the organisation follows.

We found that 39.2% of employees who received a health screening during a pilot had concerns about sharing results of this with their employer, seeing it as private information and worrying it may impact upon their job. Conducting research with people within 232 small to medium enterprises has also shown us that businesses are more interested in opportunities that educate their staff rather than practical activities. They are most interested in workshops relating to stress, anxiety, depression and resilience.

Those working in the leisure industry are confident in delivering screening work connected to physical health, but there is a training need around mental health screenings and signposting. Educating social care workers on the benefits of physical activity can make a real difference for people living with long-term health conditions.



Paul Blythin
Operations Manager (Health)

Case study - The Salon at Maxy Farm

Employees of The Salon at Maxy Farm have become the first health and beauty business in Lancashire to train as 'Workplace Health Champions', thanks to the European Social Fund supported training on offer from Business Health Matters.

8 employees recently completed a Level 2 qualification to learn more about the key factors for living a healthier life, both inside and outside of the workplace. They covered modules on nutrition, physical activity and considerations around mental health in the 1-day course, equipping them with the skills they need to improve their own health and inspire colleagues to do the same. Manager Daniella Steenbergen said, "The lockdowns hit our industry really hard and we had definitely noticed an increase in issues, particularly around mental health. We felt really passionate about supporting our staff with tools and knowledge on how to work on these areas."



Colleagues from The Salon at Maxy Farm with Mike Rhodes (Business Health Matters)

Helping people into employment

As the pandemic led to increased unemployment in Lancashire and a rise in issues of mental health, we played our part in improving the health, wellbeing and skills of those unemployed and economically inactive as well as help businesses in the area maintain access to a local talent pool

Key activities this year

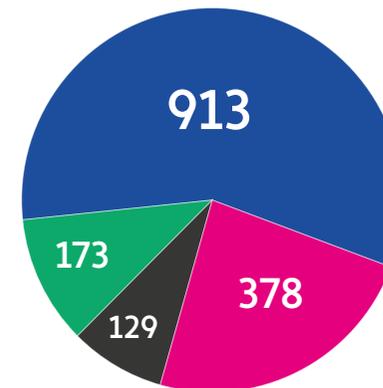
- Our [More Positive Together \(MPT\)](#) project, which offers tailored employment support to those furthest from the labour market, saw its funding extended to December 2023
- Our new project, [MPT Steps](#), directly supports those who were affected by Covid-19 and are seeking work
- We introduced a health and wellbeing network, to help make the provision of these a focus within Lancashire's businesses
- A [Youth Employment Hub](#) was developed with Pendle Borough Council with initial Department for Work and Pensions funding. This now forms part of the Nelson Town Deal, supporting the levelling up agenda. It is designed to encourage activity alongside pre-employment support for 16-25s, who also co-design activities

What we're proud of

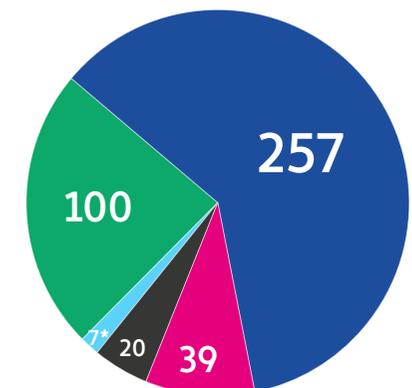
- Fostering strong partnerships between local authorities, (e.g Pendle Council) businesses, communities and more, as we support people into work
- Improving the wellbeing, skills and resilience of those aged 16 to 25 who are unemployed as a result of Covid-19, contributing to a work-ready, Lancashire-based talent pool to support the future of the county
- Tackling inequalities through tailored support and teamwork with our partners
- 800 unloved bikes were saved through our [Cycle Recycle](#) scheme, run with Lancashire County Council and Constabulary. Unemployed participants renovated these to keep, providing them with transport to widen job searches while learning maintenance skills

What we've achieved

People who received support



People employed as a result



■ [MPT](#)
■ [Rossendale Works](#)
■ [Pendle Yes Hub](#)
■ [MPT Steps](#)
■ [CSI](#) (* 3 employed directly by CSI and 4 through the end of the United Together scheme via CSI).

