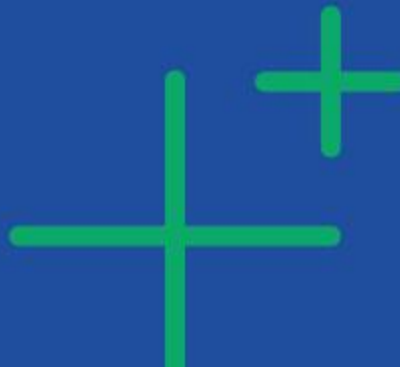


Active Lancashire Partner Conference

Tuesday 25th February 2020



Welcome



Darren Wright and Ronan McMahon, Active Lancashire



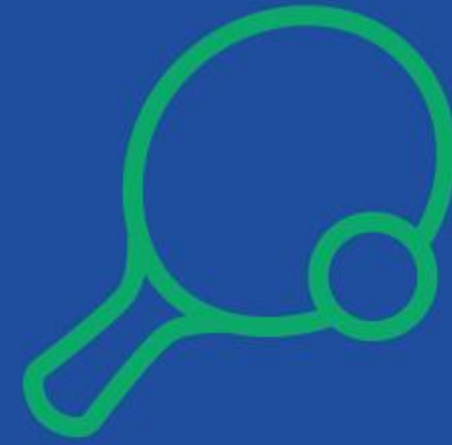
01772 299830
contact@activelancashire.org.uk

[activelancashire.org.uk](https://www.activelancashire.org.uk)



We are Active Lancashire





Active Lancashire: Overview

Adrian Leather
Chief Executive





Our Strategic Priorities

Our charitable purpose:

Bringing partners together to create healthy lifestyles through Sport and Physical Activity.

Our Focus:



**Healthy
lives**

Enable people to take responsibility for their health through physically active and sporting lifestyles, build emotional resilience and support long term mental wellbeing.



**Empowered
People**

Create opportunities for people to develop skills, achieve their full potential and enjoy economically active lives.



**Enabled
Communities**

Encourage and support people to develop and sustain more cohesive and inclusive communities.

How is Lancashire doing?



“Inactive” and “Active”: think about getting out of breath!

- Less than 30 minutes a week
- More than 150 minutes a week

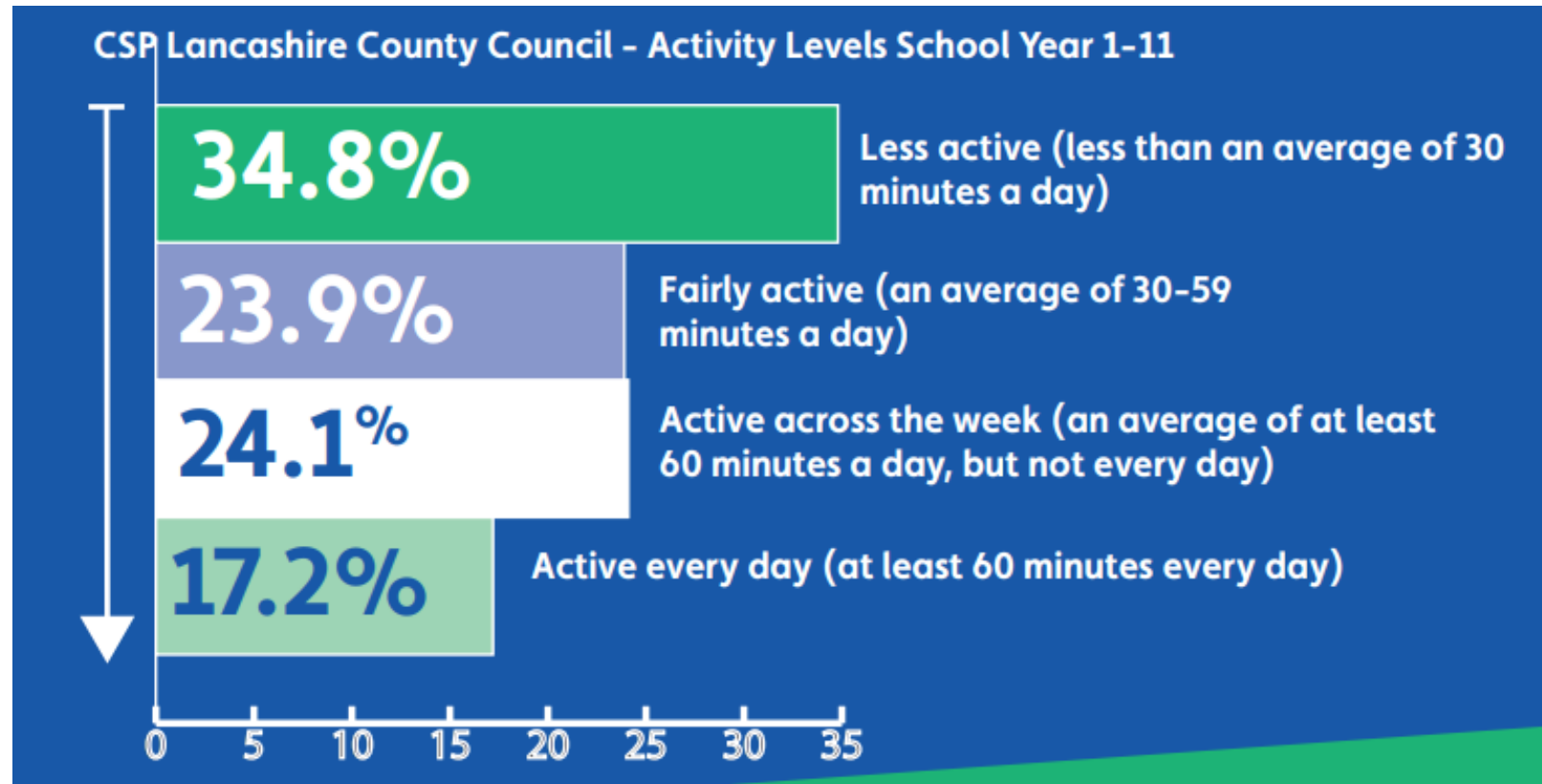
Lancashire Inactive 27.2% (England 24.8%)

Lancashire Active 60.9% (England 63.2%)

Major challenges:

Age, deprivation, disability and LTCs and gender

What about Lancashire's Young People?



What is the role of Active Lancashire?

Promoting the “Health and Wealth” benefits of a physically active and sporting lifestyle....



....achieving that in partnership with stakeholder organisations and our communities.



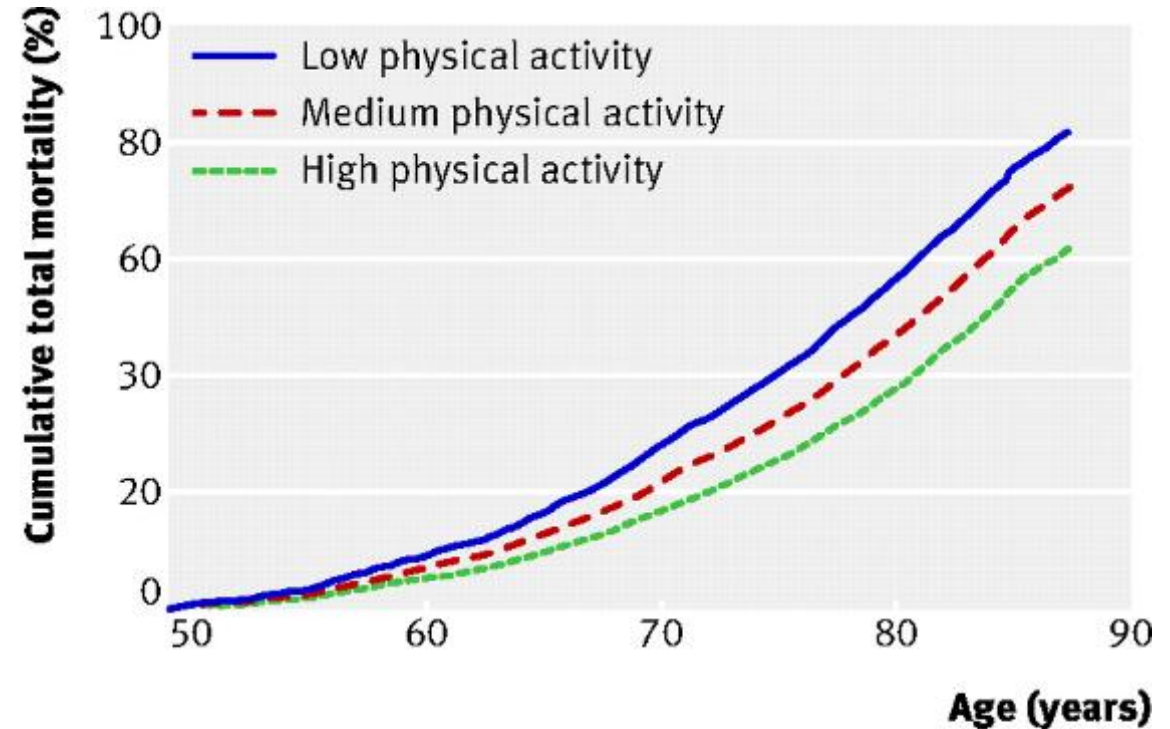
Benefits: Health



BMJ (2009) 35 year longitudinal study on 2005, 50 year old men:
Doubled risk at 80 years old

British Journal of Sports Medicine (2019), tracked 230,000 people who ran for between 5.5 and 35 years.
27% reduced risk of early death, 30% CVD, 23% Cancer

Moderate physical activity reduces symptoms of depression by 20-30% (FSEM, 2018)



Age	50	60	70	77	82	End of study
Men at risk	2205	1904	1406	1123	933	876

Benefits: Wealth



Household income reflects levels of activity (Active Lives, Ongoing)

Lower socio economic groups experience higher levels of sickness (BMJ, 2016)

Average sickness rates (ONS, 2018) 4.4 days on average (Increase of 7% within 12 months)

Mental Health (50%), MSK (30%)

England Economic Status

INACTIVE (Less than 30 minutes a week)



Sport England, Active Lives Nov 16/17

Health for Wealth (NHSA report 2019)



Productivity is lower in the North



A key reason is that health is also worse in the North



Long-term health conditions lead to economic inactivity



Spells of ill health increase the risk of job loss and lead to lower wages when people return to work

