

Talking Space - Social Housing and Physical Activity

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MTVH

founded in the 1950s to offer better homes for members of the Windrush Generation

provide affordable homes in East Midlands, London and East of England, responsible for over 58,000 homes, 3000 of which in Derby, mostly concentrated in DE23

We have a commitment to social purpose, we are a listening organisation and act as a “community anchor” in key localities

Empowering Futures team is responsible for community investment, we work with our residents, communities and partner organisations to boost opportunities and empowering people to live well

part of G15, which represents some of the country’s largest housing associations, we influence policy for the benefit of our residents, customers, and the wider sector

Active through Football

aim is to increase activity levels and create sustained behaviour change using “place-based approach”, to benefit key target audiences who face some of the greatest inequalities of being physically inactive

led by Community Action, connected with voluntary sector and the wider work that takes place in the city

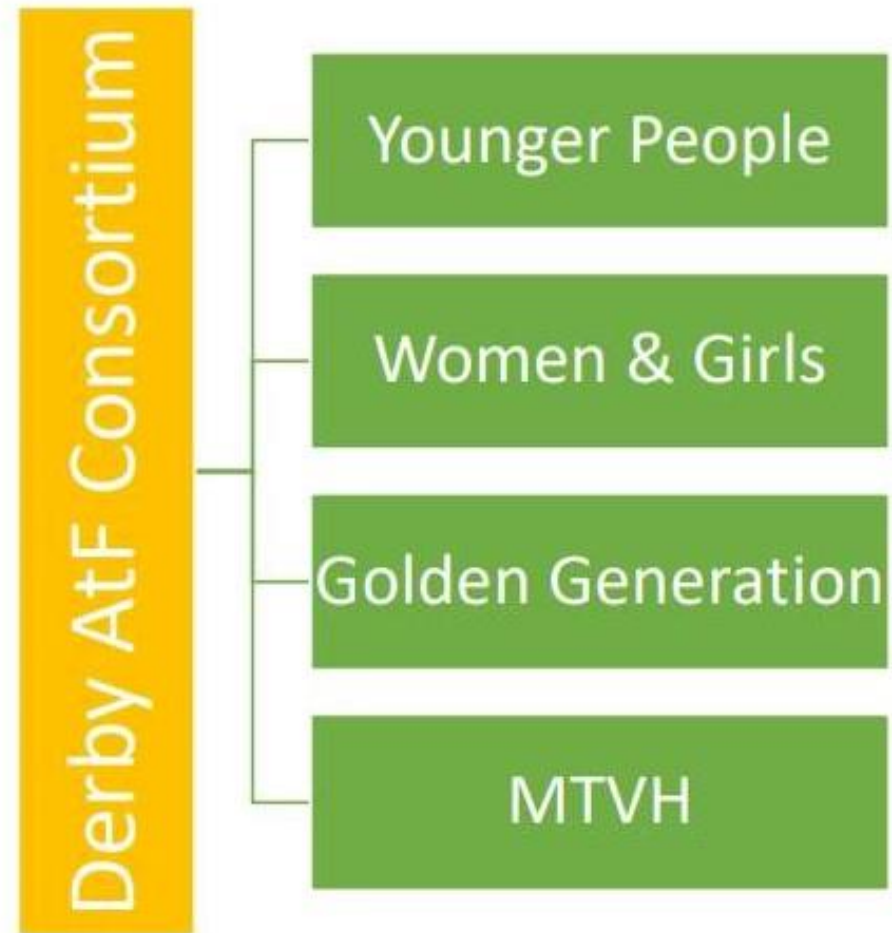


Community Engagement

a mix of doorstep conversations, video conferencing
group discussions, phone calls, one-to-one conversations
and community walks to gather residents' voice

We explored four questions on:

- Inactivity
- Neighborhood
- What can help people be more active
- What do people think about football





10 sessions (4 male, 6 female), over 600 participants





Physical activities

- fitness sessions
- yoga
- boxercise
- football
- chair based exercise classes
- chill and chat sessions

Other opportunities

- Training and qualifications
- Volunteering/mentoring
- Practical support and advice
- Raising awareness through guest speakers and workshops
- Social eating

Connection to other key programmes in the city:

HAF

DHIP

PlayZones

Levelling Up funding

Food banks / 'crisis cafe'

Derbyshire Cricket Foundation

Derbyshire Wildlife Trust

Moorways

Hadhari Nari

Boxercise



Yoga, chair based exercise, walk and chai



Dads and Lads & Golden Generation



Community hub





PlayZones

- a capital investment programme
- aims to engage with local communities to create outstanding sports and activity spaces and tackle inequalities in participation
- deliver new or refurbished outdoor mini pitches designed for football and other sports and activities that will allow our priority groups to be more active, the idea is to make PlayZones available for community use day and night, all year round

MTVH part of PlayZones in

- Derby
- Nottingham
- Brent

Derby PlayZones

- developed from a core partnership group from the Derby Active through Football consortium
- 2 housing providers involved: MTVH and Derby Homes
- existing relationship with most economically marginalised and vulnerable communities
- Good understanding and connection to diverse community

design of spaces for girls and women

Priority groups

- people in lower socio-economic groups
- Females
- people with long-term disabilities or health conditions
- culturally diverse groups

Normanton Park as one of 5 front runner PlayZone pitches in the country



Any questions?

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