What we've learned

We have been embedding physical activity and wellbeing consideration into the services of partners, sharing learning and good practice to ensure these are included on a participant's journey to employment. A wellbeing network has been developed, with stakeholders helping us to promote the benefits of movement widely.

Through the hubs, we know that we get the best results by taking work coaches away from the formalities of a job centre and into a young person's environment. Coaches now understand the benefits of activity as a way of engagement that also boosts wellbeing as young people are supported into work. We also see evidence from Pendle YES Hub that activity sessions are a critical way to engage with those aged 16-25.

We recognise that mentors who get to know participants on a one-to-one basis have the best results, with this level of trust being essential in tackling inequalities. Rossendale Works and Pendle YES Hub have also shown us that mentors with personal experience of complex employment barriers has helped them build rapport with young people in similar situations.



Darren Wright
Operations Manager

Case study – Katy's story

Katy knew she wanted to be an electrician, but did not have the experience. After being referred to Rossendale Works – a partnership between Active Lancashire, Rossendale Borough Council and the Department for Work and Pensions - Katy attended boxing sessions and a CV workshop, and received support to look into potential apprenticeships locally. The activity sessions and direct support from our Employability Officer Louise gave Katy a boost, after years of being out of work while looking after her children - who also accompanied Katy to junior classes in the evening.

Fully motivated and with new found confidence, Katy was referred by Louise to our partner Procure Plus, who provided her with additional training, including an on-site course.

As a result of all this support, Katy's skills and experience grew alongside her wellbeing, and she accessed a role as an apprentice electrician at local company Concept Heating in January 2022. With women being under-represented in trade roles, we are really pleased Katy got the career she wanted through this partnership.



Katy
Programme Participant

Engaging communities

As the pandemic continues to significantly impact the health and wellbeing of communities already facing inequalities, it has been increasingly important to find out what is needed to overcome barriers and promote the benefits of movement

Key activities this year

- Through partnership with Preston United Youth Development, we have created a Community Connector role who mentors community leaders in promoting healthier living for people facing higher health, social and economic inequalities. During the second half of the year the Community Connector has been working alongside Preston City Mosque to explore how movement can complement this place of education, worship, and engagement
 - Working collaboratively with Lancaster-based charity Lancashire Youth Challenge to provide a Community Impact model, presenting young people with a platform to have a say and make meaningful change within their local area
 - We've worked with Department for Work and Pensions work coaches to encourage them to use activity as a way to engage with young people, boost their confidence and wellbeing, and socially link them to other people and groups within their communities
 - We commissioned Lancashire Mind so our offer at youth employment hubs combined both physical and mental wellbeing support
 - Since 2020 Active Lancashire has allocated £132k from Sport England's [Together Fund](#) to 30 community organisations, supporting people with disabilities, disadvantaged children, ethnically diverse communities and those with long term health conditions. A wide variety of projects were funded, from holiday swimming clubs for young people in deprived communities to initiatives tackling isolation and improving social inclusion

What we're proud of

- How the Community Connector role has supported leaders at Preston City Mosque to enable culture change within local communities to increase their activity
- How the Community Impact model helps us to identify where young people believe change is needed, and using this to influence change to make services responsive and accessible while tackling inequalities

What we've learned

There is a huge potential for mosques and madrassahs to both advocate for and provide a place for movement, which we are currently testing at Preston City Mosque. We are now reimagining our perception of mosques and madrassahs. For example, over 20 mosques in Preston can be seen as over 20 community wellbeing centres.

Conversations with agencies (Lancashire Women, DWP, Lancashire Mind) and observing behaviours of vulnerable young people has shown an increasing reluctance to engage in a service driven, formal engagements and this is where our activity and wellbeing provisions play a key part. It's also been particularly challenging for this generation, so we've seen how important it is to have skilled mental health provision in place to support young people in hubs too.



Ronan McMahon
Community Youth Engagement Officer

Case study – Community connector

With Covid-19 having a disproportionate impact on BAME communities, we have been keen to focus our efforts to foster a culture of movement and activity. To successfully achieve this, we've found it has been key to work alongside people with relatable lived experience who communities can trust.

Omar Khan of Preston United Youth Development, has been working on behalf of Active Lancashire to move conversations forward in a way that otherwise may be more challenging and time consuming for Active Lancashire alone. As a result, mosques and madrassahs in Preston are starting to present the space, time and possibility for people to move more. This has supported people of all ages, but as activity becomes normalised it will significantly benefit our youngest community members as they age as well as our local health services.