Improving health in the North would lead to substantial economic gains

30% of the £4 per person per hour gap in productivity (or £1.20 per hour) between the Northern Powerhouse and the rest of England is due to ill-health. Reducing this health gap would generate an additional

£13.2bn

in UK GVA



Lancashire figures:

Productivity in Lancashire lags behind UK average (20% and increasing)

77,000 people on incapacity and disability benefits (11% of workforce) in Lancashire

Reducing the health gap in Lancashire would equate to an increase of up to £650m of GVA improvement per year

Lancashire's Workforce



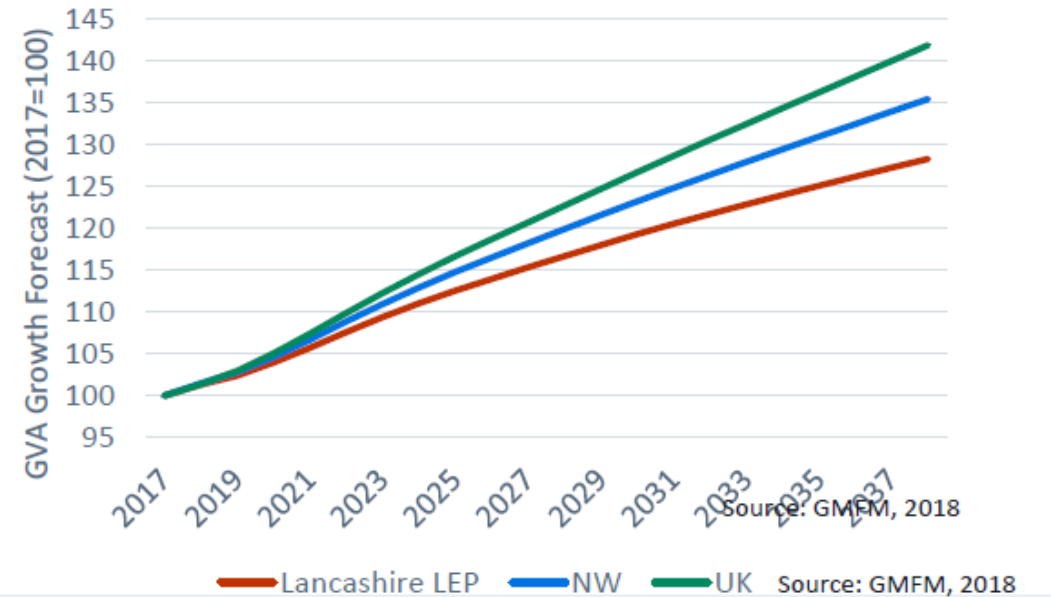
By 2020, it is
estimated that

1 in 3
British workers

will be over the age
of 50 years



GVA growth projections 2017-2037



National Industrial Strategy; Ageing Society grand challenge

To ensure that people can enjoy at least 5 extra healthy, independent years of life by 2035, while narrowing the gap between the experience of the richest and poorest.



Our learning

We can't get people to enjoy and benefit from making the change to being active alone...

..... Its all about partnerships and a delivery network

Forging new partnerships: resources & expertise

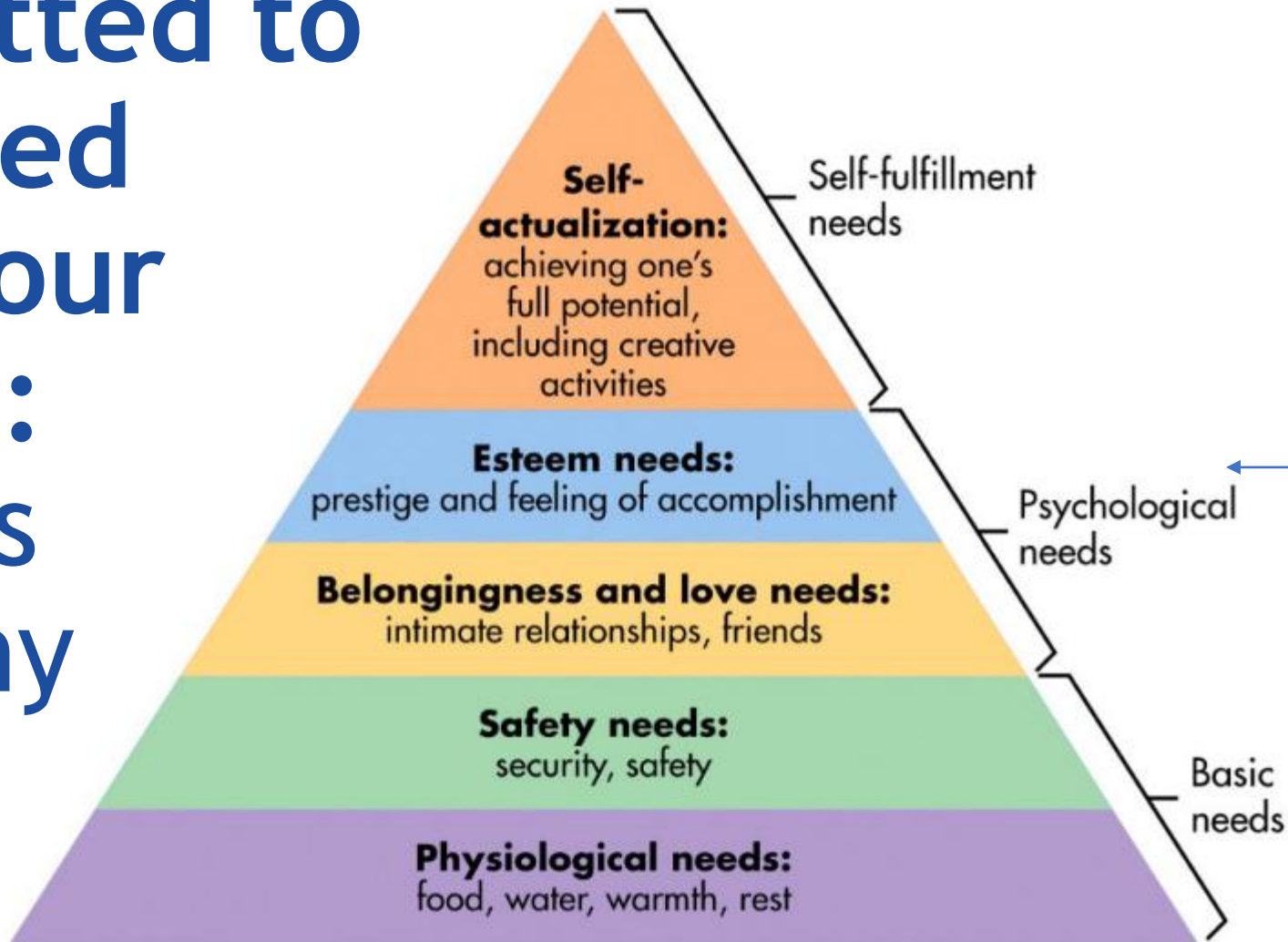


01772 299830
contact@activelancashire.org.uk

activelancashire.org.uk



Committed to sustained behaviour change: Maslows Hierachy



We tried here

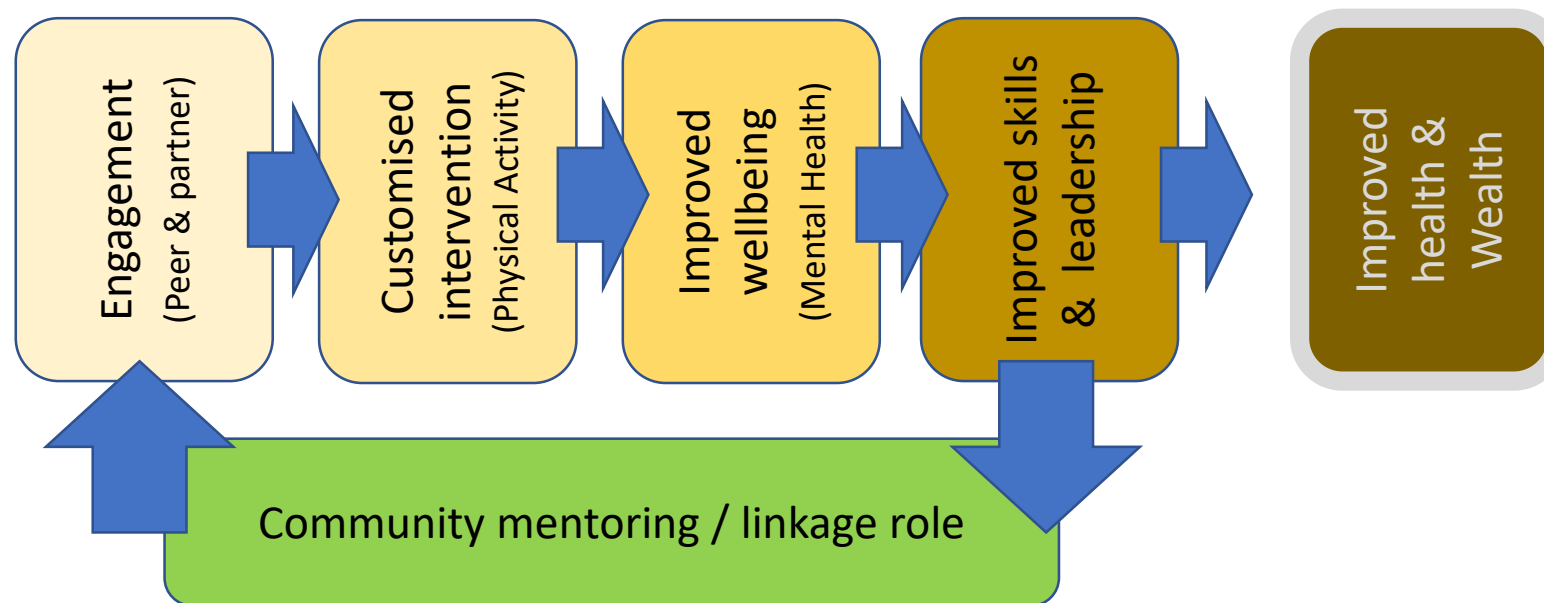
We realised we need to start here

Our 'Inactive to active journey' model:



Our core outcome: Behaviour change (organisations and individuals)

Delivery networks: Customer focused partnerships “*Effectively bringing together partners together form a delivery chain.*”





Lancashire
Enterprise Partnership

Steve Fogg

Chair of the Lancashire Enterprise Partnership PLC

Managing Director BAE Systems Corporate Services PLC





Lancashire
Enterprise Partnership

My LEP journey so far

- **What have I seen**
- **What are our challenges**
- **Developing our Strategy**
- **Mental Health & lifting awareness**





Lancashire
Enterprise Partnership

Mental health awareness - overview

Steps video:

<https://www.youtube.com/watch?v=584v5Vm56Ng&feature=youtu.be>



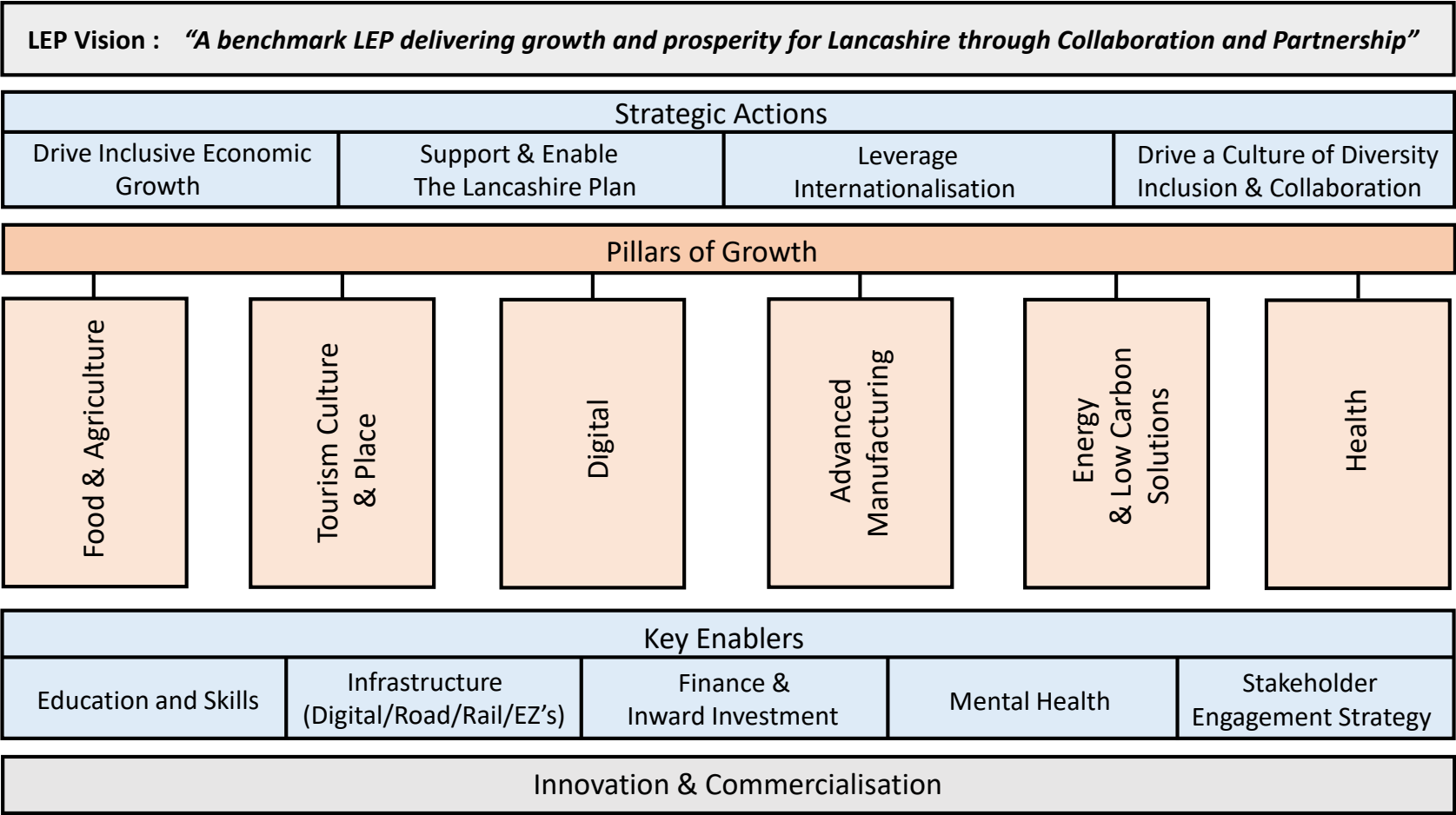


Mental Health Awareness Programme Feedback

“I was listening to the 1st speaker talking about mental health is factor in our overall health, when I remember why I wasn’t sleeping properly, I’d been having aches and pains in my breast and it was keeping me awake and making me feel awfully anxious. I managed to get an emergency appointment yesterday evening where the GP has referred me to the breast screening at my local hospital. This event may have saved my life.”

“I am 52 years old and I have never experienced any illness like this previously in my life. I woke up on the morning of 14 December 2017 and could not face coming to work, my wife thought I was joking, she went off to work thinking I would follow but I just could not. What triggered this reaction, many things when I look back on the morning I decided to seek help. I thought back to the mental health awareness session I attended last year and saw in myself many of the symptom's which triggered me to seek help from my GP.”

Lancashire Enterprise Partnership Strategic Framework



#ALittle bit more



The Health Landscape



Sakthi Karunanithi, Lancashire and South Cumbria
Integrated Care System

Discussion



What and Why?

Active Comfort Break



01772 299830
contact@activelancashire.org.uk

[activelancashire.org.uk](https://www.activelancashire.org.uk)



MORE POSITIVE TOGETHER: THE PARTNERSHIP MODEL

Maggie Cornall, Director of
Operations, Blackpool Coastal
Housing



European Union
European
Social Fund



OUTCOMES 2019

MORE POSITIVE
TOGETHER

TOTAL APPROVED PARTICIPANTS		2807
INDIVIDUALS IN TRAINING UPON LEAVING		
TARGET	385	TOTAL 651
INDIVIDUAL IN EMPLOYMENT, INCLUDING SELF EMPLOYMENT UPON LEAVING		
TARGET	360	TOTAL 596
NUMBERS INTO HEALTH AND WELLBEING THROUGH		1200

DECEMBER 2019



European Union
European
Social Fund



MORE POSITIVE TOGETHER THE PARTNERS

PHASE 1

ACTIVE LANCASHIRE
BLACKPOOL COASTAL HOUSING
COMMUNITY GATEWAY ASSOCIATION
GREAT PLACES HOUSING GROUP
GROUNDWORK
HYNDBURN HOMES/ONWARD
KEY UNLOCKING FUTURES
NEWGROUND/TOGETHER HOUSING
PRESTON VOCATIONAL CENTRE
PROGRESS HOUSING GROUP
REGENDA HOMES
THE PRINCE'S TRUST
WEST LANCASHIRE BOROUGH COUNCIL
LANCASHIRE POLICE CRIME COMMISSIONER

PHASE 2 – WILL ALSO WELCOME

CALICO HOUSING
THE LANCASHIRE COLLEGE NETWORK
THE WILDLIFE TRUST
BLACKBURN with DARWEN COUNCIL



European Union
European
Social Fund



**MORE
POSITIVE
TOGETHER**



**Active
Lancashire**
SPORT / HEALTH / INSPIRE

KEY CHALLENGES

THE PARTNERSHIP MODEL

ACTIVE LANCASHIRE PLAYED
A CRUCIAL ROLE IN
BRINGING THE PARTNERSHIP
TOGETHER

A COLLABORATIVE APPROACH WAS REQUIRED FROM
THE OUTSET TO GAIN THE RELEVANT EXPERTISE
NEEDED

ACTIVE LANCASHIRE NEEDED TO IDENTIFY DELIVERY
ORGANISATIONS WHOSE CORE BUSINESS ALIGNED
WITH THE PROJECT OUTCOMES

MAKING THE CASE TO HOUSING PROVIDERS THAT
IMPROVING PEOPLE'S HEALTH AND WELLBEING
THROUGH EMPLOYMENT DOES WORK

ACTIVE LANCASHIRE ACTED AS AN HONEST BROKER
FOR HOUSING PROVIDERS ENABLING MUCH IMPROVED
JOINT WORKING AND INFORMATION SHARING



European Union
European
Social Fund



**MORE
POSITIVE
TOGETHER**



**Active
Lancashire**
SPORT / HEALTH / INSPIRE

HOUSING PROVIDERS: DELIVERY ORGANISATIONS

- HOUSING STOCK IS LOCATED IN THE AREAS ACTIVE LANCASHIRE NEEDED TO TARGET
- HOUSING PROVIDERS HAVE A SIGNIFICANT SKILLS BASE IN UNDERSTANDING THE BARRIERS FACED BY INDIVIDUALS IN ACCESSING TRAINING AND EMPLOYMENT OPPORTUNITIES
- HOUSING PROVIDERS HAVE ESTABLISHED EXPERTISE IN DELIVERING EMPLOYMENT AND TRAINING ADVICE
- THE AIMS OF MPT FIT WITH HOUSING PROVIDERS CORE BUSINESS AIMS
- ENHANCED HEALTH AND WELLBEING OFFER FOR THEIR TENANTS
 - CYCLE RECYCLE
 - GYM PASSES IN BLACKPOOL
 - FAMILY PACKS
 - ENVIRONMENTAL OFFER FOR YOUNG PEOPLE (GROUNDWORK AND PRINCES



European Union
European
Social Fund



TRUST)



**MORE
POSITIVE
TOGETHER**



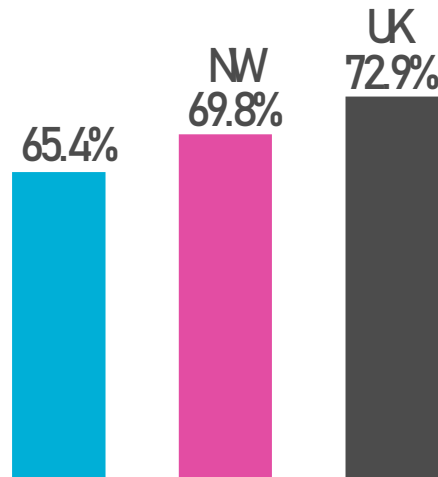
**Active
Lancashire**
SPORT / HEALTH / INSPIRE



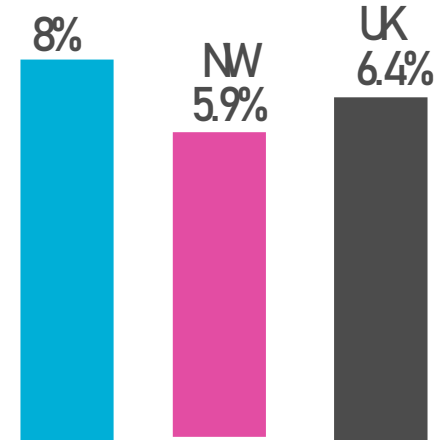
European Union
European
Social Fund



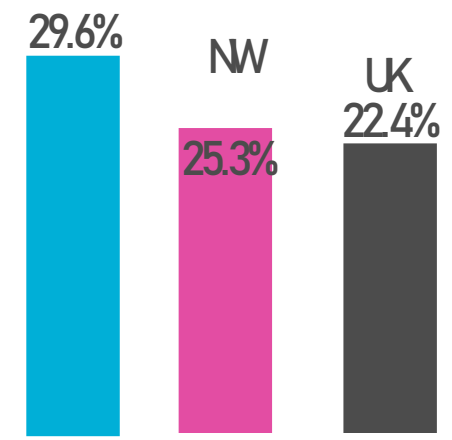
The proportion of people claiming out of work benefits is double the national average.



