

## What we set out to do - and what we have achieved

Co-produce, with system partners, a new plan for work in both counties, using Uniting the Movement as a framework



**MAKING OUR MOVE** – Our shared vision for Uniting the Movement in Notts and Derbyshire

Work started in early 2021 to form a local response to Sport England's Uniting the Movement, analysing insight and data from the last four years to understand where inequalities existed locally.

[View the full plan here](#)

We connected with over 700 people and organisations during the year – reflecting on this insight; shaping a shared vision and discussing and agreeing future priorities and opportunities.

[view the video here](#)

These conversations were all pulled together and presented in Making our Move: Uniting the Movement in Notts and Derbyshire, a 10-year plan to address inequality and empower everyone to be active in a way that works for them.

*The plan is still unfolding as we work out the parts we can all play and how we can work together.*

We have started to build on the connections and networks that emerged from this broad engagement. We have continued to have conversations about how we can all, collectively play our part. The clarity of message in Making our Move has enabled us to align with other emerging strategies across the counties.

Partners and leaders working in this strategic space, particularly in health and social care, local authorities and the voluntary and community sector, have seen how being active can help to deliver on their priorities and aims. The districts and boroughs are actively aligning their strategies to the insight and work instigated by the Making our Move process.

The work is iterative, and Making our Move has provided a broad, strong and stable platform for hundreds of partners and organisations working across Notts and Derbyshire to build upon.

During the last quarter of the year, system wide implementation plans have been developed for each of the five shared aims of Making our Move. These plans are based on the many conversations held during its development. Once completed, these will be shared with partners and interested organisations.



## Insight and learning gathered from place based working

### Health and Wellbeing insight work in Notts

Over the last three years, supported by **Press Red**, we have worked collaboratively with the districts/boroughs in Nottinghamshire to reflect and learn from the place-based work which has been growing right across the county. We have looked at what helps and hinders this way of working and have brought all of that learning together into an evaluation report.

Partners and community stakeholders, across six localities, took a collaborative approach to working in, and with, some of the most inactive and deprived communities with the highest levels of health inequalities and lowest levels of healthy life expectancy in the county. This was co-funded together with Nottinghamshire County Council, six districts and Active Notts. Mansfield District Council were an early pilot of this work on the Bellamy Estate.

#### In summary the work has:

- Raised the profile of the complex challenge of being active in these communities. It is more than helicoptering in solutions in a one size fits all project approach. It needs the input of many partners and organisations and resident buy-in.
- Built a more detailed picture of some of our communities, their strengths and the challenges to providing the right services and opportunities e.g. tailored offers, led and developed by the community
- Developed greater capacity amongst partners and guided how and where we invest additional funding and resource - into the places and communities that need it the most. £180,000 of additional funding, from multiple funding streams, has been leveraged into these specific communities through community organisations working on the ground.
- Created a shared understanding across and between organisations of the use of insight and evidence to inform planning and decision making, e.g. bringing planners, architects and the community together, in Bellamy, to co-design a community playground.
- Led to actions to address physical inactivity being embedded in other plans and strategies, such as local Health and Wellbeing, Leisure, Transport, Planning and Place-based Partnership health strategies.
- Connected many locality partners more closely with community stakeholders in these communities. Tangible examples of joining up partners, working together for the same thing and reducing competition and silo working.
- Provided a significant opportunity, space and permission to learn about the appetite for creating change in this way: working it out together and reflecting on the progress made. Tangible trust has been built up through this work at all levels of the system and community.

As a result of the above work, the NHS have committed to funding other place based work across the county.

SHARING  
OF INSIGHT

Uniting the Movement in Notts

Priority places – focusing on the groups that participate less in our priority places

## WE ARE UNDEFEATABLE

### We are Undefeatable - Mansfield

**Mansfield CVS** was awarded **£103k** in November 2019 for the We Are Undefeatable campaign. This was initially for 12 months but due to Covid-19 was extended through to September 2021. We worked with Mansfield CVS to bring together an oversight group made up of key local partners including the NHS, the local authority and voluntary and community sector organisations. Despite Covid-19 lockdowns Mansfield CVS continued to integrate the physical activity message into its work and communications with people with long term conditions. External consultants were appointed to evaluate the process and progress from the start and have captured the following:

#### Learning points and ways of working

- Strong partnership support was critical to the success of this pilot. All the key partners remained actively involved throughout and their insights and willingness to think creatively during such a challenging time were key to the success.
- This work enabled the VCS to demonstrate its flexibility and reach into local communities. It advocated how physical activity could help address the barriers for residents and it expanded the range of opportunities for people to engage with.
- The pilot was “made in Mansfield.” It responded to the needs of local people.
- All partners valued the opportunity to network and share both strategic and operational information.
- Parts of the pilot focused on workforce development. By capturing and sharing insight and information individuals involved, including healthcare professionals, developed their skills and knowledge to confidently advocate the benefits of physical activity.