Omar Khan
Community Connector

Developing colleagues and communities

We've continued to invest in training and development for our own staff as well as the wider workforce such as volunteers, sports clubs, and other community partners who help us deliver

Key activities this year

- We developed [support packages](#) for sports clubs and community groups; which included the delivery of online webinars in partnership with the University of Central Lancashire (UcLan), a monthly newsletter, a club engagement event, social media support, and access to Club Matters training.
- We developed a new on-boarding pathway for volunteers, to improve support and development routes for volunteers involved in our community projects.
- All Active Lancashire colleagues received safeguarding training
- We achieved an approved [Training Centre](#) status from the awarding body, NCFE.
- We developed our own online Level 2 training course for Workplace Health Champions.

What we've achieved



103 learners representing **63** clubs attended webinars

128 new subscribers to Club Newsletter

163 learners who are employees of small-to-medium enterprises

140 attendees at **22** safeguarding related courses

319 learners upskilled across all our training courses

What we're proud of

- Two External Quality Assurance reviews with no follow up actions required to improve processes. The development of a local workforce better skilled in delivering sport and activity sessions.
 - Improving relationships with local partners, collecting insights on what they offer to shape and develop plans and priorities that better support activity.
 - The development of a local workforce better skilled in delivering sport and activity sessions.

What we've learned

Establishing a Training Centre whilst remote working has had its challenges, but by adhering to best practice processes whilst being open to changes along the way, we have been able to effectively deliver both qualifications with success. Through working closer with our diverse network of sports clubs and community groups across Lancashire, we have seen first-hand the great number of forward thinking and resilient organisations there are. Common issues they experience, linked to a Covid recovery, are the need for more volunteers, facilities and funding.

The switch from face to face to an online course offering, for some courses, continues to remain popular and the First Aid and Safeguarding courses remain the highest attended, with an increase in those wanting to access Coach Development and Activator courses. Many clubs were not aware of the Club Matters resource (74%) and only 44% of our clubs say they engage with National Governing Bodies. We will therefore continue to raise more awareness of these across our network.



Beth Kay
Operations Manager (Sport)

Case study – University Partnership

Active Lancashire collaborated with Dr Chris Gunn, a Lecturer in Sport and Business Management at the University of Central Lancashire, to run six online governance workshops for clubs to help them survive and prosper as they navigated the effects of Covid-19. Topics included managing finances, applying for funding, attracting new members and more. Chris said, "Through research, I have developed a model around how clubs can be more sustainable and successful in these times.

I recognised Active Lancashire immediately as a reputable partner who could help deliver online workshops on these, which were well received. We're going to look into delivering similar workshops in person in future".



Dr. Chris Gunn
UCLan Lecturer

Educating children and young people

We've continued our work to influence school leadership teams within education settings, encouraging them to focus on increasing physical and mental wellbeing to help schools overcome the challenges from the pandemic

Key activities this year

- We influenced how school leadership teams develop whole-school approaches to movement and physical activity through a place-based approach at a borough level in Rossendale and a neighbourhood level in Burnley
- Through phase 2 of our [Opening School Facilities \(OSF\)](#) project, we have gained an understanding of the after-school offer provided in communities. This helps us influence change where it is needed to help young people connect and be more active

What we're proud of

- Creating a partnership approach through the Big School Connect series and Ready Set Rossendale (RSR) to influence a local approach to activity within education providers
- Using what we have learned through the Opening School Facilities project to identify immediate and future needs, to help influence local authorities, multi-academy trusts and schools

What we've achieved

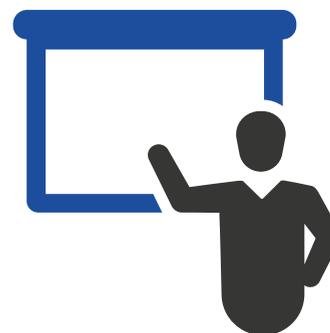


77 schools received **£285,720** OSF funding

626 children accessed funded holiday clubs

58% was spent on after school clubs, helping children recover after the pandemic

12% supported schools with venue hire for activities



28 schools engaged with RSR through **4** borough-wide get togethers.

