

WE ACTIVATE LANCASHIRE TOGETHER



Our Collective Impact
2023/24

GLOSSARY

HAWC	Health and Wellbeing Coaches
PA	Physical Activity
ISCF	Industrial Strategy Challenge Fund
CGL	Change Grow Live
BHM	Business Health Matters
MECC	Making Every Contact Count
PAM	Patient Activation Measure
CSI	Challenge through Sport Initiative
TaAF	Together an Active Future
MPT	More Positive Together



WELCOME

We are delighted to present the collective impact we've achieved together in 2023/24 to increase activity levels for the people who need it most. Across all our programmes, the golden thread is our role in bringing organisations together to fight inactivity and tackle the systemic inequalities that Lancashire is facing.

As part of our ten-year Decade of Movement Strategy, we have outlined our vision of a future where everyone in the county has access to, and benefits from, physical activity. We continue to progress in our role as a key part of Lancashire's health and wellbeing landscape. Active Lancashire continues to work to tackle inequalities and support individuals, communities, and business to adapt to the needs of the people living in Lancashire.

As one of the first ten organisations in Lancashire to achieve Trauma Informed Organisation status, we are now better equipped to support individuals with complex needs, many of whom have experienced significant trauma. By training and empowering our staff to engage effectively with these individuals, we can guide them more successfully on their journey toward physical activity, helping to improve their overall health and lifestyle. This recognition strengthens our ability to make a meaningful impact on the well-being of those we serve.

The expansion of our portfolio began this year with the development of the Active Lancashire Learning Zone; focusing on high-quality training and development opportunities for individuals and organisations, helping them create a lasting impact within our community.

We also increased the size of our first Active Cycles Shop in Accrington to allow for a wider selection of bikes to be sold. Not only does this mean that bikes can be sold at a reduced rate, but also, through recycling existing bikes and parts, we are all doing our bit for the environment. The project also provides people in recovery with volunteering opportunities, with all profits going back into a programme to support them alongside working with regional prisons on upskilling offenders in bike maintenance to get the bikes shop-ready.



Adrian Leather
Chief Executive

The team has 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.

I'd like to thank our dedicated staff team, our inspirational partners, and our board of trustees. We remain extremely grateful to Sport England for their ongoing commitment and support. We'd also like to extend sincere thanks to Lancashire County Council and the multiple partners and funders who supported our work during 2023-24. Together, we are making a substantial difference to Lancashire.



Brian Cookson
Chair of the Board of Trustees

"We are thrilled to share the tremendous progress we've made in 2023/24 in increasing activity levels among those who need it most."

"We have charted a vision where everyone in the county has access to, and benefits from, physical activity. We continue to advance as a key component of Lancashire's health and wellbeing landscape, addressing inequalities and supporting individuals, communities, and businesses to adapt to the needs of Lancashire residents."

"I'd like to extend my thanks to our committed staff, our inspiring partners, and our board of trustees."

WHERE ARE WE NOW?



BLACKPOOL

has the lowest level of life expectancy for males in England

21,442

people have five or more long term health conditions in Lancashire



WORSE RATE

of obesity in adults

65.7% Lancashire

64% England



SUICIDE RATES

are higher than the national average in Lancashire

LANCASHIRE

27.7% is higher than England's average

25.7% for adult inactivity

LANCASHIRE

has a Culturally Diverse Population

ABOVE NATIONAL AVERAGE

for economic inactivity

25% Lancashire

21% National



OBESITY

among children within Lancashire is increasing



LEADING THE CHANGE

As the strategic lead for sport and physical activity in Lancashire, Active Lancashire plays a key role in shaping and supporting the sector. As one of 43 Active Partnerships across the country, our mission is to address the most pressing challenges in areas of high deprivation, low physical activity levels, high obesity rates, and significant unemployment.

Through research, we have identified five priority areas, **Blackpool, Pendle, Preston, Rossendale, and West Lancashire**, that require the greatest support.