The employment rate in Blackpool - made up of those currently working or self-employed is lower proportionally than both the North West and England



Unemployment - essentially those actively seeking employment but currently not in a job - is around 8% in Blackpool. This is higher than England (5.9%) and North West (6.4%)



Economic inactivity refers to those who are not available for work, or who do not want to work. Blackpool has a higher proportion of economically inactive individuals than England and the North West.

BLACKPOOL: LOCAL CONTEXT

Blackpool is sadly one of the 20% most deprived districts/unitary authorities in England and about 28% (7,200) of children live in low income families.

SOCIAL HOUSING LANDLORD

BLACKPOOL COASTAL HOUSING

OVERVIEW

BCH MANAGES JUST UNDER 5,000 HOMES ACROSS THE TOWN

OUR REMIT EXTENDS BEYOND SIMPLY BEING A LANDLORD

SOCIAL HOUSINGS' ORIGINS ROOTED IN HEALTH

THE SECTOR INVESTS AROUND £750 MILLION PER YEAR IN ITS COMMUNITIES, OF WHICH JUST OVER £500 MILLION IS GENERATED FROM THEIR OWN SURPLUSES

OUR HOUSING PLUS SERVICES AIM TO SUSTAIN TENANCIES AND STABILISE OUR RENTAL INCOME



European Union
European
Social Fund

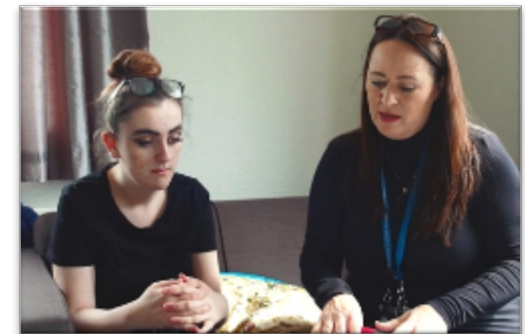


BCH HOUSING PLUS SERVICES

We work with a range of client groups and are the main provider of specialist and supported housing, including:

- Hostel accommodation
- Supported housing – intermediate housing
- Sheltered housing – over 55 / vulnerable adults
- Positive Transitions
- Jobs, Friends and Houses

Many of our residents have multiple and complex barriers to their progression in life – these include substance misuse, mental and physical health problems, learning difficulties, are ex-offenders, have caring responsibilities, poverty and debt, while just under 40% of our residents register as having a disability.



European Union
European
Social Fund



HOUSING PLUS SERVICES: UNDERPINNING OUR CORE BUSINESS

PEOPLE IN MEANINGFUL
ACTIVITY ARE UNLIKELY
TO BE PERPETRATORS OR
VICTIMS OF ANTI SOCIAL
BEHAVIOUR

PEOPLE WHO ARE LESS
CHAOTIC ARE MORE
LIKELY TO PAY THEIR
RENT

PEOPLE WHO ARE
ENCOURAGED TO PUT
DOWN ROOTS ARE MORE
LIKELY TO COMMIT TO
THEIR HOME AND
NEIGHBOURHOOD



European Union
European
Social Fund



Tackling health inequalities and supporting people into work is best achieved through innovative partnerships.

Housing providers like BCH should be involved because we are well placed to tackle the root causes.



European Union
European
Social Fund



Emerging Pictures



Justine Blomeley, Sport England and Lee Mason, Active Partnerships

Justine Blomeley
Strategic Lead – Local
Delivery
Twitter: @JustineBlomeley

Pennine Lancashire
&
Greater Manchester Local Delivery Pilots

**Why are you here today? –
*Think about this for a minute***

**We are all designed to move
but the modern world is
designed and organised to
keep us sitting still!**

**What are all the influences
that will determine how
much you move today?**

*Talk to as many people as you can in
3 minutes about what these are and
why*

WE CAN'T DRIVE CHANGE FROM THE
CENTRE !



A reminder of our Vision

We want everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity.

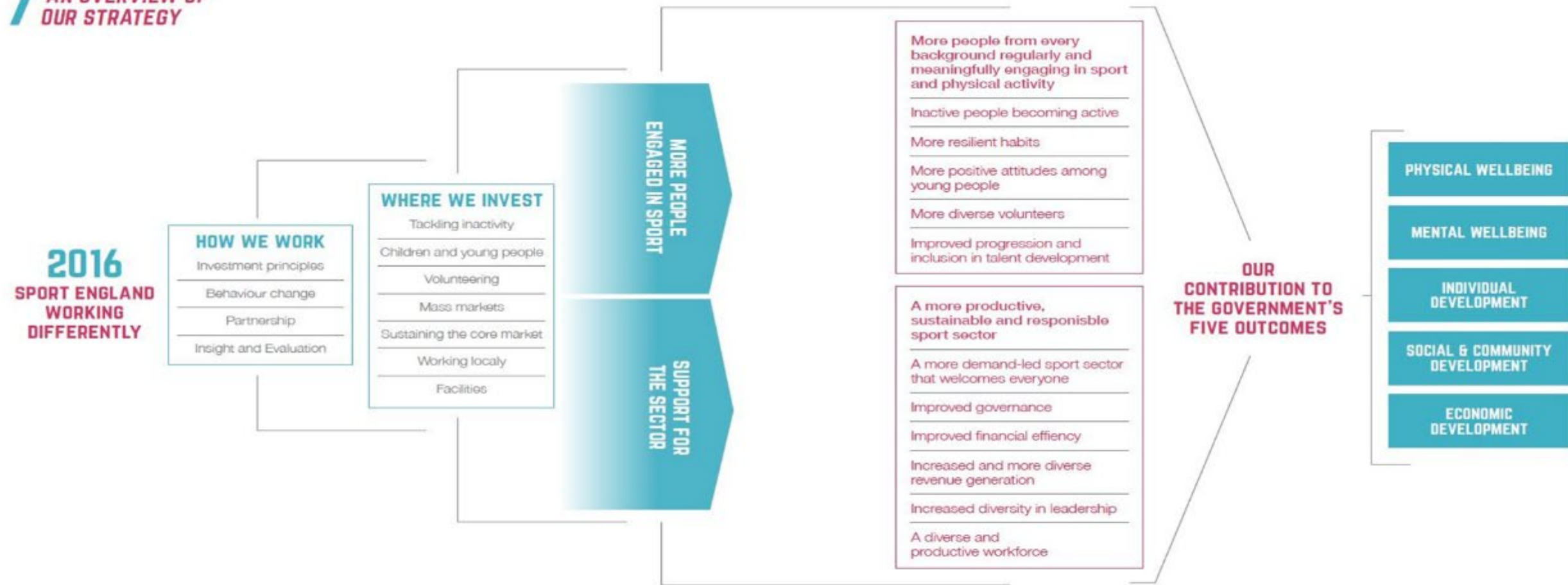
Some will be young, fit and talented – but most will not.

We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.



Evolution of the ‘What’ – Revolution of the ‘How’

AN OVERVIEW OF
OUR STRATEGY



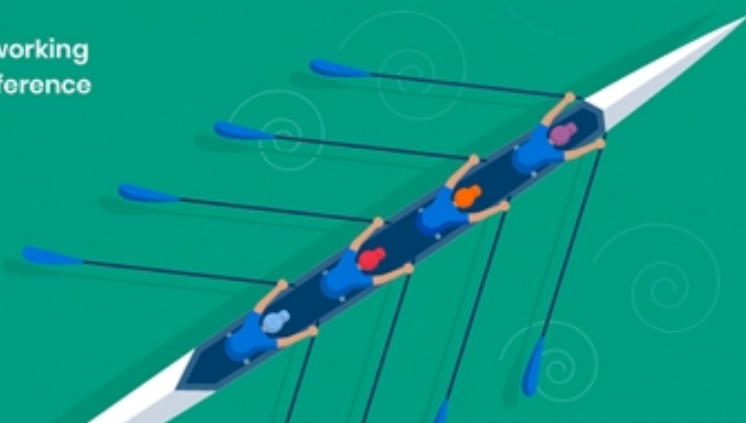
We are... Ambitious

Determined in pursuit of our goals, prioritising work and partnerships that will most advance our mission, help us succeed and make a positive impact on the nation.



We are... Collaborative

One team, committed to delivering together and working with others to make a difference to people's lives.



We are... Inclusive

Harnessing our collective strength and respecting difference to create the conditions for everyone to engage and to excel.



We are... Innovative

Curious, optimistic and relentless, we question established ways of working and learn from each other and from our experiences.