6 Middle Leaders from **4** primary and **2** secondary schools attended RSR training sessions, influencing their approaches to activity for **1,000s** of pupils

What we've learned

Through whole school approaches we've learned that a strong, respected, inspirational headteacher will help influence others and bring change forward. A recognised framework such as 'Creating Active Schools' can help them deliver the practical application, ideas and advice to get others on board. Using tools such as Ripple Effect Mapping is also a great way to capture impacts of influencing, networking and addressing challenging behaviours. We've learned there is a need for further capital investment in school sports facilities. Many have limited space, which has been further impacted by facilities being used during the pandemic. School Leadership teams gain far more value from conversations and opportunities to reflect with partners and colleagues rather than completing toolkits and questionnaires.

Through OSF we've learned some facilities are not inspiring to young people. The OSF funding to extend extracurricular activities has helped engage new audiences with positive results, and we are conducting more research into this to help us develop plans for future.



Mark Stephenson
Operations Manager (Sport)

Case study – Ready Set Rossendale

Schools have been connected through Ready Set Rossendale, an action group of Active Lancashire colleagues, middle leaders, an influential head teacher, GP and partners Together An Active Future.

We have embedded the Creative Active Schools Framework through this, influencing whole school approaches to physical activity. Skills and development support for school staff have also been provided as part of the offer. It's a brilliant example of how Local District Partnerships and Active Partnerships can work alongside local health and education.



Ready Set Rossendale
Action group

Tackling inequalities through social inclusion

Our Challenge through Sport Initiative (CSI) mentors continue to use their lived experience to support, influence and signpost people who face multiple barriers to an extended local support network. The mentors mainly focus on engaging those in the community who are in recovery from substance misuse or coming through the Criminal Justice System (CJS). We have had real success in using physical activities, nutritional advice and peer mentoring to engage new participants and develop volunteers. Mentors have adopted a Trauma Informed Approach to build up the resilience of participants and, through a ripple effect, we are impacting on the lives of participants' friends and families too

Key activities this year

- Leading the national Young People Forward programme on behalf of Active Partnerships. Our CSI Operations Manager led the programme, working with 7 other Active Partnerships
- Setting up a monthly meeting between CSI and other UK partners, sharing experiences and learning from work with people in recovery from substance misuse or in the CJS
- Opening our first Charity Shop/Community Hub in December 2020. Active Seconds provides volunteering opportunities for CSI participants, the local community and unpaid workers from Probation. The profits support the project
- Achieving our targets through the sub-contract with Change Grow Live over the last three years and having the contract extended

What we're proud of

- United Together being named and recognised as a key programme in the North West Probation Reducing Re-Offending Plan. This has secured interim funding for CSI and the seven community football trusts
- Using learning from the academic evaluation report produced by Assisting Rehabilitation through Collaboration for United Together - the first report of its kind - to progress and improve the project
- Employing a young person through the Kickstart programme at Active Seconds and being able to offer them permanent part-time employment
- Having a CSI/Young People Forward (YPF) participant be invited to run the London Marathon to represent YPF and Lancashire

What we have achieved

- 368** participants were engaged across Lancashire
- 3** were supported into employment
- 35** volunteers signed up
- 509** activities, including sport and exercise sessions, delivered online and face-to-face
- 223** received additional support from CSI mentors



What we've learned

Young People Forward was a success. It reached a large number of young people and offered them opportunities to take part in sport and physical activity.

Through the project and the collaborative partnership work with the other Active Partnerships we learned that group work is often challenging. Young people can lack confidence to join groups and their lives can make it difficult to pin down a particular time that works for them. Where groups worked well, they were inclusive and open to anyone. The focus is on the activity not the type of person who can attend. This allows groups to gain a critical mass that means people are then more likely to come. Organisations should find what works for them but to also recognise engaging one or two young people at a time is more normal than engaging large groups.

We also found that an operational focus group instead of a steering group was far more beneficial as project leads, guest speakers and the funders were invited in weekly to share experiences, provide assurances and share learning.



Jane Moodie

CSI and Operations Manager

Case study - Adam's story

Adam is a recovering alcoholic who relapsed after the death of his father. Following this, he lost his job, his support network and became very ill with his addiction. He reached out to Inspire Lancashire's Drug and Alcohol Service for help.

Adam said: "I felt mentally wounded as a result of my relapse and the subsequent lockdowns... I had no social life, no work and no one to talk to. I needed to focus on my mental wellbeing and find that all-important human contact.