Active Lancashire's place-based approach involves leading and facilitating partnerships across the county, from high-level decision-makers to grassroots community organisations, supported by our Lancashire Inclusion Network (LIN). As a Trauma-informed organisation, we are dedicated to empowering all Lancashire residents to participate in and benefit from sport and physical activity, fostering happier, healthier, and more prosperous lives. Our aim is to integrate physical activity into everyday life with the help of our capable and confident partners.

We remain committed to sustaining our leadership role, focusing our resources on building opportunities that support the future wellbeing of Lancashire residents. Our collaborative leadership will continue to prioritise developing partnerships at both place and system levels, positioning physical activity as a vital tool in addressing inequalities and improving the health and prosperity of the region.



OUR STRATEGY

A Decade of Movement

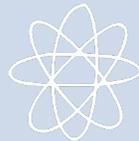
Vision

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.



Purpose

We will



Engage

Partners and encourage collaboration tackling challenges and opportunities together

Empower

Communities to have the places, spaces and opportunities needed to inspire people into physical activity

Enable

Individuals to engage in an active lifestyle through skills and capabilities to impact those around them and help transform lives

Environmental Impact is streamlined across all our services providing best practice.

Values

- Working Together
- Everyone Counts
- Forward Thinking
- Influencing Change
- Passion
- People First



Strategic Priorities

- Improving Health within Lancashire
- Engaging Our Communities in Physical Activity
- Training Our People and Communities
- Helping People Into Work
- Tackling Inequalities Through Social Inclusion
- Educating Young People
- Sustainability

Through these priorities, this is how we work to achieve maximum impact and long term change

Creating System Change

- Supporting businesses with employee health and wellbeing
- Upskilling Lancashire workplaces and communities
- Creating active schools
- Removing barriers to cycling
- Creating pathways to physical activity
- Developing opportunities through lived experience
- Creating sustainable change for longer, healthier lives
- Modelling new funding opportunities
- Influencing policy



Projects

- Active Cycles
- Active Seconds
- Business Health Matters
- Challenge through Sport Initiative
- Change Grow Live
- Move Forward
- MPT Steps
- Opening School Facilities
- Pendle Yes Hub
- Quit Smoking Together
- Rossendale Works
- School Games
- Schools Active Lives Survey
- Social Prescribing
- The Together Fund

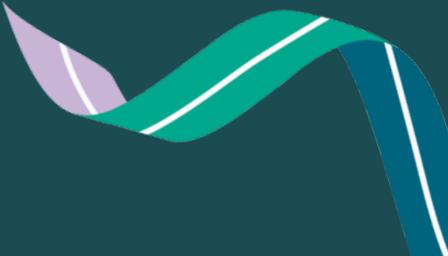


IMPROVING HEALTH WITHIN LANCASHIRE



We're excited to share our 2023/24 impact across the region. Our efforts in education, training and skills, workplaces, safeguarding and supporting our communities, health and inequalities, aim to inspire growth, collaboration and positive change. While this report can't cover everything, it highlights key examples of how we're continuing to activate Lancashire.



<p>ISCF</p> <p>1202</p> <p>Number of Health Checks delivered</p> 	<p>32</p> <p>Businesses engaged with</p>	<p>9.86/10</p> <p>Customer Satisfaction Rating for Health Checks</p>
<p>BHM</p>  <p>1096</p> <p>Workplace Health Champion Qualifications delivered</p> 	<p>26%</p> <p>of participants over the age of 50</p>	<p>67%</p> <p>of participants were female</p> 
<p>HAWC Project</p> <p>6</p> <p>Health and Wellbeing Coaches recruited</p> 	<p>47</p> <p>patients seen by Health and Wellbeing Coaches</p> 	

IMPROVING HEALTH WITHIN LANCASHIRE



**MECC/
PAM/
Health
Coaches**

112

Participants trained in MECC Train the Trainer face to face courses



150

people attended PAM online workshops

254

People trained in Health Coaching Core Skills

Pivot to Wellbeing

DEVELOPED definition and conceptualisation of Pivot to Wellbeing as nationally this appeared absent. Produced and submitted research proposal to academic channels, with contributions from CLUK, Lancashire/South Cumbria ICS and Lancashire County Council.