Key phases and timeline



Holding conversations - Sep 2019 to Jan 2020

Capturing the emerging big ideas - Jan 2020 to Mar 2020

Testing the emerging ideas - Mar 2020 to Sep 2020

Launching our finalised new strategy - Sep 2020 to Dec 2020

Our Strategy Development



Evolution of what we are about – Revolution of how we go about it

Clearer on vision, mission and values

Radical simplicity

Connections, relationships and ecosystems

Guiding Principles for Strategy Development

- **Stubborn on the vision, flexible on the details**
- **Start with what is strong, not what is wrong**
- **Nothing about us, without us**
- **Connect the 'inside out' with the 'outside in'**
- **Balancing insight with evidence**
- **Simplify**
- **Everything lands in a place**
- **Build trust**

Local Delivery Pilots – Aims

- start with people and place
- test and learn how to create whole population shift
- focus on the inactive/under represented
- all of the partners in a place – whole system
- using learning to scale up in other areas



What do we want life to be like for our people?

PHYSICAL
WELLBEING

MENTAL
WELLBEING

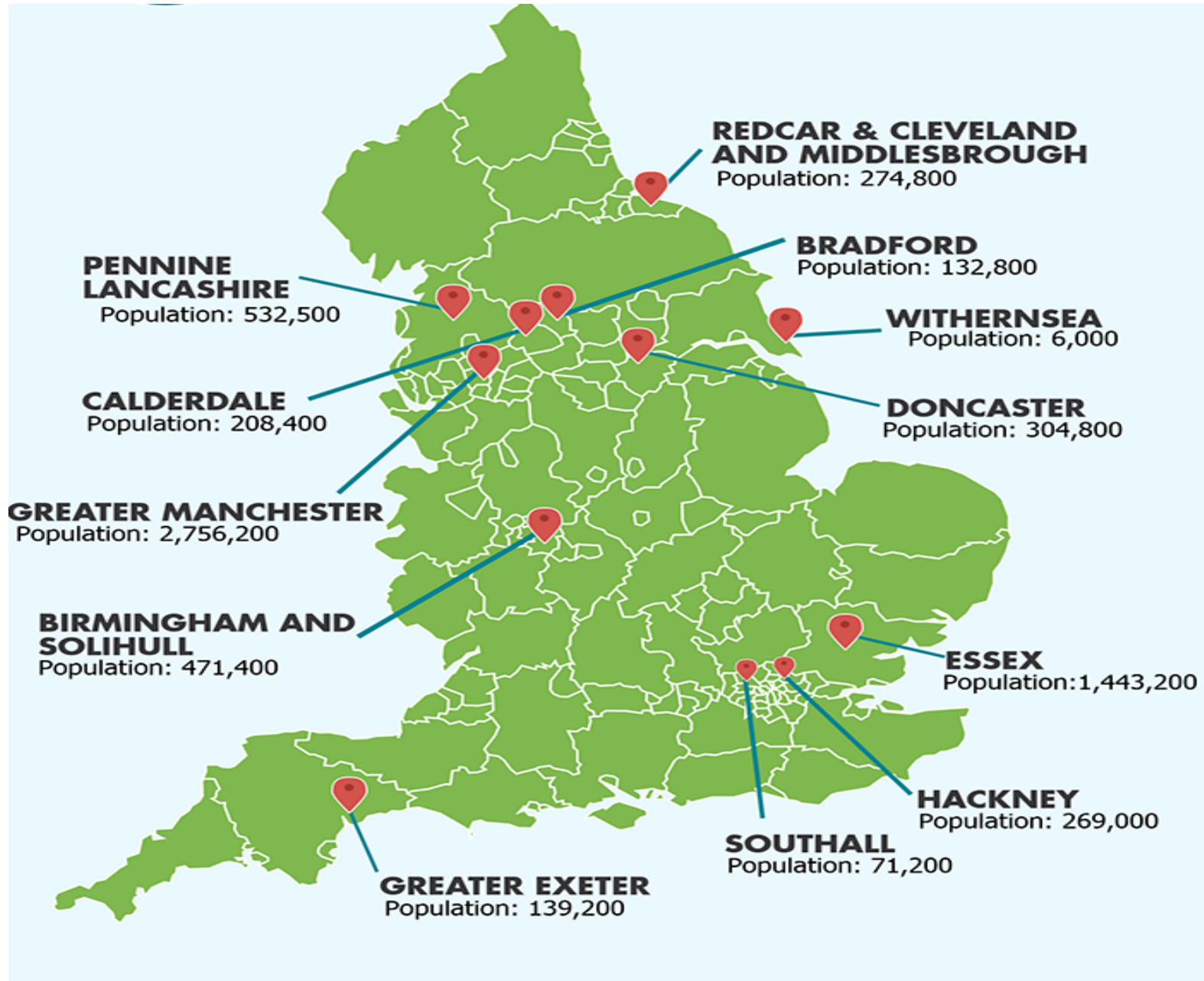
INDIVIDUAL
DEVELOPMENT

SOCIAL &
COMMUNITY
DEVELOPMENT

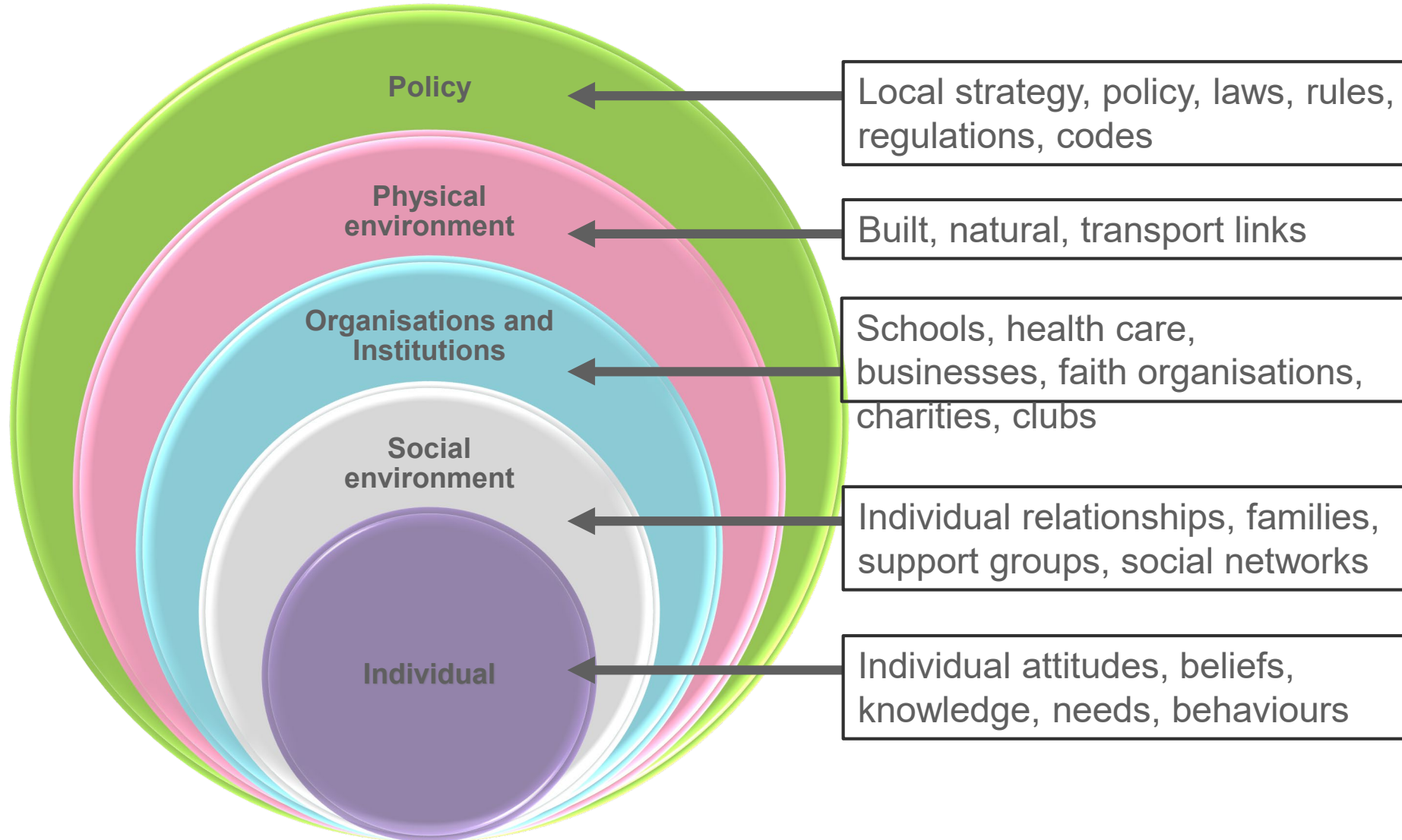
ECONOMIC
DEVELOPMENT



Pilot places



POPULATION LEVEL CHANGE REQUIRES 'WHOLE SYSTEM' APPROACHES





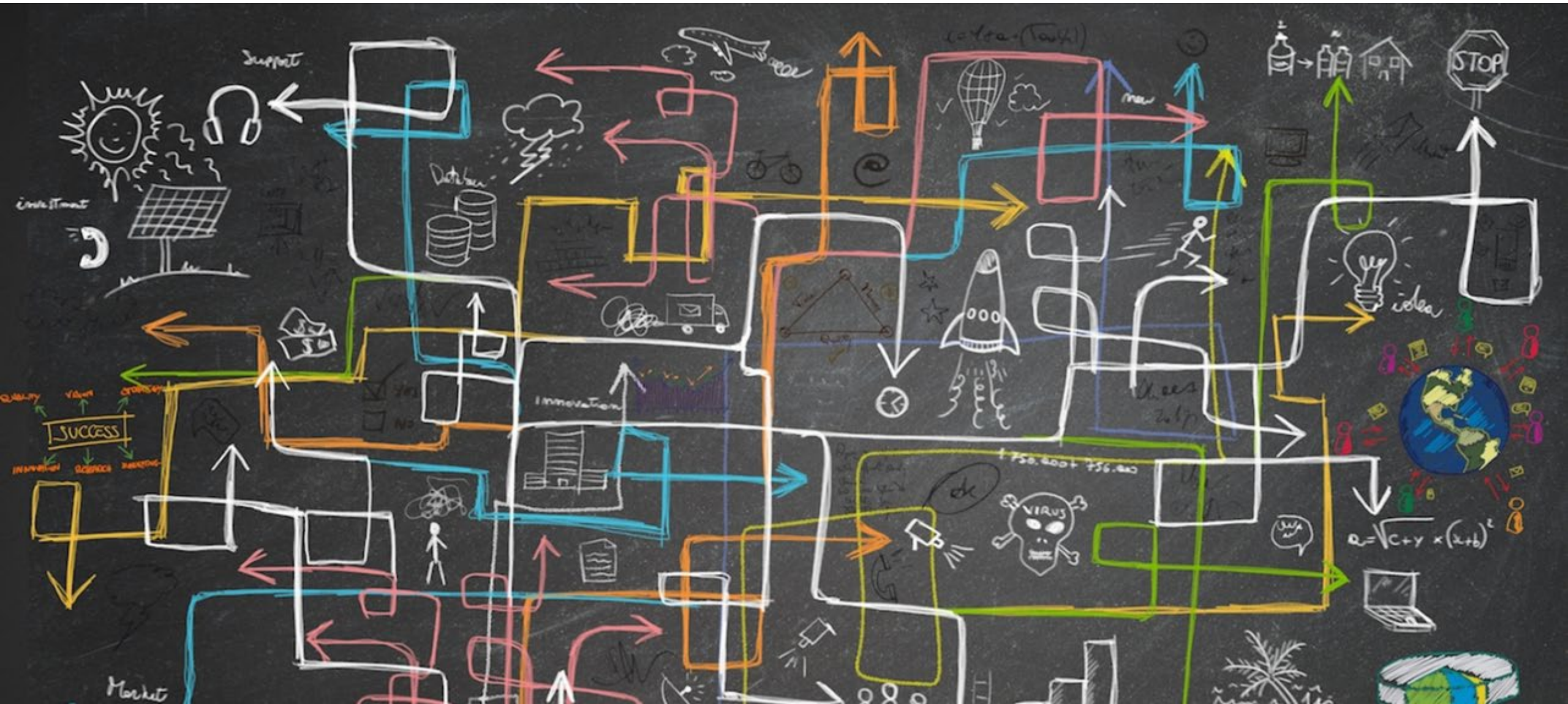
Download from
Organizing.com

For information on this and other products, visit www.organizing.com

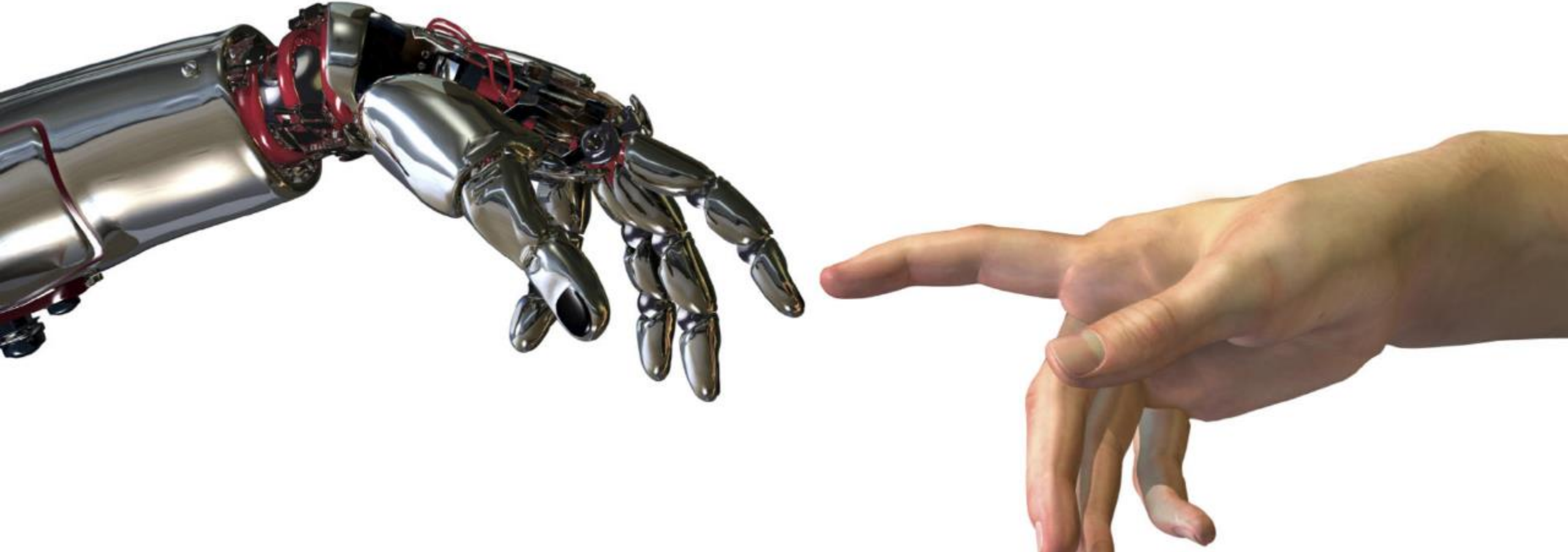


Microsoft Office 2007

SAYING 'YES TO THE MESS'



**IT'S LESS WHAT YOU DO, AND MORE THE
WAY THAT YOU DO IT**



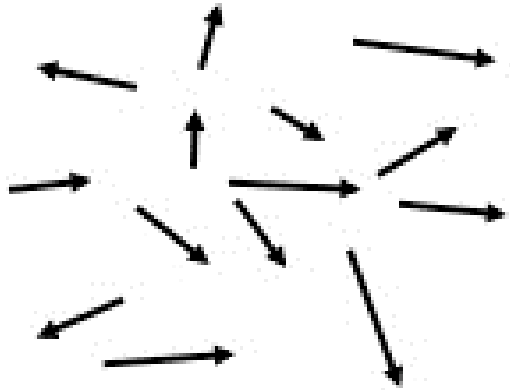
FINDING WAYS TO COUNT WHAT COUNTS



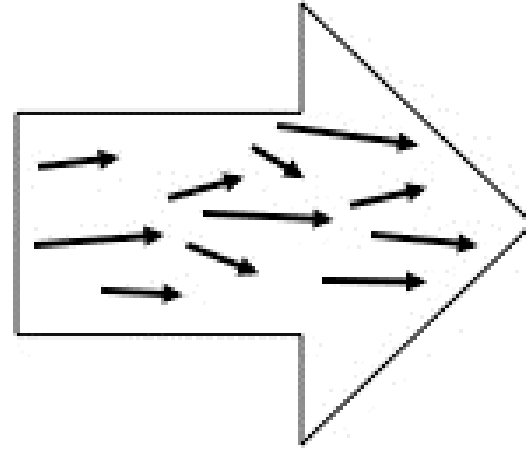
THE EXISTING SYSTEM HAS GOT IN THE WAY



IT DOESN'T HAVE TO BE PERFECT TO BE BETTER



TO



GROWING A WIDER COMMUNITY OF LEARNING



LOCAL DELIVERY PILOTS

We're undertaking pilots in 12 places to try and better understand their different identities and help people to be active in communities across the country.

This is our community of learning, bringing together what we discover and how it can be of use to all localities.

[Local Delivery Pilots - A Brief History](#)



LDPs - the story so far