To see more about this work, this [video](#) looks at the creation of a community allotment in Mansfield and this [video](#) about voluntary and statutory organisations working more closely together

## Get Out Get Active

### Get Out, Get Active (GOGA)

Work started in 2020 to support disabled and non-disabled people to be active together in Bassetlaw. This work, funded and supported by Activity Alliance, looked to create systemic change within policy and practice at a place-based level.

The GOGA programme in Bassetlaw was designed to focus on face-to-face engagement, so with Covid-19, partners involved started to think differently about how to engage people. Phone calls were made to service users to get to know them, to find out how they could be supported. Wellbeing checks were offered. The focus shifted from increasing numbers of participants and numbers of activities to gathering insight, building relationships, and making connections.

Sport England's Young Peoples' funding was used to fund additional capacity to engage with disabled young people to understand their needs and how these could be integrated into the on-going GOGA work. This led to Bassetlaw Action Centre forming new relationships with local schools, youth service, young people and parents/carers. This work is on-going. So far it has prompted discussions around the barriers faced by young disabled people and their families, including issues around anxiety, body image, confidence, and the role that schools and community organisations can play in becoming more inclusive.

Colleagues in Bassetlaw are connecting people and sharing insight with system partners to create change. The young people that have shared their experiences are being invited to a SEND specific activity day which will not only act as a reward for their input but also another opportunity for partners to connect and speak with the young people.

## Tackling Inequalities Funding (TIF)

A successful application to **Sport England** resulted in an award of **£83,238** for the third phase of the Tackling Inequalities funding. 100% of this funding was allocated to community-based groups to support them and their users to continue or start to be active following Covid-19 lockdowns and restrictions. 22 groups, supporting people who were inactive, received funding.

To understand the impact of this funding, we had learning conversations with 20 different funded organisations (from phase 1, 2 or 3 and across both counties). Most of the organisations selected did not primarily focus on sport or physical activity but worked to other objectives. These objectives varied and included supporting young people, older people, people with long term health conditions, people with disabilities, people from culturally diverse communities and people living on lower incomes. However, all the organisations were interested in working with Active Partners Trust (APT) to help the people they worked with, become more physically active.

These learning conversations, with each group, identified enablers, barriers and takeaways which we will share with Sport England and with other funders, partner organisations and directly with other community organisations.

One of the messages that came out was the flexibility of the TIF funding, and the pragmatic approach of APT, was helpful to the community organisations at a time of crisis.

## One Step at a Time – Nottinghamshire

One Step at a Time (OSAAT) was set up to connect and support some of the most vulnerable members of our communities; those people who feel disconnected, isolated and lonely. It helps people to become more socially and physically active and connected into their communities right from their front door.

We have worked with **Nottinghamshire County Council** and CVS partners across the county to develop a county wide approach, that is delivered locally, responding to local need and building on local infrastructure. This is on-going and there is some funding to continue this development work in 2022/23.

Some of the learning and outcomes from OSAAT have been captured [here](#)



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System change - developing relationships with organisations and key influencers within various systems and working with them to produce system change.

## Together We Move Collective, Nottingham

The Together We Move Collective began in the first lockdown and has grown over the last two years. It was formed through a collaboration of different organisations, all with the aim of supporting a healthier Nottingham, through more joined up working, collaboration and consistency.

The Collective is a fluid network of public and voluntary/community sector partners such as **Nottingham City Council** (including Public Health, Transport and Planning, Parks and Education), **Nottingham CVS**, **Nottingham City Homes (NCH)**, **Sustrans**, **Ridewise**, **Nottingham City GP Alliance**, **Active Notts** etc.