"I stumbled across Active Seconds by accident and I really feel at home here. The atmosphere is so therapeutic and it has given me the structure that I craved for. I now look forward to training to become a peer mentor and eventually find a paid part-time job."



Adam

Volunteer

Marcomms and business support

Marcomms

This past 12 months have been an exciting time for the marketing team at Active Lancashire. In response to the **66%** growth rate in our total revenue, the marketing team has grown and we have a talented team of specialists focusing on Brand and PR, Digital Communications, Internal Communications and comms support for our huge range of projects and services. The work that the marketing team is doing is making a positive impact on our various channels, all of which are being used to communicate the social value and impact our projects and services are making to the communities we serve across Lancashire.

In response to the hybrid working approach now adopted at Active Lancashire, the marketing team are working hard to support more regular internal communications, including the development and implementation of a monthly internal newsletter which shares good news stories across the team and also includes a gratitude journal where team members can give thanks to other members of the team.

Looking ahead, the marketing team are focusing on improvements to the Active Lancashire website and innovations to support the communications plans for our projects and services. We are also focusing on refreshing our overall look and feel as a brand, as well as our email marketing process and continue to work on opportunities to maintain the positive upwards trends we have seen across our social media channels this year.



Sarah Walton
Director of Business

What we've achieved



Our Facebook reach and Twitter engagement rate has exceeded the **10%** growth target for 2021/22.

We have also achieved **100%** completion of our targets for website enquiries and surpassed the goal set for media centre views.

Finally, we exceeded the target for pickups in local media by **300%**

Business Support

As Active Lancashire continues to grow, so does the internal business support services and over the last 12 months developments have been made to our HR services, Information Technology, Data Protection and Contracts Management so that we can continue to deliver high quality services to the Active Lancashire team and our partners



Annual Impact Report 2022

Finance

Finance and governance

Governance

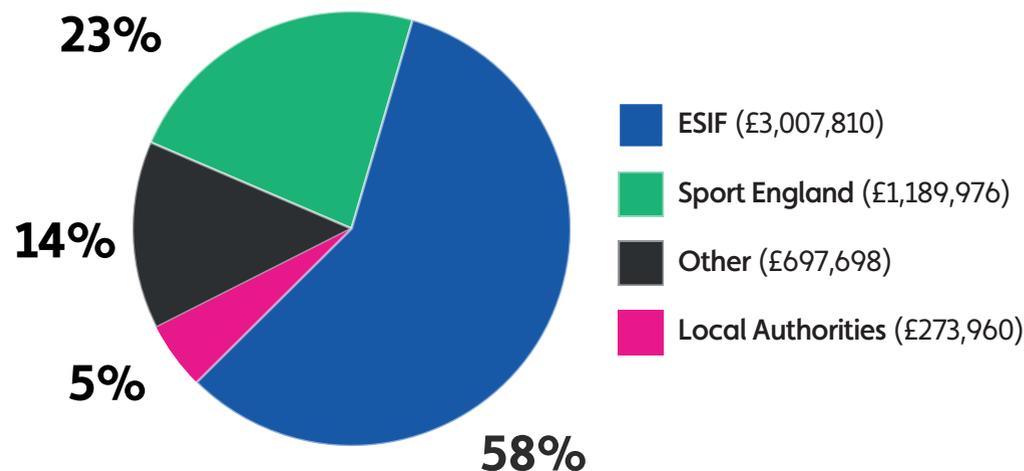
Active Lancashire appointed several new board members this year following a recruitment campaign that attracted 19 high quality candidates. From these we have appointed 4 new independent board members and 3 new members from Lancashire County Council, our company owner. In addition, we recruited our new board chair, Brian Cookson OBE. We are confident that we have a high-performing Board, that represents the diverse communities of Lancashire and can drive forward our growing range of valuable activities