How the 12 local delivery pilots are mobilising, what has happened and what comes next?



All about the pilots

Where the pilots are located, what they hope to achieve, how they're trying to do it and what comes next.



LDP Community of Learning workshops

We're running workshops to further explore what's emerging from the local delivery pilots.



LDP videos

Charting the progress of our 12 local delivery pilots over the programme.



Our pilots in their own words

We spoke to our pilot areas to find out what they're doing and how they're doing it.



LDP reading list

Our recommended reading to help you along the way to affecting change on a whole area.



Pilots on a page

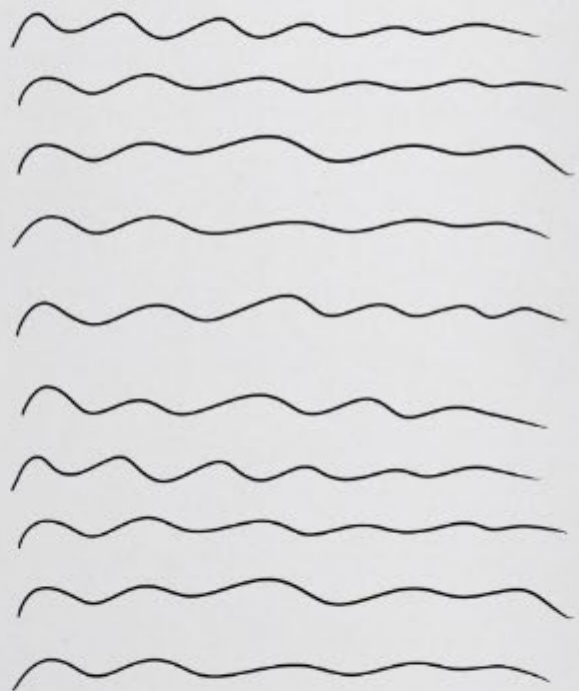
Our e-poster detailing the Local Delivery Pilot concept.

DOING IT DIFFERENTLY

LOCAL DELIVERY PILOTS
Doing it differently



Our story of now



Our Funds

- **Small Grants**
- **Community Asset Fund**
- **Got a great idea?**
- **Major Event Volunteer Fund**
- **Strategic Facilities Fund**
- **Ways to Generate Funding**

<https://www.sportengland.org/how-we-can-help/our-funds>

What we are learning about **HOW** we do this work...

- keep going back to your/the common purpose - what real change will people actually see/feel/hear?
- accept its messy, disruptive, plays with your mind
- action - make a start, learn through doing – “start anywhere and be willing to follow it everywhere”
- nothing about us, without us - involve people (esp. the ‘unusual suspects’) in the discussions and the solutions
- people and place – need to keep this at the forefront
- start with what is strong not with what is wrong, this is a mindset
- build trust with partners and throughout the system
- once you start looking in this way.....

Active Partnerships

A stylized flame logo composed of several overlapping, teardrop-shaped elements in bright colors: light blue, lime green, yellow-orange, and magenta. The elements are arranged to suggest a flame rising from a central point.

Engaging Communities, Transforming Lives

Active Partnerships

*Working together to
create the conditions for an active nation*

Active Lancashire in the network

1 of 43 Active Partnerships, 650 staff, connected by a common purpose



Active Lifestyles are the social norm for everyone

Active Partnerships...