Active Link Worker Pilot

11

Link Workers



6

Leisure Trusts

RCGP and CLUK National Partners engaged
Growth in the number of Link Workers confident discussing Physical Activity (from 50% to 80%)
Diversification of referral reasons into Physical Activity (most notably inactivity and mental health)



ENGAGING OUR COMMUNITIES



Active Cycles



484

Bikes recycled and back out to the community through the Hub

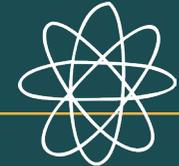


200

Bikes donated to groups/schools/community

1800

Bikes saved from landfill



42,120 KG

Total CO2 saving

Sports Welfare Officers

In early 2024, Active Lancashire introduced Sport Welfare Officers as part of a national network aimed at supporting community groups, sports clubs, National Governing Bodies (NGBs), and local organisations requiring welfare assistance in sport and physical activity.

Within the first three months, the impact of the Sports Welfare Officers was already being felt across Lancashire and beyond, with two key social value drivers emerging: the development of new peer support networks and the provision of support and mentoring services.

£4,208.66

of social value being created within the first three months.

TRAINING OUR PEOPLE AND COMMUNITIES



We have started to restructure our training and development offer to reflect our place and system partner role. We identified the need to onboard six new trainers with lived experience to be able to deliver a mix of existing and new training. This involved co-designing new content alongside new trainers as well as experienced partners to create new content for the Learning Zone.



We have continued to grow partnerships with training providers and experts in the field to help develop some new and exciting opportunities. These partnerships enabled us to start developing our offer of quality training.

Learning Zone



We STARTED the development of our online learning and development platform, the Active Lancashire Learning Zone, which offers flexible and free learning and development opportunities for everyone.



TaAF (Together An Active Future)



WORKING

together with our Place Partner TaAF, two of our Leadership Team are on secondment collaborating on the design and development of an Executive Leadership Programme, Strengths Coaching Programme and a Leadership Learning Series

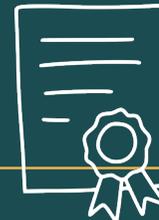
DEVELOPMENT OF OVER 20

courses offered (self-paced and fully accessible)



DEVELOPMENT OF A WORKPLACE HEALTH CHAMPION HUB

to support the 940 champions who have undertaken the Level 2 and Level 3 training. 1096 qualifications gained



HEALTH AND WELLBEING GROUP



We know the importance of championing health and wellbeing so this year the Health and Wellbeing Group were able to offer the following to staff:



Physical Health Strategies

- Encourage walking meetings and lunchtime walks to reduce sitting time.
- Provide an hour per week for wellbeing improvement
- Offer health improvement-related training

Mental Health Strategies

- Coach staff for self-management of mental health
- Provide flexible working arrangements
- Offer a Wellbeing Plan for positive mental health



Nutrition Strategies

- Install cool food storage and preparation areas across all buildings
- Display posters promoting nutrition, activity, and hydration
- Offer guidance on nutrition through Workplace Champions

Drug and Alcohol Support

- Clearly outline drug and alcohol guidelines in the staff handbook and during induction
- Provide alternative celebration options



Menopause Support

- Manage sickness and absences flexibly and empathetically
- Access expert advice through Bright HR



HELPING PEOPLE INTO WORK



More
Positive
Together



5453

Participants supported

2201

Economically inactive supported

915

Over 50's supported



1190

Participants from ethnically diverse communities supported



2024

People with long term health conditions supported



1216

People supported into education



1576

People supported into employment



£14,305,733.46

Project funding received



HELPING PEOPLE INTO WORK



MPT Steps



4249

Participants supported

1221

Economically inactive supported



743

Over 50's supported



1221

participants from ethnically diverse communities supported



1263

People with long term health conditions supported



1563

People supported without basic skills



1564

People supported into employment



20

Partners engaged



£7,734,093.05

Project funding received



HELPING PEOPLE INTO WORK



Pendle YES Hub



206 Young people supported to enrol at an education/training establishment

50 Employer collaborations



211 Young people gained employment



68 Young people attended a physical activity session at least once a week for 2 months



Rossendale Works



53 Economically inactive supported on MPT and Steps for Rossendale Works

109 People with long term health conditions supported on MPT and Steps for Rossendale Works



392 Participants engaged with physical activity



113 Jobs secured



WELFARE EQUALITY DIVERSITY AND INCLUSION (DIAP)