Finance

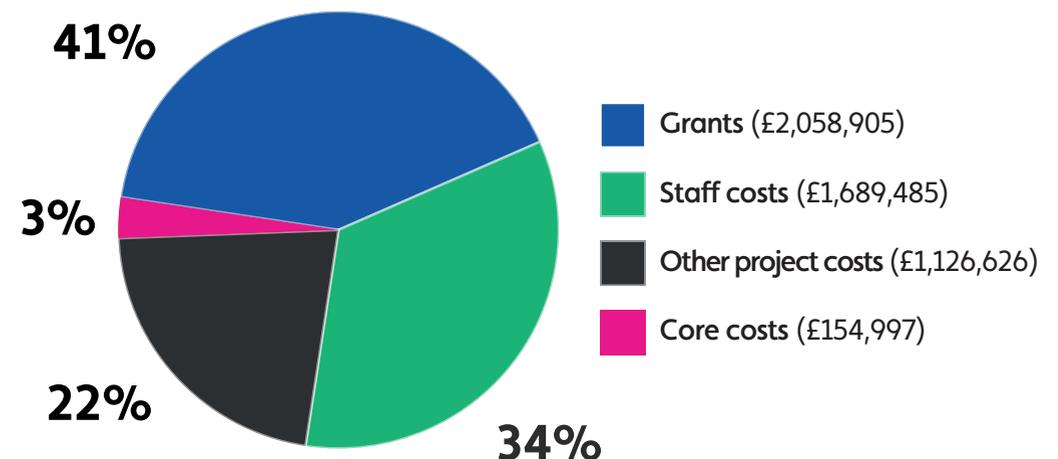
£2.9m of funding distributed to the partnership network through the European Social Fund, the Opening Schools Facilities Fund and Tackling Inequalities fund (Sport England)

£5.2m income, which is a **67%** growth on our previous year
7% increase in unrestricted reserves
14% growth in the number of our employees

Income mix



Expenditure Mix



Our new Board Chair

Brian Cookson OBE has a career of leadership roles in urban regeneration and in sport. Brian began his career working in Local Authority before joining the environmental charity Groundwork. This then led to a series of senior roles in regeneration, including roles with Sefton Council and Pendle Borough Council. As of 30th September 2021, he currently serves as Board Chair for Active Lancashire.

Brian said: "To be able to contribute to such a dynamic organisation that improves the quality of life for people in my home county is a wonderful opportunity indeed. I am looking forward to working with board members, our driven and talented staff and our huge network of volunteers and partner organisations to take this vital work forward in the coming years."

Throughout his professional career, Brian not only participated in the sport of cycle racing, but also became involved in the organising, managing and governance of the sport, on a voluntary basis. This led to him leading a new Board which transformed the British Cycling Federation into an award-winning national governing body, winning numerous Olympic and Paralympic medals and turning the sport into one of the most popular in Great Britain. Brian was awarded the OBE for services to cycling in the New Year's Honours of 2008.

In 2013 Brian was elected as President of the international cycling federation, the UCI. During his time at the UCI he implemented fundamental governance changes, including establishing a new Ethics Commission and made huge progress in improving neglected issues such as women's cycling and environment and pollution issues all around the world. Brian concluded his mission in 2017 and retired back to Lancashire and still involves himself in organising cycling events.



Brian Cookson OBE
Chair of Board

Observing Board Members

Adrian Leather (Active Lancashire)
Justine Blomeley (Sport England)
Stuart Oliver (Active Lancashire)

Active Lancashire Board Members

Brian Cookson OBE – Chair (Independent Board Member)
Amanda Parker (Independent Board Member)
David Clarke (Divert Lancashire)
Ken Masser (Rossendale Leisure Trust)
Lynne Horner (Independent Board Member)
Councillor Michael Green (Lancashire County Council)

Councillor Peter Buckley (Lancashire County Council)
Councillor Rob Bailey (Lancashire County Council)
Robin Richardson (University of Central Lancashire)
Roger Davies (The A Group)
Dr Sherry Kothari (Independent Board Member)
Zuleikha Chikh (Independent Board Member)

Online resources

We Are Active Lancashire videos

[A Decade of Movement.](#) An introduction to our new 10 year strategy.

[Physical Activity.](#) Highlighting some of the ways that we support Lancashire residents to stay active and how this helps them.

[Employability.](#) A summary of how our projects and programmes support individuals to improve their employment prospects and find employment, while tackling inequalities and improving the fitness wellbeing of participants.

[Health.](#) This video includes comments from Dr Sakthi Karunanithi (Director for Public Health - Lancashire) and looks at some of the work being carried out by Active Lancashire to make the county a healthier and happier place.