... tackle the challenge of inactivity

... work in partnership to create the conditions for an active nation

... use the power of sport and physical activity to transform lives

The Challenge



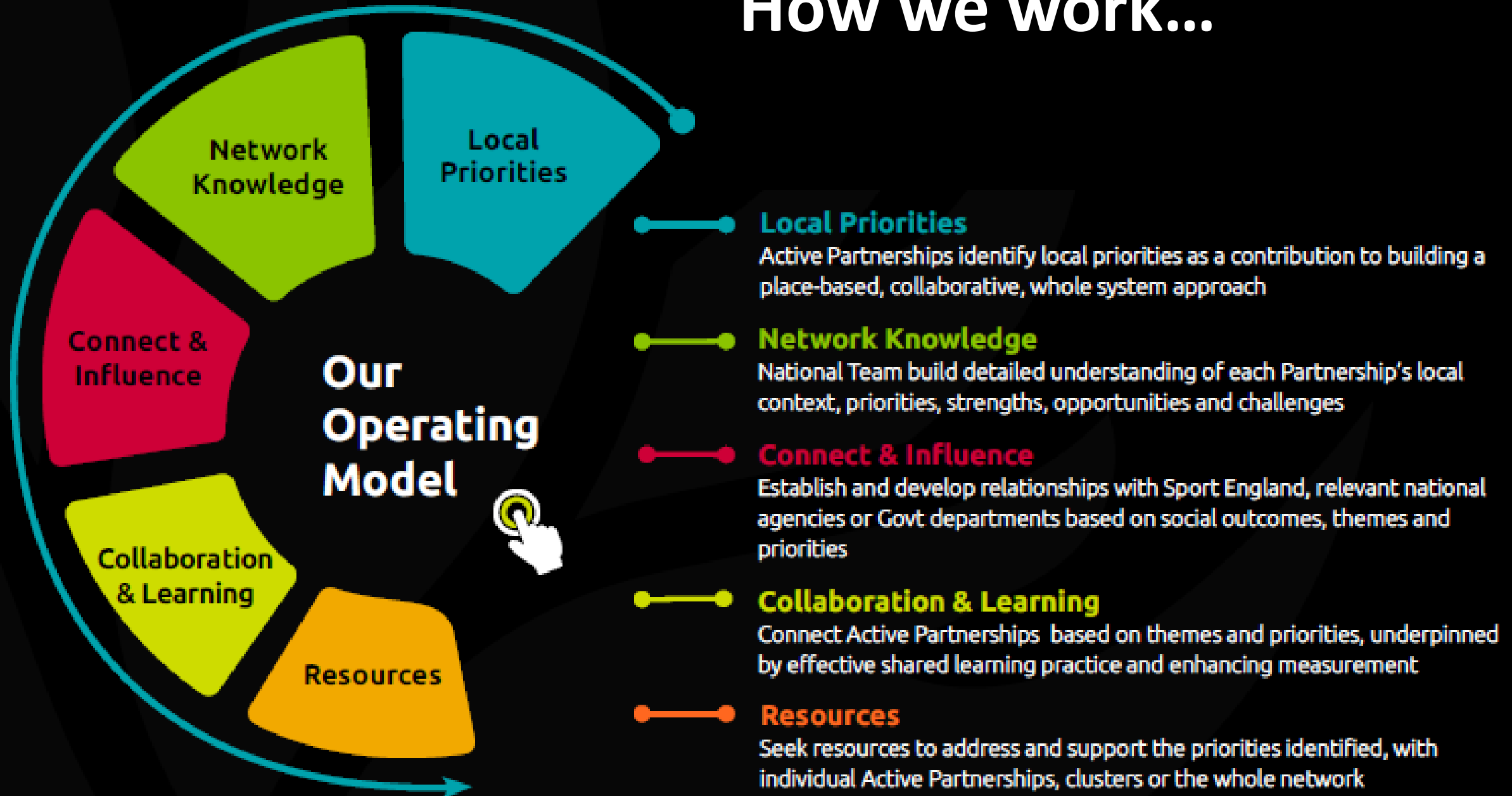
Our Purpose

Our core purpose is to create the conditions for an active nation.

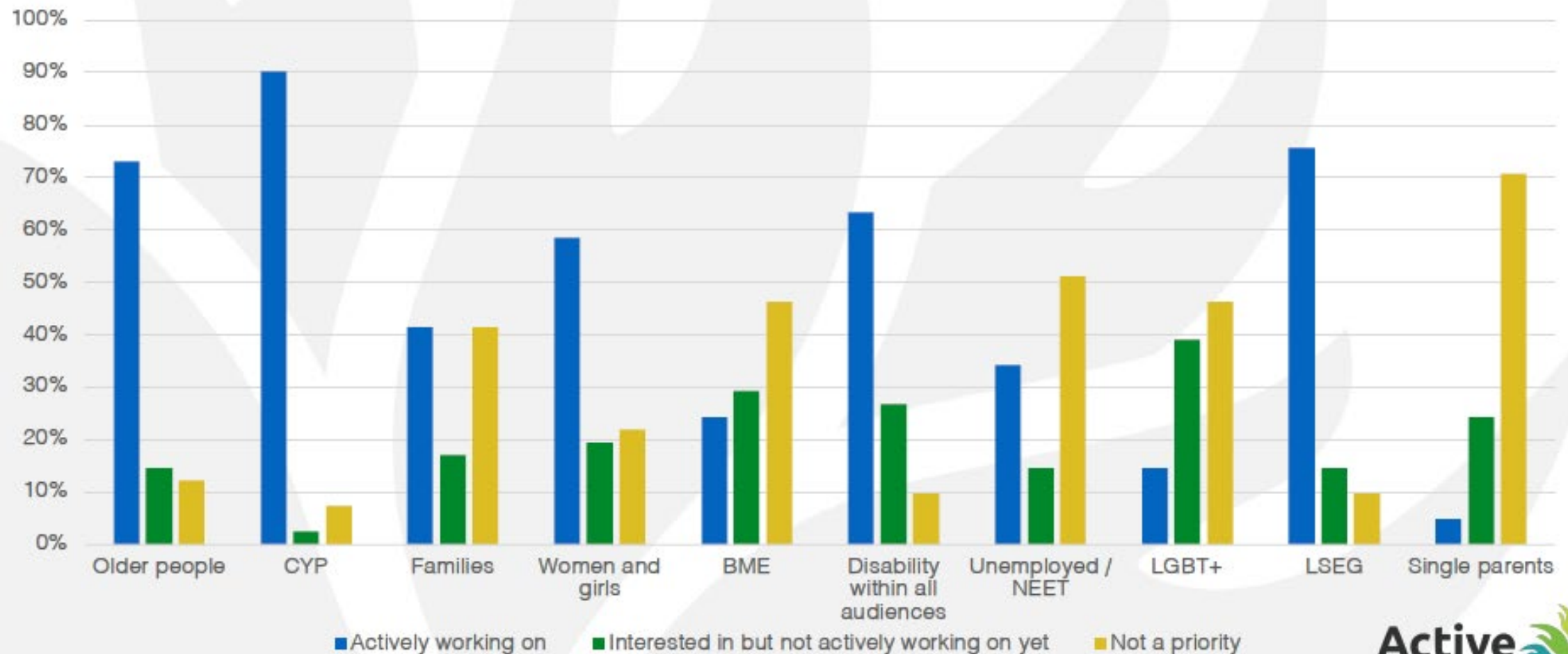
We recognise that activity levels are the result of a complex local system and no single intervention or organisation can achieve real and lasting change alone. Adopting a collaborative whole system approach, we seek to create the following conditions in every locality;

- > an in-depth **understanding** of the needs of the local community built on robust data and insight.
- > cross-sector partnerships with a **shared understanding and commitment** to the benefits of an active lifestyle.
- > a vibrant, inclusive, customer focussed sport and physical activity sector with a skilled, welcoming and diverse **workforce**.
- > **communities engaged** in co-designing the delivery of impactful **behaviour change interventions**.
- > **shared learning** of what works locally to get people active and compelling **evidence of the impact** that sport and physical activity can have on a range of outcomes.

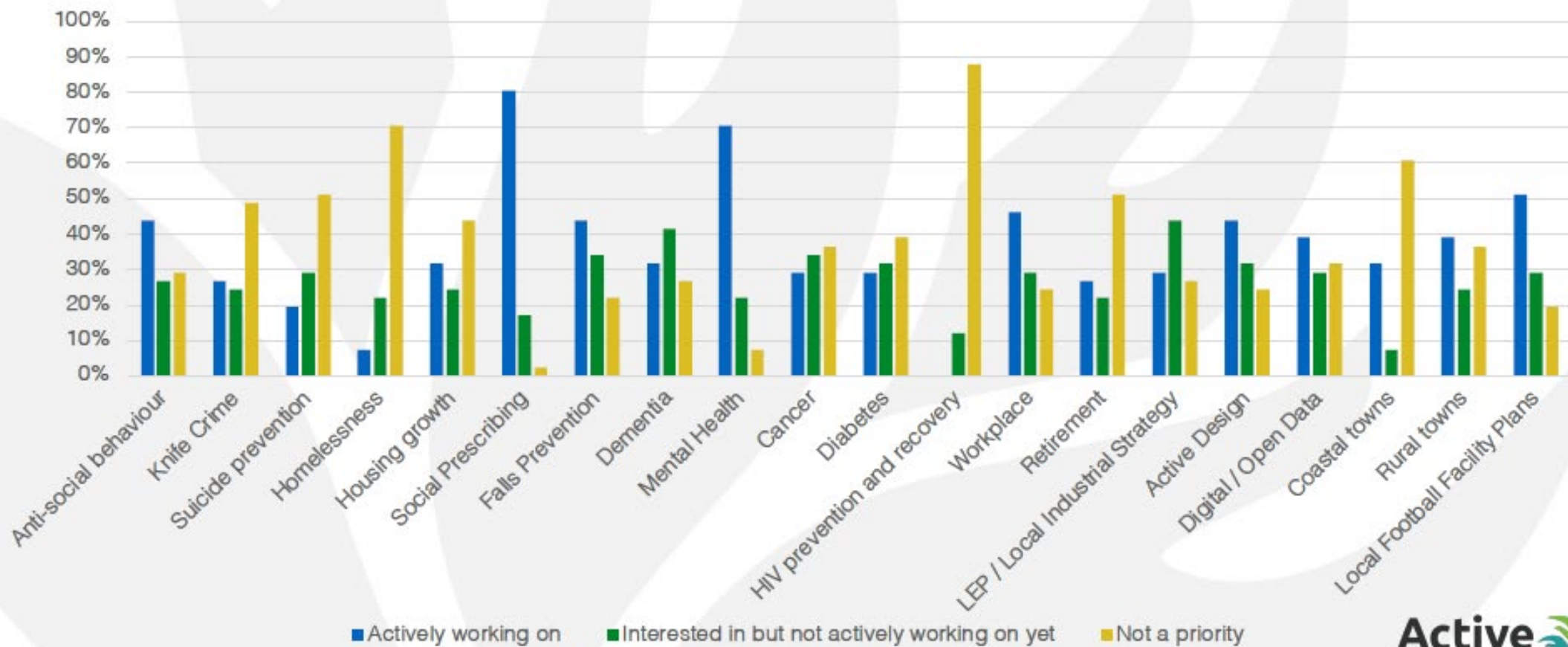
How we work...