Lancashire is experiencing severe health and economic disparities. To address these inequalities, we must undertake bold and ambitious actions that prioritise welfare, equality, equity, diversity, and inclusion in all our efforts.

Our Commitment

At Active Lancashire, we are dedicated to promoting Welfare, Equality, Diversity, and Inclusion challenging inequalities through our work and partnerships. This commitment spans our Board, staff, delivery partners, and the diverse communities we serve. We understand that fostering an inclusive society requires proactive leadership and activities that are sensitive to individual needs and informed by lived experiences. Our robust policies ensure the welfare of all, providing equitable opportunities for everyone.

Our Board and team uphold these principles in all interactions, supported by a comprehensive Staff handbook and policies that empower our employees and foster an inclusive environment. Embracing diversity is not just a moral imperative for us but a strategic asset, integral to our values and operations. We value diverse perspectives and are committed to using these differences to enhance our organisational vision and strategies. Active Lancashire as an Anti-Racist organisation will challenge racism of all types.

Our Action Plan is comprised of the following overarching priorities:

- **Actively work to eliminate discrimination**, abuse, harassment and victimisation through our leadership role and activity.
- **Strive to advance equality of opportunity**, ensuring that all individuals, regardless of their protected characteristics, have equal access to our services and opportunities.
- **Endeavour to foster positive relationships** between individuals with protected characteristics and those without, promoting understanding, respect and collaboration.
- **Be dedicated to identifying and addressing** disparities faced by individuals due to their protected characteristics and lived experiences, striving to remove or minimise these disadvantages.
- **Proactively tailor our services** to meet the unique needs of individuals from protected groups, acknowledging and accommodating differences where necessary.



Influencing change across Lancashire

In embodying these principles, we state our unwavering commitment to building a society which through our role to increase levels of physical activity in Lancashire and thereby tackle inequalities we are able to celebrate diversity, uphold equality, and champion inclusion as a guiding principle in all that we do.

TACKLING INEQUALITIES THROUGH SOCIAL INCLUSION



CSI
(Challenge
through Sport
Initiative)