Video case studies

[Dylan got a job, a manufacturer kept things local.](#) Find out how Rossendale Works, an employment programme we deliver with Rossendale Council and the DWP, helps people into work with fitness and skills sessions and ensures businesses have access to a local talent pool.

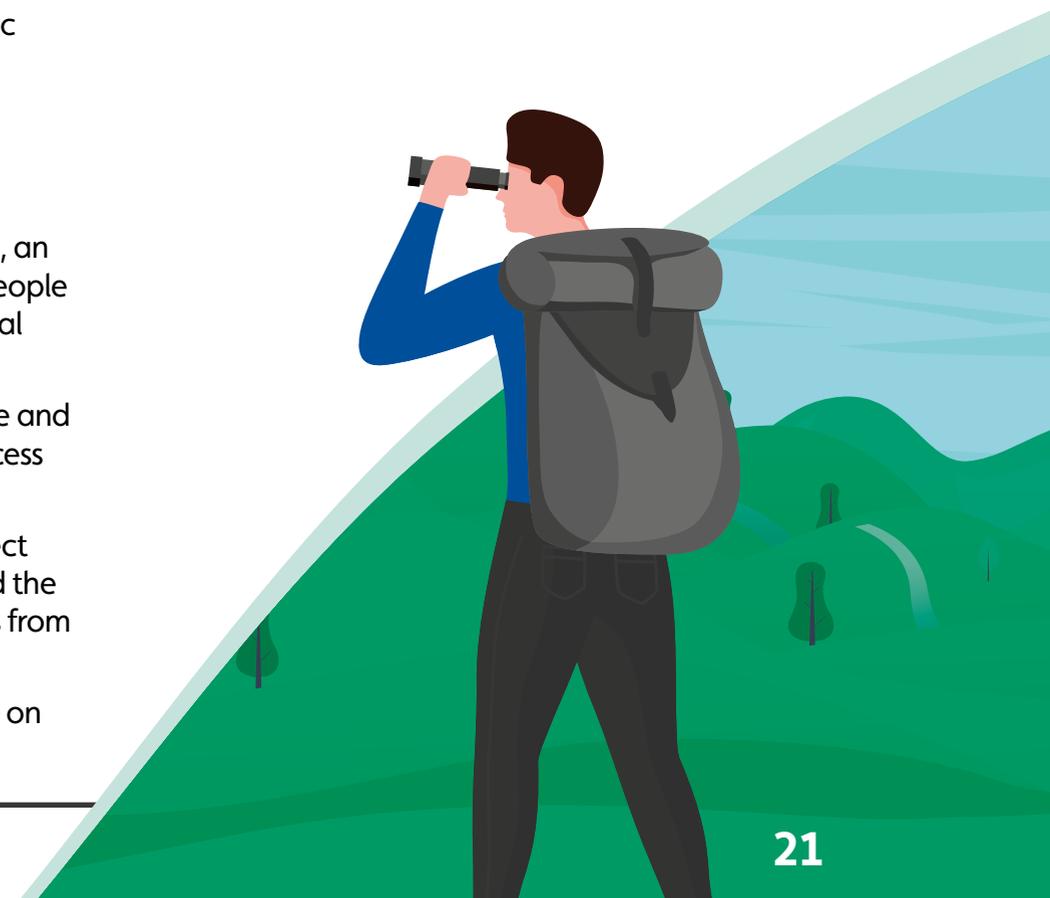
[Fitness app.](#) The Together Fund supported a joint initiative between Roefield Leisure and Longridge Gym, who used funding to create an app that helps those in need to access physical activity sessions wherever they are.

[Preston United.](#) The Together Fund helped Preston United Mums Only group connect with each other, stay active during and following the Covid lockdowns and boosted the mental wellbeing of members during difficult times. The group, made up of parents from BAME communities, even took part in a penalty shootout at Preston North End.

[Club Support.](#) An insight into a pilot event in Hyndburn, helping clubs access advice on funding, governance, recruiting volunteers and more.

Written case studies

[Newfound confidence helps Bailey find a job.](#) 17 year old Bailey came onto the More Positive Together programme seeking support in finding part-time employment. Due to her low confidence, a Health and Wellbeing Officer at Active Lancashire linked her with the Lancashire Wildlife Trust who discussed ways to tackle anxiety. As a result, Bailey later gained employment at a pet shop.





**Active
Lancashire**