Priority audiences

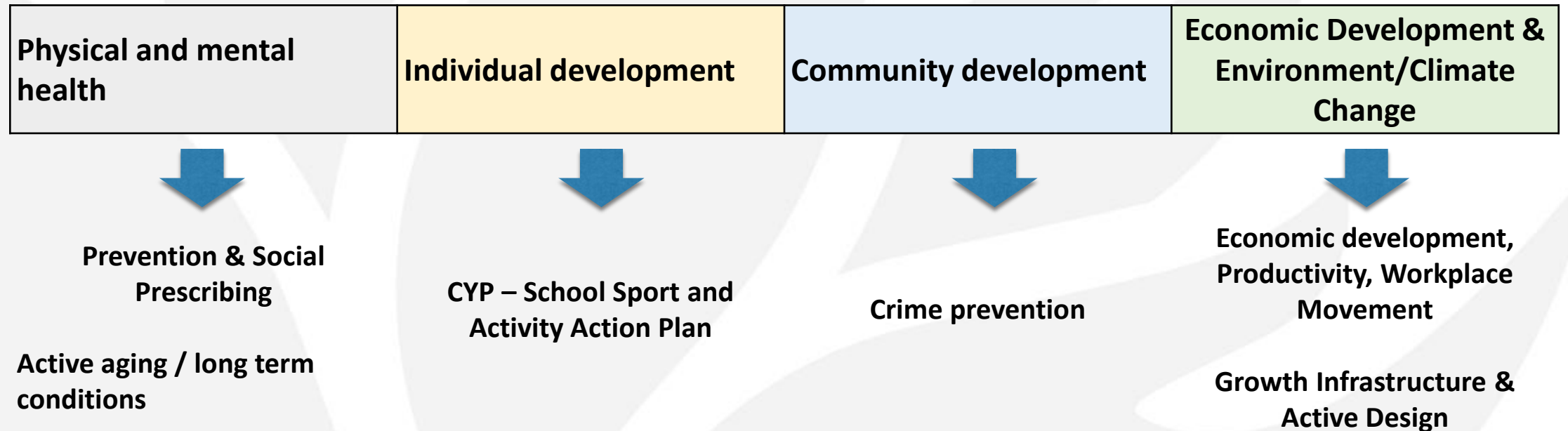


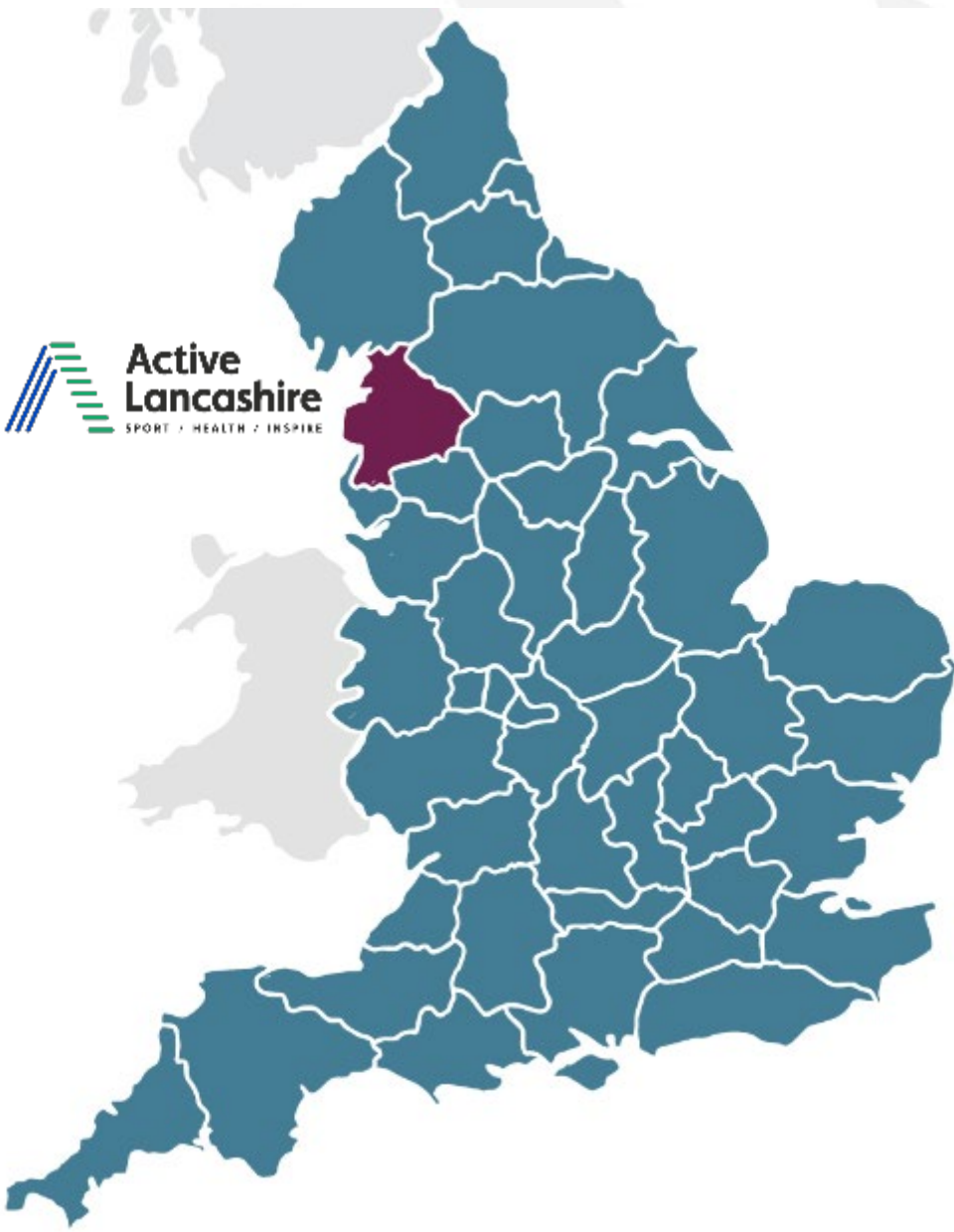
Priority Outcomes



Collective opportunities and challenges

In Creating the conditions for an active nation





Active Lancashire adding value in the network

Economic development

- Healthy Ageing Fund
- Interested in working at scale

Physical and mental health

- CSI
- Somerset collaboration and interest from other areas

Local learning and opportunities maximising our collective efforts

Direction of travel for the network?

Increasing focus on **place**

Working **with** communities

Addressing the **factors** that enable people to be active

Connecting systems for the benefit of communities





Workplace Movement



Workplace Movement

Our online tools and resources are designed to make a positive impact right across your organisation. We can help you achieve the business benefits of an active workforce with healthy, happy people performing at their best.

Your own bespoke [Workplace Movement](#) dashboard has all the support you need. Choose a package that's right for you:

- Workplace Movement benchmark tool
- Staff wellbeing survey
- Resource library
- Training courses
- Activity tracking and challenges
- Expert support and advice from your local Active Partnership

What we do?

Create the conditions for an active nation

- Strategic organisations
- Work collaboratively with local partners
- Focus on inactive and under-represented groups from our poorest communities who will benefit the most from an active lifestyle
- Insight, broker partnerships, develop the workforce, work with communities, share learning
- USP = independence, working across all sports, activities, providers and audiences, focused on the needs of local communities

Ideas so far



Darren Wright and Ronan McMahon, Active Lancashire

Q&A Panel



Adrian Leather, Steve Fogg, Sakthi Kurananithi, Justine Blomeley, Lee Mason and Maggie Cornall

Lunch



01772 299830
contact@activelancashire.org.uk

[activelancashire.org.uk](https://www.activelancashire.org.uk)



Challenge through Sport Initiative (CSI)

Jane Moodie



Challenge through
Sport Initiative

CSI Project



CSI is a bespoke behaviour change programme for people in recovery: mostly from substance and alcohol misuse. However the programme has adapted and listened to feedback. It includes those with mental health issues, offenders, ex-offenders, in social isolation and their families too.

Our key focus is to encourage participants who are often in poor mental and physical health engage in activity to improve their long term health and economic profiles.

The success of the project is down to the support workers and volunteers who all have lived experience.

Team & Volunteers Achievements



- Over 5000 participants in 5 years
- 280+ people have gained employment
- (34 through CSI team)
- 350 participants went along the volunteer pathway
- 200 have gone into education



The Challenge through Sport Initiative (CSI)



01772 299830
contact@activelancashire.org.uk

activelancashire.org.uk



Testimonial



Geri Byrne-Thompson, Area Manager, Howarth House

Workshop



Together an Active Future (TaAF)

Discussion



How?



Zaffer Khan
Chief Executive

Q&A Panel



Claire Ramwell, Jamie Waugh, Jane Moodie, Geri Byrne-Thompson, Zaffer Khan and Adrian Leather

Round up



Adrian Leather, Chief Executive, Active Lancashire

Close



01772 299830
contact@activelancashire.org.uk

[activelancashire.org.uk](https://www.activelancashire.org.uk)





Active Lancashire
Office 3 & 4, Farington House
Lancashire Business Park
Centurion Way
Leyland
PR26 6TW

01772 299830
contact@activelancashire.org.uk



[activelancashire.org.uk](https://www.activelancashire.org.uk)