### This has led to:

- More consistent campaign messaging e.g. for the winter well-being campaign. Messaging was shared across a number of health organisations bringing about savings on costs and resource time.
- Two new secondary care link worker roles have been created to support people to be active, pre and post-surgery, to improve their outcomes following surgery for cancer and MSK conditions. The new workers will be based in Queens Medical Centre in Nottingham and Kings Mill Hospital in Mansfield.
- Sharing concepts for members of the network to embed into their workforce practice e.g. Netwalking, Moving Medicine and Clinical Champion Training for Healthcare professionals.
- Collective support to Nottingham funded projects e.g. GreenSpace Social Prescribing, place-based initiatives through Primary Care – demonstrating the need and value of collaborative working.

## Health and Wellbeing Boards and strategies

By regularly sharing our tangible examples of work in all districts and boroughs with the locality health partnerships, we are advocating for and influencing thinking about place-based working and asset-based approaches. We believe it is also helping move towards a truer sense of working collaboratively and our work is often referenced and at the forefront of how the health system are increasingly working.

On-going advocacy work has been underway through the year to embed the value of physical activity in local authorities' Health and Wellbeing strategies. Physical activity is now acknowledged as a priority in many of these strategies across the city and county.

**Nottinghamshire County** and **Nottingham City Health and Wellbeing Strategies** both acknowledge 'Making our Move' as a fundamental driver for this.

Thinking more holistically about place, communities and neighbourhoods, key themes such as mental and physical wellbeing, digital inclusion, financial inclusion and social isolation, the role of grant funding and the need for capacity and infrastructure, particularly within the voluntary and community sector, is slowly materialising and there is evidence of a change in some practice.



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## Supporting the VCSE and traditional sport sectors – including the delivery of our Sport England Club Matters funded project.

Phase 1 and 2 of the Sport England funded Club Matters Local work are completed. The Club Matters leadership group, which included the programme lead, Sport England, APT and VCS infrastructure agencies from across Derbyshire and Nottinghamshire, summarised the learning from Phase 1 and 2 in a 4-piece jigsaw model – Facilities and resources, Leadership, Participants, Coordination and connections. Our learning was presented to the Sport England Club Matters working group in October 2021 to be considered as the next stages of the national programme is shaped.

We also tested the learning with a broader VCSE audience, from both counties, at an online event held January 2022. From the feedback and conversations at this, we are developing the next steps for the final phase of the pilot. Meanwhile, as part of the testing, the jigsaw model provided the frame for the 20 deep dive conversations with organisations that received Tackling Inequalities Funding. It is proving to be a useful model.

The model and the learning from this work can be found here <https://www.activenotts.org.uk/supporting-voluntary-sector>

## Workforce development, including system leadership training – for leaders in the organisations, sectors and locations we are working with.

### Healthy Chats

As part of work to support more conversations around physical activity, Active Notts has been working with **Paula Manning of Healthy Chats CIC**. Paula is a Physical Activity Clinical Champion for OHID (formerly Public Health England), a practicing physiotherapist and drew on her own lived experience of living with a long-term health condition to develop Healthy Chats. She recognised the need for training to give confidence to those working within our communities to give the right advice and devised Healthy Chats as a result.

The training has been piloted in partnership with **Active Notts** and the **Social Prescribers Link Workers (SPLW)** network in Nottinghamshire. All of those who participated work as social prescribing link workers or health coaches and some were new to their roles while others were more experienced. From this work, Healthy Chats has been commissioned by the NHS across Nottinghamshire.

More information on this work, including what we've learned, can be found [here](#) or watch is video [here](#).



## Girls Active

We have continued to work with the **Youth Sport Trust** on the Girls Active programme designed to help schools understand what motivates girls to take part in PE, sport and physical activity.

We are working with four inner city secondary schools in Nottingham and Derby. All the schools have a high number of pupils from Black and Asian ethnicities and high percentage of pupils qualifying for free school meals.

We started with a session for teachers from the schools to introduce them to the programme and to ask them to identify girls to be part of their **Leadership and Marketing Squad**: not the girls who like and do PE but girls who are not physically active but have influence amongst their peer group.

A **Girls Active Inspiration Day** was held where the girls took part in workshops to think about barriers, motivations and to develop their skills to influence and motivate their peers. They left the day with an action plan they had developed for their school.

The main things girls learnt and messages they took away are themed into:

- Skills such as teamwork, communication, resilience and leadership
- Confidence
- Girls are as capable of doing things as boys
- To support each other
- Not caring what others think or say

90% agreed or strongly agreed with the statement “I have been inspired and motivated to improve the delivery of PE, physical activity or sport”

To support and mentor the squads to lead this work in their schools, we recruited and supported four Black and Asian female Ambassadors, with their own lived experience. The Ambassadors are working with the squads to shape a summer 2022 School Games event which aims to be attractive and accessible to female pupils who do not currently do physical activity. Both we and the teachers in the schools are learning from these conversations with the girls on the squads and we will both use this insight to inform future planning.