684

Total number of participants engaged in activities



23

Total number of volunteers

1288

Total number of activities delivered



112

Total number of people supported into employment

335

Total number of people with long terms health conditions supported

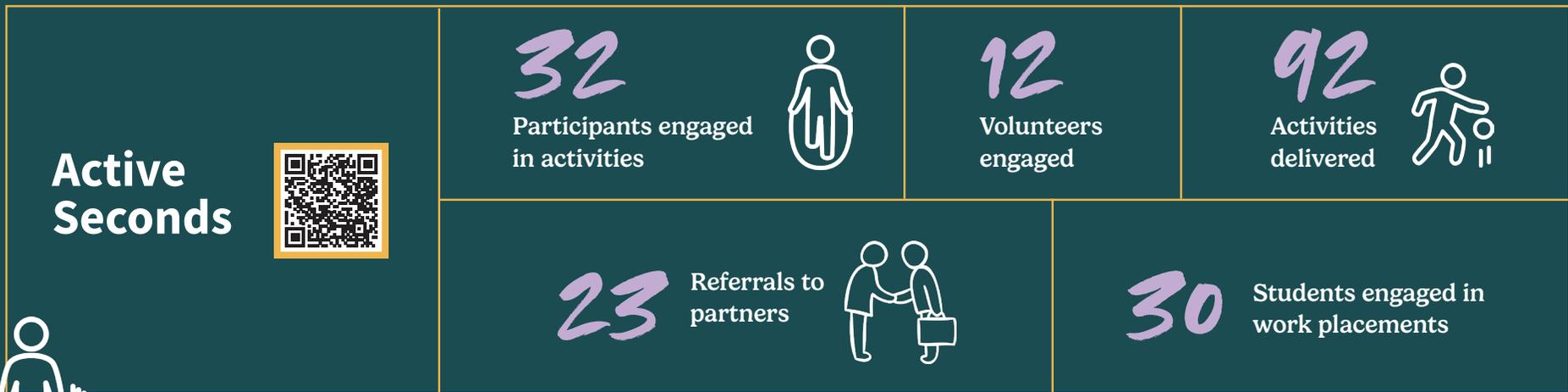


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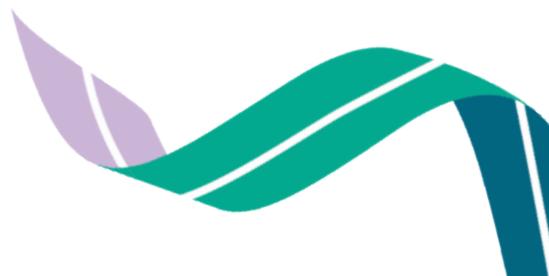
Total number of referrals to partners



TACKLING INEQUALITIES THROUGH SOCIAL INCLUSION



EDUCATING YOUNG PEOPLE



School Games



3500

Young people engaged through the Lancashire SPAR School Games

Active Lives Survey



74

Lancashire schools engaged with the Active Lives Survey



12,435

Individuals engaged with the Active Lives Survey



Opening School Facilities



£440,000

distributed to 49 schools

RESEARCH AND INSIGHT/EVALUATION



<p>Fylde Swimming Project</p>		<p>Initial indicative report and full public consultation</p>	<p>Blackpool Move More</p>	<p>Ripple Effect training to upskill Move More team to capture insight</p>
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Development of Social Value Model

<p>OVERALL TOTAL SOCIAL VALUE generated by Active Lancashire was £28,936,843</p>	<p>with a net figure of £21,378,739.20</p>	<p>This results in a Social Value Ratio for every £1 spent a return of £2.83 invested back into our Lancashire communities.</p>
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Specific areas of social value generation include:

<p>PERSONALISED CARE PROGRAMME the net social value generated was £659,896,33</p>	<p>ROSSENDALE WORKS the total social value figure created by Rossendale Works was £507,475</p>	<p>CSI GENERATED a total social value of £4,305,057.98</p>
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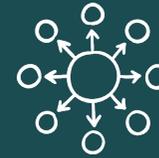
MARKETING COMMUNICATIONS



Marketing

FULL ROLL OUT

of Active Lancashire Rebrand



100

PR Pickups
Achieved



5

Award
Entries



100%

Increase in Social
Media followers



Active Lancashire Awards



135
Nominations

from
14 Local
Authorities

In 9 Award
Categories

320
Guests on
the night



Q&A SESSION

with special guest Rachel Brown-Finnis former Everton, Liverpool and England Goalkeeper as well as TV Pundit



FINANCE, IT AND DATA ACCREDITATION

HR

ESG



Cyber Essentials Certified



ISO 27001 Certified for BHM, Learning Zone, Workplace Health Champions, ISCF

FINANCE

Developed a risk management policy and risk appetite statement, accompanied by a successful external financial audit.



People Plan in place



Succession and Retention Plan in place



Bright HR Online Service Portal implemented



Employee Assistance Programme implemented



Creation of internal Sustainability Working Group

Creation and implementation of Active Lancashire ESG Action Plan focusing on six of the UN Sustainable Development Goals:

- Good Health and Wellbeing
- Quality Education
- Gender Equality
- Decent Work and Economic Growth
- Sustainable Cities
- Communities Partnerships for the Goals



Employee Training

Delivered continuous training to staff members to enhance awareness of ESG principles, empowering them to incorporate this knowledge into their leadership and operational roles, while fostering a shift in team culture.



Stay in touch

activelancashire.org.uk