## Falls prevention and activity community of practice

Active Notts have worked alongside colleagues within Nottinghamshire Healthcare NHS Foundation Trust and Sherwood Forest Hospitals NHS Foundation Trust to co-design a space for people to come together around physical activity and falls prevention. Members of the community include healthcare professionals, Adult Social Care and commissioning colleagues and those working in communities. The first session had over 100 people sign up back in November with the next session being planned for Spring/Summer 2022.

Some of the learning and insight gathered have been pulled into this [illustration](#) looking at how we worked together to create the space and what we heard from the community about this work.

Falls and Physical Activity

Falls x Physical Activity  
COMMUNITY OF PRACTICE



Integrated Care System  
Nottingham & Nottinghamshire



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Building up our insight, drawing out the learning and setting up opportunities (networks, conferences, workshops, one to one meetings) to share insight and learning with key organisations and individuals

## Covid-19 insight

As with the rest of the country, Nottinghamshire residents faced huge changes during the Covid-19 pandemic and subsequent restrictions. The opportunities and challenges around physical activity created and continue to create inequalities within our communities. To better understand how these lockdowns affected activity levels, Press Red were commissioned to analysis Sport England and other data to understand trends and behaviour changes.

The resulting Covid-19 insight packs were shared and have been useful in understanding the impact of the pandemic and where we may start to focus resources.

The insight packs can be downloaded [here](#)

## Talking Space

In addition to the sessions organised to develop 'Making our Move' we held three Talking Space sessions. These are online sessions, over lunch time, on a theme, for partners to log in to.

A Talking Space on 'Recovery and Reinvent in Practice' enabled the system to come together to discuss approaches by governing bodies, voluntary sector clubs and leisure centres on how to re-engage with communities. Another Talking Space was around the Green Social Prescribing Test and Learn Pilots currently running in Derbyshire and Nottinghamshire.

Details of the Talking Spaces and some of the learning we gathered can be found [here](#)

## Netwalking

Members of the team are continually growing our insight and sharing insight with partners at one to one meetings, in network meetings (set up by us or other partners) and in workshops. This year we trialled a new way of having conversations with partners – Netwalking.



This developed in response to the restrictions of Covid-19 and the intensity and isolation of working from home. Netwalking provides an opportunity to combine professional networking, based on an agenda, with a walk around a local area. We trialled it in a number of locations and used the learning to produce two county specific leaflets to encourage others to consider organising sessions this way.

## TALKING SPACE

#MakingourMove

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## Innovative use of Sport England funding for young people and workforce to meet the physical activity needs identified in our priority places and groups

### School Games

Due to the on-going impact of Covid-19, no School Games activities took place in the summer term of 2021. The focus of our work this year has been on gaining insight, particularly from young people, to inform the change to School Games for 2022.

**Sport England** awarded additional funding to create a legacy in each district and county from the **Birmingham Commonwealth Games 2022 (CWG)**: £3k for each School Games Organiser (SGO) and £11.5k for APT.



Insight has told us that Year 3/4 are our least active cohort across both counties and therefore the county CWG events will be focussed on young people in Year 3/4 who have low levels of enjoyment, confidence, knowledge, competence or understanding in relation to physical activity. We have worked closely with the SGOs to help shape their local plans and delivery will be starting from April 2022. Plans include the delivery of CWGs festivals aimed at getting less active/reluctant pupils in Key stage 2 to boost their social skills, confidence, well-being and inspire them to take up physical activity.

Pupil voice and consultation has run as a golden thread throughout the process in both counties to ensure young people are involved in the design and co-creation of the events.

### Opening Schools Facilities

An award of **£156,000** was received from **Sport England** for phase 2 of this programme which was awarded to 29 (mostly secondary) across the city and county, all of which had a high percentage of pupils receiving free school meals. The funding was used to allow the schools to open their facilities, out of school hours, to allow pupils and the local community to do more and/or different activities. Schools worked with their pupils to draw up a plan of the activities they wanted to do and what they needed to do it – equipment, coaching, storage etc. As a result of the improvements to facilities, c.5000 young people are regularly attending new activities in their schools.

A number of detailed case studies on the impact of this funding in individual schools have been produced - the website shows details of these and a [video](#)

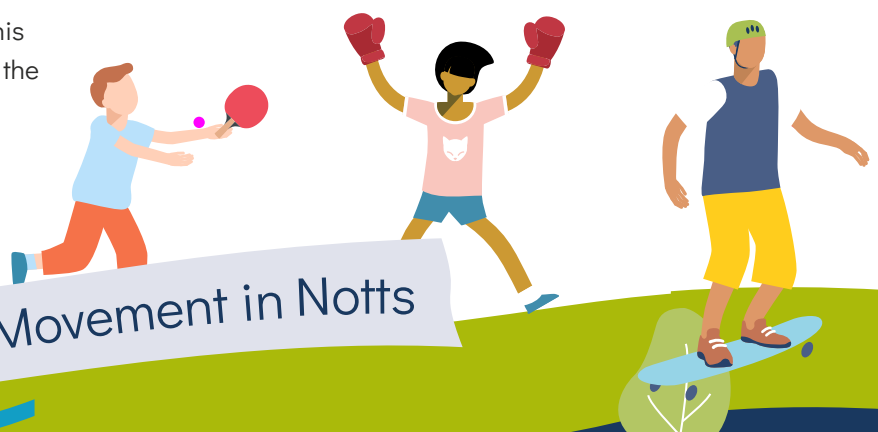
The change this funding and approach has brought about is different in each school, but there are some common themes.

#### Positive feedback from young people:

- how the new opportunity has encouraged them to do something new,
- how much they are enjoying doing activities with their friends without worrying about how much it cost.

#### Schools are reporting that:

- the new activities are attracting young people who have not wanted or been able to take part in exercise and/or other after school activities previously,
- that they have seen an increase in the number of girls and SEND pupils joining in.



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## Supporting young people in places (PEPA)

With the end of the **Sport England Satellite Fund programme**, a decision was made to allocate **£138k** of the Children and Young People (CYP) funding from Sport England to support new community-based activity for young people in priority places or from priority communities i.e. young people living with inequalities. We called this fund PEPA (Positive Experiences in Physical Activity). Involving young people in the design of the project was a funding requirement. £95k has been allocated to 24 projects.

To understand the impact of this funding on the young people involved and to make sure we learn what went well and what did not, we developed a deep dive process to carry out with a sample of funded programmes. These deep dives (up to three visits/conversations) will take place spring and early summer 2022 to capture stories of change. What we learn will be shared and influence future decisions.

A theme that is starting to emerge from the deep dives and that we are eager to understand more about is the importance of the feeling of belonging. Whilst this needs to be explored more from a young persons' perspective, conversations to date have highlighted some key findings. Having a workforce that are reflective of the young people at the sessions is important – this is evident in a community club which caters for young people with a range of SEND, the sessions are led by a coach who has a learning disability. Whilst he is a role model to the young people and they are able to relate to him, the role also gives him a sense of purpose and belonging. Having a family liaison type of role has also been recognised as a contributing factor to belonging, with the family feeling engaged and the liaison being able to inform a more tailored offer for the young person. Creating an environment where young people feel safe, have fun, are listened to and appreciation of differences is encouraged have all come through to date as important too.

One of the PEPA funded projects is Monday Night Football in Ashfield, watch a video about this [here](#)

## Notts Primary PE, Sport and Physical Activity Conference

More than 150 primary school teachers, primary PE coordinators, headteachers and governors attended this conference held in November 2021. One of the five key aims in Making the Move is focused on young people: 'Enabling children and young people to have positive experiences of being active throughout their childhood.' The keynote speakers and workshop sessions focused on how we can work together to achieve this. **Workshop topics included:**

- An introduction to physical literacy
- Exploring mental health and the role of physical education, school sport and physical activity to improve wellbeing
- Tackling inequalities in physical activity
- Engaging families in your school's drive for healthier, happier and more active children

The feedback from the conference was very positive with a net promoter score of 82. We asked some specific questions and received some of the following feedback:

**How has any of your learning from the day influenced you to work differently?**

“The Active Minutes session gave me a bigger bank of materials to use to easily and quickly get the kids active in the classroom. These have been shared with staff and we now have a bigger emphasis on active lessons. We are also in the process of developing a sports page on our website (encouraged by the Involving Families session)”

“The conference really emphasised the importance of physical literacy. This information has helped me to place a real emphasis on physical literacy in my schools Physical Education curriculum”

